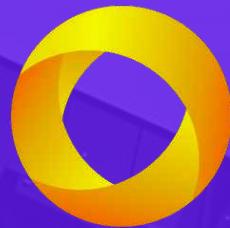


WELCOME TO

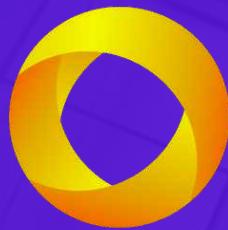
# OPENING WITH A BANG!

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strategic practice planning masterclass



STRATEGIC  
PRACTICE  
PLANNING



# SPEAKERS

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**Dr. Michael Viscarelli**  
[Schedule A Call](#)



**Dr. Christian Poldrack**  
[Connect Via Email](#)



**Dr. Paige Roth**  
[Connect via email](#)



**Dr. Jake Schumann**  
[Connect via email](#)



**Dr. Jeremy Hess**  
[Schedule A Call](#)

# Opening With a Bang!



## Dr. Michael

Importance of this topic, upcoming topics, intro speakers and what is to come and Q&A.



## Dr. Christian

Discover how to identify the key types of marketing and when they should be done



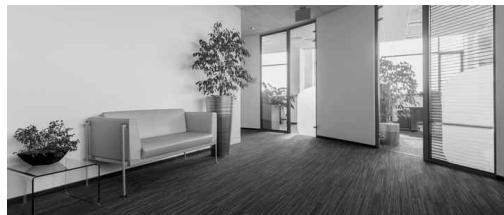
## Dr. Paige

How she was able to write up 300 office visits a week within her first year in business.



## Dr. Jake

How he was able to use conversations in his local community to book over 600 visits in the first year



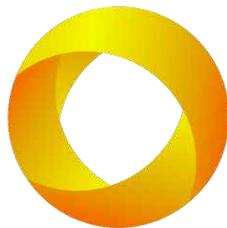
## Dr. Jeremy

Recaps and explains that our AMPED Docs have opened in all states and population sizes have amazing results. Special Offer!!



## Closing

Open Q&A



# OVERVIEW

OPENING WITH A BANG!





## Dr. Christian Poldrack

### Opening up on Day 1

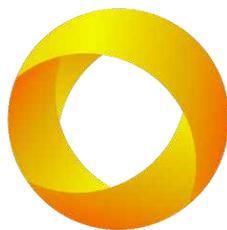
The more systematic you are, the more reproducible your outcomes are going to be. It's best to have a 90 day marketing plan and marketing procedure. This is something you need to be doing in advance, so 90-days is a great way to begin, but also have clients that have paid already, not just saying they'll be there opening day.

### Commit to Making Connections

You must be willing to build relationships with people. But you also want to build commitment, facilitate connections with people in a way that builds consistent momentum towards your first day in practice. This is how you can Open with a Bang -- on Day 1!

### Build Solid Relationships First

You don't want to go into this by telling people all about what you do, all about your chiropractic practice. You need to understand that you're building up a "relationship." This is why it's a 90 day plan. Use the first 30-45 days for people in the town to get to know you, then you can tell them more about what you do and explore how to gain them as clients for your practice.



# BLUEPRINT

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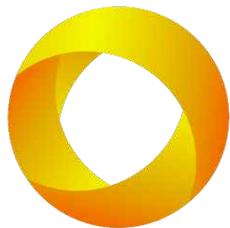


## Dr. Christian Poldrack

### Key Factors To Consider When Planning Your 90 Days Out Marketing Plan

- Make sure you are available when people want to meet with you
- Be confident in your future practice, even with 0 clients to begin
- Always be 100% authentic to who you are and your future practice. People will remember that
- Utilize opportunities in your town/city to support and help the area
- Leverage your new connections only after your relationship has been built
- Present yourself in a way that makes people think that it's a no-brainer to visit your practice
- Remember it is a marathon not a sprint. Do the work needed to meet people and your opening can and will be successful

**Always develop relationships first, then get the commitments after.**



# BLUEPRINT

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## Dr. Paige Roth

### Your Ribbon Cutting Ceremony

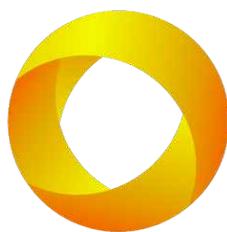
One of the biggest things that helped me in the beginning was having and using a Ribbon Cutting Ceremony. If you're not planning this, you're going to lose out. This is one of the best things you can do in your area, and when done right, will give you the right kind of success from day 1.

### Make It Fun

When you are planning out your opening, make sure you're using those relationships your building. I partnered with different local restaurants, and they were able to provide free food. This is something that everyone loves. Free Food and Free Drinks. When you're planning and your budget is low in the beginning, those relationships with other local businesses can and will pay off.

