

PowerSURGE! Growth **Playbook for** CHIROPRACTORS



stan'dout

*Tactics to Electrify
Your Growth,
Command Your
Market, and Transform
Thousands More Lives*



Introduction

If you've ever felt like your schedule is running you — instead of you running it — this playbook will flip that on its head.

You probably became a CHIROPRACTOR to help people live without limits — to restore movement, function, and vitality. But somewhere along the way, the reality of running a practice set in: your ability to reach the people who need you most isn't limited by your skill as a doctor, but by the reach and strength of your marketing.

The hard truth? Most D.C.s are still relying on outdated, one-dimensional tactics that no longer work. You're left juggling half-baked ad campaigns, an underperforming website, and a calendar that swings from feast to famine — all while trying to deliver exceptional care.

If you're:

- Searching for a marketing system that consistently books ideal patients
- Drained from sinking time and money into “hope marketing”
- Unsure what to say in your emails, posts, or ads to get results
- Struggling with empty appointment slots or low-value offers
- Feeling like your marketing is a cost, not an investment

Then you're not alone. Most CHIROPRACTORS face these same challenges — not because they're bad at what they do, but because the game has changed.



Q: How Many More Patients Could You Help if Your Schedule Filled Itself — and Your Profits Soared?

Most CHIROPRACTORS work too hard for results that come too slow. At PowerSURGE!, we've changed that for hundreds of clinics — delivering predictable, profitable patient flow without the grind, the burnout, or the guesswork.

What follows isn't theory. It's the 8-Step R.O.I. Method we've used to transform practices just like yours into revenue-producing machines that run on autopilot, pay for themselves, and give you the freedom to focus on what matters most — healing more lives.



8 Proven Moves: to Flood Your Schedule & Keep Your Practice Thriving

This Is Where You Flip the Switch

These aren't random tips you can cherry-pick. Each step is a high-voltage growth lever — engineered to lock into the next — until your patient flow runs like a machine you can't turn off.

Right now, most D.C.s are grinding harder than they should — stuck in the loop of outdated tactics, unpredictable patient flow, and a calendar that feels more like a roller coaster than a growth engine.

These 8 Strategic Moves are the exact levers we've used to help CHIROPRACTORS double — even triple — new patient flow while reclaiming their time, reigniting their passion, and scaling their impact without burning out.

Follow them in order, and you won't just have a “plan” — you'll have a proven patient-growth engine that delivers predictable revenue, builds a loyal base of lifelong patients, and frees you to focus on what you do best: healing, leading, and transforming lives.

Your 8 Steps

	Page
1 Stop Wasting Money: Cut the deadweight. Every dollar moves into high-ROI campaigns immediately.  <i>The 2 Core Principles that make every ad pay its own way.</i>	4
2 Know Your Numbers: Track the <i>profit-driving metrics</i> so you scale with precision — not guesswork.  <i>Zero in on the numbers that unlock unstoppable growth.</i>	5
3 Build Offers Patients Can't Refuse: Fuse science + psychology to craft conversion-filled offers.  <i>How one change lifted consult rates by 40%.</i>	7
4 Turn Clicks into Conversations: Harness systems that turn interest into <i>booked appointments fast</i> .  <i>Add 25–50 new bookings every single month.</i>	8
5 Convert Prospects into Patients: Install step-by-step flows that make “Yes” the easy, natural next step.  <i>Lift close rates by up to 72% without selling harder.</i>	11
6 Deliver Outcomes that Create Raving Fans: Multiply results, referrals, and reviews on autopilot.  <i>Average: 3–5 new patient referrals per week.</i>	12
7 Turn Patients into Promoters: Build a movement that markets your practice for you — while you sleep.  <i>The referral flywheel every thriving practice needs.</i>	13
8 Optimize, Scale, Repeat: Dial compounding systems.  <i>Double or triple patient flow in as little as 90 days.</i>	14

To Date, We've Supported

513+ CHIROPRACTORS in Helping

1,292,816+ People Heal, Function & Live Better!

Before You Turn the Page...

Circle the step you think will be your biggest needle-mover.

Spoiler: Each step unlocks the next — skipping even one can be like cutting the power to your entire growth engine.



Step 1: Discard Ineffective Marketing: Maximize Impact, Eliminate Waste

Imagine if your marketing worked as hard as you do to heal people.

Your practice would be thriving. Your community would be healthier. Your schedule would be full.

