



NEW BEGINNINGS

Chiropractic and Life Coaching



January 2021 Seminar

Presented by Dr. Jon Baker

**A great attitude
becomes a great day
which becomes a great month
which becomes a great year
which becomes a great life!!!**



Welcome to your New Beginning January 2021

A great attitude becomes a great day which becomes a great month
which becomes a great year which becomes a great life!!!

Give people hope

Admiral Wm McRaven, U.S. Navy Retired

We witnessed a lot of sharing and giving this year and over the holidays. Thank you very much for all your amazing prayers, thoughts and love you sent out this year.

And you never know how far reaching one good deed will go.



Team Drury's Angel Tree toy drive



Team Zimmer's Toy drive

Kylee
Herline &
her
bestie,
Piper.



.....
.....
.....
.....
.....

These young ladies
raised hundreds of
dollars and
collected tons of
toys for children
much less fortunate
than them!!!

.....
.....
.....



Dr. Josh, Rachel
and Baby Luna
Thank you very
much!!!

It is truly our honor and privilege to serve
such a great group of amazing people!!!

Today's Topics

- Focusing on your destiny --- not what's going on around you
- Daily visit mastery with lots of referral love
- Phone excellence
- PAD add on focus
- X-Rays tell the story
- Loving living your best year yet

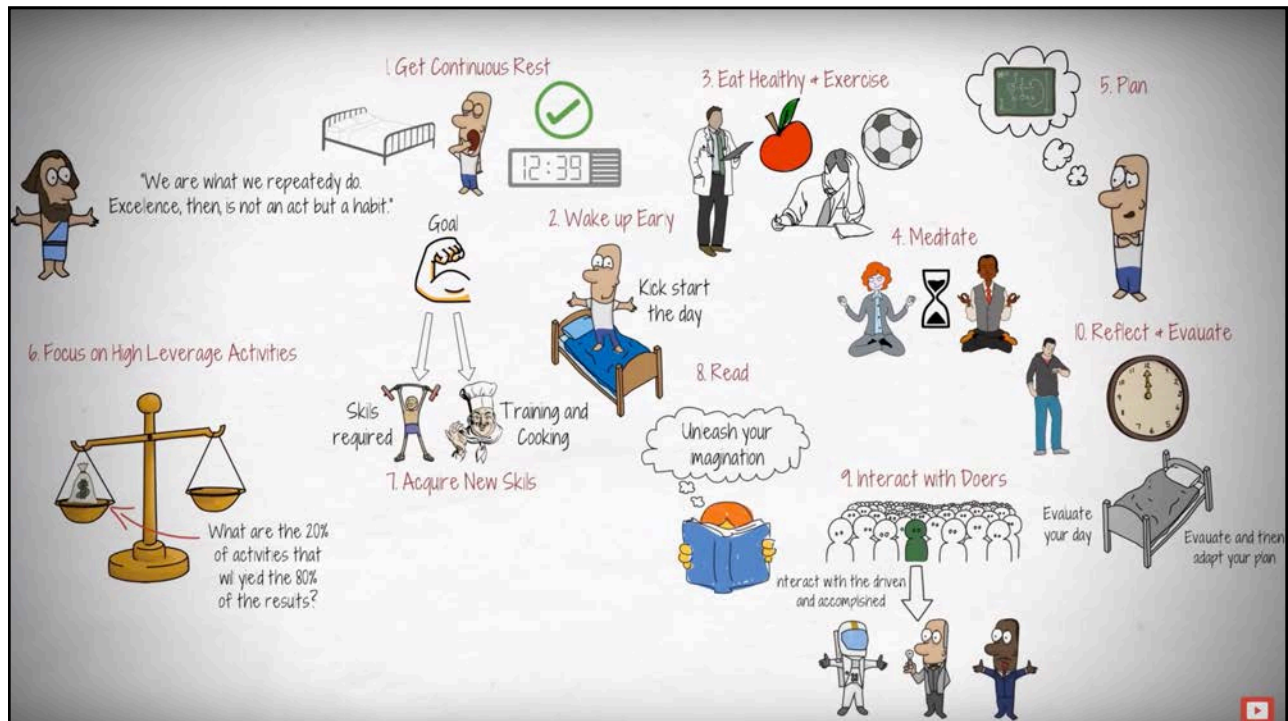
“Let your smile change the world,
don't let the world change your smile.”

- “It's choice – not chance – that determines your destiny.”
- “Control your own destiny or someone else will.”
- “Your thoughts are the architects of your destiny.”
- “The best years of your life are the ones in which you decide your problems are your own. You do not blame them on your mother, the economy, or the president. You realize that you control your own destiny.”
- “Watch your thoughts, they become words. Watch your words, they become your actions. Watch your actions, they become habits. Watch your habits, they become character. Watch your character, it becomes your destiny.”

- “The only person you are destined to become is the person you decide to be.” – Ralph Waldo Emerson
- “Even when you think you have your life all mapped out; things happen that shape your destiny in ways you might never have imagined.”
– Deepak Chopra
- “It is in your moments of decision that your destiny is shaped.”
– Tony Robbins
- “It is not in the stars to hold our destiny but in ourselves.”
– William Shakespeare

Rule #1) SEE YOUR GOALS AS IF THEY’VE ALREADY HAPPENED.

Rule #2) ONLY SEE YOUR GOALS.



What is Success?

- There are many definitions, but there's one thing the greats agree on: Success only comes by persevering despite failure.
 - "Success is not final; failure is not fatal: It is the courage to continue that counts."
-Winston Churchill
 - "For every minute you are angry you lose sixty seconds of happiness."
-Ralph Waldo Emerson
- However difficult life may seem, there is always something you can do and succeed at. Happiness is not something readymade. It comes from your own actions. Some people want it to happen, some wish it would happen, others make it happen.



Abraham Lincoln

“ Discipline is choosing between what you want now and what you want most. ”

How to Create a Good Habit

- Make it Obvious
 - Use Implementation intentions:
 - “I will (behavior) at (time) in (location).”
 - Use habit stacking:
 - “After (current habit), I will (new habit)”.
 - Design your environment.
 - Make the cues of good habits obvious and visible. Nothing helps this in your office like an open adjustatorium near the front desk CA.
 - Mirror in front of every phone.

- Make it Attractive
 - Use temptation bundling.
 - Pair an action you want to do with an action you need to do.
 - Join a culture where your desired behavior is the normal behavior.
 - NBCC live events -sit at the right table!!!
 - Create a motivational ritual.
 - Do something you enjoy immediately before, or after, a difficult habit.
 - “Everybody starts on our shift” and The money dance
- Make it easy
 - Reduce friction.
 - Decrease the number of steps between you and your good habits.
 - An office that says; “everyone gets the care they need on this shift.”
 - Prime the environment.
 - Prepare your environment to make future actions easier.
 - Energy and scripts that excite you and your team.

