

Chiropractic Questions of the Day

Chiropractic questions of the day are designed to **educate, increase referrals and keep the chiropractor focused.**

The public is inundated with outside in messages. Education is paramount to helping the people in your practice understand how their bodies work, what chiropractic is, and the value and need for themselves and families to have their spines checked throughout a lifetime. Adding a question of the day will improve all aspects of your practice experience.

As always, good doctoring involves compassion, understanding and empathy. Use your good judgement to determine if the question for that day is appropriate for each individual. *(ex. If someone's parent died the day before. It's obviously best to offer sympathy and not ask for a referral opportunity.)*

The majority of the population already possess a vitalistic belief system. However, most fail to consciously acknowledge it, leading to incongruent actions that violate their basic beliefs. The result, of course, is suboptimal results in their health and life.

The goal is to reconnect them to those beliefs, share core chiropractic concepts and stimulate the referral of their family and friends as they begin to understand chiropractic and the potential role it could be playing in their life and society.

It is recommended that you ask the question at the conclusion of each visit. The questions have been divided into various categories. Ask questions from a different category each day or focus on a particular category each week.

Vitalistic Principles

Vitalistic principles set the ground work for an individual's understanding of how their bodies work and reconnects them to this basic awareness of life and where health comes from.

Where does health come from?

How does healing happen?

What's in a living body that is missing from a corpse?

What's more important than your health?

Is incredible health an event or process? What about sickness?

What do I mean by Innate Intelligence?

Were you born to be healthy or sick?

Nervous and Skeletal System and Basic Body Function

These questions are designed to teach the supremacy and function of the nervous system and its intimate relationship to the spine.

Who do you know that does not need a good nerve supply?

What is the master system of your body?

How often is suboptimal nerve function a good idea?

What does the number 11 trillion have to do with your nervous system?

How is chiropractic scientific?

What is the main function of the nervous system?

What does adaptation mean to you?

Is having the ability to adapt important?

What is the primary function of the spinal column?

Why do you think the top bone in the neck is called the atlas?

Where is your foramen magnum? What does it mean and what passes through it?

When do most people start thinking about their nervous systems?

What does a clear nervous system mean for your body and your life?

Chiropractic Core Concepts

These questions are designed to teach basic core concepts of chiropractic so that the individual understands and can communicate what chiropractic is. They are also designed to strengthen their understanding of the chiropractic restorative process: namely time, repetition and effort.

What does interference mean to you?

What does restoration mean?

What do you think I mean when I say, “Chiropractic is about the expression of life?”

What do I mean by Innate Intelligence?

What are my obligations as your chiropractor?

What does being specific mean and why is it important in life?

What makes chiropractic unique from all other professions?

What does transmission mean to you?

What do people mean when they say, “I’m a believer in chiropractic”?

Vertebral Subluxation

These questions are designed to teach individuals what vertebral subluxation is in order to support their corrective care, help them understand why everyone should be checked for its presence throughout a lifetime, and to solidify their understanding of the chiropractic profession’s unique objective.

What am I checking you for today?

Why am I checking you today?

What does vertebral subluxation represent in the body?

What does interference mean to you?

What causes vertebral subluxation?

How common do you think vertebral subluxation is?

What’s a vertebral subluxation?

Lifetime Care

These questions are designed specifically to help people understand why everyone should be checked for vertebral subluxation throughout a lifetime

How often do you want to experience nervous system dysfunction in your life?

What benefits of chiropractic did you not expect?

When do you plan on not brushing or flossing your teeth?

When do you plan on no longer seeing your dentist?

If someone told you that you could only have one car your entire lifetime, how would you take care of it?

Is incredible health an event or process? What about sickness?

What's more important than your health?

Why do you think I checked my child's/children's spine(s) hours after he/she/they was born?

Why do you think I get checked once a week? *(Or whatever frequency you are getting checked. Hopefully you are at least getting checked as often as you recommend, otherwise you have some congruency issues unless it is truly impossible logistically. You can't expect your people to do what you aren't willing to do or making a priority)*

Why do you think I check my family on a weekly basis? *(Same as above.)*

What does a clear nervous system throughout a lifetime mean for your body and your life?

Referrals & Speaking Engagements

These questions are designed to help the people understand the seriousness of vertebral subluxation, and your commitment to educating the public and checking as many people as possible.

Each of these questions should be followed up with something such as,

“Mary, as you know, I’m committed and compelled to share this message with as many people as possible. Are you a member of any service organizations, non-profit groups or church groups or know of any groups that would love to have me as a speaker?” **...or....**

“Mary, I’m committed to the health and well-being of not only my family but yours as well. Why don’t we get the rest of your family checked. Let’s get you guys checked this Thursday.” **..or....**

In the case of parents bringing their child in but not themselves. “Mary, don’t you think we should check your spine and nervous system for the same interference that has been occurring in Johnny? Let’s get you checked this Thursday.”

Pay attention to the profession of the individual and make industry specific asks. *(ex. teachers, nurses, midwives, police officers, etc)*

Who do you know that does not need a good nerve supply?

What causes vertebral subluxation?

How common do you think vertebral subluxation is?

What are my obligations as your chiropractor?

How often is suboptimal nerve function a good idea?

What do you think the public needs to know to truly understand what vertebral subluxation is?

What do you think the public needs to know in order to realize they should have their spine and nervous system checked throughout a lifetime?

What do you think would happen if every man, woman and child was checked for the presence of vertebral subluxation from birth and throughout their lifetimes?

What do you think would happen if chiropractors were checking and adjusting all the people in our hospitals?

What is the true value of chiropractic care for humanity? Your family?

Why do you think I checked my child's/children's spine(s) hours after he/she/they was born?

What do you think would happen if all babies were checked by a chiropractor at birth and throughout a lifetime?

What do you think would happen to the rising rates of chronic health issues if people had their spines and nervous systems checked throughout their lifetimes?

Why do you think I get checked once a week? *(Or whatever frequency you are getting checked. Hopefully you are at least getting checked as often as you recommend, otherwise you have some congruency issues unless it is truly impossible logistically. You can't expect your people to do what you aren't willing to do or making a priority)*

Why do you think I check my family on a weekly basis? *(Same as above.)*