
Dr. Jim Naccarato, DC, PhD
Personal-Coaching Program

Dear Doctor:

If you want to earn more money while having more free time and experiencing less stress, *it's time for you to work with a coach.*

Here's why working with a coach is so critically important:

Right now, you and your chiropractic practice are *aligned to give you the results you're currently getting. **If you want to produce at a higher level, want to achieve more success and enjoy more prosperity, you need to change your alignment.*** You need to use procedures that have been proven to build practices full of patients who stay, pay, and refer and that have withstood the test of time.

Through ongoing, extensive research (as well as more than 28 years and 56,000 hours spent personally coaching more than 72 doctors a week), I have learned that the only way to solve the kind of problems you deal with as a chiropractor is to develop and implement time-proven *procedures of success and prosperity* and work with a *personal coach*.

So here is my commitment to you:

I will teach you how to build a low-stress, low-overhead, high-profit practice full of patients who stay, pay, and refer, with or without health insurance. I will do so by using dignified, principle-based procedures and you will become a powerfully confident doctor capable of creating lasting success and prosperity. We will accomplish this objective while keeping your life in balance.

Now is the time, my friend. This is your opportunity to see firsthand how you can build the practice you've always wanted. Carefully read this information and call my office to participate in a ***no-cost, no-obligation*** personal coaching session with me and decide for yourself.

Sincerely,

Dr. Jim Naccarato DC, PhD

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Dr. Jim Naccarato, DC, PhD

Personal-Coaching Program

Let's start by being very clear about some important facts—particularly, why coaching is so important to your success and prosperity, what the Personal-Coaching Program is, and what it is **not**.

Then we'll talk about the advantages of working with a coach, about my role as your personal coach, and about your willingness and readiness to start working with a coach.

Why Coaching Is So Necessary and Important

To succeed in chiropractic you must treat *people* first, and their *conditions* second. Why? Because patients stay, pay, and refer to you, not to what you do.

My goal is simple—to help you succeed and prosper.

I know this idea goes against conventional teaching but it's true. For proof, look around—some of our best doctors are on the verge of bankruptcy.

Practicing state-of-the-art chiropractic is essential to your success and prosperity, but you need more than that. You must also learn to educate, motivate, and train people how to become good chiropractic patients.

You must become the doctor patients stay, pay, and refer to, with or without health insurance benefits.

So how do you accomplish all of that? You enroll in my Personal-Coaching Program and get the

personal coaching, motivation, and individualized procedures that will lead to your success and prosperity.

What the Personal-Coaching Program Is

As a client, you'll benefit from my 58,000+ hours of personal coaching experiences as you:

- Work personally with me by phone for half an hour at a scheduled time during the first three weeks of the month. We will discuss your challenges, learn the time-proven procedures of success and prosperity and personalize, transfer and implement that information into your practice.
- Pore over my principle-based practice-building 500+ page workbook.
- Receive reinforcement and additional training by reading my tip-filled monthly newsletter and listening to my weekly podcasts.
- Send me your weekly accountability sheets.
- Receive my personal review of your spinal-care class, report of findings and financial reports.
- Attend the Principle-Centered Practice Building one-day seminars.
- Obtain knowledge in staff training, hiring/firing, and management procedures.
- Receive access to 60 five to seven minute training videos on the Psychology of Success.
- Receive access to 6 full training videos:
 1. 5 Critical Steps
 2. Moral Authority
 3. The Right Staff
 4. The First Two Weeks of Care
 5. Internal Marketing
 6. External Marketing.

- Receive access to 125 podcasts centered on the development of practice and personal growth.

The Personal- Coaching Program is a combination of research and experience-based personal coaching, guided learning and accountability with just one objective: helping you succeed and prosper!

What the Personal-Coaching Program Is NOT

First and foremost, the Personal-Coaching Program is not like any practice-management program, seminar, or over-the-phone consulting service you're currently familiar with.

The Personal-Coaching Program works because it is founded on real-life, research-based principles that have been proven time and again to work.