If you're reading this, you already know there's untapped potential — space to grow, more lives to change, more people who need you but haven't found you yet.

Here's the truth: as a CHIROPRACTOR, your "service" isn't optional — it's life-altering care. But every dollar wasted on ineffective marketing isn't just draining your budget... it's blocking people in pain from finding you and living better.



Contrary to popular belief, marketing isn't a mystery. It comes down to two core principles:

1

Applied psychology

This is the human side of marketing — the beliefs, motivations, and triggers that make people act. No guesswork. Just proven principles of influence, decision-making, and behavior that make your message impossible to ignore.

When you know exactly what drives someone, you stop *pushing* and start *pulling* them in.

2

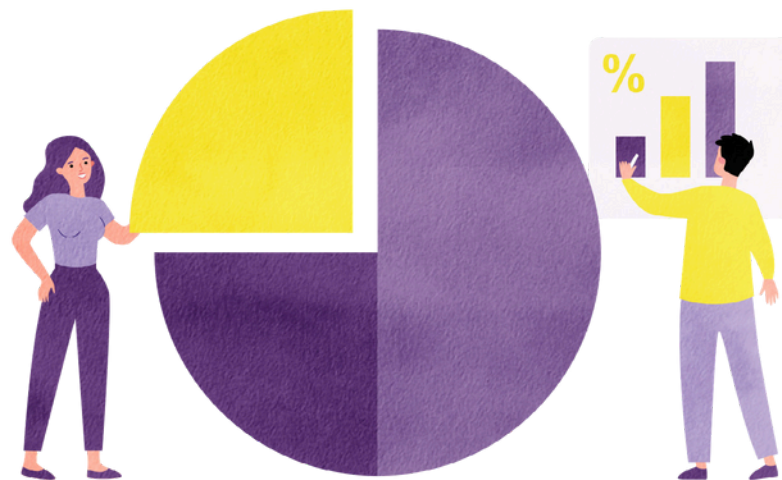
Applied economics

This is the math that keeps you honest — every decision, from budget to offers, driven by real data. No "hope" campaigns. No hunches. Just measurable results tied to clear ROI. If it's profitable, you scale it. If it's not, you fix it or cut it entirely.

This is how you stop wasting money and start growing with absolute certainty.

Step 2: Know Your Numbers — Track What Pays, Fix What Leaks

If you can't measure it, you can't improve it. Your clinical results are built on assessment, and your growth should be too. The moment you start tracking the right numbers, guessing stops, stress drops, and scaling becomes math—not hope.



Most practices aren't losing because they're bad at care.

They're leaking opportunity between clicks, bookings, show-ups, and care-plan starts. This step gives you a short list of 8 metrics that reveal exactly where to focus your efforts so each week gets easier—and more profitable—than the last.

Not being familiar with your numbers seriously limits your potential. To tap into your full power, you must take charge of your metrics.



Understanding Your Metrics — Cont.



