



Dr. Brimhall's
One More Piece of the Puzzle



For Wellness

Dr. Brimhall's Health Puzzle Piece

April 14, 2008

[BRIMHALL WEBSITES](#) WILL EMPOWER YOUR BUSINESS THROUGH
 ONLINE ADVERTISING, FIND OUT WHAT A BRIMHALL WELLNESS SITE CAN
 DO TO HELP YOUR PRACTICE THRIVE.

UPCOMING SEMINARS

April 18-20
Dr. Jeff Ulery
Indianapolis, IN
 Basic, Interm & Adv.

April 19-20
Dr. John Brimhall
North Carolina Assoc.
 Guest Lecture

April 25-27
Dr. John Brimhall
San Jose, CA
 Basic, Interm & Adv.

NW Michigan
 866-393-3800
 or 734-480-9850

NW Blue Ridge
 800-334-3793
 or 843-342-3688

NW Northern California
 877-692-2644
 or 209-543-1914

This Weeks Article...

It's Not What You Know, Or Who You Know, But Who Knows You

You have heard me say in the seminars many times, it is not what you know, or even who you know, but who knows you. Haven't you thought to yourself that if the community just knew what you had to offer they would knock your doors down?

Every successful business person must understand the importance of maximizing the effects of their promotional and marketing efforts. This must happen in the community and in the office. One of the absolute best ways that you can capitalize on this impact in your practice is with the proper utilization of a Brimhall Wellness website. There are many advantages to having a website that will have an impact in the success of your practice to get new patients and to educate existing patients.

An effective website accomplishes the following:

- Provides insight to visitors about who you are, the services you provide, and the environment you have created for them. This is all done through the effective use of words and photos. Prospective patients can be at ease with scheduling an appointment

as they view pictures of your office, learn about their chiropractor's background, and see your smiling face.

- Educates new and existing patients through the content you make available. New patients will be much more educated when they arrive because they have already been exposed to your services through articles, newsletters, informational pages, and supporting videos. Website visitors can learn how the "Six Steps to Wellness" can improve their overall health. In addition, our 3D Spine Simulator and Rehab Exercises can serve as an invaluable reference in teaching patients what is happening to their bodies and how to help to correct any health interferences.
- Expedites the registration process for new patients by making patient forms available on your website. They can simply print and complete all intake forms prior to their first visit. Much to the patient's chagrin, paperwork is the first thing they encounter at your office, which provides little relief to their pain. Most patients appreciate the courtesy of being able to complete their intake forms at their leisure, before they enter your office.
- When used as a marketing tool, your website increases new or recurring patient visits to by offering weekly or monthly promotions. It is a great platform for telling patients what is new and relevant to their condition.
- Can increase your website popularity by producing fresh content through the publication of newsletters that address patient concerns through various topics of interest. The best advertising is word of mouth, so when patients find your website useful and informative, with an abundance of resources and fresh content, they will spread the word to their friends and family members.
- Most importantly, a well produced website will serve as a non-intrusive tool to help you maintain the open lines of communication with your patients.

A custom website can run anywhere from \$1000 up to \$5000. When you do this on your own, you are faced with the task of planning, directing and, the most challenging task, creating the content for your website. Many new website owners find that coming up with the information for their website is a huge challenge. This is one of the reasons why Brimhall Wellness Websites are an excellent alternative to building your own. We already have the "Six Steps to Wellness" content, articles and information, etc. and can have your website up and running in about two days at a very affordable rate.

The Brimhall Wellness Websites come in a variety of design options and color schemes but best of all, they come complete with an extensive amount of valuable resource and educational information, photos and video. All you need to do is provide the "all about us" (you, your staff and your clinic) information. Everything else is already included!

Please view our demo site at: www.brimhalldemo.com and [CLICK HERE](#) to download a website subscription form. If you have any specific questions, please call our Webmaster, Aaron Stapley, at (866) 338-4883 or e-mail him at aaron@brimhallwellness.com.

This Puzzle Piece has been dedicated to *Your Success!*

John W Brimhall, DC and the Brimhall Wellness Team



TUNING FORKS
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