



*Dr. Brimhall's*  
**One More Piece of the Puzzle**



*For Wellness*

**Dr. Brimhall's Health Puzzle Piece**

**May 19, 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**

**June 6-8**

**Dr. John Brimhall**  
**Atlanta, GA (Homecoming)**  
Advanced

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

**June 20-22**

**Dr. John Brimhall**  
**Nashville, TN**  
Basic, Interm & Adv.

**NW South**  
800-343-0754  
or 615-221-0848

**June 21**

**Dr. Brian Anderson**  
**Pleasanton, CA**  
Workshop.

**NW Northern Cal/HI**  
877-692-2644  
or 209-543-1914

### **This Weeks Article...**

## **ARE YOU RECESSION-PROOF?**

Recent Surveys show that the #1 desire of Americans is to be healthy and well. Despite economic insecurity, we have found that people will pay cash for health and wellness. I had a predominately cash practice and the only form of advertising we used was our satisfied patients' word-of-mouth referrals. They happily referred friends and family to our office because of the incredible results they received.

It has been said that, "If you build it, they will come!" This is very true in regards to your practice because when you can produce results that no one else has, patients will travel far distances to your office for treatment. In my practice, I saw between 50-70 new patients per month and had a four-month waiting list of 33-35 people... a number of which were from out of state, and even from other countries.

Nutri-West and I have teamed up to create a truly unique and dynamic seminar that teaches the

tips, tools and techniques to help you create a recession-proof practice. At these seminars, my trained Wellness Team and I will teach you structural treatment and evaluation techniques and nutritional support, as well as other factors that cause and correct dis-ease. We use the only the best techniques, equipment and nutritional products. Nutri-West is owned by Dr. Paul White, a chiropractor, and his family. They produce top-quality, pharmaceutical grade nutrition for chiropractors and other holistic healthcare professionals. Due to the superior quality of Nutri-West products, they are the only nutrition company that we use in, "Solving the Health Puzzle with the 6 Steps to Wellness." Perfection is not only expected at Nutri-West, but it is demanded.

The way to grow your practice is by: 1) getting more people in the door 2) offering more services, and 3) having your patients stay longer because you deliver exceptional results. The *Brimhall 6 Steps to*

*Wellness* provides all three and we will teach you the skills necessary to help you increase your bottom line. To do one thing right is linear growth and to do many things right is exponential growth, which results in increased profitability. This is what is making the Brimhall Protocol practices recession-proof and is creating increased emotional and financial prosperity.

In each of my seminars I will be covering Genetics, Genomics and the influence of Proteomics and genetic expression. I will discuss the results of some of the genetic tests we have done on patients and show what the cards that were dealt look like and how to influence the outcome to be life-saving and health and wellness promoting.

The Brimhall Certified Practitioners do a break-out session at each seminar, to share best practices, get their questions answered and get treated by one another. During the afternoon seminar sessions we divide the attendees into different groups, according to knowledge and skill level, and bring you up-to-date on all SIX causes of Subluxations and their SIX categories of correction.

We have found that the offices that are utilizing the Brimhall 6-Steps to Wellness protocol to its maximum benefit are thriving. They are in a waiting list situation and are basically, recession-proof. We are constantly adding new techniques and improved implementation, with more efficient application, which yields increased patient and practice results. In almost all of the seminars we also bring management experts to help train you and your office staff for increased performance and profitability.

Call now to register for an upcoming seminar today, without delay! Bring your staff with you, too, so you can learn together how to implement what Paul Zane Pilzer calls, "the next trillion dollar industry." If you have not read the book, "Who Moved My Cheese" by Spencer Johnson, I highly recommend that you do. The healthcare model, insurance companies, the economy etc. have moved your cheese and it's not coming back. You can merely sit and complain and receive less ... or you can embrace the reality of the Wellness Industry. Come rolling along with us for success and increased profitability and we will help you optimize your ability to help others within your chosen profession!

Yours in Health and Wellness,

John W Brimhall, DC and the Wellness Team



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