



**I promise to do my
absolute best**

**Evolutions of light to
dark**

Mom, Dad and God



**Who's listened. To a
podcast before**

Who's listened to ours

**Who would like to be on
our show?**



“However much you deny the truth, the truth goes on existing.”

— George Orwell



“Keep in mind, the news media are not independent; they are a sort of bulletin board and public relations firm for the ruling class—the people who run things. Those who decide what news you will or will not hear are paid by, and tolerated purely at the whim of, those who hold economic power. If the parent corporation doesn’t want you to know something, it won’t be on the news. Period. Or, at the very least, it will be slanted to suit them, and then rarely followed up.”

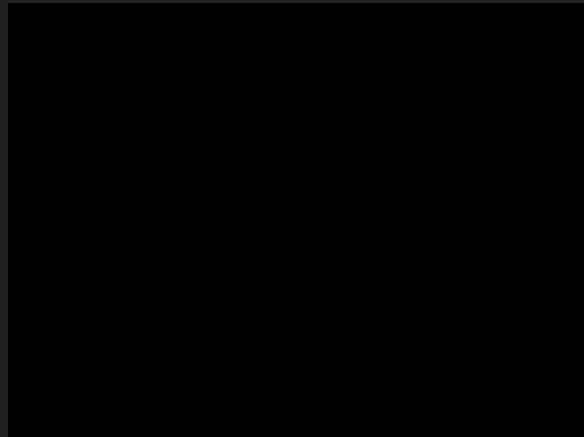
— GEORGE CARLIN

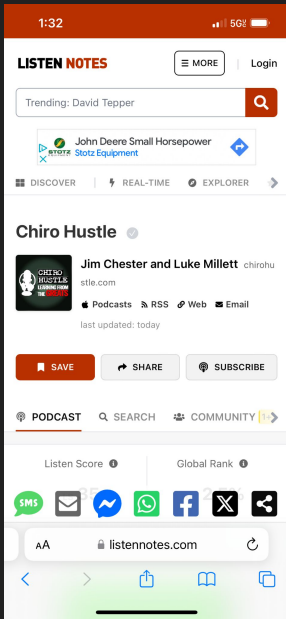
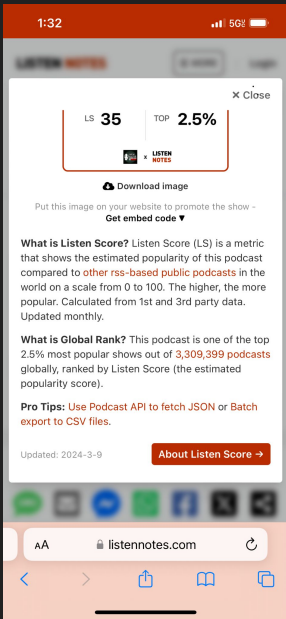


Chiropractics

This manipulation is for you!

Does the language of the profession really matter??





We are in the top 2.5% of all 3 million + podcasts worldwide



THE ADVOCATE

a person who publicly supports or recommends a particular cause or policy.

"I am An Untiring Advocate of The Chiropractic Profession"



Telling The Story

Nearly 11,000 new patients scheduled to chiropractors since 2016!

But hey it's not about me...



Doing the work

I worked for 6 straight years 28 days a month

I took 2 weeks off

I worked 28 days a month for the next 2.5 years

600 marketing events

I did 365 interviews in 2018

Then...

2 chiropractic movies and...

NOW almost 1,300 interviews

BUT HEY IT'S NOT ABOUT ME...



James Chester

I HAVE DEDICATED MY LIFE TO SHARING THE TRUTH ABOUT THE CHIROPRACTIC PROFESSION.

OVER THE YEARS I HAVE BECOME A MASTER OF MARKETING FOR OFFICES ACROSS THE NATION.

"I LOVE YOU BECAUSE YOU LOVE THE THINGS I LOVE." -B.J. Palmer D.C. PhC.



Story Time!



one of the first people I scheduled out of 10,000 new patients since 2016

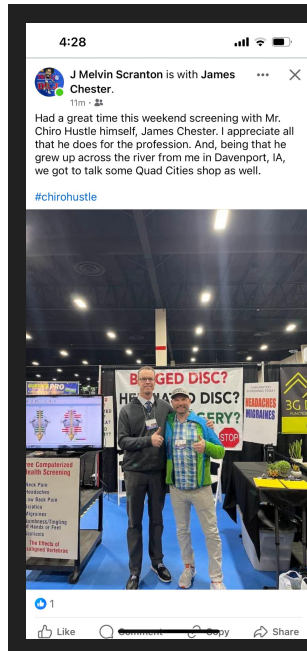




If we don't tell them the truth about chiropractic, then someone else will close them for drugs or surgery!

