

Unlocking the Future of Healing: How the Aspen Apex Laser Can Transform Your Practice

The Clinical Advantage

Clinically Proven Results:

The Aspen Apex Laser isn't just another gadget; it's a rigorously tested solution for tackling challenging conditions such as the following:

1. Fibromyalgia
2. Neuropathies
3. Fasciitis
4. Tendonitis
5. Hip Pain
6. Back Pain
7. Knee Pain
8. Lymphedema
9. Traumatic Brain Injury And more.

With this cutting-edge tool, you can offer your patients a new realm of effective treatment.

Broaden Your Horizons: Think about the excitement of attracting patients who never thought chiropractic care was for them. The Aspen Apex Laser positions you as an innovator in the field, capable of addressing a wider array of health issues. This means more patients, more growth, and more success

Empower Your Patients: Your loyal patients deserve the best, and that's precisely what the Aspen Apex Laser delivers. By expanding your treatment options, you empower patients to choose what's right for them, strengthening the trust and loyalty that sets your practice apart.

Streamlined Efficiency: The Aspen Apex Laser is user-friendly, allowing you to delegate its operation to a qualified technician. This frees you to focus on your core strength—delivering personalized care. The result? A practice that operates smoothly, saving both time and effort.

More Than Just Tech: The Aspen Apex Laser is not merely a piece of equipment; it's your ticket to transforming both your practice and your patients' lives. Don't miss the chance to expand your reach, elevate patient satisfaction, and skyrocket your ROI.

So, are you ready to leap into the future of chiropractic care? Make the smart move—

Adding an additional stream of income: Since the Aspen Class IV Laser can be operated by one of your technicians without your direct involvement, you have effectively Cloned yourself. Now you will not be the only one supporting your practice.

Financial Advantage

*Expected Income Derived From Laser Therapy During The First 12 months.

Impressive ROI:

Let's talk numbers. Many practices have seen their investment pay off in just 4 to 6 months. Imagine the financial freedom that comes with such a rapid ROI. It's not just a smart choice; it's a game-changer for your bottom line.

Explanation of Graph Below

This roadmap lays out a prudent plan for your business growth over the next year. Let's start with lead generation. The initial goal is to pull in 3-5 leads every week, targeting roughly 14 leads for the first month. From there, we're looking at a modest yet consistent growth rate of 10% month-over-month.

Now, let's talk about lead quality. We're estimating that about two-thirds of these leads will be high-quality and ready to move forward. And of those qualified leads, we expect two-thirds to actually make a purchase. These numbers are conservative by design, setting the stage for a sustainable growth trajectory.

But here's something important to note: the original strategy was built around the assumption that most customers would opt for the lower-cost package. This means we didn't account for the potential impact of Package 2, which offers a 20% savings per session. If more clients choose this package, your revenue could see a significant uptick.

And let's not forget your existing patient base. Their interest in Laser therapy hasn't been factored into these projections, which could mean we're again underestimating the potential profitability.

So, while this plan is cautious, it also leaves room for pleasant surprises. It's a balanced approach, designed to manage risk while keeping an eye on the bigger financial picture.

In Summary: even with this extremely conservative approach, the cost of your investment in the Laser was recouped within 6 short months.

Business Growth Forecast: Months 1-12

Month	Leads Generated (10% Inc.)	Qualified Leads (66%)	Purchases (66% of Qualified)	Package 1 Revenue (\$1,250/ 10 sessions)	Package 2 Revenue (\$2,000/ 10 sessions)	Total Monthly Revenue	Cumulative Revenue
1	14	8	5	\$6,250	\$0	\$6,250	\$6,250
2	15	9	6	\$7,500	\$0	\$7,500	\$13,750
3	17	11	7	\$8,750	\$0	\$8,750	\$22,500
4	19	12	8	\$10,000	\$0	\$10,000	\$32,500
5	21	14	9	\$11,250	\$0	\$11,250	\$43,750
6	23	16	11	\$13,750	\$0	\$13,750	\$57,500
7	25	17	11	\$13,750	\$0	\$13,750	\$71,250
8	28	19	13	\$16,250	\$0	\$16,250	\$87,500
9	31	21	14	\$17,500	\$0	\$17,500	\$105,000
10	34	23	15	\$18,750	\$0	\$18,750	\$123,750
11	37	25	17	\$21,250	\$0	\$21,250	\$145,000
12	40	27	18	\$22,500	\$0	\$22,500	\$167,500

Explanation of Columns:

- Month: The month for which the metrics are being reported.
- Leads Generated (10% Inc.): The number of leads generated that month, increasing by 10% from the previous month.

