



How to Build a Pediatric, Family-Focused Practice

In 6 Easy Steps

chiropractic is...



CENTER

For Health & Human Potential

San Diego, CA.

<http://chiropracticIS.com/BPE>

Easy to Implement Strategies to See More Kids and Make Practice Fun!

5 STEPS

TO BUILD A
PEDIATRIC, FAMILY-
FOCUSED PRACTICE

Steve Fallus, D.C., ACP

CHIROPRACTICIS.COM

Filled with Actual Ad Copy and Strategies that Work!

FILL YOUR PRACTICE

FILL YOUR PEDIATRIC,
FAMILY-FOCUSED PRACTICE
THROUGH FACEBOOK ADS
THAT WORK

Steve Fallus, D.C., ACP

CHIROPRACTICIS.COM

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#VERBAL

“

My daughter who has Non-Verbal Autism, is becoming verbal. She is more focused, less anxious, sleeps better, among many other things.

It has only been about a month since she went there to her first appointment and we have seen great changes

”





#AUTISM

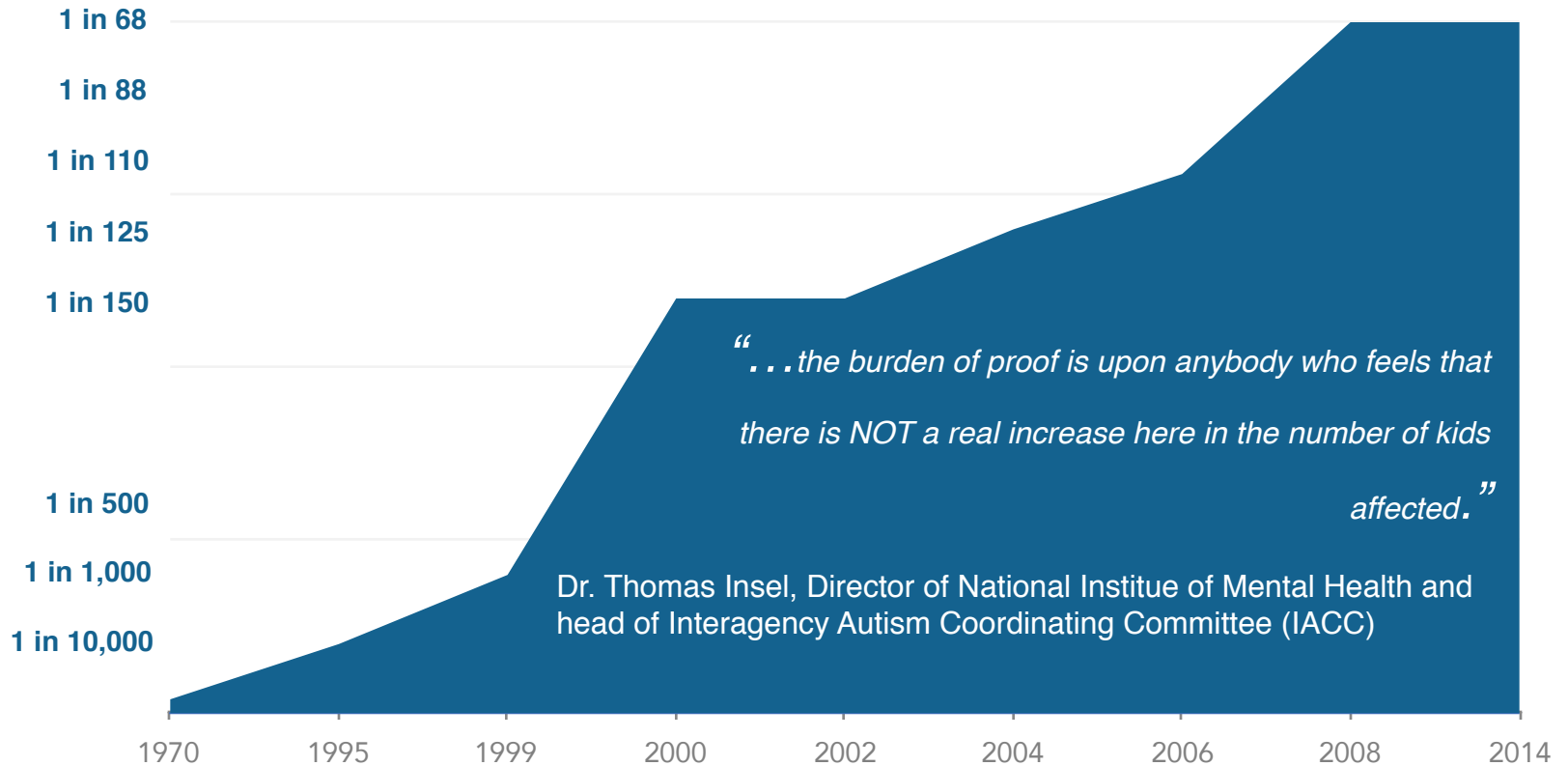
“

“MY son battles both epilepsy and autism and both are dramatically improved since adding chiropractic.

