

# 2018 ChiroEurope Mastery Coaching:

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**Over the course of just 1 year, you will design and create YOUR dream practice!**

We have developed a simple, practical, step-by-step, events based coaching program that trains successful, high-volume vitalistic chiropractors. Our coaching goes hand in hand with our seminars. The seminars are a great starting point and a necessary source of inspiration and the time to refocus. The coaching goes above and beyond that. It provides the structure and accountability necessary to keep you on track. Do this for a year and you will OWN the changes you need to create YOUR dream practice.

This program is based on over 20 years of successful vitalistic practice. You will learn and put into action the head and heart strategies that have built one of the biggest practices in Europe.

- ● **Being at peace with your Self**
- ● **100% faith in Chiropractic**
- ● **Communication Mastery**
- ● **Technical Mastery**
- ● **Business Mastery**

**Why is this program different from everything else out there?**

**We've achieved huge practice success here in Europe, and we still do every day.** We are not teaching stuff that works on another continent, or stuff that used to work 20 years ago. This is right here, right now, everyday, with patients who are just like yours.

**This is not practice management.** This is chiropractic change from within. Above-Down, Inside-Out. You will not succeed based on the office forms you use, slick advertising, shady gimmicks, or high-pressure sales techniques. We've all heard of the practice management programs that routinely sweep through Europe like a bad case of diarrhea, wreaking havoc in their wake. (Usually after they have burned through the US market!) We promise, we're not like that. No. This actually works. It is honest, ethical AND FUN! This is solid, sensible mastery of skillsets that will guarantee your growth over the long term.

**We won't impose ourselves on you.** This isn't one size fits all. Again, this program is like chiropractic itself. Change comes from within you.

That's why our program starts with the Mallorca Mastery Weekend. This event opens you up to who you are, what your strengths are, what your weaknesses are, and how they relate to current capacity limitations in your practice.

**You won't be building OUR dream practice.** You'll be building **YOUR** dream practice. Every chiropractor has his or her vision of what success looks like. You may want to see 200 patients a day, or maybe you don't. Perhaps you want to adjust the same numbers you adjust now, but in half the hours, so that you can devote more time to your family. Maybe you just want to spend more time adjusting and less time managing your team. Whatever your vision of vitalistic success looks like, we can help you get there. We've helped chiropractors double, triple, and even quadruple their practices...or, halve their hours while making more money. We've helped them find their purpose and their joy through vitalistic chiropractic. You can do this too.

**There is nothing mechanistic about our program.** We are 100% vitalistic. It is at the heart of everything we do and everything we teach. If you accept vitalistic chiropractic in your heart, but you "treat" pain and symptoms in your clinic, you can never be truly happy or successful. Joy in practice comes from congruency. And helping you find congruency is our specialty.

**Access to us whenever YOU need it.** No weekly or group phone calls. Instead, you call either Marc or Lynn with your specific questions as they come up. This can be to clarify material we've already covered, or if some emergency has come up for you that needs immediate attention.

**You won't be left alone.** Because of the intense nature of the Mallorca Mastery Weekend, you will begin this program with a new group of intimate friends. After the Mastery Weekend, you will have an extended support group that speaks your language and shares your goals. This support group has a formal structure and place to meet online. During the program you will get an accountability partner who will help you stay on track with your goals.

**Our program offers you true value for money.** The cost of the coaching is 12.100€, and we have seen people in the current group increase MUCH, MUCH more than that, and the year is not even over yet. (Read below to learn how you can save 3500€.)

## **What will you get?**

**The fee includes 8 events in a year PLUS membership in the 300!**

1. **The Bon Lloc Experience**...3 day Mastery workshop at our house proven to break through  
  
blockages in head and heart space.)

2. **Five One-Day Intensives.** These cover more specific teachings related to business,  
  
communication and technique, as well as re-enforcing personal and philosophic growth. (These are videoed, in case you are unable to attend.)
3. **Attendance at the 2 ChiroEuropes, (the Main Event and Unplugged), that take place in your year of coaching. (And  
  
FREE attendance for up to 3 team members NOT including associate DCs.)**
4. **Membership in The 300.** This includes full access to all audio of past ChiroEurope seminars, a  
  
monthly practice building webinar, and special meditations for yourself and your staff.
5. **A series of Chiropractic meditations for you, your staff, and your patients.**
6. **A full analysis of your current practice and your specific personality. (You'll discover how those two things are effecting your growth.)**
7. **Training videos for both you and your staff.**

#### **EVENT DATES**

- ● **Bon Lloc: Mallorca Mastery weekend: January 26-28.** Starts Friday 2pm - Sunday at noon.
- ● **One Day Intensive #1: March 3 : Mallorca** in our practice. Starts at 10am and ends at 7pm.
- ● **ChiroEurope Malaga: April 19-22.**
- ● **One Day Intensive #2: June 2,** in Mallorca or another European location.
- ● **One Day Intensive #3: July 21** in Mallorca or another European location.
- ● **One Day Intensive #4: September 1** in Mallorca or another European location.
- ● **ChiroEurope Malaga: October 5-7, 2018.**
- ● **One Day Intensive #5: December 1: Mallorca.** One-Day Intensive workshop and end of year

PARTY!

