



2025 Cornerstone Call Agenda

Month	Promotions & Marketing	Patient Care	Team Driven Practice	Balance & Prosperity
Week	1st and 2nd Tuesday at 1:00	1st and 2nd Tuesday at 1:00	3rd Tuesday at 1:00	4th Tuesday at 1:00
		12 TLC Divers of NP Conversion and PVA	12 Pillars of a Great Team	
January	Marketing Plan	1. Doctors and CAs Say the Same Thing	1. The Team that Trains Together Stays Together	It's Never About the Money
February	Marketing Matrix	2. Yesses and Circling Back to Re-anchor	2. Cross Training	Auditing Your Practice
March	Call to Action (CTA) in Spinal Workshops (SWS)	3. Socratic Engagement for Awareness of Problem	3. Asking for Help	Time Audits - Your Schedule
April	Website and Search Engine Optimization (SEO)	4. Exam Excellence	4. Targets and Checklists	SOUP
May	Specialty Community Events	5. Comparative Result Reporting	5. Asking for Referrals CA Style	Time Off - Benefits and Perks
June	Neighbors of Integrity	6. Specialized Training at Workshops	6. Engagement Calendar	Life Cycles in Practice
July	Promoting Additional Services	7. Utilizing your Environment for Ideal Learning	7. Energy Drivers	Spouse and Family Support
August	Growth in Holidays	8. Tracking Patient Results and Stats Increasing	8. Marketing Tool Box CA Style	It's Not Personal
September	Getting Out of the Building GOOB	9. Compliance to Care Plans	9. Screenings	Anniversary Celebrations
October	Partner Promotions	10. Education Supercharged	10. What's Next - Practice Growth	Preparing for What's Next
November	Asking for Referrals (AFR) Referral Certificates	11. Transitions of Care	11. Fun Supercharges Growth	The People on Your Team
December	Engagement Calendar and Leads	12. Technique Objectives and Trainings	12. Celebrating Team Wins and Longevity	Goals, Dreams and Actions

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