His seizures are decreased and his seizures processing issues have made huge improvements. His therapists and teachers have all noticed a huge difference.

”

Autism Occurrence Statistics



“ . . . the burden of proof is upon anybody who feels that there is NOT a real increase here in the number of kids affected.”

Dr. Thomas Insel, Director of National Institute of Mental Health and head of Interagency Autism Coordinating Committee (IACC)



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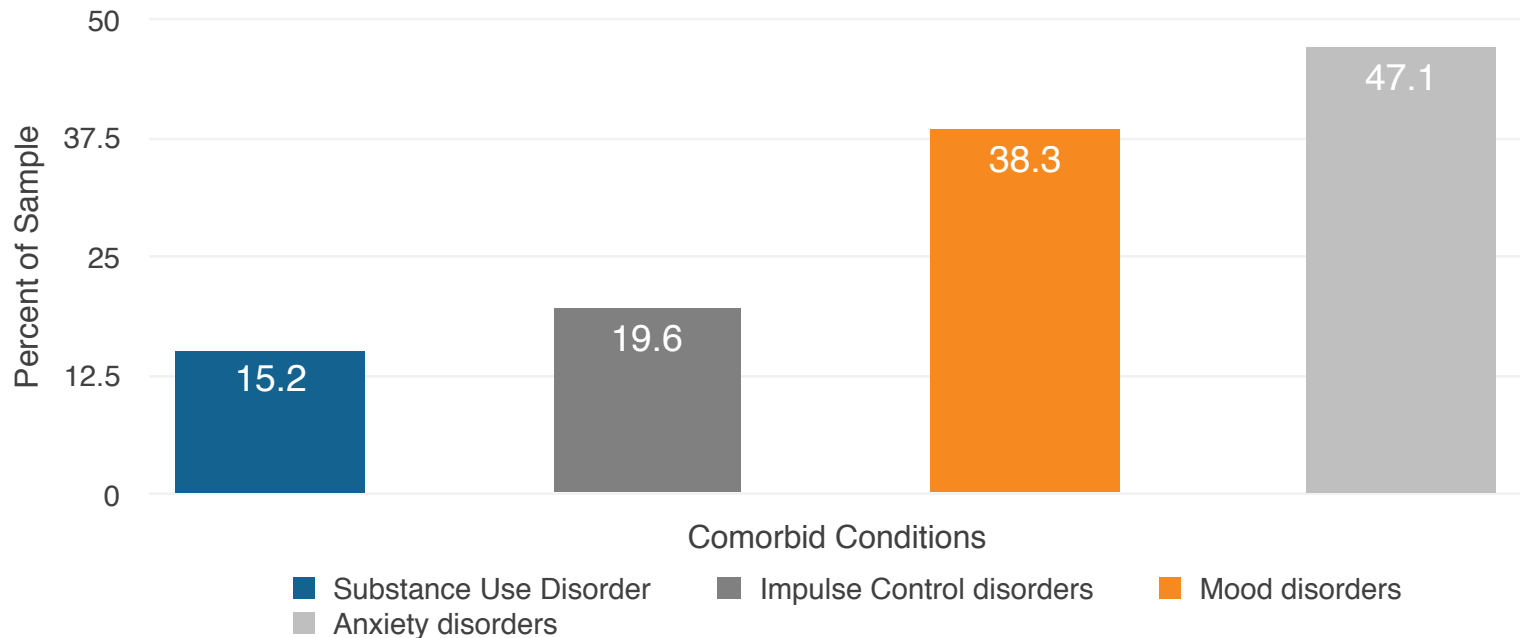


6.4
million

11% of 4-17 year olds
have been diagnosed
with ADHD as of 2011

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Comorbidity of Other Disorders with ADHD



Adapted from Kessler et al. (2006): The Prevalence and Correlates of Adult ADHD in the United States
Result from the National Comorbidity Survey Replication



OCD now is thought to affect as many
as 2-3% of children.