- Master the decisive moment.
 - Optimize the small choices that deliver outsized impact.
 - Adjustment or referral statement?
 - Goal board with a picture of your ideal body, home, vacation, etc. in your closet.
- Create a two-minute rule.
 - Downscale your habits until they can be done in two minutes or less.
 - “Practice scripts daily” starts as “smile in a mirror.” Then becomes smile and bond with yourself in a mirror.” These small steps eventually lead to Script mastery.
 - “Exercise daily for 60 minutes” becomes “Tie my gym shoes.” Then becomes “10 pushups and 10 sit-ups everyday.” Becomes “Run a 10K.”
- Automate your habits.
 - Invest in technology and onetime purchases that lock in future behavior.

- Make it Satisfying
 - Use reinforcement.
 - Give yourself an immediate reward when you complete your habit.
 - Make “doing nothing” enjoyable.
 - When avoiding a bad habit, design a way to see the benefits.
 - Use a habit tracker.
 - Keep track of your habit streak and “don’t break the chain.”
 - Never miss twice.
 - When you forget to do a habit, make sure you get back on track immediately.

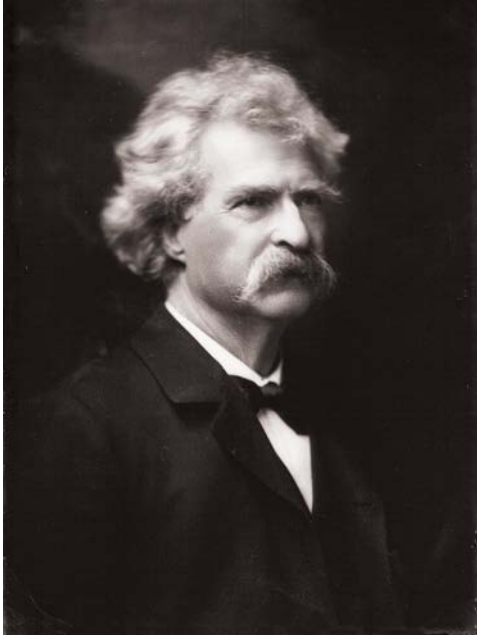


Dale Carnegie

“ Feeling sorry for yourself, and your present condition is not only a waste of energy but the worst habit you could possibly have. ”

How to Break a Bad Habit

- Make it Invisible
 - Reduce exposure. Remove the cues of your bad habits from your environment.
 - STINKING THINKING
 - Leave your mobile devices in your car during working hours.
- Make it Unattractive
 - Reframe your mindset. Highlight the benefits of avoiding your bad habits.
 - Picture the universe sending you a new Instagram message or a new patient. And you only get one or the other.
- Make it Difficult
 - Increase friction. Increase the number of steps between you and your bad habits.
 - Use a commitment device. Restrict your future choices to the ones that benefit you.
- Make it Unsatisfying
 - Get an accountability partner. Ask someone to watch your behavior.
 - Create a habit contract. Make the costs of your bad habit's public and painful.




Mark Twain

“ A habit cannot be tossed out the window; it must be coaxed down the stairs a step at a time. ”

6-Point Daily Visit Mastery

visit 3 to 1500 tape record yourself to find the truth!

1. Recognize, appreciate & approve (new and fresh every time)
*** Let's have each CA & DC roleplay that 3Xs in our normal positions (front desk, hallway or adjusting table)
 2. Palpate/Evaluate (the art of what you do, exact same sequence every time. Do not chase s/s)
 3. Adjust, or don't (same clinical objective every time. Do not chase s/s)
 4. Re-palpate with statement -direct (don't request) every time
 5. Referral statement (flow from concern, heart & knowledge)
"Road to Recovery Chart" *** DC roleplay these 3 situations
 - 1) "I'm so much better"
 - 2) "I don't feel any better"
 - 3) "I am really hurting"
History (travel card, discussions, employment)
 6. Direct to next appointment
- *** NO news, weather, sports, politics or religion discussions EVER!!!
*** Established visits AND ALL OTHER PROCEDURES should be performed within defined times --- ALWAYS!!!



If we cannot explain what we do simply,
we simply cannot explain what we do!

Please stop explaining anything (Chiropractic, technique, your talent) and start connecting more with the patient in front of you on their level about their needs!



Referral Statements

- Statements of concerned & connected love that can minimize future suffering and offer a glimmer of hope specifically for someone your patient cares about.
- As specific as possible.
 - Names, conditions, situations
 - Your office
 - “With Mary’s condition the only way she will know if we can help her is to get her in for an evaluation. Let’s get her scheduled and see if we can even help her.”
 - You are probably the only Corrective Care office in your area.
 - We can change this, it would be 10Xs better to have 5 Corrective Care Chiropractors in every town. Then there would finally be some continuity. The orthodontist model & general dentistry.
- No news, weather, sports, politics or religion.
 - If you speak of these evils punish yourself as much as you are punishing the patients (that don’t get the care they need), your family, yourself and the business.
- Everything is better 10% return (loss aversion 90% return) once your under-Chiropractic Corrective Care in this office.
- Please don’t say things like: “Are you telling people about Chiropractic?”

Referrals

1. Compassion

- Speak with care and passion for the human, not your care. Be on a mission to help reduce suffering.

2. Specific

- Know the NAME and NEEDS of the referral. "Who needs help?" "What is the problem?"

3. Direction

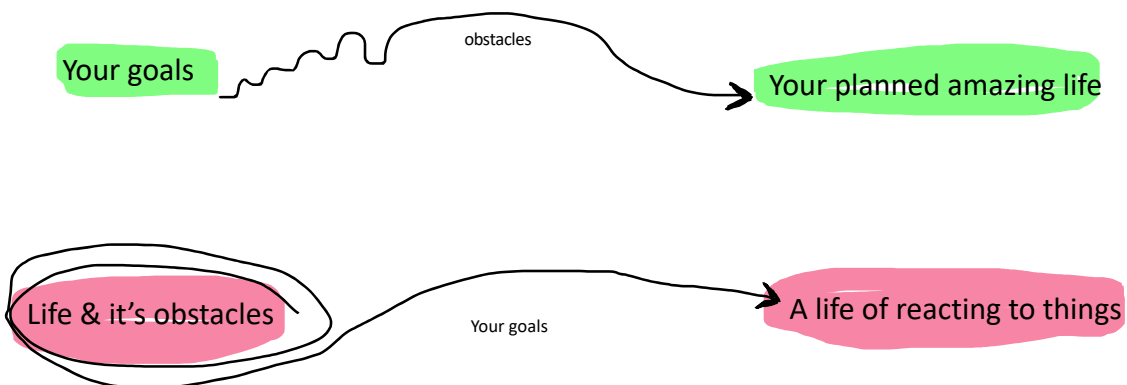
- Direct exactly what you want to happen. "Let's do this... or We need to..."