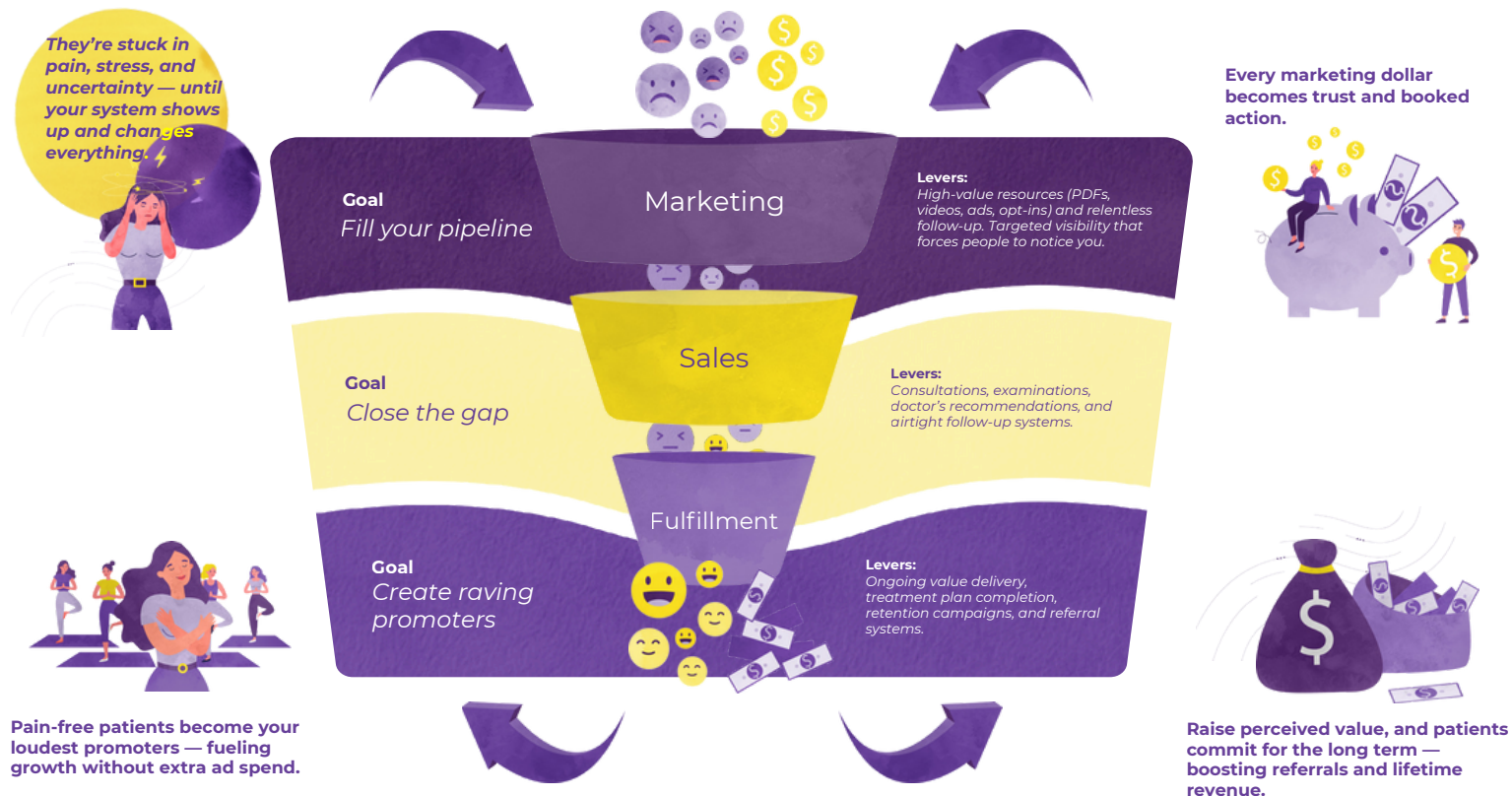
Your 10-Minute Weekly Dashboard: Leads • BR • Shows • CPSA • Consults • Starts • SCR • PAC • CA • CR • RaaR • Revenue

If a number dips, that's your focus for the week. Fix one link—the whole chain gets stronger.

Step 3: Build a Scientific Selling System — Where Science Meets Sales

Here's the hard truth: You don't have a marketing problem, a sales problem, or even a new patient problem. You have a system problem — and until that's fixed, everything else bleeds profit.

A *scientific* selling system doesn't just bring in more people. It turns your entire practice into a predictable, measurable, patient-generating machine. When it's dialed in: Marketing brings a steady stream of qualified prospects. Sales converts them into committed patients. Fulfillment transforms those patients into your loudest promoters. Miss one link? The chain snaps. And the leak isn't small — it's a flood.



This isn't about more "stuff." It's about building a system where every marketing dollar is tracked, every prospect is nurtured, and every patient fuels the next one.

Do this right, and your patient growth stops looking like a rollercoaster... and starts compounding like an investment account.

Step 4: Transform Strangers into Prospects — and Fill Your Practice with Perfect-Fit Patients

Here's the reality: in today's digital jungle, attention isn't given — it's hunted, captured, and converted. Strangers don't magically turn into patients. They need a path. That path is a marketing funnel — designed, tested, and optimized to pull the right people in, keep them engaged, and move them toward booking.



A proper funnel isn't just a stack of ads or emails.

It's a **behavior-engineered sequence** that works with human nature, not against it:

- **Magnetize the Right People** — Tap into desire, urgency, and curiosity so the right people lean in instantly.
- **Earn Unshakable Trust** — Back every offer with proof, story, and undeniable value.
- **Trigger the “Yes”** — Remove friction until booking feels automatic.

