**Day 2-NPR Scripting Focal Points**

**Step 1: Greeting**

**Focus: Welcome AND put them at ease that you will be addressing their questions.**

* You are all here because something is wrong! (tell them this first). Be attentive

to what you ask – does this make sense? These are times to ask for agreement,

 choose them well according to the script.

* **Response we are looking for**

 Elevated attentiveness of the people in the room.

**Step 2:**  **Spine Front /Side View**

**Focus:** **We are constantly battling the negative effects of gravity…**

* ***Straight is strong (front view) Curves provide flexibility (side view)***
* ***Review of traumas.***
* **Response we are looking for**

 Total eye contact and engaged with the model of the spine….

**Step 3: Feel The Subluxation**

**Focus:**

* *Even a minor subluxation can cut off 60% of nerve flow and you would not even feel it.*
* *Failure to learn to properly care for your spinal alignment from birth, plus all the traumas and accidents you accumulated over life is what caused this problem.*
* *Subluxations are dangerous….*
* *Experiencing the spine- cradling the spine and showing each person the moving parts and the nerves, and make each person feel the pinch….*
* Remind them of the first point we are here to address: Why don’t you feel your best or what is the problem?
* **Response we are looking for**

 People experience physically what you have told them about subluxation

and you see they are with you.

**Step 4: Nervous System Chart**

**Focus:**

* **To better understand YOUR specific symptoms….**
* **This is our guide to unlocking the knowledge that your spine is the root of the symptoms you are feeling….**
* **Let’s review all the possible symptoms you could have as a result of subluxations uncorrected in your spine*.***
* **We are unlocking the knowledge that your spine is the root of the**

 **symptoms you are feeling.**

* **Response we are looking for**

 I get it! I see how whatever symptoms I have are connected to my

 nervous system and wow, I have never experienced a doctor like this…

**Step 5: Importance of the Nervous System**

**Focus**

* **Them speaking, what is the 1 system that controls EVERY part of your body…**
* ***Your bodies miraculous ability to heal-***
* ***What happens when you do not properly care for your nervous system.***
* **Response we are looking for**

How much of a priority this is to optimize our nervous system. AWE and WOW reflex… the hush – take your first breath

**Step 6: Phases of Degeneration X-rays**

**Focus:**

* **Look at the phase of degeneration chart so you can better look at your own films**
* **Here is normal…. ask questions- what comes out between these bones**
* ***Phase 1- reduced curve means misaligned bones***
* ***Misaligned bones means subluxation***
* ***Subluxated person is sick inside***
* ***Goal of phase 1: completely restore it back to normal***
* ***CHALLENGE with Phase 1 is most people have no pain***
* ***Most people dangerously misled thinking no pain you should do nothing***
* **Time frame and challenge for each phase concisely.**

* **Response we are looking for**

Total ownership that they created this problem. Disempowering the

 options other than chiropractic care. They take responsibility for the

 problems…. And the clear objectives in each and every phase

 degeneration.

**Step 7: 9 Month Miracle**

**Focus:**

* *We are each designed from a blueprint*
* *If subluxations are present the blueprint is attired. You must decide to do something differently now.*
* *As long as there is life there is hope.*

 **Response we are looking for:**

HOPE- what is possible if…

**Step 8:** **A Chiropractor’s Calling**

**Focus:**

***My job as a chiropractor is to restore your fundamental quality of your life***

* ***My ambition is to get you back to doing what you love. Empower you to do it more efficiently AND to help you feel better while doing it!***
* ***We may still have occasional setbacks but our quality of life is better and our resistance to disease is higher. We notice that our setbacks happen less often and for shorter periods of time and are less intense – I did not hear this***
* ***That is why this practice is devoted to a corrective agenda for ourselves AND with all our patients .***
* ***While we know this is not for everyone, if it is what you're looking for, we can and will help you experience hope and express health.***
* **Response we are looking for**

 Relief that they have found the right doctor and team. This is what I do as

 a Chiropractor and help people experience hope and express health!

**Step 9: Spinal Workshop**

**Focus:**

* *We have reviewed a lot of information. I can not expect you to remember it all*
* *That is why we do spinal workshops*
* *They are an absolute requirement!*
* **Response we are looking for:**

Relief and excitement- I don’t have to get all this information today- I can keep learning at the weekly workshops.

**Step 10: Good News- Bad News**

**Focus:**

* ***In each of your cases, there was definitely bad news- Your exam findings confirm that you do have subluxations.***
* ***In the recovery process we must address time, frequency, intensity and cost***
* ***There is GOOD news: we have experience working with people with conditions similar to yours. We know we can help you…..***
* ***1st want to stop the condition of subluxation from getting worse***
* ***2nd we want to restore function and optimize your expression of health.***
* **Response we are looking for**

 Ownership of their own problem- and relief knowing you are experienced

 at helping them correct the problem.