4. Urgency

- What is scarce and serious gets scheduled. "There is one opening this morning let's get Mary help right now." or "Let's make Bob an appointment right now."

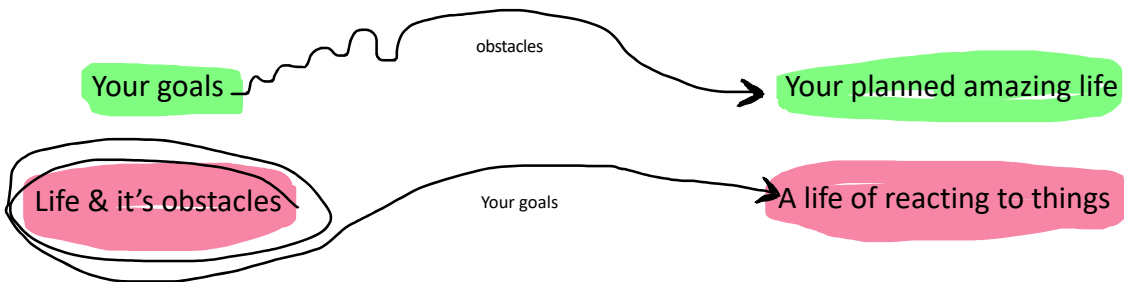
5. Accountability

- Follow up until they are scheduled. "Can I count on you?" or "I'll confirm with Candace that Mary got the appointment she needs."



Obstacles are what we see when we take our eyes off the prize.

**“Being challenged in life is inevitable,
being defeated is optional.”**



“Obstacles are those frightful things you see when you take your eyes off your goal.” – Henry Ford

Phone Scripts: Lather Love Lavishly

- CARE about them
 - Warm and Fuzzy.
- Answering the phone
 - The 1st call should “Blow Them Away”
 - Every time anyone calls your office should “blow them away”
 - When was the last time you saw our doctors?
 - Canceling Appointments?
 - Fees? X-rays?
- Processing new/established practice members (one stop system: 95% of the time)
- Collecting \$ (NO per visit, per week, per month collections.)
 - New Starts
 - Wellness/Maintenance Starts/Renews



- Blank
- Anger
- Happiness
- Sad
- Excited
- Worried

**Your appearance and face must radiate your message.
If you are going to be demonstrating value,
your facial connection is worth a thousand words.**

Phone Script:

Answering the Practice Lifeline:

"It's a _____ at BFCC this is _____ I can help you!"

Marvelous Monday

Terrific Tuesday

Wonderful Wednesday

Thrilling Thursday

Fantastic Friday

Super Saturday

***** Let's roleplay and have everyone answer the phone
2Xs excellently. Simply answer and end.**

If unfamiliar person is calling wanting to make an appointment:

"When was the last time you saw our doctor?"

Last Week:

"Great, let's get you taken care of this morning or is this afternoon better for you?"

First Time Patient:

“Great, who may we thank for referring you?”

Alice Smith.

“Alice is TERRIFIC, she is one of our favorite patients, we just love her, you know she refers a lot of her friends here! Will this appointment be for your entire family?” (plant the seed)

“Let’s find a convenient time for your family. We have later today or tomorrow? Morning or Afternoon? 9:15 or 10:15?”

“Mrs. Jones if you’ll allow me to get some information now, I will be able to start your file and save YOU time when you’re in the office.”

(Fill out the top of the confidential – ask for spelling)

“Thank you, Mrs. Jones, we look forward to seeing you at 9:15. Do you know where our office is located?”

(yes or no)

“Great – we are conveniently located on the corner of Scenic and Oakdale Rd. Again, we look forward to meeting you!”

If the patient asks, How much does it cost?

“One of the great things about our office is that the doctor never charges to sit down and talk with you about your needs!! Then, if he/she feels he/she can help you he/she will be able to determine what YOU will need and how much it will cost.”

***Let’s have all staff role play this call EXCELLENTLY 3 times.

It's the Little Things That Make a Big Difference!!!

Missed Appointment Script: (10 min. Late)

"Hello, May I speak with _____?"

Hello _____. This is ____ from BFCC. Did I make a mistake on your schedule? I had you scheduled for ____.
(strategic pause) No Problem, let's go ahead and reschedule that for you."

1. "Let's get you in right now? Great we'll see you in a few minutes."
2. "If not in the morning, then let's get you in this afternoon to keep you on your schedule."
3. "If not in the afternoon, then let's get you in tomorrow to keep you on your schedule."

Great , we'll see you at _____."

Patient must make up their missed appointment to get the results from the care they need.

Stop Care Script

"I completely understand. Let's get you scheduled in today so that the doctor can evaluate you for your release and we can prepare to close your file."

Always get the patient in the door so the Doctor can make sure their needs are being met.

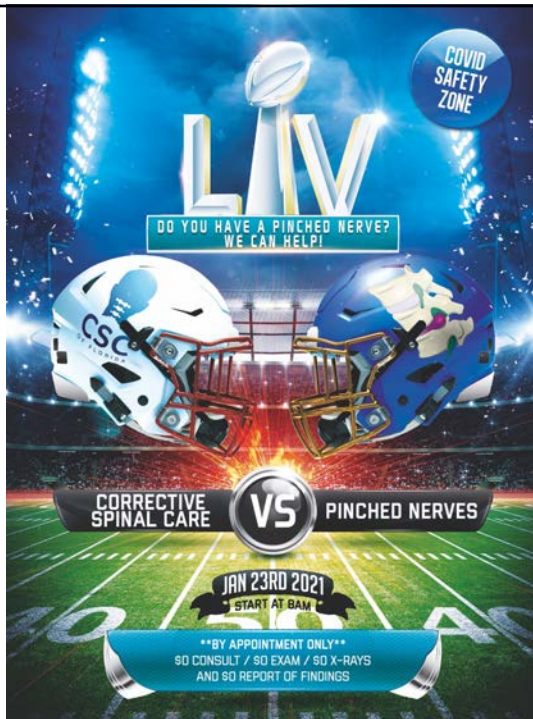
End of Night Call Sheet

- Recalls made, 1st adjustment calls, patient savers, special reminders.
- Patient visits/day, money collected/day.


As you think so you
become.

PAD Additional Add On's

- Let's add on to the list this week to match our goals
 - Destiny goal energy
 - Friday afternoon calls by your most inspirational team member
- All PAD DC and most CA activity complete that weekend
 - CA data input, travel cards, insurance info
 - Doctors complete all cycles Saturday or Sunday
 - Cas finish all cycles Monday (financial forms) first thing in the am (Support each other)
- One report, one human at a time
- KNOW that every new PAD patient knows 4 people who need your care more than them.




