

Adjusting attitudes

THE 6 SCRIPTS

THE ULTIMATE
PATIENT RETENTION
SCRIPTS

THE ULTIMATE SOLUTION
TO KILLER RETENTION
FROM START TO FINISH!

BY
DR. CLAYTON ROACH



1. [Consult/Exam]

So you just received your chiropractic examination, but did you ever wonder why it was so important?

First, your doctor of chiropractic went through your health history to have a better understanding of your story. This is important because a doctor is sometimes able to come up with a potential diagnosis just by looking at the health history. The exam that follows most often just confirms the diagnosis. During the exam, your doctor may have used some machinery, ordered x-rays, performed some tests and surely took time to feel your spine for potential problematic areas. The exam has a very defined purpose, which is to gain an appreciation for the health of your spine as well as assess the damage that has been caused over the years.

You need to understand that your body is self-healing. When you cut yourself, you don't bleed forever. Second, your body is also self-regulating. You don't voluntarily control how much insulin your pancreas needs to produce, or how much acid your stomach secretes. Third, you need to know that these two functions (self-healing and self-regulation) are controlled by the most important system in your body. Do you know what this system is? That's right, your nervous system. Your nervous system is made up of the brain, spinal cord and nerves. Any interference to your nervous system does not allow for your body to heal and regulate itself as well as it should. Therefore, whether you need the help of a chiropractor for a chronic issue that has gotten worse over the years, or because you suffered some trauma, you can only truly heal if you have a healthy nervous system.

So, everything your chiropractor did today was to determine if you have interference to your nervous system. I will let you in on a little secret; the number one cause of interference to your nervous system is a subluxation. We will explore this concept in length in later videos. No matter what symptom or disease you are presenting with, you will automatically be healthier once nerve interference is removed from the spine.

Know that if your chiropractor found nerve interference, your case will be accepted. Your chiropractor will explain what you have, how chiropractic care is going to help, how long it will take and how much it will cost. You will then be given the option to start care and I hope you do.

Remember, you cannot get healthy with the same attitude that created your sickness!

2. [Report of Findings]

Hi and welcome back. If you are receiving this email, it means that your chiropractor accepted your case and you are now officially a chiropractic patient. Welcome aboard.

Your chiropractor has reviewed in detail the results of all of your tests and has explained to you exactly what is wrong, how chiropractic will help, how long it will take to bring your body back towards a state of wellness and how much it will cost. It is clear that your chiropractor has found areas of nerve interference in your spine caused by misalignments called subluxations. In order to correct these, your chiropractor will perform spinal adjustments, which will help restore function in those areas affected and eliminate the interference to your nervous system.

Whether it was your first time getting adjusted by a chiropractor or not, I hope it was a great experience. Chiropractors are the only professionals trained to detect subluxations and deliver adjustments. The adjustment is unique to the chiropractic profession and has helped millions of people like you achieve better health. When the adjustment was delivered, you surely noticed that it made a noise. This noise is actually gas being released by the joint or vertebrae being adjusted. Due to the proximity to the ears, you may have noticed that the adjustments made in the neck area sounded much louder than the adjustments made in the rest of the spine.

Unbeknownst to you, these subluxations may have reduced function in your spine and nervous system for years, causing spinal decay or degenerative changes and a lowered state of health. This is why it will take time to create positive changes and return your body towards a state of wellness. Trust that your chiropractor understands your case and has created a care plan that will allow for these changes to occur. This will require a commitment. Like any health routine you have, such as exercising, eating properly and dental hygiene, it requires persistence and consistency. Know that these adjustments will slowly transform your spine, which will have a profound effect on your nervous system and therefore your entire health. Your road to recovery has begun.

Be aware that your body may resist these changes in the beginning, which may cause you to be sore after the first few visits. This is a sure sign that your body is changing and experiencing something new. This is what we want. This is why you cannot base your health on how you feel. Your chiropractor will base your results on how you are functioning which is much more important than how you are feeling. I hope you are as excited as I am about the journey that awaits you. Welcome to chiropractic!

Remember, you cannot get healthy with the same attitude that created your sickness!

3. [Foundational Principles of Chiropractic]

Did you ever think that chiropractic was something you had to believe in order for it to work?

Welcome back. In this video, we will discuss the four foundational principles of chiropractic, which are based on tenets of biological law. Like gravity, these principles don't require you to believe in them in order for them to work.

