



Outside Lecture Procedures

Years ago I learned the art of closing people at outside talks from Dr. David Singer. Over the years we've modified his outline and his closing script to fit today's audience. What I have compiled for you is an outline to follow at your talks. If you deliver with passion, principle and add 4-8 testimonials throughout you'll be guaranteed a 25-50% closure rate. I've also attached my close.

Steps:

1. "Wellness Survey" Forms

Fill out first, hand out a form to all participants as they walk in.

2. Welcome Them

Tell them what they are going to hear and instruct stragglers to fill out

"Wellness Survey Form"

3. Tell Them

You are an expert in the function of the human body.





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4. Utilize the "Wellness Triad," explaining the people who are the healthiest in the planet are embracing and optimizing the physical and mental aspects of health.

5. For Large Groups

Mention your public relations C.A. at back of room who is performing thermal scans and invite participants to one by-one get a one minute scan. P.R.C.A. also explains opportunities for exam at end of each scan.

6. Outline 8-12 key points for i.e.

Mastering Wellness

Optimizing Health and Healing

Sitting / Standing on the Job

7. Utilize Brain Body Diagram Throughout Presentation

8. Check Posture

Have participants buddy up and check each others posture. Check shoulder heights, interior head carriage.



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9. Show Thermal Scans / EMG

Show a slide of a pre and post nervous system. It is here that we start pre-framing, subluxation, nervous system, the brain body diagram and symptoms (remember that they have checked off their forms).

10. Testimonials

Always sprinkle 4-8 testimonials in the presentation. It's best to have pictures with a little quote regarding their lifestyle change since being under chiropractic.

11. Test One Person

Ask for a volunteer with neck pain, headaches etc. bring them to the front.

Explain what you are looking for. Decreased R.O.M., doorbell test, palpate tender areas.

12. Auto Analogy

Explain auto analogy where the red oil light (symptoms) goes on. You have a choice to mask the symptoms with black tape (drugs) or to correct the cause of the problem. Review brain body diagram as shown.





13. Close

Follow the attached close. Include charity donation, need to see PRCA at back to room for substation scan, limited number of appointments available.

14. Check The Boxes

Have participants check the boxes on your got subluxation form for an appointment, more information or doctor to call.