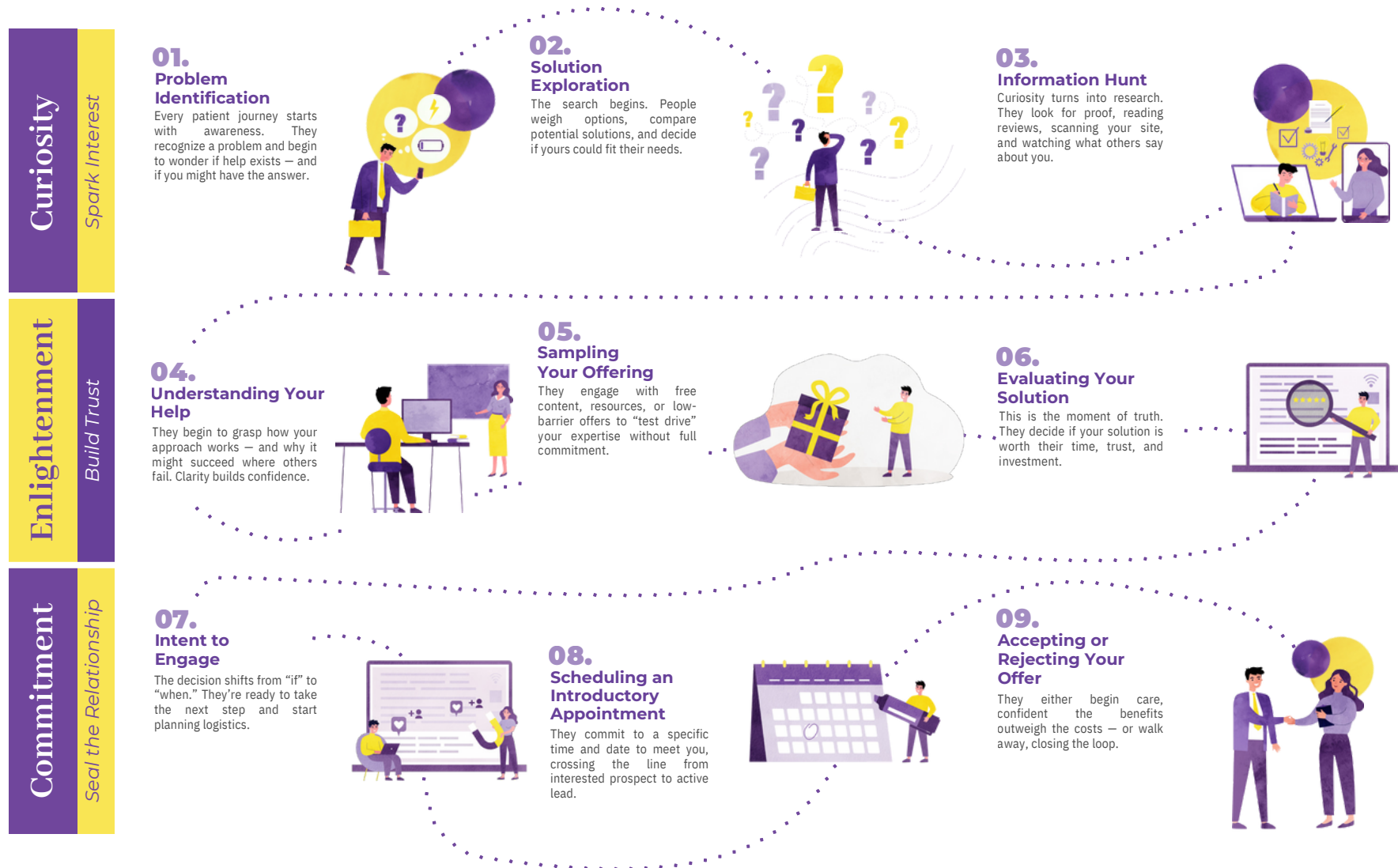
The goal? Predictable lead flow, measurable ROI, and a process so dialed-in you can scale without guesswork.

How? Keep reading...

*Marketing without a funnel is like shouting into a **storm** — exhausting, expensive, and drowned out. Marketing with a funnel is like hosting a **red-carpet event** for perfect-fit patients — curated, personalized, and profitable.*



The Three Stages of a Marketing Relationship





The Power of Effective Marketing

Nailing this is the turning point — where your marketing stops costing money and starts making it.

From the very start of chiropractic history, leaders like D.D. Palmer knew that lasting health transformations start with education and trust. Modern marketing done right is simply the digital evolution of that principle.

