Newsletter and Information Resource of the Palmetto State Chiropractic Association

TONE

Issue 2 SPRING 2019 PSCA - Chiropractors Correcting Subluxations © 2019 PSCA

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Palmetto State Chiropractic Association

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Join us April 27 – Charleston

"BECOMING THE FOUNTAINHEAD IN YOUR MARKET"
Roberto Monaco
www.influenceology.com
4-6pm
Residence Inn Marriott
5035 International Blvd
North Charleston, SC 29418

ABSURDITY

Bill Decken, DC, DPhCS
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Bill Decken, DC, DPhCS

Absurd is defined as "utterly or obviously senseless, illogical, or untrue; contrary to all reason or common sense; laughably foolish." The recent decision by the Australian Chiropractic Board is all of these things except laughable.

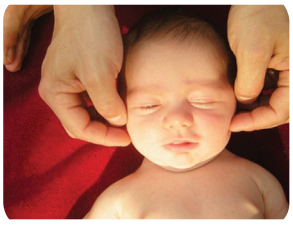
They have imposed a ban, albeit on an interim basis, on checking the spines of children under the age of two. It is illogical to assume that children pulled from the birth canal are not subject to forces that could potentially lead to subluxations in the spine.

"Subluxation is caused when the body is unable to adapt to the forces it receives from the environment on a daily basis."

Subluxation is caused when the body is unable to adapt to the forces it receives from the environment on a daily basis. These forces come against living people in the form of toxins, mental/emotional stresses, and physical micro and macro traumas. It is obviously senseless to assume that a child learning to walk is not subject to at least these physical forces. Parents deserve the opportunity to have their little ones checked for subluxation.

To ban little ones from the benefit of chiropractic care shows a complete lack of common sense. For Pete's sake, in 1987 a German medical doctor, named Gutmann, even recommended a light tapping on the atlas transverse process as a means of addressing a lateral atlas. Gutmann did not mention subluxation, but he was talking about subluxation listings. The infants and small children in his study were noted as having had a difficult birth or having had fallen off the changing table. Gutmann named what he was seeing Blocked Atlantal Nerve Syndrome, and in his treatment of that was recommending getting to the root of the problem by adjusting the atlas. Science is science.

It is absurd for Chiropractors to not know about the importance of chiropractic care for children. It is equally absurd for this vital service to be denied to children under the age of two. Please check out the Foundation for Vertebral Subluxation at www.vertebralsubluxation.org if you would like to read more about the science of subluxation. If you don't already, please consider supporting organizations like the PSCA who stand for all people having the right to have their spines checked for subluxation. There is logic, science and art to Chiropractic. If you like children, please check them. If you don't like children or have big ugly hands and think you cannot check them, please send them to a Chiropractor who will. Let's not be absurd.



tone /ton/ - 1. general character; attitude 2. giving greater strength 3. harmonize

THE VALUE OF CHIROPRACTIC

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When I was growing up (being under subluxation correction care since birth), my mom would occasionally quip that if she were ever to be stranded on a deserted island, she would hope to be stranded with at least two other people: a chiropractor and a handyman. Despite the unlikely scenario, it was clear she was commenting on the essentials needed to live when you are stripped down to the basics of life: a handyman so you would have shelter and food and the chiropractor so you would have the best chance to function properly and to be healthy. In short, she saw chiropractic as basic to life. I could not agree more. With each passing year, my appreciation grows for having had the opportunity to live life subluxation free.

This brief anecdote reveals two essential things about how patients come to value chiropractic care. First, our job is to educate them about subluxation and then deliver an excellent adjustment when needed. We know we are providing a valuable service. But what is provided must also be received. So, second, the result of our dedicated efforts is that the patients experience life free of subluxation. We improve the value of our profession by continuously striving to improve our ability to locate, analyze, and correct vertebral subluxations. Patients who have been educated about chiropractic and experience life free of subluxation value chiropractic as an essential component of a life well lived (even if they are not stuck on a deserted island).

JOIN OR RENEW TODAY

www.pscaonline.com/membership_pmnt/

Call your colleague down the street or a former classmate and invite them to join PSCA today. $150 membership fee for the opportunity to learn, grow, and share the benefits of chiropractic for your practice.

SPRING, THE SEASON OF RENEWAL . . .

Terry Van Dervort, DC
Fort Mill Chiropractic
(803) 548-1722

It's time to renew your membership in the PSCA. April 1 - May 1 we will be having our annual membership drive. If you are a current member of the PSCA, it's time to renew your annual membership. If you are not currently a member, this is an excellent time to become one. The PSCA is the organization in South Carolina that represents subluxation-centered chiropractic. We support, teach, and encourage the advancement of the philosophy, science, and art of chiropractic that was discovered and developed by our founders, the Palmers. People ask, "What do I get for belonging to the PSCA?" You get the opportunity to serve in our profession alongside like-minded professionals. You get the opportunity to take CE that celebrates chiropractic philosophy, chiropractic science, and the art of chiropractic. You get a local, national, and international chiropractic voice. You get the support of an organization that works to protect your right to practice subluxation-centered chiropractic. You get what you give. To join, go to the PSCA website, click on https://www.pscaonline.com/membership_pmnt/, and join today. If you prefer to pay by check, mail $150 to Palmetto State Chiropractic Association; PO Box 6844; Columbia, SC 29260.

"Be strong enough to stand alone. Be yourself enough to stand apart, but be wise enough to stand together when the time comes."