That's **2,226,000** children

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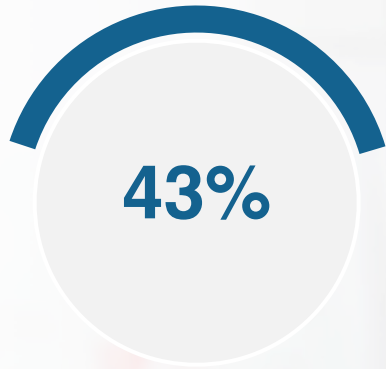
1 in 8 or

9 million

have an anxiety disorder



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or

32 million

have at least 1 of 20
chronic health conditions

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The StressLESS Practice

Principles

Simple Systems

Doctor/Patient
Driven

Paperless

100% Cash

Being the
Specialist

Results

2.5 Days a Week

Low Overhead

High Profit

Year Plans

95% Acceptance

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How I Do It

1 Automated, Easily
Reproducible
Neurodevelopmental
Disorders/Subluxation
Community Education and
Marketing System

2 Social Media - Facebook

3 Community Engagement
and Goodwill

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The Results

1

Immediate
increase in New
Patients

2

Positions you as
the Specialist

3

Creates a
Constant Stream
of New Patients

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Results

Unraveling Neurodevelopmental and Behavioral Disorders - ADHD, Autism, OCD, Anxiety, SPD, ODD, Dyslexia, Tourette's

Dec 6, 2016 6:30 PM

75 / 75

Unraveling Neurodevelopmental and Behavioral Disorders - ADHD, Autism, OCD, Anxiety, SPD, ODD, Dyslexia, Tourette's

Nov 2, 2016 10:00 AM

50 / 50

Unraveling Neurodevelopmental and Behavioral Disorders - ADHD, Autism, OCD, Anxiety, SPD, ODD, Dyslexia, Tourette's

Oct 5, 2016 6:30 PM

44 / 44

Unraveling Neurodevelopmental and Behavioral Disorders - ADHD, Autism, OCD, Anxiety, SPD, ODD, Dyslexia, Tourette's

Sep 14, 2016 6:30 PM

45 / 44

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Unraveling Neurodevelopmental and Behavioral Disorders
- ADHD, Autism, OCD, Anxiety, SPD, ODD, Dyslexia,
Tourette's

Mar 28, 2017 6:30 PM

246 / 245



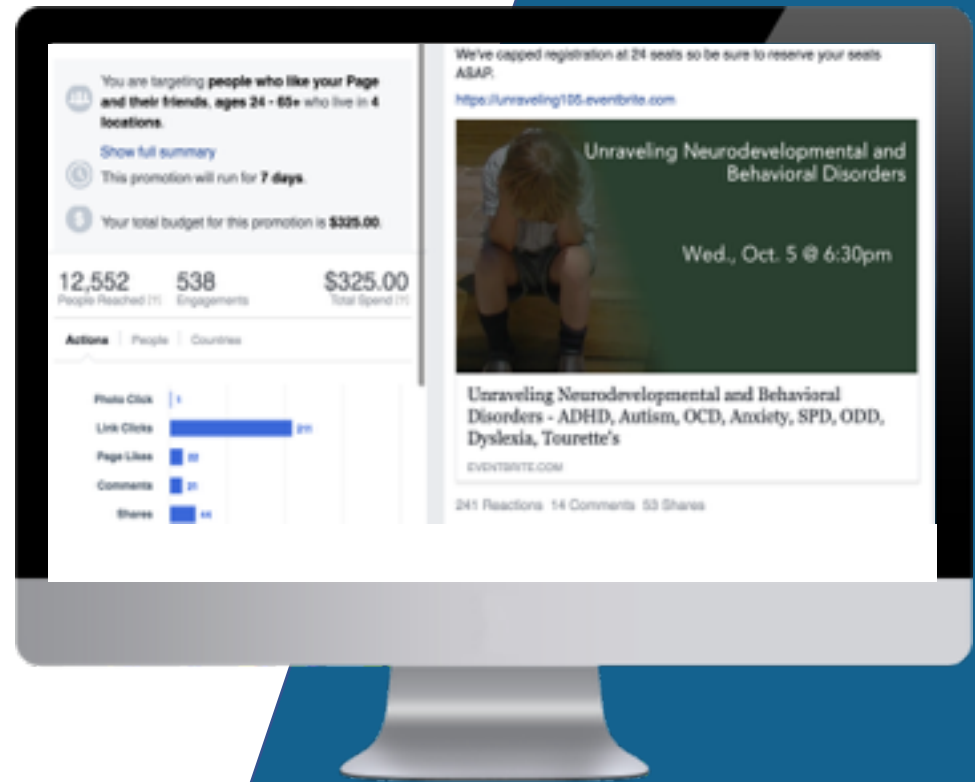
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The Nuts and Bolts

1

Facebook ads that drive people to register for your event.

