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Marketing Chiropractic To Medical Doctors: Your Step-by-Step Guide To Increasing Referrals



Synopsis

If you have been frustrated by a lack of referrals, looking for a systematic way to approach MD's and build relationships, or have a desire to learn the "what", "when", and "how", of creating a practice that thrives on interdisciplinary cooperation, then this book is for you! In this game-changing book you will learn-
• proven, step-by-step protocols to gain interdisciplinary referrals
• strategies to increase the effectiveness of your marketing
• how to position yourself as the logical referral choice
• how to address the "big 3" hindrances to chiropractic referrals
• how to schedule and execute a successful md meeting
• and much more! "This book provides step-by-step instructions on how to become integrated in your local healthcare community and organically tap into the enormous amount of referrals that can come with those relationships. This is something every chiropractor should do for their practice. It will elevate your practice, but on a grand scale, the profession" - Chris Holloway, DC "I am pleased to announce that we have doubled our direct MD referrals since implementing your plan." - Goldi Jacques-Maynes, DC

Book Information

Paperback: 58 pages

Publisher: CreateSpace Independent Publishing Platform; 2 edition (January 20, 2016)

Language: English

ISBN-10: 1522924213

ISBN-13: 978-1522924210

Product Dimensions: 6 x 0.1 x 9 inches

Shipping Weight: 5 ounces (View shipping rates and policies)

Average Customer Review: 3.3 out of 5 stars [See all reviews](#) (3 customer reviews)

Best Sellers Rank: #789,036 in Books (See Top 100 in Books) #198 in [Books > Medical Books > Allied Health Professions > Chiropractic](#)

Customer Reviews

Definitely worth the price, but I had to dock one star because it is FILLED with typos. Like almost one per page. Good info and scripting examples. I've already started implementing them into my practice.

I've been implementing the suggestions in this book over the last year and I'm building great referral relationships with local MDs. I'm getting consistently good referrals and helping more people in my community. Thanks Dr. Langmaid for inspiring me to build my practice this way.

Gives frame work to use, but Step by Step Guide is a hell of a reach. Examples are limited and the book is stretched 45 pages with plenty of quarter/half pages/completely blank pages numbered. It seems like a layer/tactic to get you to the website, sign up for the newsletter and then for the monthly subscription.

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