

# CORE PROFICIENCY: PROMOTIONS & MARKETING



## PROMOTIONS & MARKETING TOOLS:

- New Patient Education Videos – Days 1 & 2
- Spanish NP Education Videos – Days 1 & 2
- Customization of Day 1 and Day 2 Videos
- New Patient Experience – Team Training Videos
- Engagement Spectrum – Interactive Tool
- Speak Out Revolution (20 Titles)
- Speak Out 2020 (8 Titles)
- Spinal Workshops (5 Titles)
- TLC Videography Service to Create Videos of Your Practice
- Referral Brochures
- Subluxation Brochures
- Teach to Testify & Million Dollar Minutes



## AFFILIATE SERVICES\*:

- Review Wave Services
- DoctorPromo for Advertising Services
- GoChiro Marketing

\*See TLC website for links



## PROMOTIONS & MARKETING EVENTS:

- Annual Strategic Planning Seminar
- Scripting Camp – Annually
- Team Driven Practice Seminar
- 2 Leadership Camps – 1 with Spouse and 1 with Team Annually



## PROMOTIONS & MARKETING CONFERENCE CALLS:

- Promotions & Marketing Cornerstone Calls – 1st & 2nd Tuesdays of the Month
- Philosophy Calls – Monthly



Also use **WhatsApp** connections to connect with how the community grows us and challenges us to consistency and accountability.