

"We Don't SELL, We EDUCATE"

### "Introduction to Chiropractic Day" PROMOPACK

### Dave Can Make A HUGE Impact!

If you would like your practice and life to TRANSFORM, hire Dave for the most cost-effective, impactful program that he has offered in his 25 years :

### Introduction to Chiropractic Day!

Here's what people are saying...

### "For my investment into this event, my ROI is 10 to 1 from just these patients this year..."

Another amazing stat - out of the 69 appointments we had 100% show rate of scheduled scans! Dave is magic!

"I have done screenings in the past, but this is a fun, non intrusive, low stress way to boost your practice. Who needs to market when you have Dave!"

> I have found that this event has been one of the best return on investment that I have seen in my 25 years. It has produced anywhere from 15 to 69 new patients - It works! Read more testimonials at the end of this pack. - Dave Mager

As Dave says, "Don't think of the cost of doing something, think of the cost of doing **NOTHING!**"



### Why Should I Do Introduction to Chiropractic Day?

Introduction to Chiropractic Day was created ten years ago. It is a day where you ask your patients to introduce their families to chiropractic. This all started because a doctor said he had a hard time promoting himself, like many of you. He felt comfortable promoting someone else more than himself.

Because of this, I developed this program to make it **simple** and **easy** to promote an event that does not involve promoting yourself. This event basically becomes an **in-house referral** screening. As you well know, **referrals are the best new patients you can have in** your practice.

The program begins 4-6 weeks from the start of the event. Included in this packet you will find an

Event Procedure outline and example flyers. Much of this can be personalized through my graphic artist or you may do it yourself. The event itself **includes a talk the night before or the day of whichever works out best**; scans are included with the talk.

> The main idea to remember is when you are asking your patients to tell their friends and family about the event let them know they get 1 ticket for coming to the talk and 5 tickets for everyone who is not under chiropractic care. Most

importantly, any child that comes in for a scan they will get 10 tickets because children are so important to us. You may extend the offer for friends and family to get scanned the week after the event so you do not exclude anyone. I recommend getting 5 – 10 prizes and doing 1 the night of the talk and the rest after the screening.

Please Note : Schedule as many scans as possible prior to the event, every 10 minutes and shoot for a goal 25-30 scans. The KEY to this whole event is to HAVE FUN, use lots of HIGH ENERGY, and tie it to your mission statement.

Aim to have people healthier in your community.

- SET A DATE FOR THE EVENT, LEAVING YOURSELF AT LEAST 4 WEEKS (PREFERABLY 5 6 WEEKS) TO PLAN AND SCHEDULE SCANS.
- SET GOAL FOR OF AT LEAST 25 40 NEW PATIENTS THIS TRANSLATES TO SCHEDULING 5 -8 NEW PATIENT SCAN DURING THE 4 - 6 WEEKS PRIOR TO EVENT.
- FIND A PLACE TO DO THE TALK TO DO THE TALK WHICH COULD ACCOMMODATE YOUR EXPECTED PATIENTS AND GUESTS (EXAMPLE : CHURCH, HOTEL, LIBRARY, ETC.)
- ONCE AGAIN, THE MOST IMPORTANT SCHEDULING SCANS FOR FRIENDS AND FAMILY EACH AND EVERY WEEK LEADING UP TO THE EVENT
  EXAMPLE OF VERBAGE : "WE'RE HAVING AN EVENT IN 4 WEEKS CALLED 'INTRODUCTION TO CHIROPRACTIC', IT WOULD BE A GREAT TIME TO GET YOUR WIFE AND TWO CHILDREN IN TO GET A FREE SCAN AND INTRODUCE YOUR FRIENDS AND LOVED ONES TO CHIROPRACTIC WITH LITTLE OR NO COMMITMENT.
  YOU'LL BE GETTING 5 TICKETS FOR YOUR WIFE AND 10 TICKETS FOR EACH CHILD, GIVING YOU 25 CHANCES TO WIN PRIZES. ALSO, WE'RE HAVING A SPEAKER COME IN THE NIGHT BEFORE TO DO A TALK ON HOW TO LIVE LONGER, HEALTHER - HE'S BEEN FEATURED ON THE DISCOVERY CHANNEL AND IS AN AUTHOR AND CO-DEVELOPER OF THIS TECHNOLOGY. BE SURE TO SEE MARY AT THE FRONT DESK TO SCHEDULE YOUR APPOINTMENTS - REMEMBER THE MORE YOU SCHEDULE, THE MORE CHANCES YOU HAVE TO WIN - BUT MOST IMPORTANTLY OUR MISSION IS TO MAKE OUR COMMUNITY A HEALTHIER PLACE"
- AFTER SCAN, IF THE PATIENT WANTS TO TAKE THE NEXT STEP HAVE A SPECIAL OFFER FOR THEM TO GET THE EXAM, X-RAYS, ETC. (USE YOUR OWN DISCRETION).
- IF SOMEONE IS NOT ABLE TO COME ON THAT DAY, GIVE THEM THE OPPORTUNITY THE FOLLOWING WEEK.



