

WHO WE ARE IN TLC

- ✓ Experienced
- ✓ Congruent
- ✓ Hungry to learn
- ✓ Willing to work really hard
- ✓ Embracing of being a beginner again
- ✓ Collaborative – the WE is how we best learn
- ✓ Innovative – in TLC we take tried and true procedures AND make them new and relevant AGAIN
- ✓ Protective of families – and we set aside trainings to never cross over into Sunday family times
- ✓ Committed to raising up transformative leaders in chiropractic



WHO WE ARE NOT

- ✗ People who contract or bind you into an agreement you don't want to be in
- ✗ People who expect high pay without doing the work to earn your payscale
- ✗ People who are seeking a magic bullet
- ✗ People who are not willing to work really hard
- ✗ We are NOT a franchise



5 CORE PRINCIPLES OF TLC



Protection of Family

Your practice will never be more prosperous than your homelife.



Choice

You are part of TLC in the way that best fits for you for as long as you choose to be here and not any longer.



Freedom

To practice your unique technique and to be prosperous financially – we don't dictate how to adjust AND we charge the least of any coaching organization while providing the most services.



Congruency

We will always ask you to do procedures and put systems in place that grow your consistency in taking the most right actions. We will always ask you to act in the same way we practice chiropractic – from our hearts and with the clear intention to grow lifetime relationships.



Accountability

Being people who practice what we preach is of paramount importance to us in TLC. We set others up to prosper through coming alongside of you every step and cycle of life and practice. In addition to accountability in the actions, we are accountable to investing in your hearts to be fueling your actions for longevity.

WHAT WE OFFER

COACHING

- ✓ **Step by step process** to achieve your unique goals
- ✓ **Action steps** ready for you to implement immediately
- ✓ Network of TLC doctors who are looking for **PEAK or Preceptor interns**
- ✓ **TLC Chiro Associates4u** – looking to match practicing TLC offices with the right associate to work the TLC ADP model of growing a sustainable, profitable associate relationship.
- ✓ **TLC Jump Start Practice Model** – where we work with DCs opening an office and with DCs who are ready to reinvigorate their practice physically, structurally, team model, financial model, hours and so much more by working on a proven growth journey that will Jump Start your experience in chiropractic.
- ✓ Mentorship of students to match with practicing DCs through our **TLC Mentor Match program**
- ✓ **G10 & Financial Freedom programs** to walk you through the process of accountability to be debt free within 10 years of graduation and then financial freedom to guide you to live free of indebtedness



EVENTS

Where like minded DCs and CAs come together to **learn, relearn and engage** in procedures that have a proven track record of success in achieving longevity in the midst of **patient care and team development**



WHAT WE OFFER

PRACTICE TOOLS & ONLINE RESOURCES

- ✓ **Financial Freedom** – at home and in the office every step of the way. Use the manual that starts with auditing your financial house in and outside of the office and then will guide you on implementing the procedures for sustainable growth.
- ✓ **Associate Driven Practice** – the step by step process to find and develop the ideal associate – whether long term or a 3 year apprentice or spin off doctor.
- ✓ **Patient Education Videos** – people need at least 7 times exposure in order to realize what they are hearing and being able to incorporate that information into knowledge. Therefore, use tested videos to communicate the message visually and auditorily before any report if you want to develop longevity.
- ✓ **Team Training Videos** of all Day 1 and Day 2 procedures. Seeing what the procedures look like is a key to training – realizing how to deliver new patient reports and how to engage people socratically in the discovery on Day 1 is a unique model that is used over and over to support your pursuit of lifetime patients.
- ✓ **Workshops** – ready to plug in and use, including video examples, the power points, and all the resource materials. These workshops on relevant health topics can be used in house for spinal workshops, out in the community and also in social media.