Lets start.

The first principle is that, given the proper environment, the body is self-healing. I am sure that most of you have experienced a cold or a cut on a finger. If your body was healthy, you eventually fought off the cold and your cut healed. A sure sign that your body is self- healing.

The second principle is that the body is self-regulating. Your body is constantly performing vital functions and adapting to changes in its external and internal environment mostly without our conscious control. A great example is our heart rate and blood pressure that vary depending on what we are doing.

The third principle is that the nervous system is the master controller of the body, coordinating the function of every cell, therefore allowing the body to self-heal and self-regulate.

Lastly, when there is interference to the master controller of your body—the nervous system—your body begins to malfunction. This causes a state of disease, which eventually leads to a disease process. (Show an animation or flow chart of this.)

Symptoms are often the last thing to appear in any disease process—just like the toothache that lets you know of a cavity that has been there for a while without you noticing it. Like high blood pressure, heart disease and some cancers, nerve interference caused by subluxations can be present without any symptoms. Rather than waiting for the symptoms that happen late in the process, chiropractors are trained to detect the hidden nerve interference by finding the subluxations that are causing it and deliver adjustments to restore proper function. This is a proactive rather than reactive approach to health. One thing is for certain, in order to make a sick person well you have to address the cause of the problem rather than merely treat its effects.

So let's review. Chiropractic adjustments help to reduce nerve interference by removing subluxations from your spine. This helps your nervous system, the master controller of the entire body to get healthy and give your body a chance to self-heal and self-regulate. This allows your body to adapt properly to internal and external stress, therefore allowing you to get well and stay well.

Remember, you cannot get healthy with the same attitude that created your sickness!

4. [Anatomy]

Welcome back. In order to explore deeper concepts such as the subluxation or the adjustment, you must have a good understanding of basic anatomy. So here we go.

Here we have a spine. The first thing you might notice is that the spine is made up of small bones that are called vertebrae. There are 24 moveable vertebrae. Lets count them. The first area is the cervical area, also known as the neck. This area has 7 vertebrae. The next area is the thoracic area, also known as the mid-back or torso. It has 12 vertebrae. The next area is the lumbar area, also known as the lower- back. It has 5 vertebrae. The next part of the spine is the sacrum which actually is a group of 5 vertebrae that fuse together at an early age to become one. Lastly, we have the Coccyx, which most people refer to as the “tail bone.”

When you look a little closer, you will see that the vertebrae are separated by what looks like a little pad. We call this the disc. This disc is mainly water and is an axis of rotation for the vertebrae and also provides a little bit of shock absorption. Most of you probably know that we are taller in the morning than we are at night. The reason is that by the end of the day, after having been weight bearing for an extended period of time, most of the water inside the disc has escaped, leaving every disc thinner than what it was in the morning. During the night, when we are sleeping and non-weight bearing, water gets reabsorbed in these discs accounting for the height increase in the morning. The discs are about 90% water. Another great reason to stay hydrated.

The next pieces of anatomy we will look at are these yellow strands that exit from the side of the spine called nerves. These nerves stem from the spinal cord, which is an extension from the brain and that runs down the spinal canal to the level of L(lumbar)2. These nerves are charged with the responsibility of conveying messages from the brain to the body and from the body to the brain.

Lastly, I will point out that the spine when viewed from front to back or back to front should be straight. When the spine takes on an “S” shape appearance, we call it a scoliosis. In early stages, a scoliosis can easily be missed, which is why I strongly recommend children be checked by a chiropractor. The earlier the scoliosis is detected, the more that chiropractic can have a profound effect.

From the side view, you will see four curves: one in the cervical, one in the thoracic, one in the lumbar and one in the sacral areas. A loss of curve in the neck is associated with forward head posture and causes many people to suffer from various

symptoms such as headaches, numbness and tingling down the arm and fingers as well as neck pain. In the next video, you will learn how these vertebrae can cause problems for these nerves and your health.

Remember, you cannot get healthy with the same attitude that created your sickness!

5. [Subluxation]

Welcome back. We will now discuss and explain one of the most important topics when talking about chiropractic, subluxations. A subluxation is an area of the spine that is not moving well or is “locked-up.” When a chiropractor is performing an examination, the goal is to locate these areas. The patient is often surprised as to how sensitive and tender a subluxated area is when pressure is applied to it by a chiropractor. Subluxations eventually cause damage to the adjacent nerves and tissues, causing muscles to get tight and, sometimes, organs to malfunction. Subluxations are the number one cause of nerve interference. We will discuss other causes such as chemical and emotional stress in the next video.

