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What does "SYSTEM" stand for?

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2

Why it is important to know the number of searches for the term chiropractic?

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3

Why it is important to know the number of searches for the term chiropractic and back pain?

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## What are people searching for?

WordTracker	WordTracker count	Google daily est.	Yahoo! daily est.	MSN daily est.	Search daily est.
wellness	14	10	11	5	37
wellness benefits	14	10	0	1	25
wellness services	4	0	1	1	7
wellness programs	4	0	1	1	7
wellness products	4	0	1	1	7



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Why it is important to know the number of searches for the term Wellness?

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## What are people searching for?

WordTracker	WordTracker count	Google daily est.	Yahoo! daily est.	MSN daily est.	Search daily est.
mental health	14	10	11	5	37
mental health services	4	0	1	1	7
mental health programs	4	0	1	1	7
mental health products	4	0	1	1	7



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Why it is important to know the number of searches for the term MT?

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## What are people searching for?

WordTracker	WordTracker count	Google daily est.	Yahoo! daily est.	MSN daily est.	Search daily est.
lifestyle	14	10	11	5	37
lifestyle services	4	0	1	1	7
lifestyle programs	4	0	1	1	7
lifestyle products	4	0	1	1	7



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Why it is important to know the number of searches for the term Lifestyle?

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What are people searching for?

Search Term	Search Volume	Competition	Cost Per Click	Quality Score	Conversion Rate
Health	100,000	High	\$2.00	4.0	1.0%
Healthcare	50,000	Medium	\$1.50	4.5	1.5%
Health insurance	30,000	Low	\$1.00	5.0	2.0%
Health services	20,000	Medium	\$1.80	4.2	1.2%
Health products	15,000	Low	\$1.20	4.8	1.8%
Health information	10,000	Low	\$0.80	5.2	2.2%
Health care	8,000	Medium	\$1.60	4.3	1.3%
Health care services	6,000	Low	\$1.10	4.9	1.9%
Health care products	4,000	Low	\$0.90	5.1	2.1%
Health care information	3,000	Low	\$0.70	5.3	2.3%
Health care services and products	2,000	Low	\$0.60	5.4	2.4%
Health care services and products information	1,500	Low	\$0.50	5.5	2.5%
Health care services and products information and services	1,000	Low	\$0.40	5.6	2.6%
Health care services and products information and services and products	800	Low	\$0.35	5.7	2.7%
Health care services and products information and services and products and information	600	Low	\$0.30	5.8	2.8%
Health care services and products information and services and products and information and services	400	Low	\$0.25	5.9	2.9%
Health care services and products information and services and products and information and services and products	300	Low	\$0.20	6.0	3.0%
Health care services and products information and services and products and information and services and products and information and services and products	200	Low	\$0.15	6.1	3.1%
Health care services and products information and services and products and information and services and products and information and services and products and information and services and products	150	Low	\$0.10	6.2	3.2%
Health care services and products information and services and products and information and services and products and information and services and products and information and services and products and information and services and products	100	Low	\$0.05	6.3	3.3%



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Why it is important to know the number of searches for the term Health?

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Where do you want to focus your marketing?

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What is the number one requirement behind every successful practice and marketing program ?

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# The 90/10 Rule

It's time you broke the rule.



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What is the 90/10 Rule?

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Annual Profit	\$170,000.00
10% of Profit for Marketing	\$17,000.00
Costs of graphics, newsletter or video, flyers and per month	\$200.00
Amount for marketing	\$6,400.00
Number of New Patients needed month to maintain	25
Number of New Patients needed month to grow	25
Number of New Patients needed year to maintain	300
Number of New Patients needed year to grow	300
10% conversion - attend/year from lectures/screening to maintain	2400
10% conversion - attend/year from lectures/screening to grow	3000
10% conversion Leads/year needed to maintain	960
10% conversion Leads/year needed to grow	1200
Average number people that attend your lectures/screenings	30
Number of lectures/screenings at 10% conversion based on attendees to maintain	32
Number of lectures/screenings at 10% conversion based on attendees to grow	40
Number of lectures/screening at 20% conversion based on attendees to maintain	48
Number of lectures/screening at 20% conversion based on attendees to grow	60
Number of lectures/screening year 1 without leads to maintain	120
Number of lectures/screening year 2 with leads to maintain	12

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Why do you need to break the 90/10 Rule? <http://tinyurl.com/l3gj5r>

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# How much?

An investment vs. expense



COST OF MARKETING  
REVENUE PER PATIENT = 1/3

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How much should you devote to marketing?

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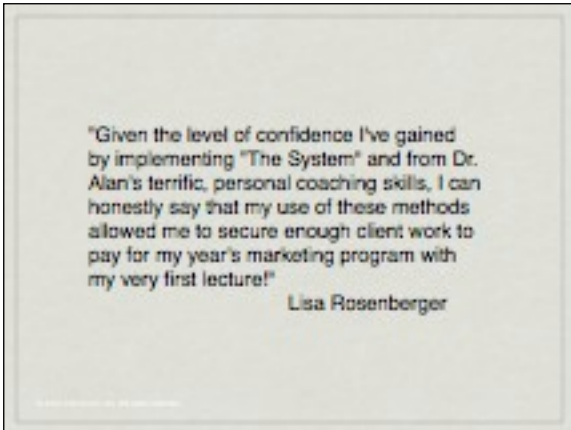
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Imagine 1 lecture and your marketing is paid for!

