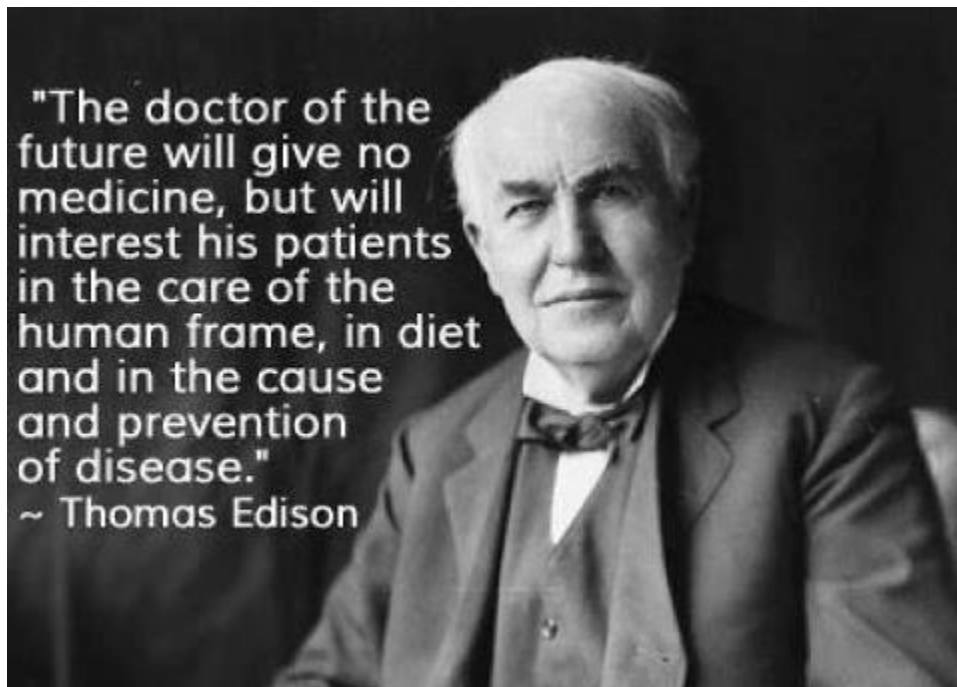


Discover The Secret Most Chiropractors Will Never Know About Getting More Patients

Learn the Skills the Top 1% of Chiropractors Use to Solve More Patient Cases, Generate More Referrals, and Dominate Their Local Markets



HINT: The "Secret" lies in fulfilling this promise to your patients...

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By Dr. Kevin G. Hearon, DC, CCSP, CCEP and Kyle Wilson, CEA National Director

Produced by the Council on Extremity Adjusting, your provider of extremity adjusting education and training for Chiropractors.

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Don't refer another patient to your competition...

Let's get right to the point here.

I know you're busy treating patients and don't have time for "fluff".

If you want to know how to get more patients and grow your practice, you have to first understand the mindset of your patients. We call this "entering the conversation already going on in your patient's mind".

What problems do they have that would lead them to you for a solution?

- Back pain?
- Neck pain?
- Headaches?
- Joint Pain?
- General Pain and Discomfort?

It could be one or all of the above. Either way, your patients are coming to you because,

"They Want Pain Relief, NOW!"

If you can meet your patients at that critical juncture with a solution delivered with their best interest in mind, and you solve their pain problem, you will have:

- An extremely happy patient
- An extremely happy patient who will come back and pay you for your services again and again
- An extremely happy patient who will happily refer friends and family

Here in lies the key to building a thriving practice, dominating your local market, and finally enjoying the freedom you have worked so hard for.

So how do I get more patients?

Now that you understand the core desires of your patients, the solution for getting more patients becomes clearer.

If you want to be known as the trusted authority on pain relief in your market, the "go-to" Chiropractor that rids patients of their pain, converts them into raving fans and massive referral sources, you have to master the skills "beyond the spine".

Become The Extremity Adjusting Expert In Your Marketplace!

That's the big secret!

When you come out of chiropractic school, you are fairly well prepared to adjust the spine effectively, short of some hands on clinical experience to sharpen those skills and build confidence in working with patients.

But unless you've invested the additional time and money into becoming a master at adjusting the extremities, you are faced with the challenge of trying to repair the car's engine without a complete box of tools... every single day in your practice.

Here's a great example:

Below is my story, from the perspective of a chiropractic patient, but *it's not about me*. It's about **you**. Read it carefully and see if you can identify where you would currently reside in this scenario.

