

# **Seven Quick Low Cost Ways to Stimulate Growth of Your Practice**

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Most doctors will spend an enormous amount of their profits on management groups, fancy give-aways, and many other high priced items that get poor results for their money. Of course, there are no guarantees, but I would rather try the seven steps below before investing hard-earned money into more expensive mediums. While not holding myself out to be an expert, just one tip may save a new graduate from making it or breaking it. So, here they are, and good luck:

1. Develop a network of business people and/or other doctors who you can exchange ideas with at lunch or over the telephone once a month. Believe me, a lot of information can be exchanged over the telephone.
2. Always ask your existing patients for referrals. Don't be shy. Show them how chiropractic has helped your other patients by telling them of your own success stories. This is your time to brag about you.
3. Have your patients' kids (14 years or older) give out your flyers or pamphlets. This is a way to increase awareness of chiropractic and your office location. If the public does not know where you are they can't come to you.
4. Mail out your business cards to all professionals in your area within five miles. Do this once a month until you see the results.
5. Order picture business cards with your office location on the back. I suggest a picture of someone holding their neck or back indicating that they have pain. These pictures tell a lot to the public at a single glance.
6. Contact by mail or phone, health clubs and diet centers and tell them that you are willing to work along with their clients by offering a consultation. You can charge them or not, just get them into your office and educate them about chiropractic and what you can do for them.
7. Get a mental recharging through books, audio, and videotapes by the great motivated authors such as Zig Ziglar, Stephen Covey, and Anthony Robbins.

So good luck, think positively, and don't let your idle time go to waste. Take your time but keep it consistent. Remember this saying by Stephanie Luethehans: "Having it all doesn't necessarily mean having it all at once."

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