

Great News!

**Regardless of how you may feel
at this very moment . . .**

Yes!

**NO
Gimmicks
Deals
Scripts**

You **can** build a practice full of patients who stay, pay, and refer—even in today's challenging healthcare market.

Turn the page to learn how you can **succeed** and **prosper** with *complete integrity* in your chiropractic practice—with *reasonable* fees, *reasonable* volume, *low overhead*, and *high profit* as you earn more money, enjoy more free time, and experience less stress . . .

Dr. Jim Naccarato, DC, PhD

The Realigned Practice

A Division of Naccarato Leadership Center

*Personal and Self-Directed Coaching, Seminars, Materials,
and Speeches for Doctors Committed to Building
Honorable and Profitable Practices, Businesses, and Lives*

THE REALIGNED PRACTICE

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Dr. Jim Naccarato, DC, PhD

Personal-Coaching Program

The Rock-Solid Fix to Today's Practice-Building Challenges

Dear Doctor:

You've been in chiropractic long enough to know that succeeding isn't automatic, and it isn't easy. But if you're ready to work to succeed and are willing to get some real help from a professional coach—just as the successful professional athletes do—you *can* succeed and prosper in your chiropractic practice . . . and in your life.

If your practice isn't working as well as you think it could be working, or you suspect you could and should be earning more money and having more free time and experiencing less stress than you are now, *it's time for you to work with a coach.*

Here's why working with a coach is so critically important—

Right now, you and your chiropractic practice are *perfectly aligned* to give you *the results you're currently getting.*

You and your practice are not aligned, ready, or able to produce at any higher level than you're producing at right now. If you want to produce at a higher level—if you want to achieve more success and enjoy more prosperity—you're going to have to *change your alignment* by using procedures that have been proven to build practices full of patients who stay, pay, and refer—and that have withstood the test of time.

“Okay,” you may be thinking, “we all have to make changes in our lives and careers from time to time. I'll make a few changes I already know I should make, and then I'll be ready to move on to enjoy greater success.”

Stop fooling yourself. Patients can't adjust themselves, and you're not set up to do better than you're doing now. If you were, *you'd already be doing it!* The way for you to achieve greater success and prosperity is to get the help of a proven, professional coach, like me, Dr. Jim Naccarato DC, PhD. Let me explain:

Through ongoing, extensive study, I have learned that most practice-management programs miss the mark and eventually create more problems than they solve. My research—as well as more than 22 years and 43,000 hours spent personally coaching more than 72 doctors a week—has also taught

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me that the only way to solve the kinds of problems you deal with as a chiropractor is to develop and implement time-proven *procedures* and work with a *personal coach*.

Why? Because *time-proven procedures* produce powerful, confident, trustworthy doctors and are always found at the root of *lasting* practice success. Those principles are the rock on which chiropractors build successful, prosperous practices (practices full of patients who stay, pay, and refer) as they work with their personal coaches.

At this point, you may be thinking, “Building a principles-based practice just makes sense—no earth-shaking news here!” In a way, you’re absolutely right. But isn’t it odd that something that *just makes sense* is so readily recognized as a *totally fresh, desperately needed approach*—especially when it is compared to other practice-building programs being promoted by the countless ads and brochures you receive in the mail every week?

So, here is my commitment to you:

I will teach you how to build a low-stress, low-overhead, high-profit practice full of patients who stay, pay, and refer—with or without health insurance. And I will do so by using dignified, principles-based procedures—so you will become a powerfully confident doctor capable of creating lasting success and prosperity. And we will accomplish this objective while keeping your life in balance.

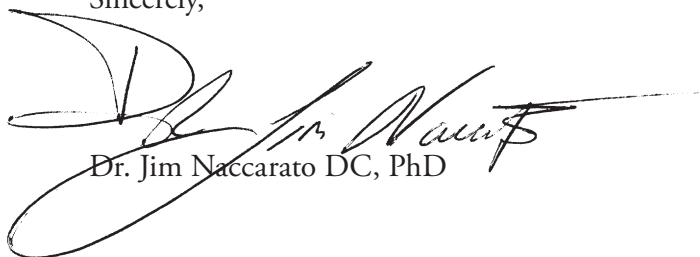
Can my Personal-Coaching Program really be that good? that ideal? that effective?