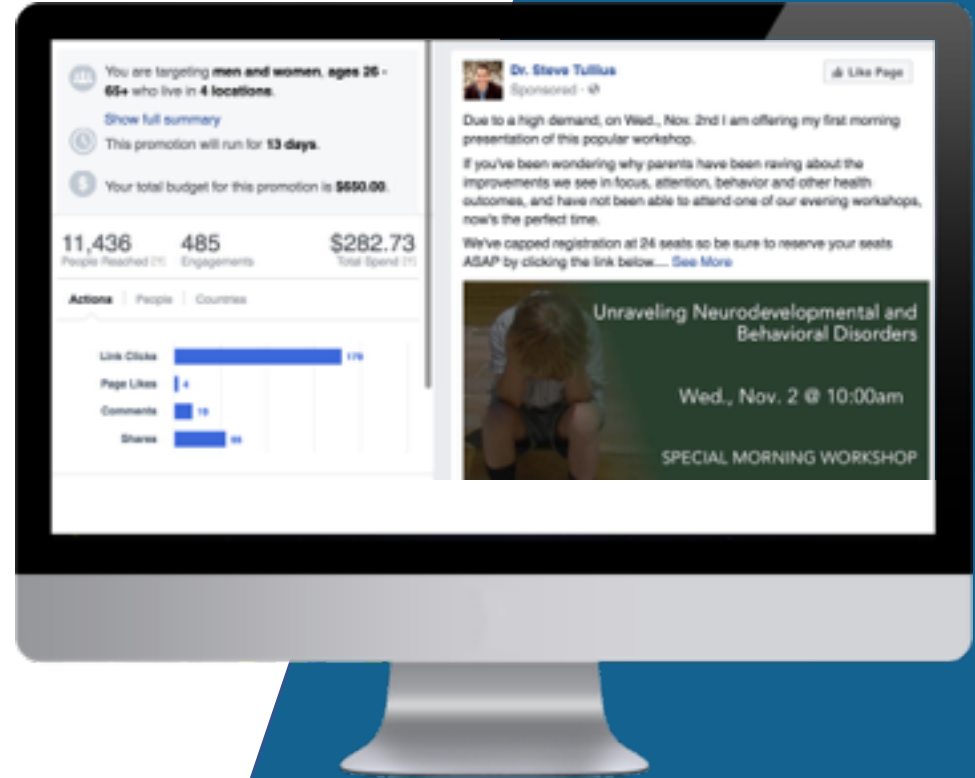
44 Registrations
24 in attendance
10 NP



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50 Registrations
26 in attendance
14 NP



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The Nuts and Bolts

2

Topic
Dependent

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The Nuts and Bolts

3

Eventbrite

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The Nuts and Bolts

4

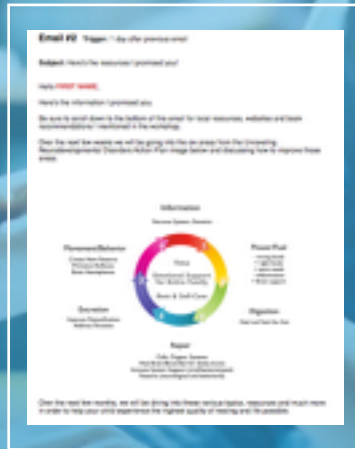
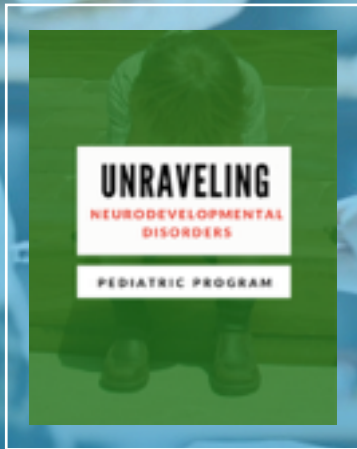
Boosted Post on Your Fan Page to Targeted Demographic

Early to middle age women.

Test your market. Start narrow and then expand.

Once you've established large Fan base boost posts to those that like your page AND their FRIENDS within the 20 mile radius

The Nuts and Bolts



5

Autoresponder
email marketing
post workshop



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The Nuts and Bolts

6

Repeat. Consistency is Key

The Nuts and Bolts

1 Facebook ads that drive people to register for your event.

2 Topic Dependent

3 Eventbrite

4 Boosted Post on Your Fan Page to Targeted Demographic

5 Autoresponder email marketing post workshop

6 Repeat

#LIFE

“ I was ready to die. I had tried everything I could possibly try to get better but nothing worked. I was having daily mental breakdowns cutting, and having to fight thoughts of suicide everyday. Hoping I didn't wake up from sleep

“After the first adjustment I could see colors for what they really were, bright and vibrant instead of dull and melancholy. I walked out of the office wanting to live again for the first time in a very long time. I owe my life to Dr.Steve.

”





<http://chiropracticIS.com/NDD>

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