CASE STUDIES:

DOCTOR #1

	GOAL	2024
NP	20	17
NP Conv.	85%	79%
PVA	100	142
DVA	\$42	\$46

DOCTOR #2

	GOAL	2024
NP	20	20
NP Conv.	80%	77%
PVA	65	60
DVA	\$42	\$43



TEACH TO TESTIFY AND MILLION DOLLAR MINUTES



BUILD A REFERRAL RICH PRACTICE

UNLOCK EXPLOSIVE GROWTH

OFFICE VISITS

+122%

PER WEEK

PATIENT VISIT AVERAGE

+271%

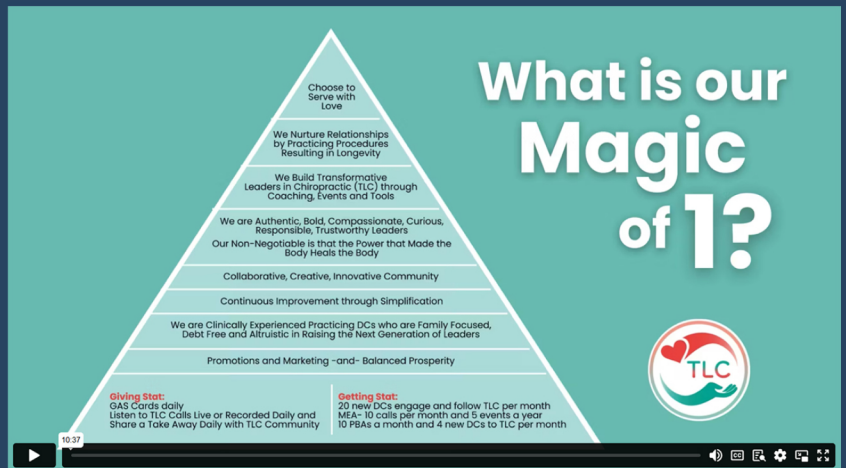
COLLECTIONS

+50%

PER MONTH

TLC Practices' Increase Over National Average

We are people **experienced** at your practice model



WHAT OUR MEMBERS HAVE TO SAY

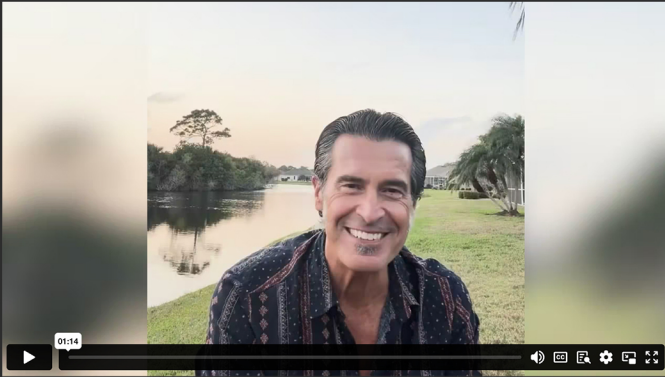
"Integrity, compassionate, professional are just a few words that I would use to describe TLC. I have been coaching with them for 7 years and if I could sign up for a lifetime membership now, I would! They are amazing. They truly CARE about your professional health, your family, and your personal goals. They are Chiropractic."

DR RYAN W.

"TLC has been my coaching of choice for 14 years. They provide non-judgmental accountability combined with a diverse community of chiropractors and teams. There is no 'one size fits all' approach, and everyone can customize how they implement recommendations to grow, protect, and evolve their practices".

DR ASHLEY G.

EVEN **MORE** OF WHAT OUR **MEMBERS** HAVE TO SAY



YOUR NEXT STEPS TO TAKE

If you are realizing that who TLC is sounds and looks attractive to you, then pick which of these actions best fits for you and **act without delay**.
You have **everything to gain** and at **no risk** to you.



Schedule a Discovery Call to explore where you are and where you want to go.

It is our gift to come alongside of you and see if there is something TLC can offer to compliment you.

[SCHEDULE DISCOVERY CALL](#)

Sign up for TLC's 90 Day Kickstart program – to inject yourself in 30 minutes a week for 12 weeks to see what is possible **at no risk to you**.

[SIGN UP NOW](#)

Purchase TLC's Associate Driven Practice (ADP) Pioneer Program

Includes: Practice Manual, 2 90 Minute Masterclasses, 2 Private Half-Hour ADP Consultation Calls with Dr. Dean DePice and a BONUS Two-Day Seminar Experiential Event.

[PURCHASE NOW](#)



Schedule to attend a live TLC event to witness the community and realize the benefits of learning from practicing DCs and CAs.

[REGISTER FOR AN EVENT](#)

Call: 877-TLC-4888

Visit: www.tlc4u.life