One of those principles is the truth that the solutions to your practice-building problems will not be found in a simple change in procedure, script, technique, advertisement, coupon, spinal screener, or any other popular quick-fix measure. The solutions will be found in learning how to educate, motivate, and *train* people how to become good chiropractic patients and in becoming the doctor patients stay, pay and refer to, with or without health insurance benefits.

The coaching program I'm asking you to get involved in is based on a commitment for us to work together for a year. Interestingly, almost 90 percent of the doctors who participate in the Personal-Coaching Program continue their participation for second, third, fourth years and longer! That's how effective the Personal-Coaching Program really is and that's how different it is from any other program available today.

The key question is not, "what do we have to gain by succeeding?" Rather, it is, "what do we have to lose in order to succeed?"

What we have to gain by succeeding is obvious. What we don't address is what we are willing to give up or "lose" in order to succeed.

For example, are we willing to give up our pride, guilt, shame, depression, fear, procrastination, anger, laziness, selfishness, co-dependency, sensitivities, and all negative emotions or characteristics?

Are we really willing to be contributed to?

In truth, success is more about conquering ourselves than it is about getting others to do something.

Conquering ourselves successfully requires working with a personal coach. Period.

The Advantage of a Personal Coach

One of the key differences and advantages of the Personal-Coaching Program is the premise that your personal coach isn't just a "management expert" with a telephone. Personal coaches are part consultant, part psychologist, and part motivator. They are to doctors what coaches are to athletes—with one major distinction. Whereas athletic coaches stress the *physical*, personal coaches stress the *psychological* and the *behavioral*. Let me explain:

Achieving success and prosperity is an "inside-out" job. It starts within you and then extends out to your practice, your staff, your career, and your

life. That's why a personal coach is so critically important. As your coach, I will help you understand and create that success inside yourself and then teach you how to extend it outward to your practice and your life.

Remember, a great doctor with wonderful skills and a desire to help people may not be able to pay the bills each month, let alone get out of debt and prepare for retirement. As your personal coach, I will help you discover how to make the changes needed to achieve the success and prosperity you want and deserve.

My Role as Your Coach

Some people are confused about the difference between personal coaching and psychological counseling. With psychological counseling, the objective is to find the *why* behind particular emotions or behaviors and to then execute a treatment plan designed to correct the underlying mental pathology. With personal coaching, the *why* is important—but *it is not the focus of the coaching sessions*. Why not? Because most doctors are free from serious mental pathology, and the original reason for a particular way of thinking or acting is no longer true.

With this understanding, my focus as your personal coach will be to:

- Teach you how to make more money, get out of debt and prepare for semi-retirement.
- Teach you how to build a successful and prosperous practice full of patients who stay, pay, and refer, with or without health insurance.
- Teach you how to decrease your stress, keep your life in balance, and have the free time needed to pursue the things that matter most in your life.

Again, no quick fixes, no magic formulas. Just real-life, principle-centered, experience-proven

steps. Steps that unsuccessful doctors will not take because they don't understand how a personal coach is needed to help them take those steps.

What Does "Being Coached" Say About You?

A willingness *to be contributed to* by working with a professional coach is not a weakness. Rather, it is evidence of **real strength**.

Here's why:

Strong individuals are team players who are more concerned about *what* is right than they are about *who* is right. They are willing to be contributed to.

Are you that kind of individual?

Ask yourself, "Could there be a better way?" Why this particular question? Because most people spend the bulk of their time and energy

justifying their current thoughts, feelings, and behaviors—even when they *know* they are accomplishing far less than they could be.

By asking yourself, "Could there be a better way?" Your head will quiet, your heart will soften, and you will be open to inspiration—personal inspiration that will guide, strengthen, and comfort you throughout your quest for success.