Thank you
Dr. Means

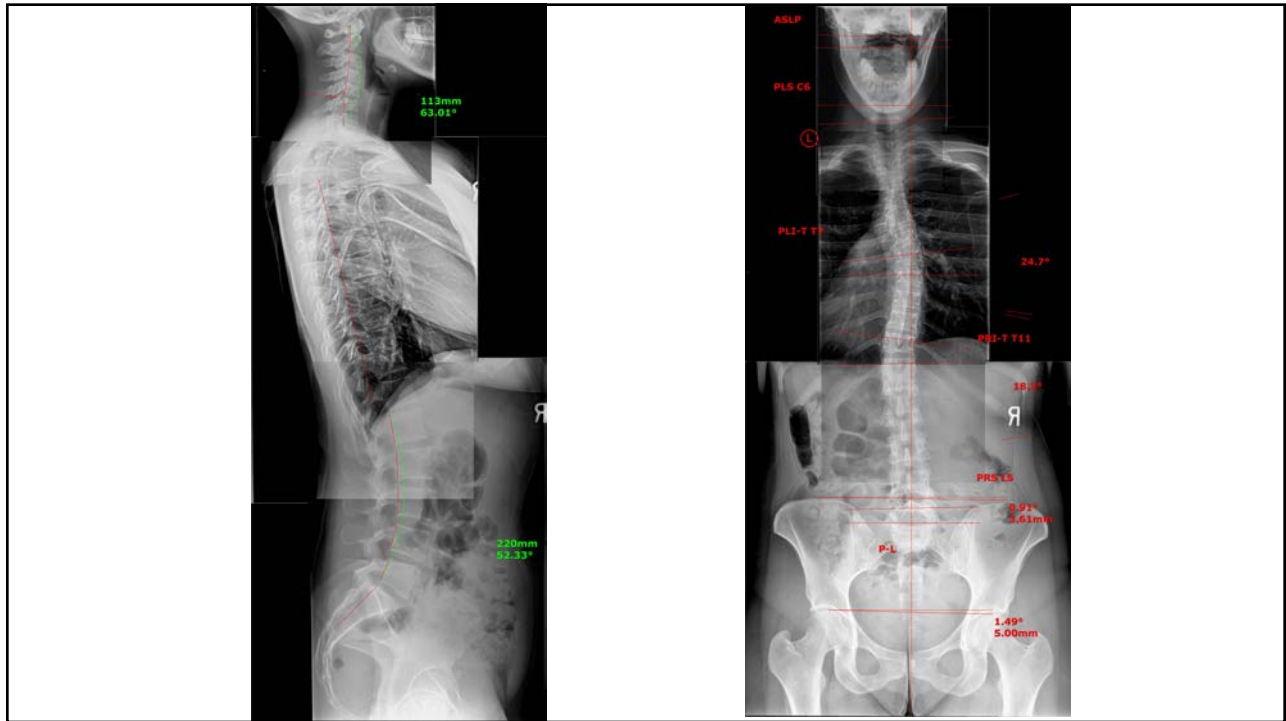


Corrective Care is about Objective results.

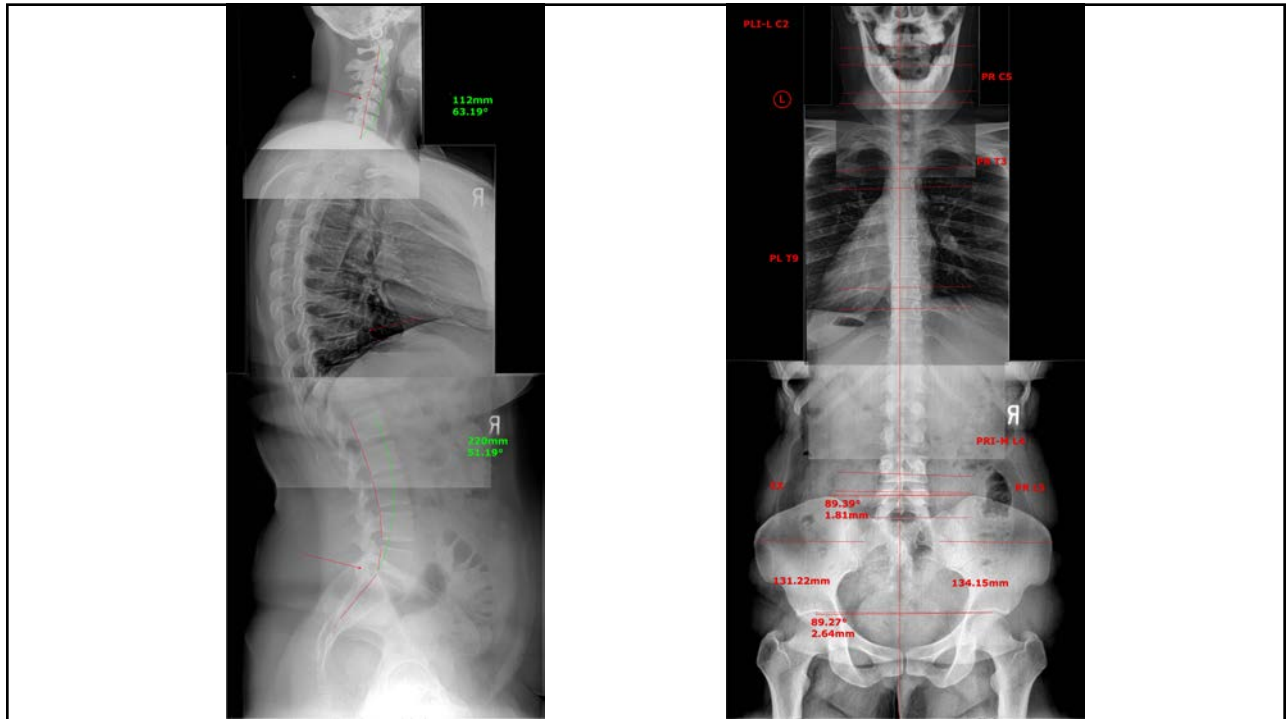
Let's look at some "people" together, not simply technically mark X-Rays.



