



PRACTICE PEARLS

## The #1 Thing You Can't Fake in Your Practice

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Your patients know what's in your heart. There is no faking it in chiropractic. If your practice is off, it's probably you. You are responsible ... but don't give up hope. Here's what real enthusiasm is and how to get it if you've lost it (or never truly found it).

*Enthusiasm* comes from a Greek word, *enthousiasmos*, meaning "God within or inspired." When you have that, you have everything; without it, nothing. You'll become extremely attractive if you're enthusiastic. If you're meeting great resistance in life, the solution is not to go harder, but to become more enthusiastic.

I saw a great example of enthusiasm in the Middle East. I visited Egypt and was inspired by the great wealth of the pharaohs. We'd tour very early in the morning when it was cool and finish later in the day when it was more than 100 degrees Fahrenheit. At every site, the government had set up a series of tents on the sides of dirt paths leading back to the tour bus parking lots.

### Pushing Isn't the Same as Enthusiasm

We tourists would walk between the tents and run a gauntlet of very aggressive vendors. They weren't enthusiastic, just pushy. They shouted the same lines over and over to everyone: "Where are you from? "One dollar, one dollar, one dollar!" This went on every day.



In the oppressive heat, they would drape us with clothing, hoping we'd buy. They would touch us. It was overwhelming, and because these tactics were not working, they'd push harder.

The vendors weren't getting results. As a group, we didn't spend one penny, and yet they pushed harder and harder! They really thought that was the solution.

This is not the way to succeed. It's certainly not a good example of enthusiasm, even though they were acting very enthusiastic.

### Enthusiasm Done Right

Later in the trip, I had a chance to sail on the Nile in a small, wooden sailboat called a *felucca*. It's a traditional, Egyptian, wooden boat with a characteristic sail. At day's end, cool breezes blew us across the Nile. We rested on blue water surrounded by a bright green ribbon of lush growth at the river's edge. The soil of the Nile delta is rich and just above it is dry desert sand. A purple and gold sky lit up the faces of a dozen fellow tourists as we floated about. I'd waited years for this delicious moment.

We paused as two boys paddled out to us on a sailboard with no sail. The boy in front, obviously the captain, had a hat. They asked the captain of our boat permission to hang onto the gunnels. They didn't even reach the side of the boat, they were that small.

Suddenly they belted out a song. It was obviously a song they'd created in French, Arabic, English ...and they threw in the Macarena, too! Their performance was raucous, funny and fun. I thought to myself, *That's enthusiasm, wow!*

When they stopped, we applauded, and guess what happened next? The purse strings opened and money flowed to them easily. In minutes, they'd probably made more money than their fathers did working hard all week long. Then, they paddled to the other boats and entertained all the tourists

on the Nile. It was wonderful. They were flowing with life and bringing everyone along on their adventure.

When you have real enthusiasm, you are one with the spirit, and you meet little or no resistance. It's almost magical.

Why Are You Holding Back?

Children are fearless entrepreneurs. They pour heart and soul into their little businesses, like they have nothing to lose. Shouldn't you and I do the same?

But What If You're Stuck?

What if you feel like a phony saying and doing things every day that you don't want to do? I suggest you should change! Do what you want to do, and do it more often. Start having fun. Get extra rest and take better care of yourself. Go on vacation. Get adjusted, eat right, exercise ... whatever it takes to generate the energy to become more enthusiastic.

You may have a negative friend you need to get rid of because they're dragging you down. You could fire them, divorce them, or just not accept any more calls from them. Deep down, you know what you have to do. Do it. Change.

Get Enthusiastic!

That feeling will magnetize people, events, and abundance to you. When you have it, you will be one with *that something*; and that something is everything. Sing the song you've come to sing. Be true to yourself and let life flow through you.

It's time to start anew in practice like you did when you first came out of school. Put your whole self into it. Change your attitude and decide to embark on an adventure. Give a friend a call and ask for advice, if necessary, but renew your spirit. Accept your fee, but let go of any expectation for personal gain. Practice as if you were on fire and watch miracles unfold.

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