



THE FUTURE CHIRO

BUILDING YOUR NEXT GENERATIONAL PRACTICE

No Staff - No Appointments - No Phone - No Insurance

thefuturechiro.com

ONE LINERS

My number one priority is to make sure each patient has a great experience. If they have a great experience, they will get better faster. My practice is laid back, very upbeat and just plain fun. I put a lot of humor into all my treatments. I joke with my patients and I always have one liners that are funny and appropriate.

For example, when I get a new patient on the adjusting table, I tell them I'm going to try something new on them - I saw it on Youtube last night. When I can tell a patient is nervous, if they are nervous and if they say yes, I say, "me too!" I always get a laugh. One of my favorite lines is when a patient ask if I have you ever broken a neck, I reply, "not today!" It's great to see their expression and help them relax at the same time.

I also have a sign on my wall outside my treatment room that reads, "I'll treat you for \$20, but I will fix you for \$40." This sign came about one day when I had a patient come in, never been to a chiropractor, and had been hurting for the past ten years. I explained chiropractic care to him and took him step by step throughout the adjustment. Once the adjustment was completed, he stood up and bent over and stated, "I'm still hurting." I said, "For goodness sake, I'm not Jesus Christ, I believe in his miracles, I just can't guarantee his work. Besides, I'm \$20, I'll fix for \$40, but I'm just going to treat you for \$20." He laughed and that's how that particular sign was created.

Have fun doing what you love and offer that in a fun, upbeat environment, you'll have a patient for life that will do nothing but talk about you, your model and refer you more patients.

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