**Payment: Our program offers you true value for money.** The cost of the coaching is 12.100€. (Read below to learn how to save 3.600€.)

You must pay a non-refundable deposit of 2.500€ to reserve your space. Contact [melissa@chiroeurope.com](mailto:melissa@chiroeurope.com) to get the payment info.

**There are a maximum 25 participants per year.**

If you pay the remaining balance of 6.000€ in full by October 31, 2017, we will give you a 3500€ discount. (Total cost 8500€.) Contact [melissa@chiroeurope.com](mailto:melissa@chiroeurope.com).

If you wish to pay cash, contact [marc@chiroeurope.com](mailto:marc@chiroeurope.com) to get the details.

After paying the deposit, if you prefer, you can pay out the balance in 6 monthly installments of 1600€. These payments are due the first of November, December, 2017, and January, February, March, April 2017. (Total cost 12.100€.)

**Spouse/Partner/Associate price:**

Any spouse/business partner/associate from the same practice as a participating principal, will receive a 50% discount on the second registration onwards. This includes all 8 events. Same payment options apply.

**Spouse only wants the Bon Lloc Mastery Weekend?:**

If your spouse does not want to do the whole program, but wants to participate in just the Bon Lloc experience (and we highly recommend that they do at least this event,) then the fee is only 1500€. (This special price is ONLY available to a spouse/life partner...not business partner or associates.)

**Meals & Lodging:**

**Bon Lloc:**

Starts at 2:00pm on Friday and ends at noon on Sunday. Your coaching fee includes full room and board for all meals from Friday lunch through Sunday breakfast.

Note: Because the event is held at our house, and the lodging in our village is limited, you may have to share a room (not a bed) with a roommate.

**ChiroEurope:**

You are responsible for paying for your own lodging and food in Malaga.

## **One-Day Workshops:**

You are responsible for paying for your own lodging. We will provide a working lunch.

Our promise to you---This is the strongest program in European chiropractic ever.

**All you have to do is show up and do your homework... and you WILL transform your practice!**

## **What gets taught in the workshops?**

### **Workshop topics include:**

1. Bon Lloc is primarily belief in self and overcoming fears
2. Basic chiropractic philosophy and vitalism
3. Explanation vitalism-mechanism continuum
4. Congruency in practice
5. How long does it take you to adjust your family?
6. Capacity dynamics
  1. Scheduling and procedures
  2. Physical layout
  3. Care plans/fees
- d. Number of staff
- e. Hours
- f. Availability of appropriate hours for care plan
- g. What is necessary vs. what is done to justify fee
7. Staff hiring, training, firing.
8. Fee structures and collections
9. Pre-emptive communication in all aspects of practice.
10. Visit flows:
  - a. New patient orientation
  2. First visit: Can you help me?
  3. Report of Findings: What's wrong,

How long will it take? How much is  
it going to cost?

4. Adjustments. Timebending.

Delivering huge value very  
efficiently.

5. Sequential Re-exams.

6. Advanced classes.

11. New patient orientation

12. Testimonial marketing/Use your miracle

stories or borrow mine.

13. Internal referral generation.

14. Outside marketing.

15. PVA (+ comparison of PVA for different

referral sources)

16. Associates.

17. Relationships with partner/spouse.

18. Daily routines for certainty and growth.

19. Physical health.

20. Table talk/answer for every question/I

don't know.

21. How to adjust anyone anywhere and know

you did a great job.

22. Contraindications.

23. Babies.

24. Old folks.

25. Overhead.

26. Statistics. Know how your business is doing.

27. Profit margin.

28. How much does each adjustment cost you?

29. Personality typing. The key to health,

happiness and hiring!

30. Relationship with other professionals.

31. Relationship with other DCs.

32. Relationship to licensing board.

33. Fear of everyone stopping care...and ending

up living on the street!

34. Staff uncomfortable with growth changes. 35. Getting staff on board with new plan.

36. Recalls/reactivation.

37. Analysis of bottlenecks for patient dropout

(when?)

38. Growth spurts (making them sustainable.) 39. Stacked days.

40. Silent days.

41. Vacations.

42. Equipment.

43. Décor/clinic cleanliness.

44. Brochures/TVs.

**Plus you will also get:**

❖ Clinic observation and staff training. A huge learning is just seeing how we do it.

❖ Training materials you can use between workshops.

❖ Discount for your spouse/life partner to attend the Bon Lloc Experience.

❖ Free attendance for your team to attend ChiroEurope.

❖ Accountability training partner.

❖ Stats review.

❖ Special training sessions at ChiroEurope

Main event for you and your staff.

**Last year one of our clients grew his practice from 20/week to 280/week.**

**Many are regularly approaching 100/day.**

**We promise this will be the strongest program in European chiropractic ever. All you have to do is show up and do your homework and you will transform your practice!**

**If you have questions about the coaching:**

Lynn: +34.675.695.166 (Nice person) Marc: +34.675.694.321 (In your face)

Melissa: +44.7974.940.226 (Details) Or email: [melissa@chiroeurope.com](mailto:melissa@chiroeurope.com)

**To a hugely successful 2018!**

**With Love. Lynn & Marc.**