

Getting Your New Patient Mojo Back!

A one-day seminar with Bill Esteb devoted entirely to the subject of new patients.

Thursday, March 8, 2012

Holiday Inn Birmingham Airport

9:00 AM – 5:00 PM

7 CPD Hours



“When you became a chiropractor, you wanted a practice, but now find yourself in a small business, facing the challenge of every small business owner: getting new customers. But this topic wasn’t covered at chiropractic college. Here’s the course they neglected to teach!”

- Getting new patients is about *who* you’re being, not *what* you do
- How to invoke the **Law of Repulsion** to attract more new patients
- Do you farm for new patients or are you mining for new patients?
- How to get more new patient referrals—without asking or begging
 - End the “once-you-go-to-a-chiropractor” new patient barrier
 - What to do with your trophy case of inactive patient files
 - Dozens of practical action steps for you and your team!

Bill Esteb has been a chiropractic patient and advocate since 1981. This program is entirely different from his presentation at the UCA conference in London March 10th.

ENROLLMENT FORM

Venue:

Holiday Inn Birmingham Airport
Coventry Road
Birmingham B26 3QW
Tel: +44 (0)871 942 9007

Investment:

DC £165
CA £95 (Attending with DC £75)
DC/CA Team £225
First Year Grad £125
Student £55
Add £20 per delegate for
payments after February 27th
(5% Team discount for four or
more from the same practice.)

To book by phone:

01752768722

To book by email:

patientmediauk@btconnect.com

Make cheques payable to:

Patient Media UK and send to: Patient Media UK, 65 Egguckland Road, Hartley, Plymouth PL3 5JR

The following individuals will be attending:

Name DC/CA £ _____

Name DC/CA £ _____

Name DC/CA £ _____

Practice details:

Total registration £ _____

Chiropractor

Address

City Postal Code Phone

Email Start Date Exp. Date

Credit Card 3 Digit Code