START WITH THE OFFER

Roberto Monaco
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Chiropractors tend to spend time and energy researching their points and thinking about their message when they are about to do a talk.

However, they forget about the audience and what action they want them to take at the end of the presentation.

That strategy doesn't work because their content lacks the introduction to the problem that their closing offer will solve. Their content doesn't frame or pre-sell the offer, and it doesn't address any concerns that the offer may raise.

Developing your content without thinking about your offer or your close first is like taking a vacation without knowing the destination. You're trying to pack, but how do you begin if you don't know where you're going? What if you're going to Alaska in the winter or the humid forest of Brazil in the summer? You've got to know where you're going so you can pack the right clothes, right?

Think of your presentation in the same way. If you have a decent presentation with a very bad close, you'll have very poor conversion ratios. In other words, without having crafted your entire presentation around your final offer, your presentation will not yield the desired result.

Have you found yourself developing a presentation without first addressing the offer or close? Not to worry–in my experience as a presentation coach, most presenters develop the content without first considering the most crucial part.

I once had a conversation with a chiropractor who was so excited about an upcoming presentation he was giving his current and prospective patients. He said, "Roberto, I am developing a talk about stress reduction." Of course, my first question was:

"What is your offer?"

"What do you mean, my offer?" He seemed confused.

"What's your desired outcome?"

"I want to help people, and I hope that by the time I'm done, people come and ask for my business card."

Obviously, he didn't have a clear close or offer ready. I used this opportunity and said, "No, no, no. The first thing you do is stop and ask yourself: What is my desired outcome? What is my offer?" I told him what I am telling you now; first you must have a clear vision of the outcome. Then, you can develop your ideas, stories, and points around attaining the outcome you desire.

Here are some questions to help you develop your offer and content for your next talk.

1.) At the end of my presentation, what do I want my audience to do?

2.) What do I want my audience to believe?

3.) How do I want them to feel?

4.) Does my offer solve the problems that I covered during the presentation?

5.) Does my offer help my audience achieve their own desired outcome?

6.) Does my offer address the major objections that the audience may have?

7.) Does my offer have a name that I'll be referring to during my presentation?

Roberto Monaco has been a full-time speaker, coach, and trainer since 2002 and has conducted more than 4500 presentations in the United States, Canada, Mexico, England, Brazil, and Puerto Rico.

He worked for the Anthony Robbins Companies for six years, and in 2004, 2005, 2006, and 2007 he was their top producer and revenue generator in the country. In 2005, 2006, 2007, and 2008 Roberto also coached and trained all the other Peak Performance Strategists at the Anthony Robbins Companies.

Roberto has advised and consulted with Fortune 500 companies, executives, managers, and sales professionals in the areas of peak performance, leadership, psychology of achievement, presentation skills, and sales.

He has served chiropractors for the last five years, showing them how to convert more patients at doctor's reports, report of findings, "dinner with doc" talks, and health lectures. He has quickly become the "go-to" speaking coach for the top Chiropractic advocates in the industry. He is the founder of The Chiro Speaking Club, an online community to teach DCs to attract and retain new patients through public speaking and group communication. He has also developed the premiere public speaking seminar for Chiropractors: Influencing from the Front for Chiropractors.

Roberto is originally from Porto Alegre, Brazil, and he conducts workshops and trainings in two languages: English and Portuguese. He lives in Mount Pleasant, SC with his beautiful wife, Katie, and his daughter, Sofia.

Palmetto State Chiropractic Association

YOU ARE INVITED TO ATTEND:

PSCA IGNITE

WITH ROBERTO MONACO

Saturday, April 27, 2019
from 4:00 PM - 6:00 PM
2 Hours with world-renowned Chiropractic Advocate

ROBERTO MONACO

author, speaker, motivator

INFLUENCING FROM THE FRONT

Residence Inn by Marriott Charleston Airport
5035 International Boulevard • North Charleston, SC 29418

ONE MINUTE MANAGER

Shelly Jones, DC
Chiropractic Wellness Center, Inc.
803-771-9990

Let's go back, waaaay back, to 1982. Do you remember the best seller, *The One Minute Manager*? It was a hit and would become a classic. I was just starting chiropractic college in 1982, and it was a quick, easy read, so I loved it. It resonated with me and has always been a resource for me to return to and use again and again.

When I started practice in 1985 my staff and I started doing what we called "The One Minute Message." We each made it our goal and intention to give every patient a chiropractic message in one minute. That was going to be their chiropractic commercial for the day. Through the years I've always returned to this principle and use The One Minute Message with patients. While I'm adjusting them I'm talking about the effect of the adjustment or about the vagus nerve or how the body has this Innate wisdom and healing function. Whatever I can relay in 60 seconds is my goal. Simple. Easy. Manageable. If ever I start to feel in a slump or distracted in my office, then I return to this simple practice and make my time with the patient focused on the chiropractic message.

In case you've forgotten or haven't read the book, here are the three principles recommended to help improve your management style.

1. Set three goals for each of your employees which you can review in one minute or less.
2. Use one minute praise to give your employees positive feedback.
3. A one minute reprimand is more than enough to express your dissatisfaction.

Enjoy . . . and please share any helpful hints you've used in your practice to help patients and practice members gain more from their chiropractic care.

Dr. Shelly

"The beauty about Chiropractic is the fact that it works with natural means. It puts nothing new into the body, nor does it take away any natural gland or organ Chiropractic simply releases life forces within the body, sets free rivulets of energy over nerves, and let's nature do her work in a normal manner." B. J. Palmer