

Week 1: Introduction and Defining Your Vision and Purpose

- Understand the power of having a clear vision for your chiropractic practice.
- Identify your core values and beliefs that will shape your practice culture.
- Explore your passion for transforming health by delivering premium care.
- Mindset for Premium Care
- Create a compelling vision statement that inspires you and your team.

Week 2: Commodity vs. Transformational Healthcare

- Dive deep into the concept of commodity-based vs. transformational health care practices.
- Identify the key differences between the set of approaches and how they affect your practice.
- Discuss the limitations of insurance-based (Commodity care models) and the benefits of premium care (Transformational care models).
- Communicating the value of transformational care to your patients.
- #RootCauseisthemethodforimprovementineverything

Week 3: Team Understanding Your Culture

- Define the culture you want to cultivate within your chiropractic practice.
- Discuss the importance of aligning your team with your practice's values and mission.
- Learn strategies for effectively communicating your practice culture to your staff.
- Explore case studies of practices with strong cultural alignment.

Week 4: Team's Perceived Value for Your Culture

- Analyze the impact of insurance-based vs. premium care from your team's perception.
- Discuss strategies to ensure your team understands and embraces your health care culture. #RootCause
- Explore ways to motivate your team to deliver exceptional patient experiences.
- Share success stories of patients who have had their lives transformed following your practice culture.

Week 5: Brand Creation and Optimization

- Understand the significance of branding in your chiropractic practice.
- Define your practice's unique culture and values that will shape your brand.
#RootCause

- Create a compelling elevator speech that communicates your practice's essence.
- Optimize your branding materials, including your website, logo, and marketing collateral.
- What will be your promise of benefit to your community?

Week 6: Crafting Your Elevator Speech

- Develop a concise and persuasive elevator speech that captivates your audience.
- Practice delivering your elevator speech with confidence and enthusiasm.
- Learn how to adapt your elevator speech to various situations and audiences.
- Share examples of effective elevator speeches from successful chiropractors.

Week 7: Explainer Speech and Message to Market

- Dive deeper into crafting a compelling explainer speech that educates and persuades.
- Understand the psychology of your target market and tailor your message to their needs.
- Identify the key pain points your practice addresses and articulate your solutions.
- Explore real-world examples of explainer speeches and message-to-market alignment.

Week 8: Outreach Programs and Core Offer

- Explore different outreach programs to reach potential patients.
- Facebook Lives
- Networking—telling your story and debunking myths.
- Public speaking events
- Dinner with the Doc
- Private Open House
- Complete all public encounters with a compelling core offer, such as a discovery session, that showcases your value.
- Understand the importance of intent-based branding in your outreach efforts.
- Share success stories of how these outreach programs were effective in developing Dr Bruce's Chiropractic Enterprise as an outreach to attract patients.

Week 9: Social Media Strategy and Facebook Ads

- Develop a social media strategy to engage and educate your audience.
- Learn the basics of Facebook advertising and how to create effective ad campaigns.

- Understand the concept of PPC (Pay-Per-Click) management for online marketing.
- Share tips and tricks for leveraging Facebook ads to reach your ideal clients.

Week 10: Avatar Worksheet Process

- Dive into the process of identifying your ideal client avatar.
- Go narrow and deep
- If you serve everyone you serve no one
- Create an avatar worksheet that helps you understand your target audience.
- Learn how to tailor your marketing efforts to resonate with your ideal clients.
- Share case studies of practices that have successfully defined and targeted their avatars.

Week 11: Budget and Branding Package

- Determine the best marketing methods based on your budget and branding package.
- Understand how your budget aligns with the value of client revenue in 90 days.
- Explore branding program options that fit your business operations.
- Share examples of practices that have optimized their budget and branding for success.

Week 12: Leveraging the Internet for Branding

- Learn how to leverage the internet to amplify your unique message and benefits.
- Explore effective branding strategies for online presence.
- Identify the best plan for your business operations to maximize productivity.
- Share insights into creating a practice culture that aligns with your branding.

Week 13: Practice #RootCause Culture and your Promise

- Delve into the importance of defining and nurturing your practice culture.
- Craft a clear practice promise that resonates with your ideal clients.
- Understand the benefits of offering premium packages vs. a commodity-based practice.
- Share training to practices and strategies for creating a culture focused on transformational care.
- Emphasize #RootCause for all problems with health, business, and relationships

Week 14: Attraction - Identifying Your Ideal Avatar Client

- Explore the concept of attraction marketing and how it aligns with your practice culture.
- Identify your ideal avatar client and prepare to serve them effectively.
- Discuss the three publicly known problems your practice solves.
- Define your 30-second purpose statement to attract the right clients.

Week 15: Your Message to the Market

- Craft a powerful and concise message that communicates your practice's unique value.
- Understand what you would want the public to know about your service.
- Explore different advertising channels and strategies for getting your message out.
- Discuss the importance of branding in your message to the market.

Week 16: Crafting the Core Offer

- Dive into the process of crafting a compelling core offer for your practice.
- Understand the consultative interview and how it leads to premium care recommendations.
- Explore the journey from identifying problems to making premium care offers.
- Share real-life examples of practices that have successfully crafted core offers.

Week 17: From Here to There - Preparing Results in Advance

- Learn how to prepare results in advance to effectively guide your patients.
- Understand the art of making premium care offers and presenting them convincingly.
- Share strategies for transitioning patients from commodity-based care to premium care.
- Discuss the language and communication style for promoting benefits-based programs.

Week 18: Training on Conversion - Day 1 Discovery Session

- Explore the structure and purpose of the Discovery Session.
- Learn how to uncover the challenges and pain points your patients are facing.
- Explain the benefits of transformational care over traditional medicine.
- Offer to discover the root cause of their problems and why they remain chronic.

Week 19: Day 2 - Evaluation/Examination

- Dive into the evaluation and examination process in premium care.

- Educate your patients about the underlying causes of their health issues.
- Discuss the importance of diagnostic tests and imaging.
- Set appointments for necessary tests or imaging.

Week 20: Day 3 - Diagnostics and Imaging

- Continue the diagnostic and imaging process as needed.
- Engage in a brief conversation with patients regarding their health goals.
- Understand the role of diagnostics in crafting personalized care plans.
- Share case studies of patients who benefited from thorough diagnostics.

Week 21: Day 4 - Report and Recommendations

- Reiterate the challenges patients face and the consequences of inaction.
 - Explore the long-term impact of their current health status.
 - Discuss the financial and personal costs of remaining in their current situation. ●
- Present the Premium Care Program as a solution to leave their current health issues behind.

Week 22: Transformation and Premium Care

- Guide patients through the transformation process after enrolling in premium care.
- Understand the importance of engagement and lifestyle changes.
- Explain how regular re-evaluations and diagnostics track progress.
- Emphasize the language of "results" and benefits in patient communication.

Week 23: Business Expansion

- Explore opportunities for group services, i.e. fat loss
- Promote further patient education utilizing a private Facebook Group
- Advertising with Facebook ads and a sales page leading to discovery sessions.
- Discuss addressing business challenges, setting up an online presence, and attracting clients.
- Share success stories of chiropractic practices that have expanded through coaching.

Week 24: Conclusion and Celebration One day Live Event with VIP day for day 2

- Reflect on the journey of transforming your chiropractic practice.
- Celebrate the milestones you've achieved in shifting from commodity to premium care.

- Encourage continued commitment to your practice culture and premium care offerings.
- Share final words of motivation and inspiration for your clients and team.
- VIP day to help set up online presence and team management strategies

