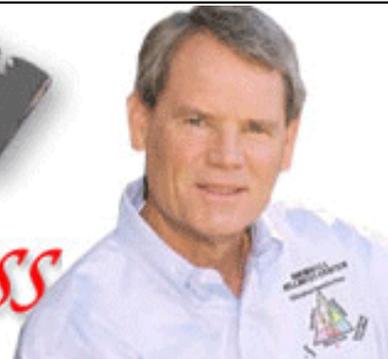




*Dr. Brimhall's*  
*One More Piece of the Puzzle*



*For Wellness*

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

**July 28, 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*

**August 2**  
**Dr. Brian Anderson**  
**Pleasanton, CA**  
Workshop

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

**August 6-9**  
**Brimhall Team**  
**Mesa, AZ**  
Certification

**Brimhall Wellness**  
866-338-4883  
or 480-964-5198

**August 15-17**  
**Dr. John Brimhall**  
**Chicago, IL**  
Basic, Intern & Adv.

**NW Central**  
800-383-0537  
or 515-276-2919

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

### **How I created a Million Dollar Practice: Part II**

Let me remind you that Paul Zane Pilzer announced in his 2002 book, *'The Wellness Revolution* that wellness was to be the next trillion dollar industry. Valued at \$200 billion in 2002, the Wellness Industry has exceeded the \$500 billion mark today. It is believed that this booming industry will continue to grow to a trillion dollar industry and beyond for at least another decade until the industry has matured and the majority of consumers are no longer new to wellness. In his new addition, he has pointed out, "One of the primary leaders in this Wellness Revolution is... you guessed it... CHIROPRACTORS." We choose not to take part in any recession talk. People need what we have!

There has never been a better time to be a chiropractor or a Wellness Practitioner than today! Consumers are continuing to increase the amounts that are invested in their personal and families' wellness care. Employers are beginning to recognize that wellness and prevention is

possibly the only solution to today's healthcare costs. I was fortunate to have created a "Wellness Practice" in the 70's and 80's before it had even been named. I practiced in the beginning of my experience in a small town of 5,000 with a surrounding area of probably 12,000 residents going 40 miles in all directions and taking in a lot of small towns.

Our outcome was simple. We wanted to help others like we had been helped through Chiropractic. Our initial exam/treatment (ear mark fee) was inexpensive so it was easy for new patients to get started. Our overall fees were not expensive, which allowed the person and his family to come in for treatment. We helped almost every person that came in and they wanted members of their family and friends to receive the same type of care and improvement. I have told you in past Puzzle Pieces, this is called the **fly wheel effect**. You help one and they refer another and then another and then another. You help them and they want their family and friends to receive the same type of care and results.

Much is touted about marketing. The best marketing results comes from getting the best clinical results on the patients you are already seeing. I used internal marketing and did not use external advertising. I would encourage the patient to bring their spouse, children, parents and/or friends with them. I have always used "show and tell" while treating the patient and I would do a brief exam and "show and tell" on the spectators that came along to watch.

I would demonstrate how muscle testing, range-of-motion testing, and nutritional testing manifested immediate responses from our work. It was my goal to have the patient and the spectators to say "WOW" three times in the visit. Information tells and emotion sales. It is very emotional to be able to help those that have given up hope. With the Nutri-West Nutrition and the Erchonia Adjustors, Percussor, Lasers, and Foot Baths, it is easy to show improvement and, at many times, miracles with the Brimhall Protocol.

In 1986 we moved to Mesa, Arizona, which is a much larger area and continued our development of the 6 Steps to Wellness. Here we developed the Million Dollar practice by helping patients from all over the world. We have always held a monthly health and wellness class that educated existing patients and was a great source of new patients every month. We then developed what has become the educational CD's and DVD's. Education is the key for good patient understanding and compliance.

I hope this gives your some insights how we continued to grow by producing the results patients deserve. If you build it, they will come. Nutri-West sponsors many seminars around the country to help you build a successful and profitable wellness practice. We look forward to seeing you soon!

John W Brimhall, DC and the Wellness Team

Brimhall Wellness Seminars  
(866) 338-4883  
[www.brimhall.com](http://www.brimhall.com)

Total Practice Resources  
(303) 242-8901  
[brandy\\_tpr@yahoo.com](mailto:brandy_tpr@yahoo.com)

Northern Cal & HI  
(877) 692-2644  
[www.nutri-west.com](http://www.nutri-west.com)



**HOMECOMING AUDIO RECORDING**  
SEVEN DISK SET

**\$75**

USUALLY \$125  
(866) 338-4883  
MENTION THE  
"PUZZLE PIECE"

**CLASSIFIEDS**

CLICK HERE TO FIND OUT ABOUT OPPORTUNITIES AVAILABLE AT WELLNESS CLINICS...



Enter The

**BRIMHALL**

**STORE**




**Brimhall Wellness**  
See Miracles Daily



Dr. Brimhall's Health Puzzle Piece is a weekly email newsletter distribution that has been brought to you by the collaborative efforts of the Brimhall Wellness Team. All newsletters are published and available at [www.BrimhallPuzzlePiece.com](http://www.BrimhallPuzzlePiece.com)

a division of Health Path Products, LLC.

The above statements have not been evaluated by the FDA. The nutritional information, suggestions, and research provided are not intended to diagnose, treat, cure, or prevent disease and should not be used as a substitute for sound medical advice. Please see your health care professional in all matters pertaining to your physical health.