Effective marketing isn't a guessing game — it's a system. One that:

- ⚡ *Identifies exactly who you want to reach*
- ⚡ *Communicates clearly, consistently, compellingly*
- ⚡ *Follows up with precision, not pressure*
- ⚡ *Delivers value that compounds with every touch*

When you get this right, marketing fuels not just your business growth, but the mission you signed up for: helping more people live healthier, fuller lives.



In Conclusion:

With marketing that delivers, you'll reach and help more people — and enjoy the freedom, fulfillment, and success you signed up for. **Feed your growth engine!**

Step 5: From Prospects to Patients — Turn Interest into Appointments

In today's market, cost isn't the deciding factor — **perceived value** is.

Patients invest when they believe your solution is precisely what they need, delivered by someone they trust. Your job? **Make that value crystal clear, personal, and impossible to ignore.**

Most people aren't interested in your technical jargon or clinical details — they care about results. Your communication must be simple, direct, and emotionally relevant, so they instantly understand how you can help.

The fastest way to earn that trust? Offer tangible value before they step through your doors. Educate them. Equip them. Empower them with something that makes their next step obvious.



Now, prospective patients want to know:

- 1 **Why me?** — Why am I experiencing these limitations?
- 2 **Why you?** — How can you help me overcome them?
- 3 **Why now?** — Will the benefits justify my effort?

When you answer these questions with clarity and conviction, you don't just get a booking — **you create a patient who believes in you, stays with you, and refers others.** That's the real magic of turning interest into action.

Step 6: Elevate Patient Outcomes — Heal More, Help More, Prosper More

- ✓ You're an expert in chiropractic medicine.
- ✓ You've mastered your craft through education and experience.
- ✓ You know exactly who you want to serve and how you want to help.

But here's the game-changer: your tools, strategies, and systems can either limit your reach or amplify it. The right systems let you serve more patients, with more complex needs, while keeping your quality of care high — and your business profitable.

Marrying business acumen with your dedication to service turns your intentions into reality.

The truth? The more you help people free themselves from limitations, the more they'll stay, pay, and refer. Contrary to the myth, the fastest way to lower patient acquisition costs isn't discounting — it's delivering so much value that your patients become your biggest advocates.



And Remember:

The greater the relief you provide, the greater their desire to work with you — and the more they're willing to invest in themselves through you. The more you deliver, the more you can help them function better, feel better, and live better. The more effectively you serve, the more people you can reach — profitably and sustainably.

You're already on this path. Now's the time to take it to the next level — for them, and for you.

Step 7: Creating Patient Advocates: Your Practice's Best Promoters

Your happiest patients are your highest-ROI channel. They're already nearby, already trust you, and their stories convert like referrals. Turn that goodwill into a simple, repeatable advocacy system that runs every week. When you consistently relieve people's limitations and keep your promises, they naturally want to share. Make it easy, timely, and rewarding to talk about you. Ask right after a win, capture proof, and showcase results. Do this well and your practice compounds on word-of-mouth—on purpose.



Tactical Strategies

When a patient is noticeably thrilled, politely invite them to:

1. Post a Google & Facebook Review

Give a business card or mini "review card" with a QR code. On the back, a 1-line prompt (see swipe below). Reviews fuel local SEO, convert fence-sitters, and never stop working.

PRO tips:

- Ask at the peak moment (first relief, milestone, or discharge)
- Pre-fill the link to your review page
- Aim for 5+ new reviews/week

2. Capture a 60-Second Selfie Testimonial

Invite thrilled patients to record a quick front-facing video (1 minute) right on their phone. Authentic beats polished. Prompt them to share: **before → after → life impact.**



PRO tips:

- Create a "Selfie Station" (good light + bright quiet corner)
- Give 3 prompts on a small card
- Sign media release for consent

3. Join Your Referral / Affiliate Program

Turn internal referrals into a simple program. Give patients a personal link or card; thank them ethically when a referral starts care (gift card, charity donation, swag—no medical claims).

PRO tips:

- Track in your CRM with a tag
- Send a handwritten "thank you" upon every referral
- Target 5–10% of active patients enrolled

4. Feature Them on Your Wall of Success

Dedicate a section (digital & in-clinic) that celebrates patient wins. Pair a quote/video + a one-line "before/after" + a lifestyle photo. This builds belief and sparks me-too momentum.

PRO tips:

- Rotate new stories weekly
- Organize by condition/goal to increase relevance
- Repurpose to website, email, and social

When implemented well, every person you help becomes a signal that attracts the next.