Absolutely. But don’t just take my word for it. Participate in a *no-cost, no-obligation* personal coaching session with me, and decide for yourself. And I’m not talking about a sales call disguised as a coaching session—I’m talking about a regular, working coaching session that will require you to dig into your practice and talk with me about the real issues lying at the core of your potential success and prosperity.

If the initial coaching session works for you—and I know it will—then we can talk about how to best get you involved in an ongoing coaching experience.

Now is the time. This is your opportunity to see firsthand how you can build the practice you’ve always wanted. Carefully read this brochure. Then call my office to set up a complimentary first coaching session so you can begin enjoying your practice, your career, and your life the way you really want to.

Sincerely,



Dr. Jim Naccarato DC, PhD

Dr. Jim Naccarato, DC, PhD

Personal-Coaching Program

LET'S START by being very clear about some important facts—particularly, why coaching is so critically important to your success and prosperity, what the Personal-Coaching Program is, and what it is not.

Then we'll talk about the advantages of working with a coach, about my role as your personal coach, and about your willingness and readiness to start working with a coach.

Why Coaching Is So Necessary and Important

To succeed in chiropractic, you must treat *people* first, and their *conditions* second. Why? Because patients stay, pay, and refer to *you*—not to what you do.

I know this idea goes against conventional teachings. But it's true. For proof, look around—some of our best doctors are on the verge of bankruptcy. And they may be totally unaware of their predicament. Why? Because wanting success can take ten years to catch up with them. You may be one of those doctors.

My goal is simple—to help you reach yours.

Practicing state-of-the-art chiropractic is essential to your success and prosperity. But you need more than that. You must also learn to educate, motivate, and train people how to become good chiropractic patients. And

you must become the doctor patients stay with, pay, and refer to, with or without health-insurance benefits.

So how do you accomplish all of that? You enroll in my Personal-Coaching Program and get the critically important personal coaching, motivation, and individualized procedures that will lead to your success and prosperity.

What the Personal-Coaching Program Is

As a client, you'll benefit from my 37,000+ hours of personal coaching experience as you . . .

- work personally with me by phone for half an hour at a scheduled time during the first three weeks of the month to discuss your challenges, learn the time-proven procedures of success and prosperity—and personalize, transfer, and implement that information into your practice.
- pore over my principle-based practice-building workbook of almost 400 pages,
- receive reinforcement and additional training by reading my tip-filled monthly newsletter and listening to my monthly audio program,
- send me your weekly accountability sheets,
- receive my personal review of your spinal-care class, report of findings, financial reports, and
- attend the Principle-Centered Practice Building one-day seminars.

In a nutshell, that's the Personal-Coaching Program: a combination of research- and

experience-based personal coaching, guided learning, and accountability, with just one objective—helping you succeed and prosper.

What the Personal-Coaching Program Is NOT

First and foremost, the Personal-Coaching Program is not like any practice-management program, seminar, or over-the-phone consulting service you've seen before.

The Personal-Coaching Program works because it's founded on real-life, research-based principles that have been proven time and again to work.

One of those principles is the truth that the solutions to your practice-building problems will not be found in a simple change in procedure, technique, yellow-pages ad, coupon, spinal screener, or any other popular quick-fix measure. The solutions will be found in learning how to educate, motivate, and *train* people how to become good chiropractic patients—and in becoming the doctor patients stay with, pay, and refer to, with or without health-insurance benefits.

The coaching program I'm asking you to get involved in is based on a commitment for us to work together for a year. Interestingly, almost 90 percent of the doctors who participate in the Personal-Coaching Program continue their participation for second, third, fourth, and fifth years (and longer!). That's how effective the Personal-Coaching Program really is—and that's how different it is from any other program available today.

The Advantage of a Personal Coach

One of the key differences—and advantages—of the Personal-Coaching Program is the premise that your personal coach isn't just a "management expert" with a telephone. Personal coaches are part consultant, part psychologist, and part motivator. They are to doctors what athletic coaches are to athletes—with one major distinction. Whereas athletic coaches stress the *physical*, personal coaches

The key question with respect to success is not "What do we have to gain by succeeding?" Rather, it is "What do we have to lose in order to succeed?"

What we have to gain by succeeding is obvious. What we don't address is what we are willing to give up—to "lose"—in order to succeed.

For example, are we willing to give up our pride, guilt, shame, depression, fear, procrastination, anger, laziness, selfishness, co-dependency, sensitivities, and all negative emotions or characteristics, even our "favorites"?