\*Each week have a meeting and make sure you are following these guidelines. If there are any problems or struggles, make sure all staff is helped and on board.\*

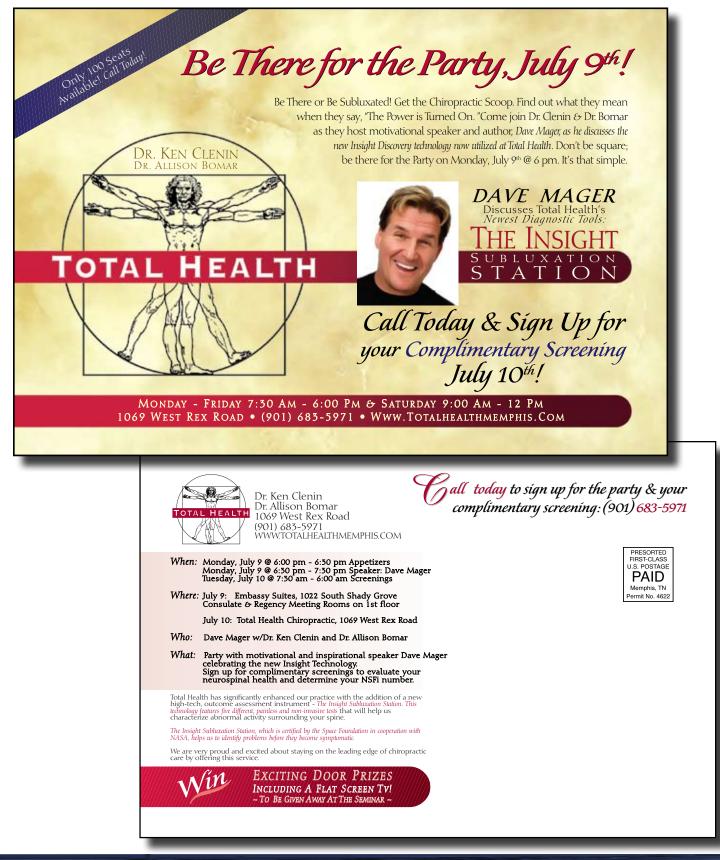
5 Weeks Out Set goals on number of patients you would like to gain Need to get place of lecture Flyer needs to be created (If personalized, contact)	Date :
4 Weeks Out Put up flyer Decide what prizes and food for the event	Date :
3 Weeks Out Set up table of raffle prizes Emphasize referrals and amount of tickets	Date :
2 Weeks Out Put out balloons and decorations Make a hit list of patients you haven't seen in 6 months Staff can call hit list	Date :
1 Week Out Kick up energy with coffee and muffins, face painting Go against the norm Use your imagination	Date :

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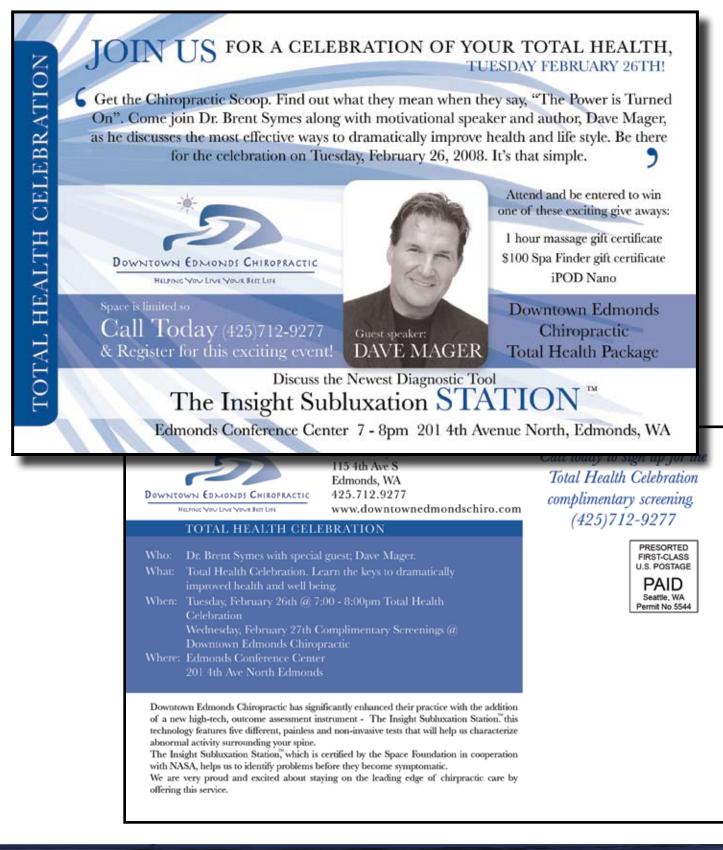
### Promotional Handout Ideas





What's the Cost of Doing Nothing?

### Promotional Handout Ideas





## Wellness & Chiropractic Celebration

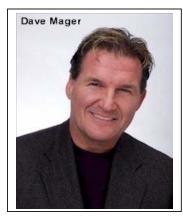
### You're invited to ...