Commit a few minutes each day to ask, capture, and showcase—and watch advocacy compound.

Step 8: Scale & Optimize: Unleashing Profitable Growth



Your top-performing campaigns are your most powerful compounding asset. Just like billionaire investors channel their wealth into predictable, above-average returns, you can pour profits back into your own growth engine — the one you own, control, and can scale without limit.

12% annual returns: Ray Dalio
20% annual returns: Warren Buffett
20% annual returns: George Soros
29% annual returns: Peter Lynch
31% annual returns: Carl Icahn

Elites like Ray Dalio, Warren Buffett, and Carl Icahn average 12–31% annual returns by leveraging insider access, networks, and scale. You can't buy into those same deals — but you can build something even more valuable for your world: a patient acquisition machine that compounds faster than most investment portfolios.

You're not a billionaire — and you don't need to be. You already have an asset with predictable ROI. The key is scaling it — turning steady returns into unstoppable growth.

Enter the S&P 500

The S&P 500 — the 500 largest U.S. companies — is considered one of the best investments in history, delivering decades of consistent gains. And it's open to almost anyone. Here's what it's done over the last 10, 30, and 50 years — and why your practice can beat it.

Period	Annualized Return (Nominal)	Annualized Real Return	\$1 Becomes... (Nominal)	\$1 Becomes... (Adjusted for Inflation)
10 years (2015-2024)	12.1%	9.4%	\$3.13	\$2.46
30 years (1995-2024)	10.4%	7.8%	\$18.48	\$9.74
50 years (1975-2024)	10.4%	6.7%	\$144.65	\$21.62

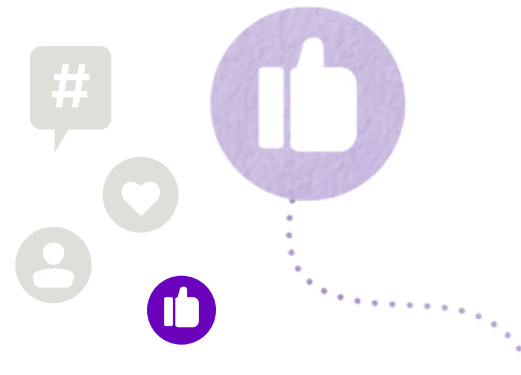


**Illustrative scenario. Results vary by market, offer, and ops. Not medical or financial advice.*

Scale & Optimize — Cont.



Here's the kicker: \$100,000 in the S&P 500 twenty years ago (adjusted for inflation) would be about \$246,000 today. Respectable. But put that same \$100,000 into the patient acquisition machine you already own and control — and the outcome can dwarf the market.



Within 12 months (using July 2025 benchmarks):

Even without perfect efficiency, this beats the S&P 500's 20-year growth by more than 3× — in just one year. And you're not at the mercy of Wall Street's mood swings. You've built a predictable patient acquisition system that fills your schedule, fuels your growth, and helps more people live their best life — again and again.

**Illustrative scenario. Results vary by market, offer, and ops. Not medical or financial advice.*

Now let's go ultra-conservative:

No referrals. No reactivations. Just the direct result of new patient acquisition. At \$90 per lead, you invest roughly \$357 per new patient. With an 80% collection rate and a \$2,000 case value, that's \$448,000 collected — a +348% ROI. Even stripped to the basics, your practice beats the S&P 500's 20-year gains by 3× — and does it in months, not decades. This is an engine that pays for itself, multiplies your impact, and keeps your schedule full while you focus on what matters: helping people live their best lives.



Short Story

The Journey – From a Patient Perspective.



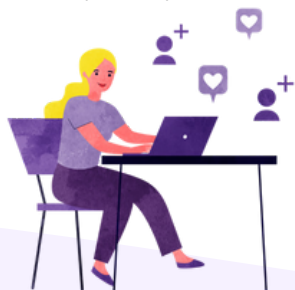
Meet Mabel.

Thirty-four years old. Two kids. A once-vibrant, fitness-loving mom whose days used to be filled with park runs, playdates, and the steady rhythm of family life.

Then came Grace. Beautiful, healthy — but plagued by relentless, inconsolable crying. What should have been blissful newborn days turned into a fog of exhaustion. Nights stretched endlessly, punctuated by Grace's sharp wails. Mabel's husband tried to help, but no amount of rocking, pacing, or lullabies could calm their baby for long.