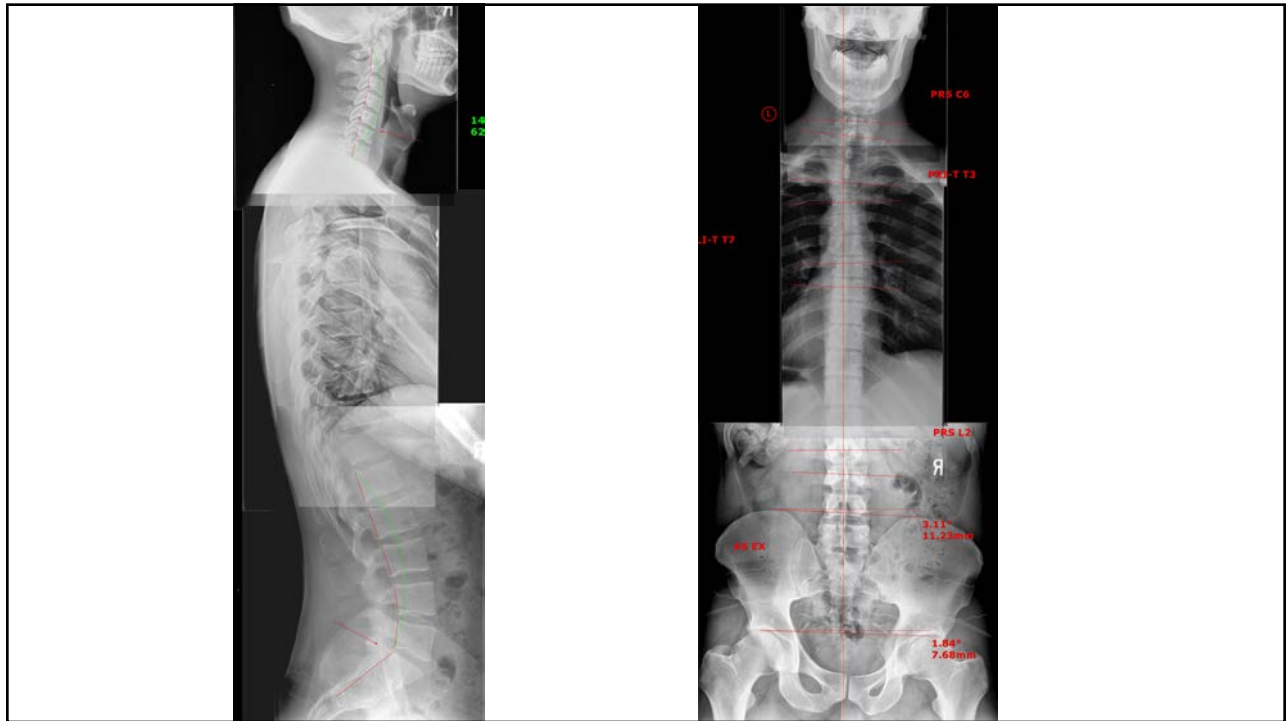
31-year-old female presented with sharp LBP and numbness to legs which she claims to have started yesterday and feeling better today. She has a history of neck spasms that occur with "wrong movements" that cause pain and stiffness over the years. She works at a desk and enjoys doing HIIT workouts but doesn't right now out of fear of pain worsening.



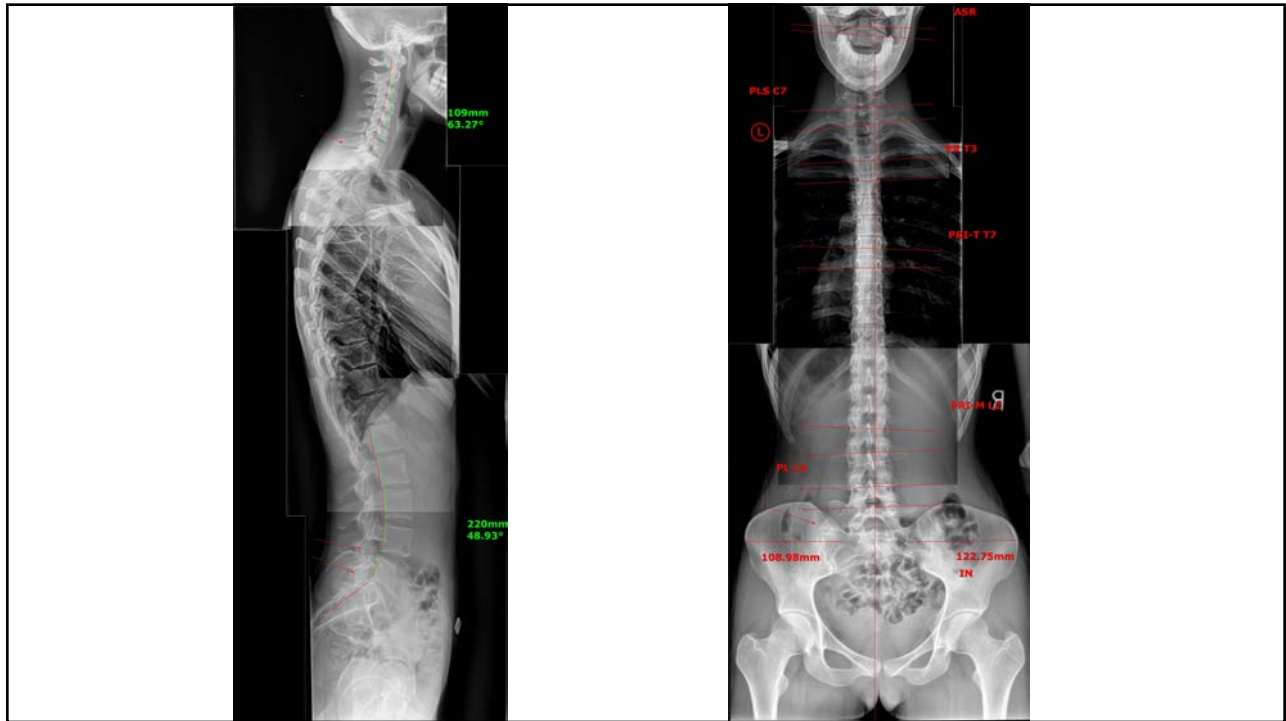
31-year-old female presents with right lower back pain that travels into the right sacroiliac area and down to the right leg. Pain has been on and off for years but increased after left ACL surgery 5 months ago. Patient has chronic neck pain and headaches once per month. She mentions a fall playing soccer at age 16.