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What is the purpose of an event?

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What kind of events do you want to do?

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Why do you need to create value?

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How do you reach your goal? [http://promotionalpieces.s3.amazonaws.com/Survey\\_Lead\\_Generating.pdf](http://promotionalpieces.s3.amazonaws.com/Survey_Lead_Generating.pdf)

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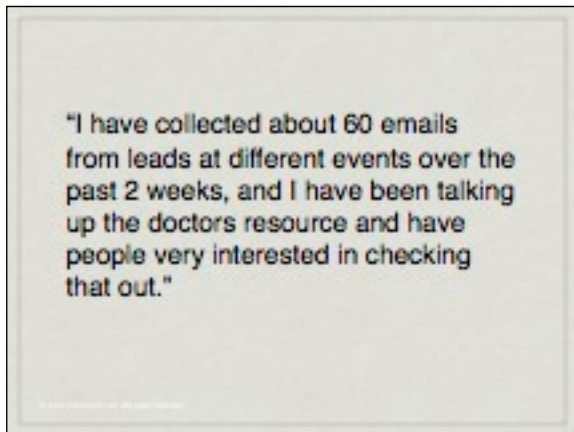
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People will trip over themselves for you to contact them!

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When does the relationship begin?

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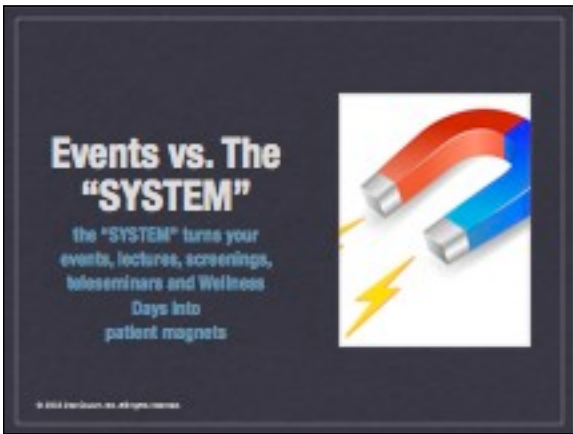
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What is the difference between an Event and a SYSTEM?

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What is the key component of The "SYSTEM"? Why is it important?

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Why do most practitioners not follow through?

[http://promotionalpieces.s3.amazonaws.com/BiggestMistakes\\_Practitioners\\_Manual1.pdf](http://promotionalpieces.s3.amazonaws.com/BiggestMistakes_Practitioners_Manual1.pdf)

<http://promotionalpieces.s3.amazonaws.com/BiggestMistakeschiropracticManual1.pdf>

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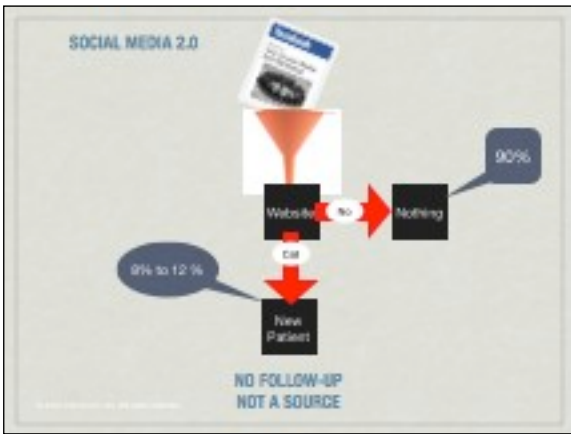
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Is Social Media a good tool to get traffic to your site? Where's the problem?

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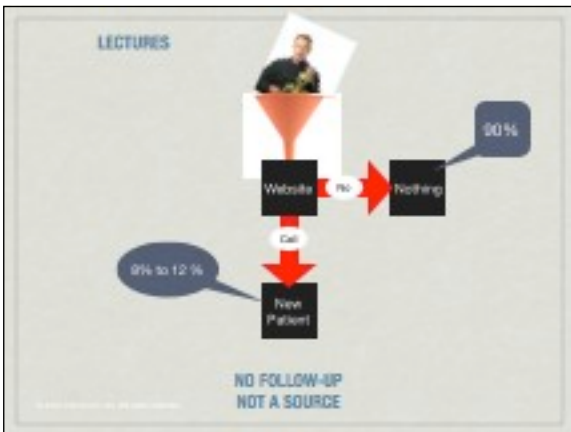
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Are lectures a good tool to get patients? Where's the problem?

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Are Wellness Days a good tool to get patients? Where's the problem?

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Are Teleseminars a good tool to get patients? Where's the problem?