**Step 11: Recommendations**

**FOCUS:**

* **Giving specific, clear recommendations on all the things we are asking them to do AFTER we tell them we CAN help them and we DO accept them for care**

**TIME:**

* ***We know we can help you and we accept you for care***
* ***IF you choose to be helped***
* ***YOU will need to care for your spine in the way we outline for the rest of your life***

**FREQUENCY:**

* ***IF you choose to be helped, frequency of your adjustments will mean everything***
* ***We will start with daily care to overcome your body’s tendency to hold onto these subluxation patterns.***

 ***Based upon how your body proves to be healing your frequency of* *care***

 ***may change***

**INTENSITY:**

* ***A major part of your recovery is your follow through. IF you don’t plan on working I will NOT be the right doctor for you….***
* ***The more diligent and consistent you are at attending workshops in order to change your lifestyle habits, the faster and easier you will get well and stay well***
* ***There will be homework in the form of exercises. These will be unique spinal exercises to address your specific subluxations and spinal disease.***
* ***Where will you be required to do these? AT HOME***
* ***On what kind of a basis: DAILY***
* ***For how long? FOR THE REST OF YOUR LIFE***
* **Response we are looking for**

 Solid agreement on the specific recommendations that they are taking

 Ownership of this is JUST THE BEGINNING

 It will be a lot of work

 They are ready to do the work… as WE ARE OUTLINING…

**Step 12: Review of Finances**

**Focus:**

* ***My CA will address this more thoroughly with you after your first adjustment***
* ***Let me briefly explain the finances now***
* ***THIS IS WHY we have designed cost effective plans so everyone can afford our care EVEN big families…***

***AS long as you are:***

1. *Serious about wanting to fix this problem*
2. *Committed to the time and workload we will not allow our financial issues to keep you from having this care.*
* **Response we are looking for**

 I see the big picture and it is a lot and I’m eager to get into the details

**Step 13: Introduce Breakout and Financial CA**

**Focus:**

* *Review of policies*
* **Response we are looking for**

Confidence in the people and the process and ready to get started!

**Drs. Break Out Review of 8 Steps**

**Step 1: Bad news**

**Focus :**

* Review your findings
* We found problems- solutions
* **Response we are looking for**

Relieved to know what is wrong and that you found the problem

**Step 2: X-rays**

**Focus:**

* *Tell me what you see similar or different from the normal.*
* *What's wrong in a phase 1,2,3, or 4?*
* **Response we are looking for**

The patient speaking ownership of what phase they think they are in

**Step 3: Tie to the Nervous System**

**Focus-**

* Where do you understand your worst subluxation patterns to be?
* Patient reads over subluxation levels and parts of the body affected.
* **Response we are looking for**

Critical moment – From them to see the reason for checking their family.

 All the pieces are coming together

**Step 4: How they Created It**

**Focus:**

* Recount their specific traumas
* This is why your entire family should at least be checked
* **Response we are looking for**

 Connecting the dots of what has caused their problems and vital

 understanding. How vital it is to check the family.

**Step 5: Good News**

**Focus:**

* *We can slow down further decay.*
* **Response we are looking for**

Relief -there is good news we can help you!

**Step 6- Realistic Expectation Miracles**

**Focus:**

Over time we can and slow down the degeneration

* Regain some of their function
* Fix the problem
* **Response we are looking for**

Pressure off – it takes time and you will be slowly transforming

**Step 7: Time, Frequency, Intensity and Money**

 **Focus: Time**

* *YOUR body and YOUR problems subluxations require \_\_\_\_\_\_\_\_ months of work.*
* *Is the problem of subluxation enough of a priority for you to commit to the initial \_\_months of work?*

**Frequency: Do you have the stamina to…**

* *We are flexible with your appointments*
* *Your progress depends upon your commitment to this frequency*
* *Learning to prevent the problem is more important than getting adjusted*
* *We must learn to UNDO years of personal habits, spinal hygiene and MORE*
* *IF we are to proceed, YOU WILL be attending workshops on Tuesday evenings*
* *They are: brief, simple and designed to help you get well faster, stay well longer AND be less dependent upon ALL forms of care, they will help you save money and be more independent.*

**Money:**

**Focus**

* *Finances are simple*
* *YOUR recovery requires \_\_\_\_\_ adjustments over \_\_\_\_\_ months plus \_\_\_-re-exams equals a total of $\_\_\_\_\_\_\_\_\_\_\_\_ (TOTAL BALANCE)*
* **Response we are looking for**

Details covered, questions answered

**Step 8: First Adjustment**

**Focus:**

* Extremely gentle and both only take 60 seconds.
* Each adjustment you will receive will immediately produce changes in your body that you will experience for days.
* **Response we are looking for**

 Ready to get started and hopeful