

# Chiropractic Marketing Without a Doubt



Thursday, June 6, 2002

A special pre-FCS Convention Workshop  
for Chiropractors and Staff!

A 7 1/2 hour practice renewal workshop on marketing the chiropractic practice utilizing successful concepts and technologies perfected by the seminar leaders

Presented by:

Robert Braile, D.C., and Larry S. Duboff, D.C.

## Morning

9 a.m. – 9:30 a.m. Introduction and Overview

9:30 a.m. – 1 p.m. **Grow Your Practice through Public Speaking**  
Larry S. Duboff, D.C.

Learn the principles of speaking, connecting with your audience, developing captivating chiropractic stories, using the point-story-data formula, delivering in-office and community presentations with ease, and inspiring your audience with the chiropractic message. His five rules of speaking and his skill at involving audience participation can also help fill your calendar with speaking engagements.

## Afternoon

2 p.m. — 5:30 p.m. **Using Internet Technology to Educate and Stimulate your Patients**  
Robert Braile, D.C.

All you ever need to know about the internet and its impact on health care, tools needed to implement the technology, understanding e-mail and ethical considerations for chiropractors, Internet sources available as educational references for doctor and patient, use of the internet to educate and motivate patients, maximizing patient use of your website for better compliance, referrals and stimulating new patients, and how to fully implement the technology into your practice.

**Duboff and Braile—original, creative, forward-looking speakers**



Dr. Duboff specializes in verbal communications to enhance growth in the chiropractic practice. He is a 1990 graduate of Life Chiropractic College / Marietta and is a practitioner in Boca Raton, FL. He has authored articles, developed an e-mail newsletter, keynoted chiropractic seminars and breakouts and taken advance courses in presentation skills.



Dr. Braile is the founder and president of Now You Know Inc., and Internet service company for chiropractors. He is a 1978 graduate of New York Chiropractic College, past ICA President and current Chairman of the Board. He is a speaker, writer, and researcher in videofluoroscopy and expert in the vertebral subluxation complex. He is a co-presenter of Chiropractic Without a Doubt.

## Workshop Fees

ICA or FCS Members	\$99
Chiropractic Assistants	\$49
Nonmembers	\$139
Nonmember Chiropractic Assistants	\$69

Register now by phone with ICA at 800-423-4690 or register with FCS on its convention registration form included in this packet.