



THE FUTURE **CHIRO**

BUILDING YOUR NEXT GENERATIONAL PRACTICE

*No Staff - No Appointments - No Phone - No Insurance*

[thefuturechiro.com](http://thefuturechiro.com)

# ADVERTISING

Everyone wants to sell you something, but is it cost effective? Initially I had limited start-up funds so I found that the least inexpensive but most effective way I advertised was by foot. I had professional looking fliers and door hangers created and walked business to business introducing myself, my practice model and handing out the fliers. On the weekends I would walk neighborhoods placing door hangers on the front door of peoples homes. It was very inexpensive, but very effective. WHY? Because the model does all the advertising for me; no Staff, no appointments, and no phone. It's different and people like different.

The model does the advertising for me: no staff, no appointments, no phone.