Are we really willing to be contributed to?

In truth, success is more about conquering ourselves than it is about getting others to do something. And conquering ourselves successfully requires working with a personal coach. Period.

stress the *psychological* and the *behavioral*. Let me explain:

Achieving success and prosperity is an "inside-out" job. It starts within you and then extends out to your practice, your staff, your career, and your life. That's why a personal coach is so critically important. As your coach, I will help you understand and create that success inside yourself and then teach you how to extend it outward to your practice and your life.

Remember, a great doctor with wonderful skills and a desire to help people may not be able to pay the bills each month, let alone get out of debt and prepare for retirement. To succeed and prosper requires thinking, feeling, and behaving in ways that may be very different from what you're used to now. As your personal coach, I will help you discover how to make the changes needed to achieve the success and prosperity you want and deserve.

My Role as Your Coach

Some people are confused about the difference between personal coaching and psychological counseling. With psychological counseling, the objective is to find the *why* behind particular emotions or behaviors and to then execute a treatment plan designed to correct the underlying

A coach is someone who asks (and helps) you to do what you don't want to do—so you can get what you want.

mental pathology. With personal coaching, the *why* is important—but *it is not the focus of the coaching sessions*. Why not? Because most doctors are free from serious mental pathology, and the original reason for a particular way of thinking or acting is no

longer true (much like smoking, for example, where the behavior that started as a means to be accepted by peers is now just a bad habit).

With this understanding, my focus as your personal coach will be to—

- teach you how to make more money, get out of debt, and prepare for retirement,
- teach you how to build a successful and prosperous practice full of patients who stay, pay, and refer, with or without health insurance, and
- teach you how to decrease your stress, keep your life in balance, and have the free time needed to pursue the things that matter most in your life.

Again, no quick fixes, no magic formulas. Just real-life, principle-centered, experience-proven steps—steps that less-successful doctors will not take because they don't understand how a personal coach is needed to help them take those steps.

What Does “Being Coached” Say About You?

A willingness *to be contributed to* by working with a professional coach is not a weakness. Rather, it is evidence of real strength.

Here's why—

Strong individuals are team players who are more concerned about *what* is right than they are about *who* is right—so they're willing to be contributed to.

Are you that kind of strong individual?

Ask yourself, “Could there be a better way?” Why this particular question? Because most people spend the bulk of their time and energy justifying their current thoughts, feelings, and behaviors—even when they *know* they are accomplishing far less than they could be.

Unfortunately, the motto for many doctors is, “Although I may not always be right, I am never in doubt.” From that perspective, such doctors focus primarily on not being wrong and secondarily on being right. In doing so, they close themselves off from the information they need to succeed and prosper.

By asking yourself “Could there be a better way?” your head will quiet, your heart will soften, and you will be open to inspiration—personal inspiration that will guide, strengthen, and comfort you throughout your quest for success.

So, which kind of individual are you? If you've read this far, you're most likely the strong individual who is willing to accept help from a coach to learn what is right and to learn how to realign his life and his practice to achieve the success and prosperity that have been only partially realized in his life so far. In short, you're *coachable*—and that's a great testimonial of your strength of character and your commitment to make more money, reduce your debt, prepare for retirement, succeed in your chiropractic practice, get and keep your life in balance, reduce your

A personal coach is not a luxury. A personal coach is as essential to your success and prosperity as your degree and your license.

stress, and have more time to focus on the things that matter most in your life.

Are You Ready?

If you were a pilot flying from San Francisco to New York, you would need checkpoints, a map and compass, a controller in the tower, and accountability. If you didn't have these tools, a small error in direction over a prolonged period of time might result in a trip to Florida instead of New York. Building a successful and prosperous practice is a lot like that.

As your coach, I provide the step-by-step checkpoints, I help you put together your map, and I keep you accountable, focused, on track, and on purpose! That way, we know you'll end up where you want to be.

Make your coach a permanent part of your team, not something you simply try for a while. Work with me on an ongoing basis—as your own personal advisor—something that successful and prosperous people have had in the past, still have today, and will continue to have in the future.

