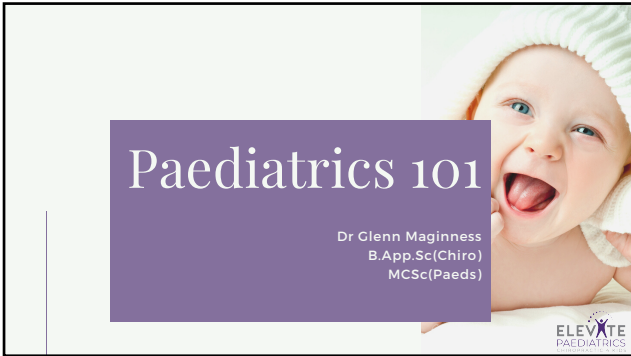




1



2



3

Knowledge

"The confidence and the skill to competently assess, adjust and manage the paediatric patient"



ELEVATE
PAEDIATRICS

4

Assessing



ELEVATE
PAEDIATRICS

5

Assessing



ELEVATE
PAEDIATRICS

6

Adjusting



ELEVATE
PAEDIATRICS
EMPOWERING A NEW
GENERATION

7

Adjusting



ELEVATE
PAEDIATRICS
EMPOWERING A NEW
GENERATION

8

Management



ELEVATE
PAEDIATRICS
EMPOWERING A NEW
GENERATION

9

Management



10

Belief



*"The belief in your ability
to make a difference to a
child's health"*



11

Passion



*"It's my knowledge and my
belief that drives my
passion"*



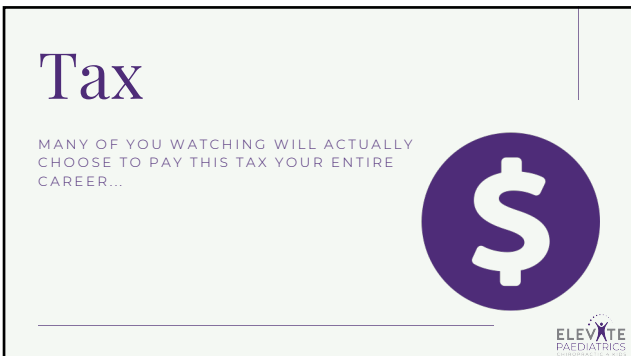
12



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14



15

4 CHIROPRACTORS...



CHIRO A

- ✓ Attends Seminars
- ✓ Strives to develop his knowledge, belief and passion
- ✓ Has a vision
- ✓ Man of action







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4 CHIROPRACTORS...



CHIRO A

- ✓ Attends Seminars
- ✓ Strives to develop his knowledge, belief and passion
- ✓ Has a vision
- ✓ Man of action



CHIRO B

- ✓ Has knowledge belief and passion
- ✗ Does not have a vision
- ✗ Essentially Lazy
- ✗ Not consistent





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4 CHIROPRACTORS...



CHIRO A

- ✓ Attends Seminars
- ✓ Strives to develop his knowledge, belief and passion
- ✓ Has a vision
- ✓ Man of action



CHIRO B

- ✓ Has knowledge belief and passion
- ✗ Does not have a vision
- ✗ Essentially Lazy
- ✗ Not consistent



CHIRO C

- ✓ Great Adjuster
- ✓ Good clinician
- ✗ Evidence based only
- ✗ No true connection with the power of the chiropractic adjustment



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4 CHIROPRACTORS...

CHIRO A

- ✓ Attends Seminars
- ✓ Strives to develop his knowledge, belief and passion
- ✓ Has a vision
- ✓ Man of action

CHIRO B

- ✓ Has knowledge belief and passion
- ✗ Does not have a vision
- ✗ Essentially Lazy
- ✗ Not consistent

CHIRO C

- ✓ Great Adjuster
- ✓ Good clinician
- ✗ Evidence based only
- ✗ No true connection with the power of the chiropractic adjustment

CHIRO D

- ✗ Struggled since graduating
- ✗ Mediocre adjuster
- ✗ No true connection with the adjustment
- ✗ No idea how to create a lifetime wellness family

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Chiropractor A

YEAR ONE
\$5000

CONTINUED CARE...
\$2500 per year for 10 years

\$30000!!!

ELEVATE
PAEDIATRICS

20

Chiropractor B

YEAR ONE
\$2500...

DRIFTS AWAY...

ELEVATE
PAEDIATRICS

21



Chiropractor C

\$300... IN 6 WEEKS

LEAVES...

ELEVATE
PAEDIATRICS

22



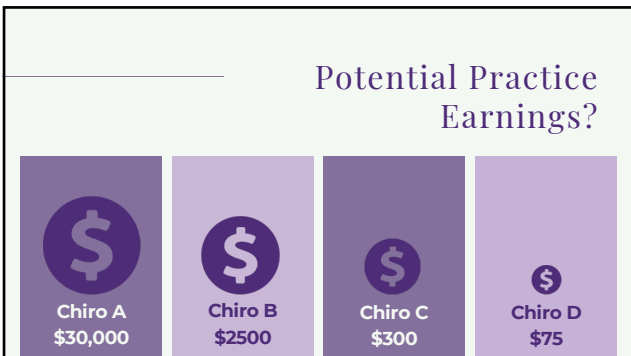
Chiropractor D

\$75 FOR THE FIRST VISIT ONLY

GONE FOREVER.

ELEVATE
PAEDIATRICS

23



Potential Practice Earnings?

Chiropractor	Earnings
Chiro A	\$30,000
Chiro B	\$2500
Chiro C	\$300
Chiro D	\$75

24

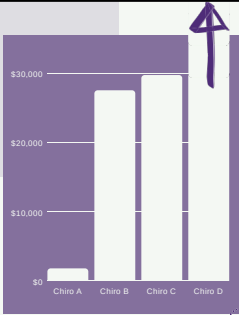
Ignorance Tax



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Ignorance Tax

Chiropractor A: Minimal
Chiropractor B: >\$27,500
Chiropractor C: >\$29700
Chiropractor D: SH#@ LOADS!



Chiropractor	Ignorance Tax
Chiro A	Minimal
Chiro B	>\$27,500
Chiro C	>\$29,700
Chiro D	SH#@ LOADS!



26

"A hundred years from now it will not matter what my bank account was, the sort of house I lived in, or the kind of car I drove... but the world may be a better place because I was important in the life of a child."



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