- Qualified Leads (66%): The number of those leads that are qualified (66% of the Leads Generated).
- Purchases (66% of Qualified): The number of those qualified leads that actually make a purchase (66% of the Qualified Leads).
- Package 1 Revenue (\$1,250/ 10 sessions): Revenue generated from sales of Package 1, priced at \$1,250 for 10 sessions.
- Package 2 Revenue (\$2,000/ 10 sessions): Revenue generated from sales of Package 2, priced at \$2,000 for 10 sessions (appears to be \$0 in all months listed).
- Total Monthly Revenue: Sum of the revenues from Package 1 and Package 2 for that month.
- Cumulative Revenue: The running total of all revenues to date.

This table provides an overview of how this hypothetical business expects to grow in its first year of operation, based on metrics like leads generated, qualified leads, and actual sales.

Investing in trust. It's the one ingredient that will fuel all other aspects of your business

Elevate Your Chiropractic Practice with the Aspen Apex Laser: The Future is Now!

Ready to revolutionize your chiropractic practice? Picture this: treating conditions once deemed untreatable with traditional chiropractic methods. Enter the Aspen Apex Laser—a game-changing technology that not only delivers unparalleled patient outcomes but also promises an impressive ROI.

Here's why the Aspen Apex Laser is your go-to solution for GROWING YOUR PRACTICE, OUTSHINING THE COMPETITION, AND MINIMIZING DRAWBACKS:

1. Clinically Proven Results: The Aspen Apex Laser isn't just another gadget; it's a rigorously tested solution for tackling challenging conditions like Fibromyalgia, Neuropathies, and Inflammation. With this cutting-edge tool, you can offer your patients a new realm of effective treatments.

2. Broaden Your Horizons: Think about the excitement of attracting patients who never thought chiropractic care was for them. The Aspen Apex Laser positions you as an innovator in the field, capable of addressing a wider array of health issues. This means more patients, more growth, and more success.

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4. Streamlined EfficiencyThe Aspen Apex Laser is user-friendly, allowing you to delegate its operation to a qualified technician. This frees you to focus on your core strength—delivering personalized care. The result? A practice that operates smoothly, saving both time and effort.

5. Impressive ROI:

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6. More Than Just Tech: The Aspen Apex Laser is not merely a piece of equipment; it's your ticket to transforming both your practice and your patients' lives. Don't miss the chance to expand your reach, elevate patient satisfaction, and skyrocket your ROI.

So, are you ready to leap into the future of chiropractic care? Make the smart move—invest in the Aspen Apex Laser today. Your patients and your profits will thank you!

The Two-Pronged Approach to Infinite Scalability: Clone Yourself or Add Another Provider, which should you choose first?

In the ever-evolving world of business, scalability is not just a luxury; it's a necessity. As a provider, whether you're offering a service, a product, or expertise, the demand for what you bring to the table can often exceed your capacity.

So, what's the solution? Enter the two-pronged approach to infinite scalability: cloning yourself or adding another provider. Let's dive deep into these intriguing options.

1. Cloning Yourself Using Technology

By adding the Aspen Class IV Laser to your practice you have expanded your therapeutic capabilities allowing your office to effectively treat previously difficult patients as well as adding to the number of disease processes you can treat. Thus you have cloned your self at a minimal cost with the ability to significantly improve the financial health of your practice.

THE COST:

EQUIPMENT: ASPEN CLASS IV LASER APEX TRI-PLEX APPROXIMATELY
\$900/MONTH

Technician: \$20/hr can perform 4 treatment/hr \$ 5/treatment

*Break even: 10 treatments/month = 1 new laser patient/mos

At the bare minimum, your office can break even on the day of your open house for that month and easily break even every month thereafter.*

Cloning Yourself by Adding Another Provider

Cost of Attracting Another Qualified Provider:

Your time involved \$400/hr

Cost of Executive search \$20,000

Monthly Salary \$10,000/mos

Benefits Health Insurance 500/mos

Benefits Personal Days 500/mos

Support Staff 2 \$34,000 each (\$78,000) \$ 6,500/mos

Your expenses for the first month are: \$37,500

Your expenses for month 2 and beyond \$17,500

How many months will it take til you break even?

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