

When the Going Gets Tough

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Where Does Quit Fit?

When the going gets tough, the tough get going.

When the tough get going, things begin to change.

When things begin to change, the tough keep going.

When the tough keep going, they begin to build momentum. When the tough build momentum, things become great. When things become great, the tough grow humble.

When the tough grow humble, they begin to give back.

When the tough give back, they often wonder what took them so long to get going, change, keep going, build momentum, become great, grow humble and give back.

Where does quit fit in this story?

And the answer is, quit doesn't fit.

1. Quitting

- People are on the verge of quitting. It's not the way to go. It's time to get tough and get going.
- When you quit in one area of your life, you tend to quit in others. You become a quitter. The best predictor of future behavior is past behavior.

2. From a chiropractic perspective, what can you do to not quit if things are tough?

- Get Back to Basics
 - You get back to basics by giving great care.
 - Stop whining. People pay you to solve their problems, not yours.
 - Giving great care isn't enough, but it's the fundamental, number one important thing you can do.
- Schedule People for Future Appointments
 - If you want to be strong and consistent, you need to be scheduling people.
 - Don't let people "call you" to schedule their next appointment.
 - Conversation - You know what, doctor, I think I'm just going to call you. I know I'm going to come at some point later in the week. I'm not sure when it's going to be. Well, what day you, do you think it's going to be Mary? Well, I'm thinking it's going to be probably Thursday or

Friday. Well, which day do you think is going to be better? Well, probably Friday, but I'm not sure yet. Well, why don't we put something in for Friday morning or afternoon and we'll contact you if you miss it or remind you of your appointment to reschedule it if necessary. This way it becomes a priority for you to get the appointment that you want to keep. Okay, great.

- Conversation - I'm definitely committed. I want to do this. I want to come three times a week. I just don't know when I'm going to be able to come. Well, listen, it's very simple, Mary, why don't we pick three days a week that you think are going to be the best days for you. Is it Monday, Wednesday, Thursday, Monday, Wednesday, Friday, Monday, Tuesday, Friday, whatever, three days that you might be open and available. Well, I don't know. I think maybe Monday, Wednesday, Thursday. But I'm not sure what time. Well, what time do you think that you might be able to do it, morning or afternoon? Well, probably in the mornings, but I just don't know what time. Okay, well, if you knew what time would, do you think morning or earlier morning would be better, or later morning would be better? Well, probably late morning, somewhere around 11 or 1130. I just don't know if I want to schedule it if I'm going to have to change it. Well, no problem. We're set up for that. So, if for some reason you miss, or we'll confirm it with you, and if for some reason you have to change it, we'll just change it for you. Okay? Put me in for Monday, Wednesday, Thursday at 1130.
- Collect Every Visit or Get People on a Plan
 - People are prepared to pay. They want to pay every visit. They want to be in integrity with you financially.
 - Print out the financial worksheet in the Vault, fill in the numbers, and let people choose how they want to pay. Per visit? Monthly? One payment?
 - If you let people's balance get out of hand, they will disappear.
- Bill Every Week
 - Handle insurance or thirty-party billing every week. Do not put it off.
 - If your software doesn't handle billing, you should upgrade.
 - Consistent billing means consistent cashflow.
- Have Relevant Table Talk

- Don't chit chat with people. Instead have relevant table talk to educate and reinforce their chiropractic care.
 - Chiropractic articles and newsletters are all relevant table talk.
- The Adjustment with Something Extra
 - The something extra is when you talk to them and explain what you're finding, how their spine is changing, how the motion is, how the mobility is different, etc.
 - Ask them about their family and invite their family to be checked. • Perk-ups to
- New Patients – Generate Referrals
 - If a patient perks-up about an article or newsletter, the progress they are feeling, or anything else, that's your opportunity to generate a referral.
 - Use the opportunity of their interest and enthusiasm to invite them to bring somebody in to get checked.
 - Give them the article, newsletter, etc. to give to someone else.
- Lead by Example
 - Watch the videos in the Vault and encourage your staff to do the same.
 - People who are having breakthroughs in their practice are engaged in training.
- Wear your Message Wherever You Go
 - Wear your practice shirt wherever you go. Use it to generate conversations.
- Delegate
 - If there are things you are not willing to do, delegate them to systems, policies, procedures resources, technology, and people.
 - If there are things you aren't getting done, delegate them to the 100 Year Lifestyle.
 - Do what you love and delegate the rest. But if you don't have the resources to delegate, do it anyway. Be willing to do what needs to be done to grow your practice and reach your goals.
- Set Bigger Goals

- Get out of your head and take massive action. Stop evaluating the reasons why you're not doing things. That's not going to solve anything.
- You know what to do.

3. Learn from Wins and Losses

- The world is getting better for chiropractors because trust in the status quo continues to crumble while the trust in chiropractors who are willing to do the work continues to grow.
- Learn from your wins and losses. Pat yourself on the back for your wins. Build on your wins. Every patient that comes in is a win. Every patient that pays you is a win.

4. Make Yourself Better Every Day

- Remember 3 Life-Changing Principles
 - The Magnet Principle: Change is easy. Thinking about change is hard.
 - The Persistence Principle: One choice at a time. Progress not perfection.
 - The Compelling Principle: Get a compelling vision.