

FALL CHIRO PRACTIC

May 2018 Newsletter

July 4, 2018

“What’s a big wooden ‘Honor Box’ doing on your wall?”

That will be a likely question **soon!** It is a revolutionary new policy that further sets our practice aside as one of a kind in the state if not the region. We’ve grown & are ready!

Your help is needed to spread the word. “Share” this newsletter with everybody you can. To make this all work will require you to get a little involved!

- **Open House sign up!** Free smoked chicken, children’s games, Guest Lecturer on **Sunday July 15th after church!** Sign up today! We ask that each current patient that comes bring someone new. Free spinal screens for new folks! Raffles for an iPad and Beats headphones! Proceeds from raffle will go to charity called Oklahaven (chiropractic4kids.com).

- Onsite, “live” spinal wellness classes for all new patients after the first visit start June 18.

Starting in July...

- Check here for our new hours.
- Summary of new fees can be seen here.

It’s been a joy and a lot of fun serving you! Thank you to all the wonderful practice members and families that consistently get their weekly spinal checks. It has been wonderful hearing how folks function more brightly, and how they value care more and more with the passing time.

Thank you for valuing your health enough to refer friends and family and bring in your children. We are approaching 25% of our practice being children, and we love hearing and seeing the little people!

Thank you for your warm response to our membership program! And don’t worry--we plan on keeping it! Automatic debit memberships make it convenient for folks to walk in & out without concerns about payment.

“So what’s up with the box?!” It is a new payment option: a weekly, self-determined fee anonymously placed in a literal wooden box on our wall. You pick the fee.

Some of you that have been praying with me about it have asked “WHAT IN THE WORLD?!”

This is the final step that has been my goal since I was just out of college.

My first contact with the idea was 2005, and as a recent grad from chiropractic school in Los Angeles, I was working for a wonderful mentor serving in agriculture country in Northern California. Yet



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as a young idealist, I wanted to spread my wings and reached out to a speaker and chiropractic leader practicing in Lake Tahoe. After the drive winding up the Sierra mountains, I walked into “Stew’s” chiropractic office greeted instantly like family by him and his wife.

I’ll never forget what I saw: an old wooden box on the wall that people placed their anonymous, self-determined fee in. He was connected and engaged like I’ve never seen. Not the Superman or Batman you might expect, but behind his beard and soft spoken voice, to me he was a superhero. ***He had removed every obstacle he could separating people from care.***

Between patients, he expressed his feeling that chiropractic was something **too priceless to keep away from the public!**

“If it’s not accessible to everyone it’s neither radical nor revolutionary.”

This resonated like nothing I ever heard. I knew even then I would eventually practice like that. At the right time, with the right team, and at the right place...and the time has come!

I’m convinced we have the answer to the American health debacle. We’re making a way for super convenient and affordable access to quality weekly spinal hygiene. The same quality of care I provided working for semi-pro teams. **Why?** Because better neural connections enhance your opportunity for greater health and function.

GUIDELINES FOR HONOR BOX:

- 1. Attend one live talk:** Offered Mondays 6pm & Wednesdays 1pm. Doors lock 5 min. after start.
- 2. Commit to weekly care.** If you miss for vacation, etc. just check in with a call. If you miss 2 weeks with no notice, you will go back to our normal fee paid at front desk (now \$35/visit for everyone).
- 3. Place an amount in box weekly.** Select your “investment” based on how many visits that week and how many people of your family come. One payment per week. Do what you can afford, mindful of our normal fees. If you want a receipt, pay with check and keep your carbon copy. No cash? Girls can still take credit/debit at desk.
- 4. REFER.** We obviously value your potential. Return the favor to those YOU care about! Refer your friends and family (RYF). Start by signing yourself and a few guests up for our Open House or our next Spinal Wellness Class.

We feel strongly about your human potential and THIS is the best way I know to contribute!

Sincerely,

Bryan & entire Fall Chiropractic staff

P.s. How can you help? Sign up for the Open House to bring another family! Spread the word! =)