Dr. Brimhall's Health Puzzle Piece | June 19,2006

# Dr. Brimhall's One More Piece of the Puzzle For Wellness

## There is only THREE ways to increase YOUR PRACTICE:

1. **To get more people through your door to receive your services.**
2. **To increase the services you provide while the patients are there to add more value and increase results.**
3. **To have them come back more often or stay as patients longer because you are able to give them the results they seek when others could not.**

Wellness care following the Brimhall Protocol accomplishes all three. You now treat everyone that wants to get, be or stay well. So everyone in the World is your potential patient. Wellness care is about offering many increased services and the results that go with them, such as Nutri-West nutrition with over 500 products to meet almost any need, the Adjustor for easy spinal and disc correction for the doctor and the patient, the Percussor for fascial and trigger point release, as well as craniosacral, extremity and TMJ correction, the Laser for increased healing, increased energy, myotomes and cranial nerve treatment etc, EB Footbaths and nutritional detoxification, nutritional consultation, emotional stress release, allergy and sensitivity evaluation and treatment (A/SERT) and the list keeps going on, as does the results.

There are THREE things You must do to Prosper in any Business, even when many others are failing, according to Jim Collins, in his book Good to Great:

1. Be passionate about the business and the results you generate.
2. Be the best in the world, you can be, doing your business.
3. Have each service you render create a profit center. It must pay for itself.

Again Wellness Care following the Brimhall Protocol accomplishes all three. That is what we are all about. We have a Total System that creates consistent results to allow you to be the best in the world you can be, to get the results you and your patients deserve. This creates and keeps you passionate about rendering the care. The systematic approach includes creating a profit center for each service you render. Jim Collins points out you have to make a profit to stay in business or you will not be there to help anyone.

There are THREE things you must constantly do in business according to Gerber in the E-Myth Revisited:

1. Be constantly innovating new ideas.
2. Be quantifying or evaluating your results.
3. Be orchestrating any innovation to make changes to keep it successful.

Gerber says you have to be THREE people or wear Three Hats if you are going to be successful in business.

1. You must be an entrepreneur to see the patterns, understand the order and experience the vision necessary to create the dream.
2. You must be a manager to create the plan, the order and the predictability and be constantly evaluating past performances and the effectiveness of your actions.
3. You must be the Technician to do it right and stay in present time consciousness, while giving the care that improves and changes lives.

In closing is a letter from a doctor that speaks of his results with the protocol:

> Dr. John,
>
> I just wanted to send you an email to tell you that this past seminar was a life changing experience for me. For the first time, I've attended a seminar that covers ALL the bases (not just about treating people). I enjoyed the energy that was expressed through the 6 steps. It's been a long time since I had an "aha" experience (like when I first learned to muscle test).
>
> Even when I got back into the office, the other doctor who works here was shocked when I showed him all the things that I learned. I've heard so many AK practitioners complain about not knowing where to begin and where to end and I just love the turnkey approach.
>
> Thank you again for all that you've done for humanity!
>
> Dr. Mike Okouchi, D.C.
> Chiropractic Kinesiologist

God Bless YOU on your wellness journey.
**John W. Brimhall, DC and the Wellness Family**

**Last Week for these Brimhall Specials!!**

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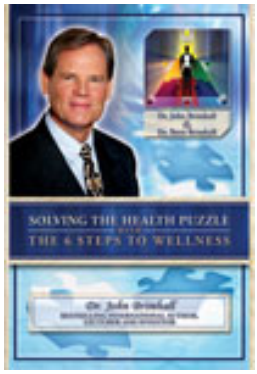

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