### Give People a Reason to Want to Come

Raffles, giveaways, those are just some of the things we did and we had hundreds of people show up. We asked people to share and post to social media which also helped with other local businesses wanting to help too. Remember it's a community. Discover the things your community enjoys and likes and make it a part of your ribbon cutting.



# BLUEPRINT

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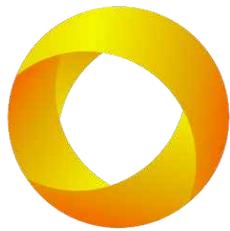


## Dr. Paige Roth

### Key Factors To Consider When Planning a Ribbon Cutting Ceremony

- Make it Fun!
- Give people the things they want and make it exciting
- Use your relationship to help your Ribbon Cutting something people want to attend and share
- Make sure you plan ahead
- Use a 90-day marketing plan and develop an actionable plan that you will follow
- Get a solid date for your grand opening from your contractors
- Use relationships with other students to help you with your grand opening
- Use all the foot traffic that is there and don't drop the ball by not asking and getting new business

**Make sure you plan your Ribbon Cutting Ceremony to be fun, exciting and an opening people will happily attend**



# BLUEPRINT

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## Dr. Jake Schumann

### Every Conversation Counts

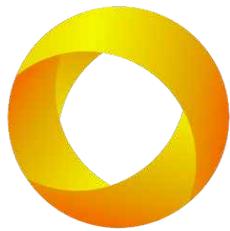
Every conversation you have, every relationship you build matters. When you open your practice, you're going to be doing a lot more than spinal adjustments, you're going to be making friends with people and some of those people are going to love coming to see you. Make sure you understand this and be confident that you are providing an essential service for many, many people.

### Keep Your Calendar Full

In the beginning, you want to make sure you do everything you can with all the time and energy you have that first year. You want to make sure you use this time wisely to continue to grow. Set appointments in clusters so you can spend the rest of the time, those times that would be open without patients, and use this time to market, grow relationships, network, etc.

### Use Relationships to Leverage Social Proof

Your relationships before you open are vital to a successful opening but don't forget to leverage those relationships once you have opened. Make sure you ask for referrals, ask for them to introductions to people that may need what you offer. Also, let people know to leave reviews for your practice. New potential people looking for practice will look you up and look for reviews. Your current clientele is a fantastic source when you have a solid relationship and a great practice.



# BLUEPRINT

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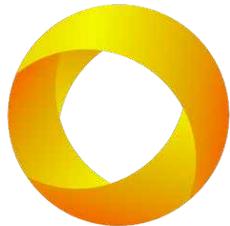


## Dr. Jake Schumann

### Key Factors To Consider to Open With a BANG!

- Remember that every conversation you have matters.
- Every meeting you have makes a difference to you and your patients
- Use the energy you have in your first year to keep yourself going and growing
- Leverage time in your day to day to ensure you can network and continue building relationships with new potential people in the community
- Get as much social proof as you can
- You can only reach so many people before you open, make sure you continue to do reach outs and networking once you open

**Remember that every time you speak with someone, whether inside the practice or an event...each conversation matters**



# BLUEPRINT

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## **Q&A Highlights**

### **How can you approach local businesses about donating to your grand opening?**

You want to make sure it's about them and not you. You want to let them know that you're planning your grand opening and it's going to be like a "party." Let them know that since you are going to have well over 100-200 people there, it may be a great way to let people know and sample some of your food or drinks.

Let them know it will be a great way to promote themselves and share info about their business too.

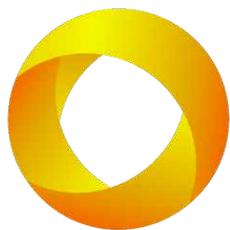
### **Who should I talk to first when I begin my networking?**

First and foremost you should go and speak with your 2 local chambers of commerce. You can begin there, but also look for other networking groups in your area and get to know the folks that facilitate these meet-ups and events. Get to know them, build relationships with them and they can connect you with others in the area that you may not be able to speak to as easily. They want to grow as much as you do, so it helps to know who they are and how you may be able to connect people with them as well.

### **How can I prepare for a successful grand opening during COVID?**

This is where you need to get creative and be creative. The good thing is about all of this, is there are other businesses in your community that must stay open as well as bring in new business. If you're building relationships with these other business owners, try to have conversations, meetings, even some coffee and discuss what they've been doing to grow.

You're going to also have to go above and beyond at your practice too. Do the things that are going to make people feel comfortable in your practice. Wear face masks, plastic face guards, gloves, etc. The more comfortable your patients are, the more likely they are to continue to come back and refer others to your practice too.



**BLUEPRINT**

**OPENING WITH A BANG!**



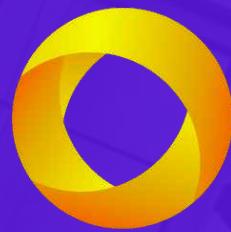
# THANKS FOR JOINING US

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## CLOSING

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