Bottom line: *It's time for you to take your rightful place of success and prosperity.*

Solution: *Work with a personal coach.*

What You Get in the Personal-Coaching Program

The Personal-Coaching Program is unique in its approach, unique in its effectiveness, and unique in its lineup of materials and services to help you succeed and prosper. As a participant in the Personal-Coaching Program, you receive—

► **Personal Coaching Sessions** with me, Dr. Jim Naccarato DC, PhD, conducted by telephone at a regular time and day during the first three weeks of each month. During our 30-minute personal-coaching session each month, we will—

- deal with your **individual concerns**;
- review your faxed- or mailed-in weekly **review sheets** (to ensure accountability);

- address **staff-management issues, marketing, and hiring and firing**; and
- **identify strengths**, and then personalize and **implement the practice-building material** into *your* practice.

► **Monthly Motivational Coaching Messages**

on convenient CDs. Like most of us, do you struggle to find the time for books? That's why the Personal-Coaching Program includes an entire year's worth of additional "reinforcement" coaching on convenient CDs that lets you turn downtime into productive time. Each month's motivational coaching message is designed to help you build your practice and contains specific information from me, Dr. Jim Naccarato DC, PhD. Each message is roughly 45 minutes in length.

► **Monthly Tip-Filled Newsletter** that reviews and reinforces the information covered in the monthly recorded coaching message—and adds pages of tips on how to become more effective at building your practice.

► **Dr. Jim Naccarato's Principle-Centered Practice-Building Seminars**, where I will teach you (at no additional charge) how to begin *jump-starting* your practice *immediately*—without taking you from your family for an entire weekend or overloading you with more information than you can implement effectively. You'll learn more—and be more effective at building your practice—because I've organized these information-packed, highly motivational one-day seminars into three phases:

Phase 1: **The First Two Weeks of Care**

Phase 2: **Internal Marketing**

Phase 3: **External Marketing**

Each seminar is independent of the other two, so you can choose to participate in some or all of the seminars in any order.

These seminars are unlike any other seminars you've attended or seen advertised—because *they are different each time they are presented*. In each presentation, I present new research-based data,

new experience-born techniques, and new practice-proven procedures. You'll be educated, motivated, and trained as you learn from a perspective of experience and focused research about how to succeed and prosper in your career.

► **The Principle-Centered Practice-Building Workbook**, containing almost four hundred pages of proven practice-building and self-development information based on my years of in-depth research and hands-on coaching with countless DCs from around the country. This workbook is described as “the best of the best” by a well-recognized attorney who lobbies for chiropractors’ rights to practice.

Is This Program for You?

The truth is that this coaching program is not for everyone. It is a comprehensive approach to practice building founded on the philosophy that a patient stays with, pays, and refers to the *doctor* first and to *what the doctor does* second.

For many, this approach may be a stretch. Most doctors were taught that to build a successful practice, all they needed was to be great at diagnosing and treating health-care problems (for example, subluxations). Wrong! This profession has many *great* practitioners on the verge of bankruptcy. Being good at what you do is essential, *but it isn't enough to succeed and prosper.*

Bottom line . . . The Personal-Coaching Program is only for doctors who are willing to square off with the real issues and procedures at the heart of building a healthy, consistent, low-overhead, high-profit practice full of patients who stay, pay, and refer.

To accomplish this objective, you must begin with the end in mind. In other words, you must know *exactly* where you will end up before you start, and make sure that every procedure you do is specifically intended to take you to that end—an objective that must be accomplished with me, Dr. Jim Naccarato DC, PhD, as your personal coach.

If you've resolved to *not* be a part of the *high pressure, gimmicks, quick fixes, manipulation, and immaturity* found in traditional practice management . . . then, *yes*, the Personal-Coaching Program is for you.

A Sure-Fire, No-Risk Way to Start

Put me to the test, and see for yourself how my **Personal-Coaching Program** can benefit you—with a *no-cost, no-obligation initial coaching session*. That first session will give you and me an opportunity to work together to determine how you can benefit from the program. As part of that initial coaching session, I'll take a brief history on you and your practice, conduct a simple practice analysis, and then more fully explain the coaching program to you so you can see the fit between the analysis and the coaching program.

It's Easy to Get Started . . .

Call me today at (801) 224-3795 for easy instructions about how to set up your no-cost, no-obligation initial coaching session.

That's all it takes to get started. When you set up your initial coaching session, you'll receive more detailed instructions about your session.

Additional services are available on an as-needed basis for doctors who choose not to participate in the Personal-Coaching Program as well as for doctors who are participating in or who have completed the coaching program and who want additional specific practice-building help.