So which kind of individual are you? If you've read this far, you're most likely the strong individual who is willing to accept help from a coach. To learn what is right and to learn how to realign your life and your practice to achieve success and prosperity. In short, you're *coachable*—and that's a great testimony of your

A personal coach is not a luxury. A personal coach is as essential to your success and prosperity as your degree and your license.

strength of character and your commitment to make more money, reduce your debt, prepare for retirement, succeed in your chiropractic practice, keep your life in balance, reduce your stress, and have more time to focus on the things that matter most in your life.

Are You Ready?

If you were a pilot flying from San Francisco to New York, you would need checkpoints, a map and compass, a controller in the tower, and accountability. If you didn't have these tools, a small error in direction over a prolonged period of time might result in a trip to Florida instead of New York. Building a successful and prosperous practice is a lot like that.

As your coach, I provide the step-by-step checkpoints, I help you put together your map and keep you accountable, focused, on track, and on purpose!

Truth: *It's time for you to take your rightful place in success and prosperity.*

Bottom Line: *To succeed and prosper you must work with a personal coach.*

Specifics of the Personal-Coaching Program

As a participant in the Personal-Coaching Program, you will receive:

➤ **Personal Coaching Sessions** with me, conducted by telephone at a regular time and day during the first three weeks of each month. During our 30-minute personal-coaching session each month we will:

- **Identify strengths**, and then personalize and **implement the practice-building material into your practice.**
- Resolve your **individual concerns.**

- Review your **Weekly Review Sheets** to ensure accountability.
- Address **staff-management issues** including hiring and firing.
- Implement **Internal and External marketing.**

➤ **Monthly Motivational Coaching Messages** on CD's that include an entire year's worth of additional "reinforcement" coaching. Also included are:

- 6 full training videos
- 60 five to seven minute training videos on the Psychology of Success
- 125 podcasts

➤ **Monthly Tip-Filled Newsletter** that reviews and reinforces the information covered in the monthly recorded coaching message and adds pages of tips on how to become more effective at building your practice.

➤ **Admission to my Principle-Centered Practice-Building Seminars**, where I will teach you how to begin *jump-starting* your practice *immediately* without taking you from your family for an entire weekend or overloading you with more information than you can implement effectively. These seminars cover:

- **The First Two Weeks of Care**
- **Internal Marketing**
- **External Marketing**

Each seminar is unlike any other seminar you've attended or seen advertised because *they are different each time they are presented.* In each presentation I present new research-based data, new experience-born techniques and new practice-proven procedures. You'll be educated, motivated, and trained as you learn from a perspective of experience and research.

➤ **The Principle-Centered Practice-Building Workbook**, containing over five hundred pages of proven practice-building and self-development information based on years of in-depth research and hands-on coaching with countless doctors from around the country. This workbook is described as “the best of the best” by a well-recognized attorney who lobbies for chiropractors’ rights to practice.

Is This Program for You?

This program is not for everyone. It is a comprehensive approach to practice building founded on the philosophy that a patient stays with, pays, and refers to the *doctor* first and to *what the doctor does* second.

Truth: For many, this approach may be a stretch. Most doctors are taught that to build a successful practice, all they need is to be good at diagnosing and treating health-care problems (for example, subluxations). Wrong! This profession has many *great* practitioners on the verge of bankruptcy. Being good at what you do is essential, *but is not enough to succeed and prosper.*

Bottom line: The Personal-Coaching Program is for doctors who are willing to square off with the real issues and procedures at the heart of building a healthy, consistent, low-overhead, high-profit practice full of patients who stay, pay, and refer.

A Sure-Fire, No-Risk Way to Start

Put me to the test and see for yourself how my **Personal-Coaching Program** can benefit you with a *no-cost, no-obligation initial coaching session*. That first session will give you and me an opportunity to work together to determine how you can benefit from the program. As part of that initial coaching session, I’ll take a brief history on you and your practice, conduct a simple practice analysis, and then more fully explain the coaching

program so you see the fit between the analysis and the coaching program.

Let’s Get Started . . .

Call me today at (801)224-3795 to setup your no-cost, no-obligation initial coaching session!