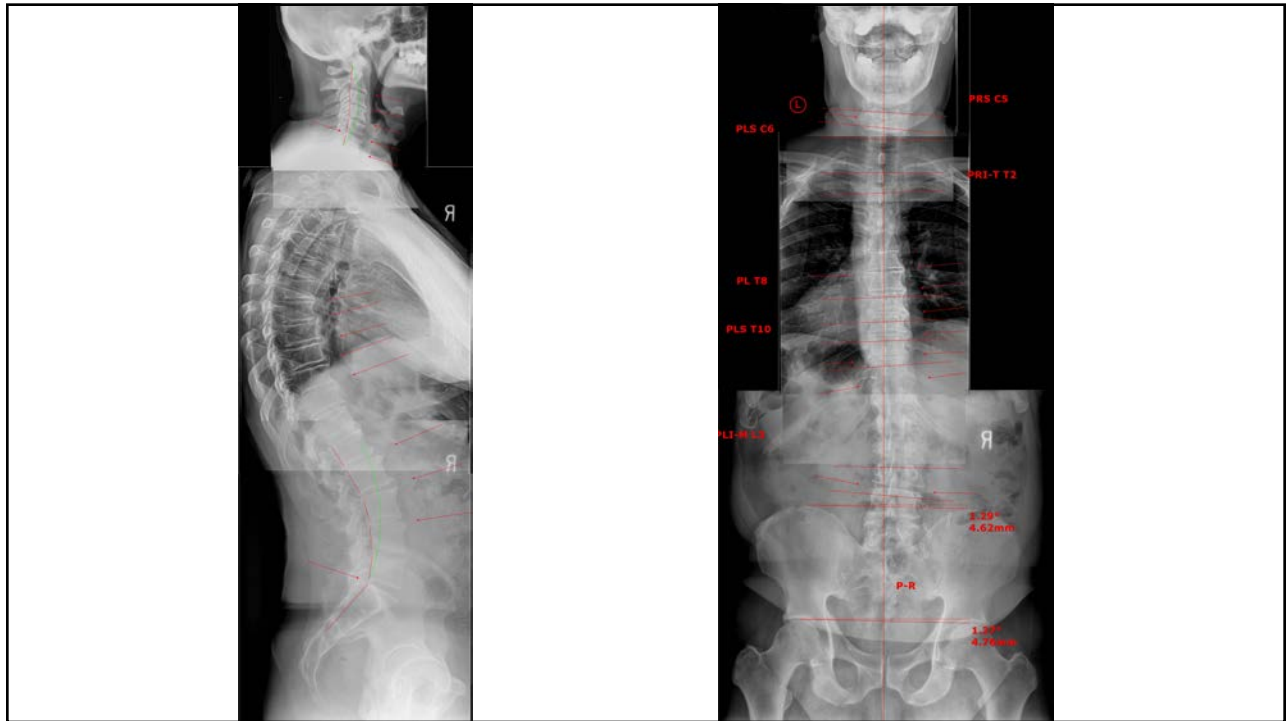
32-year-old male presented with chronic left-sided neck pain and left lower back pain since college about 10 years ago. He feels pain increase when driving and oftentimes feels imbalance in his body. He works as a firefighter carrying heavy equipment and likes to stay active.



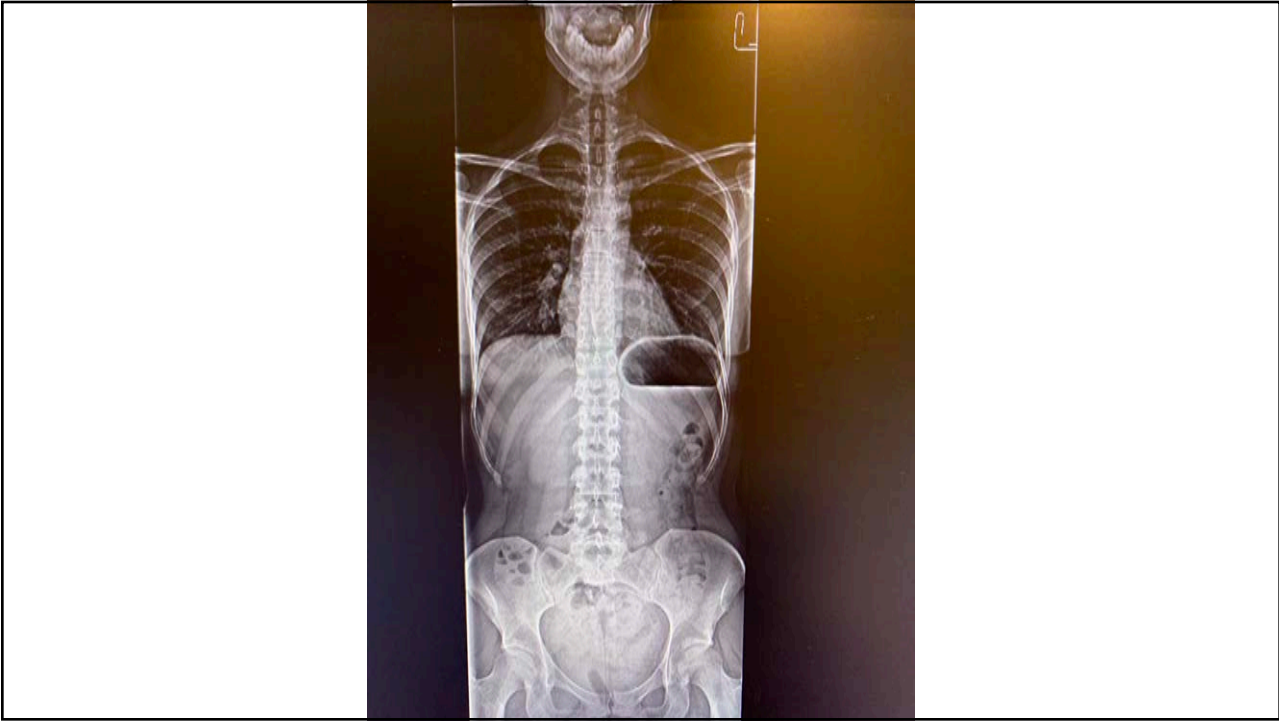
21-year-old female with history of lower back pain since high school. Unknown onset. Feels sharp pain that goes to the toes occasionally. Pain in the neck the last 6 months with stress and looking down while studying for school. Has mid back pain as well. She likes to "crack" her own back and neck.