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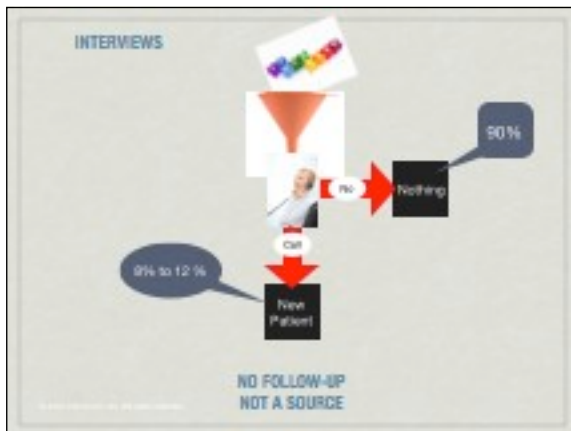


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Are Interviews a good tool to get patients? Where's the problem? Where's the power?

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Why is an interview a powerful add-on to any event?  
[http://healthnewspodcast.com/Interviews\\_of\\_You.html](http://healthnewspodcast.com/Interviews_of_You.html)

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29

Is audio on your site a good tool to get patients? Where's the problem?  
[http://download.cnet.com/Expstudio-Audio-Editor-Free/3000-2170\\_4-10444774.html?part=dl-EXPStudio&subj=dl&tag=button](http://download.cnet.com/Expstudio-Audio-Editor-Free/3000-2170_4-10444774.html?part=dl-EXPStudio&subj=dl&tag=button)  
<http://www.ambrosiasw.com/utilities/wiretap/>  
<http://www.easyprompter.com/prompter.php>  
<http://www.ezs3.com/>

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What is the goal of the SYSTEM? What is a Lead? Why repetition? Why automatic?

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Does anyone else use a system? Think of every event you attended this year.

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List all the parts of a complete "SYSTEM".?

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33

List all the parts of a complete "SYSTEM".?

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**When is someone...**  
most likely to become a patient once you have an event?

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What is the ideal time to convert leads into patients? When do you start?

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**Twelve Ways Program**  
The "SYSTEM"  
Step 1

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35

Why is Step 1 an important piece of the "SYSTEM"?

<http://www.voiceshot.com>

<http://www.icontact.com/a.pl/415868>

<http://www.aweber.com/?100>

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**Twelve Ways Program**  
The "SYSTEM"  
Step 2

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Why is Step 2 an important piece of the "SYSTEM"?

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Why is the purpose of the HealthNews?

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Why is the purpose of the 52 H&L Tips?

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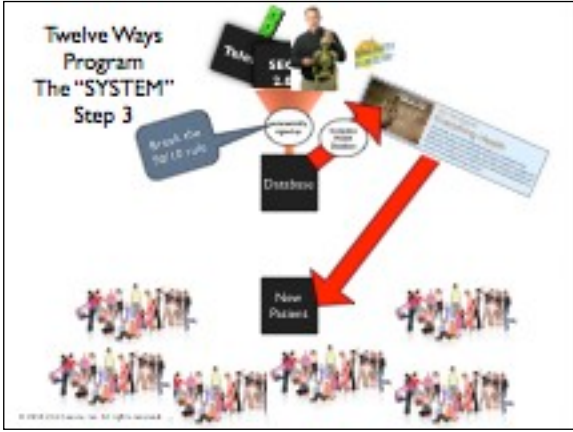
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Why is Step 3 an important piece of the "SYSTEM"?

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Why do you need a "SYSTEM"?

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Why does The "SYSTEM" make it so simple?

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Why do patients leave?

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45

**Face the facts...**

85% of you do not have the time, the skills, know how or desire to learn how to...



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46

Why do most practitioners not follow through?

[http://promotionalpieces.s3.amazonaws.com/BiggestMistakes\\_Practitioners\\_Manual1.pdf](http://promotionalpieces.s3.amazonaws.com/BiggestMistakes_Practitioners_Manual1.pdf)

<http://promotionalpieces.s3.amazonaws.com/BiggestMistakeschiropracticManual1.pdf>

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**What next?**

- Do you want to be a source of everything health?
- Do you want to break the 90/10 rule?
- Do you want a less stressful practice that is on auto-pilot?
- Do you plan are using events to build your practice?
- Do you want to convert more leads into patients?
- Are you part of the 85%?

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How do you answer these questions?

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**Is this you?**

This will stop you from using the "SYSTEM"



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What is the cost of doing this yourself?

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**Solution**  
We'll do it for you and help you reach your goals



Marketing Goals

Profits and Growth

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Which is a better value you doing it or us doing it?

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**or is it this?**  
This will stop you from using the "SYSTEM"



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Which is a better value you doing it or us doing it?

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"Just got back from the 1st screening today and it was definitely a whole different animal. I got 56 leads and what will probably be 2-3 patients right away. So I definitely like this process already."

Chris Barras

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51

Like money in the bank.

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52



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Why is this the way to go?

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54

Compare this to a once a month Newsletter?

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**Satisfaction Guaranteed**

If you don't meet your How Much Patient formula in 3 months following The "SYSTEM" Checklist, simply cancel the "SYSTEM" !



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If you do your part we'll do our part satisfaction guaranteed.

[WWW.HEALTHNEWSPodcast.COM](http://WWW.HEALTHNEWSPodcast.COM)  
CLICK THE SIGN UP TAB

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