



COMMUNICATION AND MESSAGING MASTERY FOR CHIROPRACTORS

Create Lifetime Practice Members
Through Refined Communication and Messaging

LIFETIME WELLNESS PRACTICE
DR. DANIEL KNOWLES

Begin With The End In Mind

"If you want long-term practice members your communication and your positioning is vital and it begins long before the person shows up in the office."

How you position your office and what you teach people chiropractic is, matters. If you position your care around symptoms, you are not beginning with the end in mind.

Your communication and your messaging has to be around people getting wellness care from the beginning.

Everything in your office, every piece of marketing, sales copy, system in place, training for team members, everything, should have coherent alignment with the vision of having someone in care long term.

Know your why and ask yourself:

What is your reason for wanting people to be a lifetime practice member?

How does this benefit them?

How does this benefit you?

Build Trust By Asking Questions

DO Say:

"Tell me more about that"

"Why do you say that?"

"Why do you ask that?"

"Whats going on?"

"How long has that been going on?"

"How does that impact you?"

"I hope I can help you"

"I hope that you can have the experience of feeling and functioning better"

"Tell me more"

DO NOT say:

"We can help you with that"

"I can correct that"

"Chiropractic can heal that"

When you say "I can help you with that", they immediately lose trust. People select a practitioner based on trust.

If you don't want to treat symptoms, don't promise them you will treat their symptoms.

The Invitation

Example Invitation:

"I'd like to see if we can help you. We have to assess what's there. I don't know how much a bag of groceries cost until I know what's in the bag of groceries. I don't know how much the exam's gonna be, I don't even know what would be appropriate to test until I find out more about you. We'll do a comprehensive test, but I have to learn more about you to do that."

When that's done in a very loving way, and it's done in a way that communicates trust, people will think, "wow, this person actually has something more to offer".

Use the two business card system to engage **the law of reciprocity**.

Two Card Method

STEP 1: Carry Business Cards with a blank back

STEP 2: Give them one card and say:

"I like to see if we can help you. We have this free nervous system screening test, it works like if someone wanted to check to see if they had a blood pressure concern, the first thing they might do is check their blood pressure or pulse rate. I hear your concerns about your spine and nerve system. I want to determine if even you're a candidate for an evaluation. I don't even know. I invite you to come into the office and we'll do a quick check up and see if there might be anything unusual. Then we'll know if you're a candidate for chiropractic and what appropriate evaluation procedures to do."

STEP 3: Write "complimentary spinal check" on the back of your business card and add your cell phone number. Instruct the person to bring that in to the office so the staff knows what to do.

STEP 4: Pull out a second card and ask them to write their name and phone number on the back of it. Say "by the way, actually, what's your number. I'll bring it back to my office. I'll have my staff call you when I get there." So you get their number.

You gave them your information first and that engages the law of reciprocity. Since you've given them something that's of value, getting their phone number or their email is now our value back.

The More Lines In The Water, The More Fish You Catch

The first key to fishing is putting out all kinds of different lines. You don't wanna have one line in the water. You want 2, 3, 4, 5 lines, 10 lines. The more lines in the water, the more fish you're going to catch. The same is true for attracting new patients.

It does not matter what your lines are, just that you have multiple streams going at once. Some examples of lines are:

Social Media
In office Class
Screening
Virtual Class
Lunch and Learn
Community Event
Networking Event
Email Communication
Fish Bowls For Business Cards In Local Businesses
Bringing Gifts To Your Neighbors

The goal of all marketing is to get people to physically to end up in your office, to get a look around and determine if they trust you.

You never want to market for them to come in to get adjusted or get their neck pain fixed, or to get low back pain fixed- beginning with that in your communication or your classes devalues what you do and leads to low conversions.

Communicate Value

Always communicate what the patient can have more of instead of less of.
If they're going to come in for long-term care, the relationship foundation has to be on more.

Everybody else focuses their communication on what you're gonna have go away. That's a recipe for someone coming in less.

Vital Questions To Ask That Communicate MORE

"Wow, that really sounds like that's a lot to experience. And I certainly want, you have a different experience. I'd like to ask you, what would you like to replace that experience with? What do you want to have as your experience of your body."

"If you would, to have a different experience of your body, what would it be like?"

"You've told me, what it feels like to live in your body, what would you like it to feel like living your body? Let's head this ship in that direction.

To head in that direction I have to assess your neural behavior, your spinal structure, and get a sense of what your experience of your body is. So that way I can know how your spine and nerve system, which are the conduit of your life are functioning and what we have to do to intervene so it can be in a more optimal experience of life. So these are then the tests that we recommend."

You want to have the messaging that it costs more, it's worth it, that you are delivering more, you're a higher standard of care. People are going to get more out of it and to expect more out of what you do.

Dr. Daniel Knowles

Doctor Of Chiropractic



Dr. Daniel is a licensed Chiropractor and the co-founder of Network Family Wellness Center, Mile High Chiro Movement, and Lifetime Wellness Practice. He also serves as both an instructor and the International Operations Developer at EpiEnergetics.

He holds a Bachelor Degree, with honors, from New York University, and a DC Degree from the Sherman College of Chiropractic, where he has also served on the Board of Directors.

Dr. Daniel has made hundreds of professional presentations across the world on the philosophy and future of chiropractic.

At LWP, Dr. Daniel helps his clients to develop healthy, successful practices that are built to last. His clients receive individualized tools that can help any doctor to become financially successful, philosophically rich, and patient-focused.

When he is not in the office or spending time with clients, Dr. Daniel enjoys hiking, biking, and skiing in beautiful Boulder, Colorado, with his wife and two children.

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