In the thick of it, Mabel felt like she was unraveling. Her lifeline? A private Facebook group called Moms of Calgary. This was her digital village — a safe haven where mothers swapped advice, commiserated over sleepless nights, and passed around both tips and tissues.

One night, after Grace's cries reached a new intensity, Mabel found herself at her kitchen table, head in hands, scrolling through the group on her phone. She typed a desperate post:



"Has anyone dealt with a newborn who cries almost all night? What worked for you?"

Within hours, dozens of replies rolled in — everything from swaddling tricks to special lullabies. But one reply stopped her cold:

"You should read this — A Mom's Guide to SHHH-ing Her Crying Baby, Naturally & Safely. It saved us."

Intrigued, Mabel clicked.

*Inside the guide: practical, gentle, DIY solutions. Warm baths. Compresses. Adjusting diet. Outdoor walks. Specialized holds. And then, the one that made her pause — **a chiropractic evaluation.***

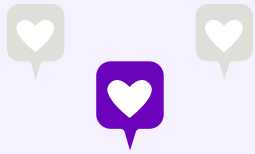
Mabel blinked at the suggestion. Chiropractors were for sports injuries and back pain, weren't they? Babies seemed far too delicate. But curiosity wouldn't let her scroll away.

She opened a browser tab and started Googling. One search led to another — "chiropractic care for infants," "colic and chiropractic," "is it safe for newborns?" Every click led her deeper: testimonials, studies, blog posts. She found videos explaining how subtle adjustments could ease pressure on a baby's nervous system.

Then she landed on a local chiropractor's website. The articles were clear, the tone reassuring, the focus entirely on families. She clicked into the review section — and stopped breathing for a second. Over a hundred stories from local parents, many describing the exact same situation she was living. One headline jumped off the page:

"Our Baby Went from Constant Crying to Peaceful Sleep in Two Visits."

The words felt like a hand reaching through the screen. Mabel read every word, her heart pounding. This wasn't theory — this was lived experience. She imagined Grace quiet, content, sleeping deeply. She pictured mornings starting with smiles instead of puffy eyes. For the first time in weeks, hope felt real.



Over the next few days, Mabel tried some of the guide's tips — white noise, dimmer lighting, more outdoor time. They made small dents in the problem, but the crying always returned. It wasn't enough.

One late night, she found herself back on that chiropractor's website, reading and re-reading the "What to Expect" page for infant care. At the bottom, the call-to-action stared back at her:

"Schedule a Consultation."

Her cursor hovered. She thought of the cost, the risk of disappointment, the sting of past letdowns. But she also thought of the sleepless nights and the look on Grace's face when she cried. Her heart tipped the scale. She clicked "Book Now."

The confirmation email hit her inbox, and the appointment instantly became her top priority.



Appointment Day

She arrived with Grace in her arms, braced for skepticism but determined to see it through. The clinic was warm and softly lit, the quiet trickle of a water feature filling the air.

A friendly receptionist guided her through check-in. Mabel sank into a cozy chair, sipping her pumpkin spice latte, taking in the calm energy of the space. When the chiropractor entered, his presence was steady and reassuring. He asked thoughtful questions, listened intently, and examined Grace with meticulous gentleness.

Then he looked Mabel in the eye and said, **"I can help her."**

Something in her shifted. For weeks she'd been holding her breath — now, she let it go.



The Transformation

After just a couple of visits, the changes were undeniable. Grace's crying spells shortened, then stopped altogether. Nights transformed from exhausting marathons into stretches of peaceful sleep. Mornings were filled with giggles, soft baby coos, and quiet feedings instead of chaos.

The ripple effect was massive — Mabel's energy returned, her relationship with her husband felt lighter, and she finally felt like herself again.

When the chiropractor invited her to share her story, she didn't hesitate. On camera, she spoke from the heart about the nights of despair, the Facebook post that started it all, the rabbit hole of Google searches, and the relief of finding a real solution.

Months later, she spotted another exhausted mom posting in Moms of Calgary — and sent her the same guide that had sparked her own journey.



Moral of the Story:

When Mabel stopped suffering in silence and started searching, she didn't just find answers — she found the right help, and the life she'd been missing.

To be continued...