Extremely Important Information You Need to Know to Get More Patients and Dominate Your Local Market

My name is Kyle Wilson and I am the National Director of Marketing and Operations for the **Council on Extremity Adjusting (CEA)**. Fancy title aside, I'm also a chiropractic patient. **It wasn't long ago I was struggling with lower back pain and TMJ myself.**

Isn't it funny how world's collide?

Let me take you back to a day 17 years ago, when I stood up from my recliner and my lower back seized up like it was in a giant steel vice. I remember that day like it was yesterday.

I was working construction at the time and undoubtedly was hampered by injuries sustained while playing basketball in college.

I was referred to a local chiropractor and signed up for a schedule of ongoing, weekly treatments. I experienced some relief off and on, but the lower back pain kept coming back (I was only being treated for spinal subluxations, *not extremity abnormalities*). NOTE: the sinus congestion that had plagued me for years never improved either!

After a while my progress flat-lined and the weekly visits became too costly. *I quit going.*

The next several years I just dealt with the pain as it reappeared off and on.

Then one night it happened; I yawned real big and **my jaw locked up**. Although I tried to get it back into position, the pain was almost unbearable so my wife took me to the emergency room.

Three hours and \$600 later, my jaw was back into place. For years after, about once a month, it would lock up again ("Mommy, look at that guy over there who can't close his mouth with food all over his shirt") but luckily I figured out how to get it back into place myself.

A few years later, my neighbor told me how a chiropractor friend of his helped him get back on his feet after hurting his lower back playing basketball.

Frustrated with the lingering pain in my back, I made the call.

This time around I was treated with spinal adjustments, some muscle testing and extremity adjustments, and counseled on diet and nutrition. After a few visits I started seeing results and felt better due to the changes in my diet and supplementation the Dr. recommended.

I continued to feel better and started getting my energy back, but that debilitating lower back pain would eventually reappear. And my jaw was still locking up (trips to the dentist were excruciating)...

My two most painful areas were still not fixed.

When I went to work for Dr. Hearon at the CEA, one of the benefits was to receive ongoing chiropractic care. This was my first experience working with a **Certified Chiropractic Extremity Practitioner (CCEP)**.

As part of my first series of treatments, I

- Was thoroughly interviewed about my past health history
- Had my spine x-rayed
- Was presented the findings and a course of correction
- Was adjusted six times (spine *and* extremities, including jaw)
- Had my feet adjusted
- Was custom fit for orthotics for both work and athletic shoes
- Prescribed exercises to stretch and strengthen my lower back

My spine had never been x-rayed before, and *I was blown away* by seeing the actual proof. *It was very clear why I had suffered from lower back pain all these years.*

Here's what the x-rays showed:

- My left clavicle was *1" higher* than my right
- My pelvis was twisted so that the left side was *1" higher* than my right
- My right leg was *1" shorter* than my left
- My jaw was severely out of alignment
- My right foot was like a club, completely *locked up* in all major joints

As you can imagine, I also had numerous vertebrae out of alignment, was in dire need of supplementation, and *barely had any strength in my left arm and leg.*

After my treatments with Dr. Hearon, including exercises, supplementation, and using the orthotics religiously, **I am feeling better than I ever have, and the lower back pain that has "had me running with the brake pedal on" for so many years, is now gone.**

Now I only get adjusted when I need it, which isn't very often. The treatments that Dr. Hearon has provided have not only relieved my pain, but they also have repaired my underlying issues to a point that the adjustments hold for long periods of time.

Did I mention my debilitating lower back pain is gone?

So, as a D. C., asks yourself...

If I was your patient, are you equipped to solve my problems, relieve my pain, and get me back to where I can function at or near 100% capacity?

If the answer is "No", then why not? Do you refer patients like me to extremity experts (like CCEPs), or keep them coming back for more spinal adjustments like most chiropractors?

Imagine... *what would your practice look like if...*

- ✓ You had new, marketable skills to bring more patients into your practice?
- ✓ You were equipped to treat *all* subluxations the body can experience, and not just ones connected to the spine?
- ✓ You solved more tough patient cases, relieving your patient's pain once and for all?
- ✓ Your pain-free patients referred their friends and family at a rate you've never seen before?
- ✓ You no longer had to refer patients out to other D. C.s who specialize in extremity adjustment?
- ✓ You could eliminate the guilt of not being able to treat challenging cases?
- ✓ You were part of a community of practitioners who worked together to share research and techniques to help you solve your toughest patient cases, so you could attract and keep more patients?
- ✓ You finally had the freedom you dreamed about every day as you grinded through chiropractic school?