HealthSource of Junction City's Annual Wellness & Chiropractic Celebration

This year's guest speaker, Dave Mager, is a sought after speaker with non-stop energy and excitement. He will have you riveted to your seat. Dave's book "Health Is a Journey" has sold over 1 million copies.

Dave is empowering, encouraging, and inspiring.

Do you feel like something is missing in your life?



Do you want to improve the quality of your life as well as your families?

Dave impacts, influences and teaches you how to be great and perform great, everyday.

This is an extraordinary event that you will not want to miss! This evening is guaranteed to be life-changing. This will be the greatest Wellness Event of the year! Hope to see you there!

(Dave is a formerly highly successful football coach who coined the term "put your gameface on".)!!!

#### FREE ADMISSION!!!

**Event Details:** 

Junction City High School Auditorium August 8, 2007 7:00 – 8:00 pm Phone: (785) 762-4800 Sponsored by: HealthSource of Junction City



#### Date: Thursday, March 29, 2007 Time: 6:00 pm

Arapahoe Community College 5900 S Santa Fe Drive Littleton, CO 80123 Half Moon, ACC Main Bldg.

Mary or Laura: 303-794-1737



# WELLNESS EVENT



- -Learn how to live longer and healthier.
- -Reduce Stress.
- -Exercise Effectively and Efficiently.
- -Balance your life with proper nutrition and relaxation.
- -Keys to building a stronger immune system.
- -Balance your life through time management.

Want to be inspired to take action in your life and health? Join us for an action packed evening that will give you new insight to become your best. Our speaker, Dave Mager has been featured on Discovery Channel and is the author of the book <u>Health is a Journey</u>. He has spoken around the world at conferences, meetings and seminars, empowering people today to transform their world tomorrow!

We will be having door prizes from various local businesses and ACC.

Don't wait, reserve your spot NOW by calling or emailing, info is below.

This is a FREE COMMUNITY EVENT.

#### WELLNESS EVENT

Sponsored by:

Dody Chiropractic: Creating Wellness Center 3625 W Bowles Ave #18 Littleton, CO 80123

Phone: 303-794-1737 E-mail: service@dodychiro.com





### **Testimonials**

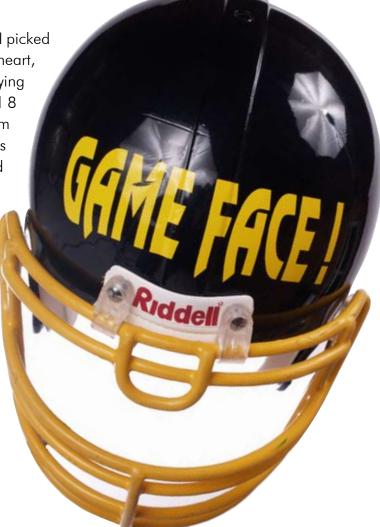
Dave did a dinner talk for my patients and friends on Tuesday night, then followed up with all day Subluxation Station scans in my clinic on Wednesday. I had about 35 non-patients at the dinner, 24 came in for scans the next day, and 15 have now followed through with my recommendations for year long corrective care plans. By the way, these are all cash patients!

For an investment of about \$3,000, I will get that back 10x over just from these patients this year. Guess what, these new ones are now referring in more patients!! In order to save lives through chiropractic we need to first get the message across to the people of our community, and nobody does it better than Dave.

I thank God for the amazing warrior that Dave Mager is for chiropractic and the opportunities I have now to help even more people experience life to the fullest. <u>I have done screenings in the</u> <u>past, but this is a fun, non- intrusive, low stress way to boost your practice. Who</u> <u>needs to market when you have Dave!</u> - K. Anderson D.C.

Dave did <u>77 screenings...WOW!</u> From the moment I picked him up at the airport, Dave exhibited such passion, heart, and enthusiasm. Dave took my clinic by storm, electrifying my staff and enlightening my patients as he screened 8 people. Later in the evening, there was standing room only as over 100 people were mesmerized by Dave's incredible presentation. The next day, Dave worked tirelessly from 7AM to 6PM scanning and interpreting another 41 patient's test results. The clinic was forced to expand our hours to accommodate the additional 28 patients that signed up for scans. Another amazing stat – out of the 69 appointments we had 100% show rate of scheduled scans! Dave is magic!

In closing, the powerful presentation by Dave Mager was revolutionary to our practice. I truly appreciate his time, consideration, and hard work on our behalf. Thank you for renewing our purpose and strengthening our practice. - B. Clenin





### Contact Dave









#### Ready to book Dave for your event?

#### By Phone

office: 888.746.1550 fax: 330.266.7676 cell: 330.819.7254

#### By Mail

10121 Page Road Streetsboro, Ohio 44241

#### Online:

dmagergameface@aol.com www.davemagergameface.com 123GAMEFACE (Facebook)

#### Looking for help designing your promotional materials?



Use the company I trust to get your promotional materials designed and printed for your event. Give them a call (330) 899-4927 or on the web at www.jmpproductions.net. There your one-stop-shop for all your needs!