Next Steps

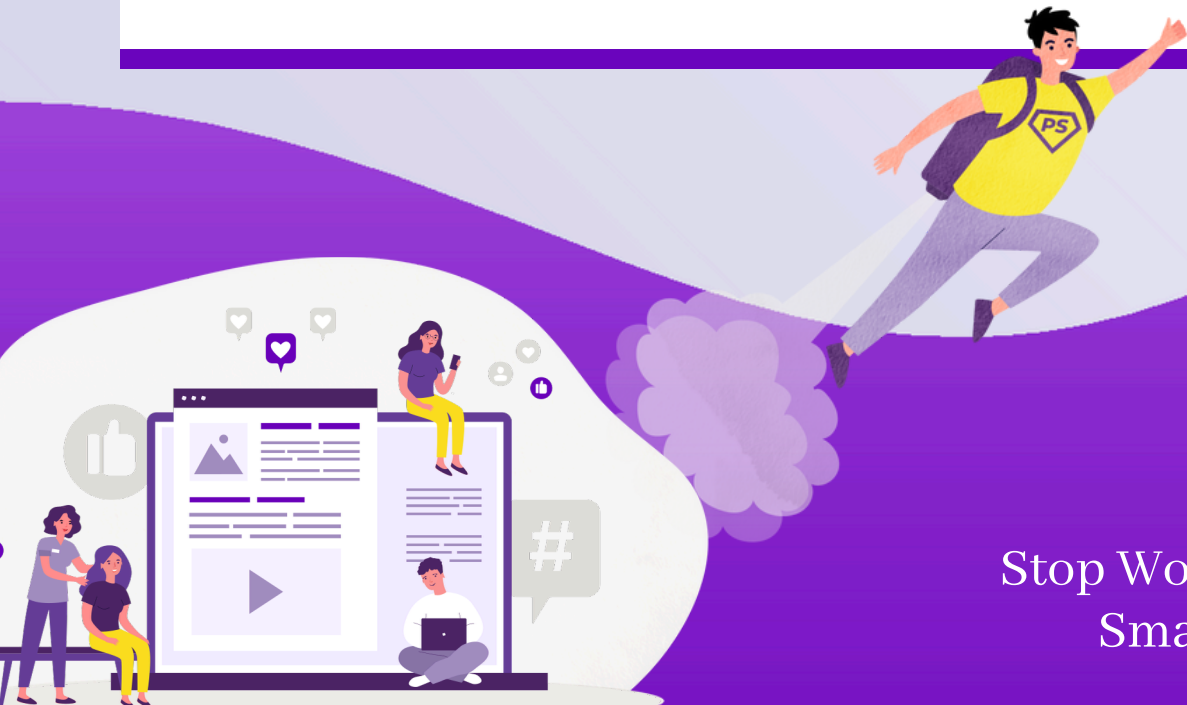
How Many More Patients Could You Help if Your Schedule Filled Itself — and Your Profits Soared?

We're PowerSURGE! — the only Growth-as-a-Service (GaaS) team built exclusively for CHIROPRACTORS who want to dominate their market, attract the right patients, and earn more freedom without burning out.

Our mission is urgent and bold: help 5,000 D.C.s serve 5,000,000 more people — because the world is sick, and chiropractic is part of the cure. With 100+ battle-tested pros... we put every marketing discipline under one roof so you never guess, never juggle vendors, and never waste another month wondering where your next patient is coming from. This isn't theory — it's a proven, repeatable growth engine that starts delivering in weeks, not months.

When CHIROPRACTORS run a real growth system, they:

- Consistently attract the *right* patients on autopilot
- Fill their schedules with high-value, long-term care plans
- Earn the freedom to focus on healing — and living life on your terms.



1 Book A Free 30 Minute Call

Meet with our Founder & Head of Growth, Hayden Power. In one call, we'll run a practical "practice MRI" — review your numbers, funnels, and local market to reveal the fastest path to more patients.

2 Unlock Your Custom Growth Plan (\$1,000 Value)

We'll map your Psychology × Economics × Tech Stack: ad angles, landing pages, follow-up, and metrics. You'll leave with a clear timeline, budget, and projections — all tailored to your clinic's goals.

3 Launch & Fill Your Schedule

Prefer DIY? Use our proven playbooks. Want it done-for-you? Our team builds and runs the machine. Launch in weeks, not months, with tracking dialed in and weekly optimization.

4 Scale Impact, Boost Profit — Without the Grind

Your calendar fills with ideal patients. Automations do the heavy lifting. Dashboards show what's working. You focus on care, your team breathes, and your community gets the help they deserve.

Stop Working Harder for Less. Start Growing Smarter. ***Book Your Free call, today!***