So where do you see yourself in this story?

Are you the "spine-only" Doc who schedules patients for long-term care plans with no end in sight, whose patients never fully heal, and end up leaving to find a more qualified practitioner?

Or are you the Dr. who is adept at spinal adjustment and does some extremity work, whose patients may be healed after a reasonable amount of treatments, but certainly not all, and they eventually defect to a competitor to get all their pain issues solved?

Or lastly, are you the Dr. who has mastered spinal *and* extremity adjustment techniques with a reliable muscle testing protocol that allows you to successfully diagnose and treat all of the root causes of your patient's pain?

Which Dr. is more *marketable*?

Which Dr. is more *relevant* in the eyes of their patients?

Which Dr. has positioned themselves to generate *better patient outcomes* that turn into a perpetuating cycle of *new referrals*?

Happy, Pain Free Patients = More Referrals

More Referrals = More Money

More Money = More Freedom (and happy significant others 😊)

"Sounds great, but how and where do I get this education without breaking the bank?"

"How far will I have to travel, and how much time will it take out of my busy schedule?"

"I don't want to sit through hours of fluff-filled continuing education to learn very few (if any) practical techniques I can implement on Monday morning."

You won't have to thanks to the Council on Extremity Adjusting.

Read what some of our extremity adjusting students are saying about how their education from the Council on Extremity Adjusting has helped them **treat more difficult cases** and **create better patient outcomes**, **attract floods of new referral patients** into their practices, and **differentiate themselves** from their spine-only competitors in their local markets. I hope they inspire you...

"Learning one new shoulder technique was worth the whole year of classes. As a seasoned chiropractor, I was amazed at how many more patients could be helped, because I took the CCEP courses. When my own shoulder was hurt, I went to five chiropractors to get it treated. The fifth one, a CCEP, is the only one that was able to adjust it and correct 90% of the problem instantly. If you want to be that 1 in 5 doctor who gets the job done, become a CCEP!" ~ Dr. Jim Stilley, DC, CCEP, Plymouth Meeting, PA

"My career wouldn't be the same without my CCEP training. I am lucky enough to use my CCEP techniques every single day in my practice. I have several athletes in my practice, and all of them, as well as my non-athletic patients, benefit from the extremity adjusting protocols I learned from the Council on Extremity Adjusting. I have patients from auto racing, motocross, dancing, the NFL, NHL, PGA, LPGA, and the list goes on and on. It is so important as a chiropractor to be able to treat the spine first, and then everything connected to the spine as well. I am one of the only CCEP's in the State of Arizona, so it truly helps to set me apart from other chiropractors. If I could recommend one specialty to all DC's, this is it!" ~ Dr. Chris M. McDaniel, DC, CCEP, Scottsdale, AZ

"I did my CCEP training a year after I graduated from the Anglo-European College of Chiropractic in the UK. Although our MSC program included a great deal of spinal and extremity rehabilitation, I felt the need to expand my young practice and be as good in extremity as I was in spinal health. The program was very thorough, and I recommend it to every chiropractor. I can assure you, it has paid for itself many times

over even before I graduated. These days I am heading the Rehabilitative Chiropractic Unit in Assaf HaRofe General Hospital in Isreal where I use and teach the CCEP concepts and techniques to other chiropractors and chiropractic assistants. I find it extremely useful in severe cases where the "diversified" range of tools is not enough. The CCEP is for the bio-medically orientated chiropractor that wants to do and understand more than just to release a fixation." ~ **Dr. G. Almog, DC, CCEP, England**

"I am the team doc for The University of South Carolina Fighting Gamecocks. I work year round with the football team on all players and staff top to bottom. I also work with all the athletes from all other sports requesting a D.C. I am also the team D.C. for the Columbia Inferno which is our ECHL professional hockey team and I have been in that position for 7 years. On both teams I work hand in hand with some of the best orthopedic surgeons and athletic training staffs. It has been a long process but they are finally seeing the benefits of extremity adjusting and my CCEP has been an invaluable tool in showing them we are more than just spine crackers and I owe all of this to Dr. Hearon. Tell him I said thank you..." ~ **Dr. Evan M. Cohen, DC, CCEP, Columbia, S.C.**

And here's what **Stacy S. Conrad, DC, CCEP, CCSP**, Co-Founder of the Professional Football Chiropractic Society (PFCS), and former Team Chiropractor for the Indianapolis Colts (14 years), had to say about the CEA and the CCEP extremity series:

