

Parthenon Effect + Concentric Rings of Promotion

- **Daily**
 - Handouts (Theme/Week, O.H.U., Clipping Service, Newsletter)
 - Family Health Certificates
 - Gifting
 - New Patient Package
 - Thank You Card (1 person daily)
 - ‘TIC’
- **Weekly**
 - Doctor’s Report (Not a class, Not a workshop)
 - P.O.W. Patient of the Week - Send a Plant
 - C.O.W. Correction of the Week (View Box)
 - Radio

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- **Monthly**
 - Discovery Workshop (Detoxification, Harnessing 10x More Daily Energy, Arthritis, Fibromyalgia)
 - Screenings (1 to 2 per month)
 - Lunch & Learn (Outside Talks)
 - Dinner Workshop
 - Direct Mail
 - Newsletter (In Office, E-mail)
 - Company Chiropractor/Healthscore
- **Quarterly**
 - P.A.D. (Patient Appreciation Day)
- **Yearly**
 - Kids Day, Chiropractic Birthday Party
 - Company Chiropractor
 - Christmas Mailers

| Event | Minimum Per Month | Potential NPs |
|-------------------------|-------------------|---------------|
| 1. Screenings | 2 | 10 |
| 2. Health Fairs / Shows | 1 | 20 |
| 3. Outside Talks | 2 | 10 |
| 4. Direct Mail | .5 | 5 |
| 5. RCS | 1 | 5 |
| 6. Health Passes | 20 | 5 |
| 7. Family Gift Cert. | 20 | 5 |
| 8. Doctor's Report | 4 | 4 |
| 9. WDYK | 20 | 4 |
| 10. Energy | Every Second | Unlimited |

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