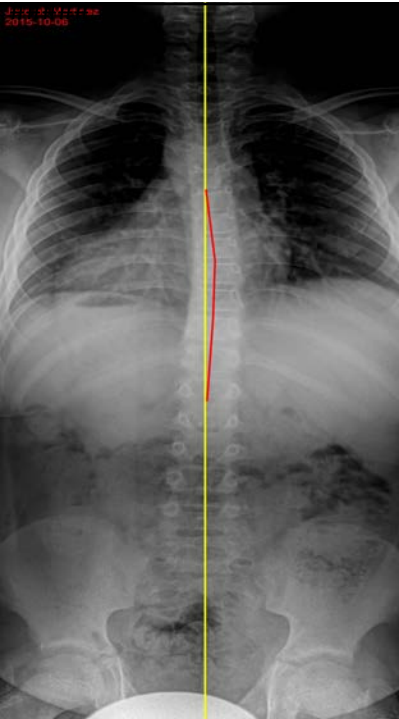
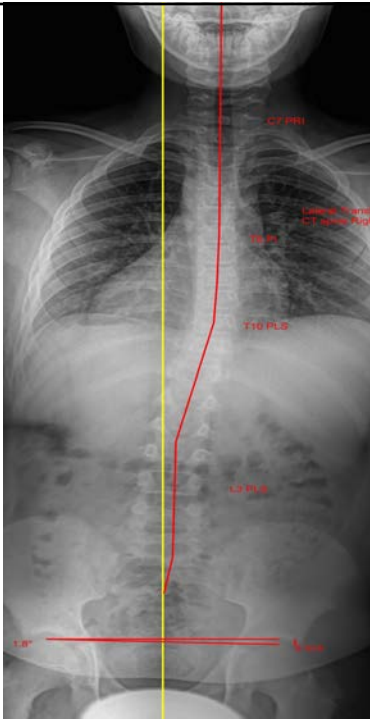
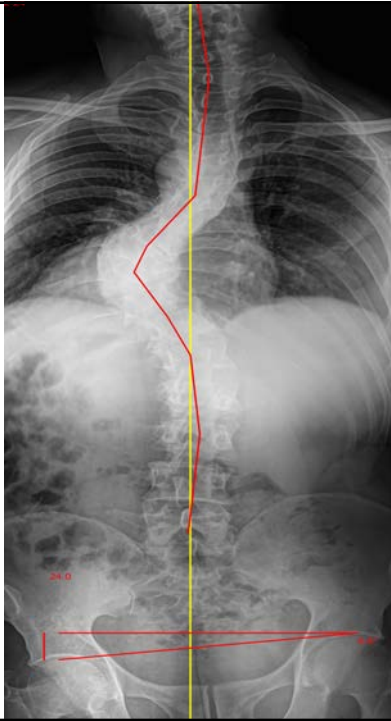
61-year-old male presented with chronic lower back pain that has begun to "lock up". Also presents with chronic mid back pain and neck pain that he attributes to years of martial arts. Patient has frequent headaches he feels coming from his neck pain. Patient has long commutes and works as a service technician.



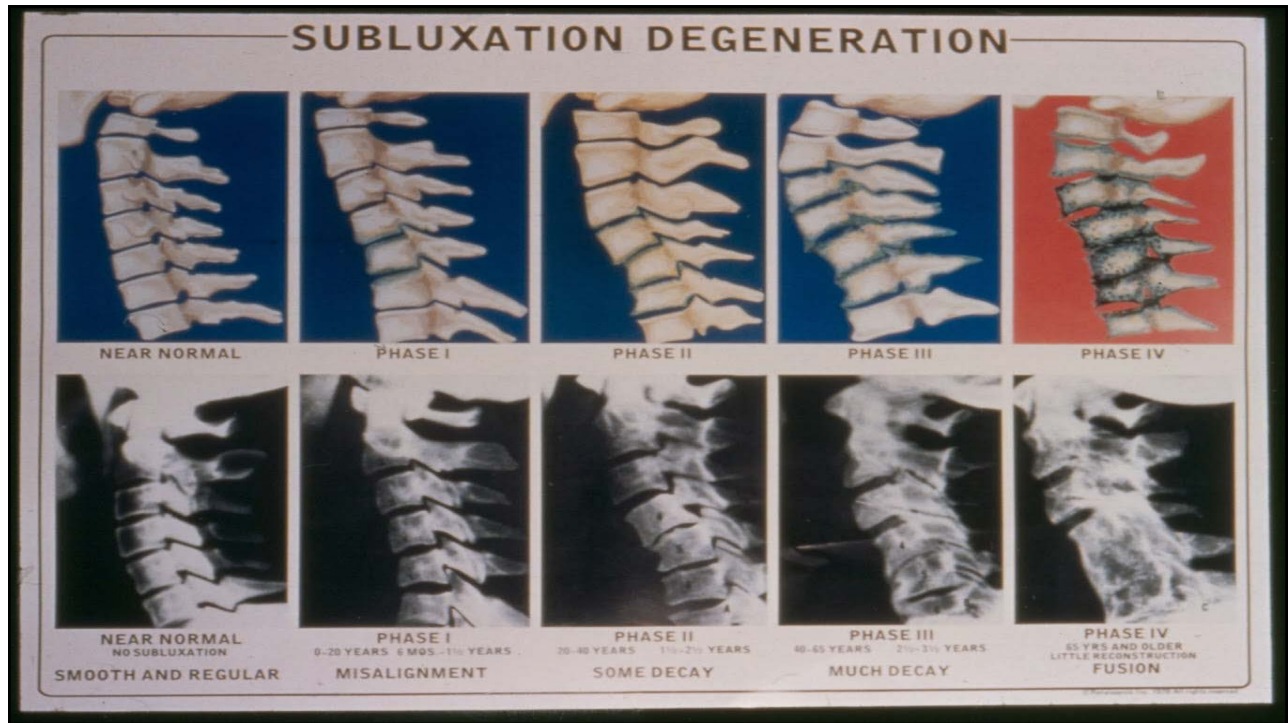
77-year-old female presents with left lower back pain that started about 3 months ago when doing water aerobics. She experiences left thigh numbness and burning. She has a history of a right knee replacement, chronic neck discomfort, and arthritis in her hands.



Jose Sr.
42 yrs. old



Jose Jr. was checked with no symptoms at age 10. Spinal lateral curvature noted and almost resolved within five months of care.



NEW BEGINNINGS
Chiropractic and Life Coaching

IIC- Minimize Pain
CSR- Fix What's Fixable
M- Maintenance Care

Tell it for the first time EVERYTIME!!!

Loving Living Your Best Year Yet!!!

- You must have a dream to have a dream come true. DREAM BIG!!!
 - Dreams with deadlines are goals
 - Therefore, you must have goals to have goals be achieved
- Celebrate your goal accomplishments
 - Vacations
 - Purchases
 - ???
- Be thankful

How to Create a Good Habit of Accomplishing your Goals

- Make them Obvious
 - Use Implementation intentions:
 - “I will (behavior) at (time) in (location).”
 - Use habit stacking:
 - “After (current habit), I will (new habit)”.
 - Design your environment.
 - Make the cues of good habits obvious and visible.
 - Goal board & Animoto on all smart devices
 - Goal board where you must see it

- **Make them Attractive**
 - Use temptation bundling.
 - Pair an action you want to do with an action you need to do.
 - Join a culture where your desired behavior is the normal behavior.
 - Create a motivational ritual.
 - Do something you enjoy immediately before, or after, a difficult habit.
- **Make them easy**
 - Reduce friction.
 - Decrease the number of steps between you and your good habits.
 - Goal board on closest wall, underwear drawer, on desk
 - Goal board & Animoto on smart devices

- **Prime the environment.**
 - Prepare your environment to make future actions easier.
 - LOVE reading goal board & watching Animoto
- **Master the decisive moment.**
 - Optimize the small choices that deliver outsized impact.
 - Goal board with a picture of your ideal body, home, vacation, etc. in your closet.
- **Create a two-minute rule.**
 - Downscale your habits until they can be done in two minutes or less.
 - Read goal board & watch Animoto with the feeling of it already happened.
- **Automate your habits.**
 - Invest in technology and onetime purchases that lock in future behavior.