"I've been using Dr. Hearon's techniques since I heard him speak at Parker Conference shoulder seminar in 1986 or '87. At the time I had three shoulder patients I was treating with basic chiropractic methods. When I incorporated Dr. Hearon's techniques, I could see almost instant relief in my patients. At that point, I was hooked on the value of extremity adjusting. I would go to one CCEP seminar a month, and I could instantly incorporate what I learned into my practice. In 1993 as I was in the middle of the CCEP seminar series, I had an NFL QB walk into my practice with various injuries that were threatening his career. I went to work on his spine and then extremities, which he said no one had ever adjusted before. After one session, he went to practice and came back the next day saying that he felt like a rookie again. He said, 'I don't know what you did yesterday, but I was throwing the ball more accurately than I have for years, my shoulders and feet feel great, that stuff was amazing. I want you to do it again.' That's where I got my start in team sports. This guy was instrumental in getting me 12-14 of his teammates as new patients, then eventually on with the Indianapolis Colts as their team Chiropractor, which I did for 14 years. I have a lot of success stories with players from chronic to acute, high school athletes, and also my every-day patients, whether they were athletes or not. I have numerous stories like that with athletes performing at their highest levels after I put them through Dr. Hearon's muscle testing and treatment protocol. The extremity education I received from Dr. Hearon has helped shape me as a chiropractor and has been extremely important to the growth of my practice and setting myself apart from others."

~ **Stacy S. Conrad, DC, CCEP, CCSP, Co-Founder of the Professional Football Chiropractic Society (PFCS), and former Team Chiropractor for the Indianapolis Colts (14 years)**

These are just a few of the stacks of unsolicited testimonials we've received from our Certified Chiropractic Extremity Practitioner students.

So here's your big takeaway; if you want to be the Doctor of Chiropractic who solves all of your patient's most challenging cases, who rids your patients of their pain and discomfort once and for all, who generates a never-ending stream of referrals, who positions yourself as the "go-to" Doc in your local market, who enjoys the freedom you always dreamed of, you have to...

Become The Extremity Adjusting Expert In Your Marketplace!

Easier said than done, right?

We understand that the thought of learning a bunch of new techniques may sound daunting to you.

We also know the pain and frustration associated with not being able to solve all patient cases, referring patients to extremity experts, generating few referrals, and not having the time freedom we all deserve.

We get it.

But fear not; you are already required to complete a minimum amount of CEUs every year or two for recertification, right?

Simply commit to fulfilling those CEU requirements with our extremity adjusting courses and you will find that you are learning new, practical skills that can easily be implemented into your practice immediately, with nothing more than your hands.

And we will be there with you every step of the way to support your educational journey through our books, DVDs, wall charts, and new premium services we are working on creating for you as you read this; services such as:

- Monthly newsletters
- Online seminars
- Teleseminars
- Webinars
- Coaching
- Email support
- More live seminars
- And much more

Can't make it to one of our live seminars any time soon?

That's OK. Just get plugged in where you can; start small and expand your education as you can afford and make time to.

"Change happens when the pain of staying the same is greater than the pain of change."

~ Tony Robbins

Change your results today. Here's how to get started:

Step #1- The book “**What You Should Know About Extremity Adjusting**” is the first step in your extremity adjusting education journey. Normally this book sells for \$25, but to help make it easy for you to get started, we are offering it for **\$7.50, a 70% discount!** That's just enough to cover printing costs and shipping.

[Click here](#) to buy “**What You Should Know About Extremity Adjusting**” for the low price of \$7.50.

This book is a great “primer” to get you integrated into the techniques that Dr. Hearon, our instructor team, and thousands of students across the globe use every day to treat more patients and generate more referrals.

We've held nothing back. It's all here for you. Just by learning the skills and applying them in your practice will generate great results. Then we'll show you how maximize those results.

Get plugged into the extremity adjusting education we provide at the Council on Extremity Adjusting and watch your business thrive.

If you're not already benefitting from extremity adjusting education, why not [start now](#)?

[Click here](#) to buy “**What You Should Know About Extremity Adjusting**” for the low price of **\$7.50**.

After you secure your copy at 70% off, you will receive an email that will explain the next step, **Step #2** of extremity adjusting mastery.

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I just got a free report from the Council on Extremity Adjusting called “Discover Secrets Most Chiropractors Will Never Know About Getting More Patients”. Get your copy here:

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