As mentioned earlier, due to body’s amazing ability to compensate when things aren’t right, subluxations can be present for years without any noticeable signs and symptoms. It is like having a cavity that isn’t causing you to have a toothache. You go to the dentist for a check up only to find out you have an area that has decayed, causing a cavity.

Now I want you to picture an area in your town or city or a place you’ve visited that has a lot of traffic. Cars are going in different directions, people are getting where they need to and everything is moving as it should. Here is the scenario. A major accident happens during rush hour. The people that are close to the accident can’t move and will be stuck there until emergency personnel arrive and clear the accident. Further down the line, traffic is backing up and word is getting around on the radio that there has been an accident. People listening and approaching the area are able to avoid it by taking different exits and roads that will be longer and less efficient. Everybody is frustrated, there is anxiety and there is stress.

I want you to think of this busy area of traffic as your nervous system. Now realize that your nervous system is much busier than any highway system you can imagine. The cars represent the signals from the brain to the rest of your body, helping to coordinate the function of every cell in your body traveling up and down the road called your spinal cord. These signals take different exits and roads called nerves in order to get to the intended muscles, organs etc.

Everything is fine when all of a sudden a vertebra subluxates and alters the flow of these signals in the spinal cord and nerves. These signals now have to choose a different and less efficient path in order to get to where they need to, thus causing chaos and a state of disease in the body. Remember that this is also a two way street. Your brain relies on these signals to get feedback from your body, and your organs and tissues such as your heart, lungs, and intestines to name a few, rely on these signals to stay alive. As well as physical stress, chemical and emotional stressors can also cause nerve interference, which we will discuss in the next video. Subluxations, big or small, acute or chronic, need to be corrected as early as possible to avoid permanent damage. Do not wait for symptoms!

Remember, you cannot get healthy with the same attitude that created your sickness!

6. [Causes of Subluxations]

Welcome back. After discussing the subluxation concept in the last email, the next logical question is, what causes subluxations? The answer to this can be found in our external environment and our lifestyles. Your body encounters a certain amount of physical, chemical and emotional stress everyday. When exposed to this stress, our nervous system works harder in order to self-regulate and adapt.

Let's talk about physical stress. Physical stress can be divided into two categories. First there is chronic or repetitive stress. Sitting at a desk, working on an assembly line as well as jobs that require repetitive actions such as lifting, pushing and bending can all cause stress to our spine when done over a period of years. Jobs like these can sometimes cause as much stress on your spine and nervous system over time as a car accident or fall. Second, we have acute or traumatic stress such as car accidents, falls, sports injuries etc. With these types of physical stress, vertebrae will become locked-up or subluxated, causing nerve interference as explained previously. Other sources of nerve interference are chemical and emotional stresses.

Chemical stress is more prevalent today than ever before. Most of the foods we eat have been mixed with chemicals such as preservatives, steroids and antibiotics. Other examples of chemical stressors are genetically modified foods, smoking, alcohol and environmental pollutants. Our nervous system needs to be fed properly in order to function the way that it should.

Lastly, we have emotional stress. Whether because of personal relationships,

finances, job satisfaction or illness, we often find ourselves tensed and spending a lot of time in sympathetic mode, the part of our nervous system responsible for our fight and flight responses. The more time we spend in this mode the more stress hormones your body secretes, the harder your body works and the quicker your body malfunctions.

Keep in mind that you are not sick because of a defect in one of your genes or the fact that you can't adapt or self-regulate. Let's recall the foundational principles of chiropractic that are based on tenets of biological law. One, the body is self-healing. Two, the body is self-regulating and, finally, three, your nervous system is the master system of regulation. If we had an equation, these would be the constants. When you experience chemical, emotional and physical stresses that eventually cause subluxations and nerve interference, your nervous system is forced to work harder so you can adapt to this stress load temporarily.

However, if the subluxation is not detected and corrected and the physical, chemical and emotional stresses persist, the body will continue to work in this heightened state and eventually breakdown. It is finding the cause of nerve interference that is the key to making sick people well, rather than treating the effect of the cause.

Remember, you cannot get healthy with the same attitude that created your sickness!