



2021 Cornerstone Call Agenda

Month	Promotions & Marketing	Patient Care	Team Driven Practice	Balance & Prosperity
Week				
January	Online Reviews and Testimonials	Red Lighting Patients	Software Hacks	Imminent Demise
February	Advertising Tools	Caring for Athletic Patients	Growing in the Midst	Financial Freedom
March	Website Resources	Research Applied	Team – TLC Model	What Enslaves Us?
April	Building Alliances	Flow and Structural Office Design	Empowering CAs Digitally	Becoming Chiroevangelists
May	Community Connections and Open House Celebrations	Rehab Exercises, Traction and More	Benefits and HR Support	Content and Satisfied
June	Spinal Workshops (SWS) Promotions	Standards of Care and Plans of Care	Lifelines and Mentors	Boundaries
July	Neighbors of Integrity	Spinal Workshops (SWS)	Growing Your Pay Day	Confront with Love
August	Expansion Cycles	Specialty Care Scenarios	Virtual Office Visitation	Defending the Truth
September	PAD	Pediatric Care	Target #'s and Threshold #'s	File Draw Mindedness
October	Energy Building Actions	Double Yesses	TLC Seminar Experiences for Growth	AND Then What
November	Social Media Campaigns	Family Plans	Peer to Peer Social Media Engagement	SOD
December	Call to Actions	Anniversary Reports	Celebrating Support– TLC Style	Lifetime Longevity

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