

Highlights from TLC's September 2014 Seminar

Sick Posture = Sick Person **Speaker: Dr. Gambale**

- Listen to Audio Clips on the TLC Website!
 - Search: Back by Popular Demand Dr. Gambale
- “Dr. Gambale did a very good job!”
- “Enjoyed having technique. It is useful to everybody!”
- “At first glance, a technique class would not seem to fit in with a marketing seminar. However, Dr Gambale gave us tools to use to better present our message and therefore close more new patients and attract more referrals.” -Dr Gary Shoemaker
- Ask yourself, why do I do what I do!
- Let people know what to expect up front.



“I am motivated to up my game in regard to my in office procedures”

Screening Excellence **Speaker: Dave Mager**

- Listen to Audio Clips on the TLC Website!
 - Search: Dave Mager
- We educate we don't sell!!
- We are saving lives!
- I love telling the story.
- This is a Paradigm shift!!!
- “I enjoyed Dave's presentation on wellness screenings. He has a high level of integrity, enthusiasm passion!”
- “Great - love that he teaches how to fish!”
- “Dave Mager is great. Fun, great, energy and informative!”
- “Dave ROCKS! Game face!”
- Dave Mager was awesome, got a lot out of small breakouts and practicing spinal screenings closes and referral asking.



“At this seminar – we had the ability to breathe, take in and discuss with others and find common bonds!”



Collecting More Money Now

Speaker: Dr Jill Landis

- “Jill is very knowledgeable and willing to help. Thanks!”
- “I loved how she shared her experience and she explained her purpose is to GUIDE people, not to tell you what to do.”
- Listen to people who say the truth!!
- We talked about how Drs can check on the CAs billing and outstanding monies



New Patient Growth

Speaker: Dr. Scot McCormick

- “Dr Scot always speaks from the heart and imparts such knowledge that we can use in our practice and our lives!”
- “I now realize I wasn’t properly asking for referrals. I have a lot more clarity now on how to do it as well as lots of great examples from everyone in the class. The breakout and the feedback were awesome. Also I love your passion, knowledge on the subject and hearing your story.”
- “Your emotional close was amazing and powerful!”
- “I thought the video was awesome!”
- “Awesome Class Dr Scot!”
- “Always love to hear Dr Scot! Always learn, always improve under his leadership. I respect him greatly.” - Dr Scott Buckley



Magic 28

- Insurmountable advantage!!!
- Exceptional as always!!
- Simple and clean class.
- “Interacting with other doctors is great!”
- “Awesome dynamic with in TLC discipline. As a start up practice, I will use this to stay focused on how I manage my time in the office and out of the office!”



Dr. Joe Donofrio - 3G Living

- Our identity is grounded in how we think
- Dr Joe’s presentation was really great, very inspiring!
- “We choose to go to the moon not because it is easy because it is hard. “ JFK
- We are using our God given gifts!
- Listen to audios from Dr. Joe Donofrio on our website! Search Dr. Joe Donofrio
- Preserve chiropractic
- DO-GO-BE-pure principled chiropractic
- The gift of chiropractic – our philosophy, our way

Reaching our Community Together:

Video: Boatlift – Youtube it

1. Make the call- targets converging
2. Dead ahead to the UNKNOWN
3. NOW NOW! Urgency
4. People lifting people each other up LITERALLY Keep on going!
5. NO training: average people stepped up , people doing what they had to do - People will do it
6. The greatest thing I ever did in my life - helping someone else



CA Class - Sharing Chiropractic through Everyday Objects in Real Time!!!

Random - Everyday

Sit objects on table and in 30 seconds or less explain chiropractic or subluxation and then switch items

Make it a FUN GAME and great communication came from it!

Sample Items

Safety pin
Banana
Keys
Lock
Spark plug
Mirror
Hat
Blanket
Phone
Remote control
Glue
Duct tape
Watering can
Packet of seeds
Rubber hose
Water bottle
Power bar

