



THE FUTURE CHIRO

BUILDING YOUR NEXT GENERATIONAL PRACTICE

No Staff - No Appointments - No Phone - No Insurance

thefuturechiro.com

# APPEARANCE

Appearance, both personal and office, is huge in this model. Remember you are the office manager, janitor, Doctor, etc. Make sure your bathroom is clean and properly supplied with toilet paper, soap, freshener and paper towels. It's simple, but don't assume its clean and supplied, check it often.

By offering very affordable treatment, patients will automatically be thinking cheap and asking the questions; what's wrong with this chiropractor?

I'm not a suit and tie guy, I'm more relaxed and besides, the name of my clinic is "The Chiropractic Station". I'm making the comparison that like a mechanic to a car is like a chiropractor to the spine and joints. I wear a gas station shirt and shorts, but I'm well groomed and professional. Make sure your personal appearance is welcoming and pleasing; hygiene, hair, breath, etc. Be memorable, and unique.

By sticking with a low price for adjustments, patients will automatically be thinking cheap. **Shock them** with a beautiful clean office that smells nice and looks fantastic.