

Student Club Video Content

Week 32: Initiating Instant Connections

1. TLC Procedure – Instant Connections are not moments to educate or to talk AT, they are moments to connect, bridge and challenge to more
 - a. The quickest way to get on the same page with people is to find something in common.
 - i. Step 1 – open funnel question that we have something in common
 - ii. Step 2 – Bridge to what you are doing
 - iii. Step 3 – Give hope and challenge them to more
 - b. Example
 - i. Step 1 – everyone wants something more – and there are a lot of blocks surrounding us every day(schedules, kids, finances, where we live and work, time off, etc)
 - ii. Step 2 – “that is what I do every day as a chiropractic student –I help people detect the blocks that exist and help them learn how to live their lives with less clocks, by getting checked for subluxations”
 - iii. Step 3 – “My hope is every person lives with more – the way to do this is by detecting blocks by being checked by a chiropractor. Is this something you want to do now?”
2. Drill : Pause in each step and practice

“Now is the time to dig in”