- **Make them Satisfying**
 - Use reinforcement.
 - Give yourself an immediate reward when you complete your habit.
 - Make “doing nothing” enjoyable.
 - When avoiding a bad habit, design a way to see the benefits.
- Use a habit tracker.
 - Keep track of your habit streak and “don’t break the chain.”
- Never miss twice.
 - When you forget to do a habit, make sure you get back on track immediately.

Jon’s Body Beast 2021 Workout

- 1) Total Body & Shoulders
- 2) Arms, Back & Biceps
- 3) Treadmill & Abs
- 4) Chest & Max Climb
- 5) Total Body & Arms
- 6) Chest & Tris & Max Climb
- 7) Total Body & Arms
- 8) Treadmill & Abs

Total Body ||||

Shoulders |||

Arms _____

Back & Biceps _____

Treadmill & Abs _____

Chest _____

Max Climb _____

Chest & Tris _____

475 workouts completed in 2021!!!
Happy, healthy & 194 pounds!!!
You are a BEAST!!!

Date -January 4, 2021
Weight -

My Daily Affirmation - I am **THANKFUL** for all my **BLESSINGS!!!**

M T W T F S S

Morning

Coffee with & Keto protein scoop or coconut oil. M T W T F S S
Beast M T W T F S S

Treadmill climbs M T W T F S S

Max climbs M T W T F S S

Coffee banana protein shake 2Xs per week M T W T F S S
30 oz. H2O M T W T F S S

Lunch

6-8 oz. Protein, 1/2 avocado (or coconut oil) with unlimited vegetables.

M T W T F S S

30 oz. H2O M T W T F S S

Dinner

6-8 oz. Protein, avocado (or coconut oil) with unlimited vegetables.

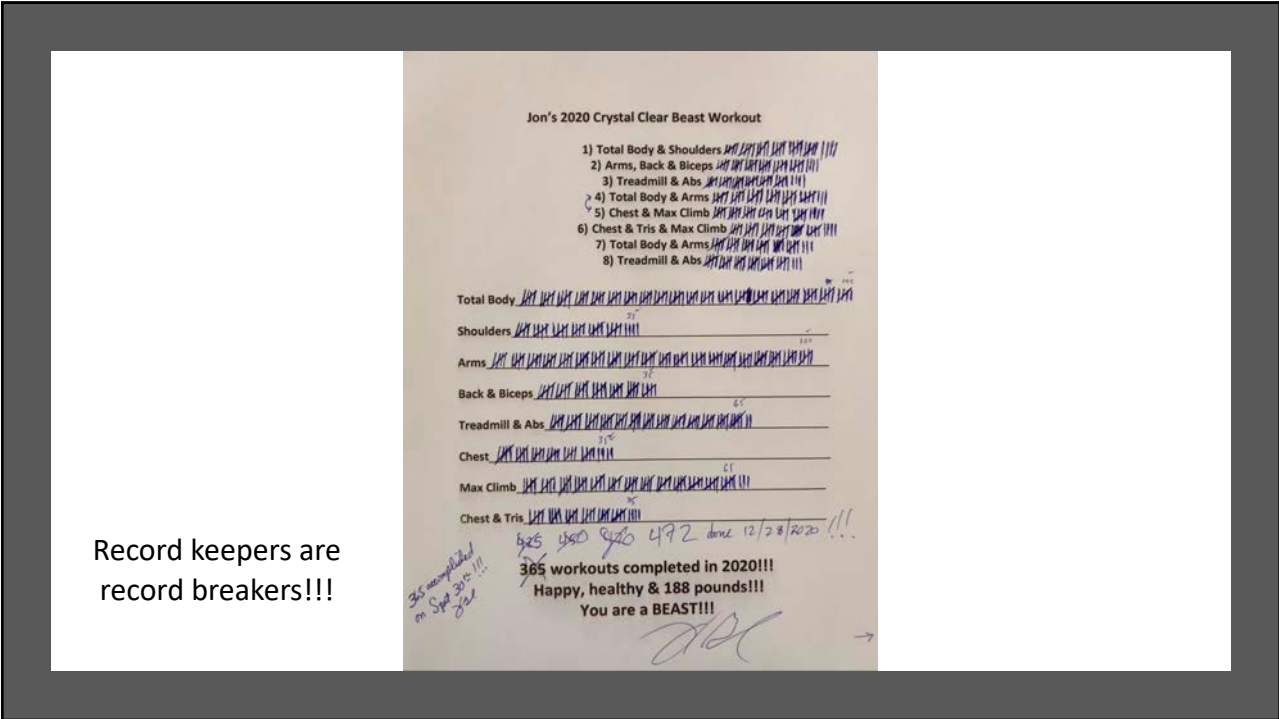
M T W T F S S

Fruit

Serving 1 M T W T F S S

Serving 2 M T W T F S S

Habit Tracker Ideas



For your dreams to come true you must add a sense of urgency by planning a date of completion. This action turns a dream into a goal.

You get what you expect.

—

“There are no secrets to success in life or practice. Don’t waste time looking for them. Success is the result of a quest for excellence, knowing & living your purpose, always taking positive action, making greatness a habit, hard work, seeing only the win, learning from mistakes, being well coached, discipline, moving positively forward towards your planned direction, dedication to those for whom you serve and loyalty to those who serve with you.”

-Dr. B



Oprah Winfrey

— — —

“Be excellent.”

Do the right thing!!!

***Tiny changes create remarkable results.
I am amazing!!!***

One bad habit I need to eliminate today is;

Signed _____ January 2021

Success loves action!!!

***Tiny changes create remarkable results.
I can, I will!!!***

One good habit I need to create today is;

Signed _____ January 2021

Success loves action!!!

I'm done trying to be happy,
I'm simply going to be happy.
I'm done trying to have more fun,
I'm simply going to be more fun.
I'm done trying to be better,
I'm simply going to be better.
I'm done trying to be successful,
I'm simply going to be successful.
I'm done wanting more love.
I'm simply going to give more love.

2021 is my year!!!

I can I will

Don't downgrade your dream just to fit your reality.

Upgrade your conviction to match your destiny.