Its about saving lives

It's not about pills, potions, and lotions. Healthcare is not about cutting it out, burning it out or drugging it out.



**Acknowledgment
from my clients.
One spine at a
time!**



THANK YOU Dr. Philip Dieter DC

**FOCUS ON WHAT
CHIROPRACTIC
IS NOT WHAT IT ISNT**

**DR. PHILIP
DIETER DC**

**CHIRO
HUSTLE EP. 528**



**LEARNING FROM
THE GREATS**

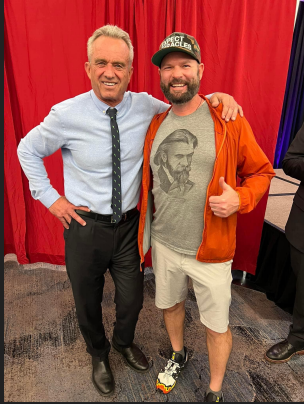


James Chester

Hustle until you no longer have to introduce yourself.



**You get non-refundable minutes. My why
Is bigger than most people's why not !!**



**If the Internet went down today I would
kick every chiropractic marketers ass.**



**I am the Ted Lasso of
Chiropractic!**



My MISSION

I will sell Chiropractic, serve Chiropractic, and save Chiropractic if it will take me twenty lifetimes to do it. I will promote it within the law, without the law, in keeping with the law or against the law in order to get sick people well and keep the well from getting sick "

- B. J. Palmer



New school and old-school **marketing** styles?

Screenings vs Ads



**Who wants to hear my sales cycle and how I
schedule in **new patients** ?**



THE THREE BASIC QUESTIONS

- 1. Can the doctor help me?**
- 2. How long will it take?**
- 3. How much will it cost?**



How to build your local chiropractic community!

Make a list of every Chiropractor in your area and schedule a lunch with all of them to build your professional referrals and relationships.

You can do this individually or get an entire group together and work on the culture of your community.



Schedule your interview here!



Facing Chiropractic Problems

Unity through diversity

Removing philosophy

Student loan debt

Becoming the best doctor

New patients

Personal responsibility



Unity through diversity

Build relationships in your local community with other chiropractors and other doctors to build referrals. Don't judge another practitioner if they choose to adjust with a different technique than you choose.

Removing philosophy

Chiropractic is facing a massive identity crisis because the chiropractic colleges are removing terms such as subluxation, intelligence, and universal intelligence. The other dilemma is students get out of school and don't have confidence in their adjusting techniques and abilities to deliver the adjustment.



Student loan debt

Chiropractors are finishing school with more debt than they know how to manage and lack of business skills have chiropractors closing their doors at 50% failing within five years of graduation. Please find a mentor.

Becoming the best doctor

Go to seminars, attend philosophy meetings, read books and connect with your community.



New patients

Learn how to do old-school marketing and new school marketing. Get your Google reviews up as many as you can and learn how to go do proper marketing in your community.. sharpen your skills as a public speaker and join area business networking groups.

Personal responsibility

Practice the four Bs... body, being, balance and business. Do '75 hard. Eat well, think well, move well and get adjusted.



“OUR WHY”

Freedom of Speech

Medical Freedom

Family Health Freedom

Protecting The Sacred Trust

Subluxation Based Chiropractic

**Innate Intelligence and Universal
Intelligence**



Freedom

**free.dom
/'frédam/
noun**

**the power or right to act,
speak, or
think as one wants
without hindrance or
restraint.**

**"we do have some freedom of
choice"**

*"Unless we put medical freedom
into the Constitution, the time will
come when medicine will organize
itself into an undercover dictatorship
...To restrict the art of healing to
one class of men and deny equal
privileges to others will constitute the
Bastille of medical science."*

- Dr. Benjamin Rush
signer of the Declaration of Independence



Freedom of Speech

First Amendment

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

<input type="checkbox"/>	A Wrinkle in Time
<input type="checkbox"/>	The Absolutely True Diary of a Part-Time Indian
<input type="checkbox"/>	Roll of Thunder, Hear My Cry
<input type="checkbox"/>	The Handmaid's Tale
<input type="checkbox"/>	The Catcher in the Rye
<input type="checkbox"/>	Of Mice and Men
<input type="checkbox"/>	The Adventures of Huckleberry Finn
<input type="checkbox"/>	Forever
<input type="checkbox"/>	The Kite Runner
<input type="checkbox"/>	To Kill a Mockingbird
<input type="checkbox"/>	The Giver
<input type="checkbox"/>	The Outsiders
<input type="checkbox"/>	Thirteen Reasons Why
<input type="checkbox"/>	Harry Potter series
<input type="checkbox"/>	George
<input type="checkbox"/>	The Hate U Give
<input type="checkbox"/>	The Grapes of Wrath
<input type="checkbox"/>	The Color Purple
<input type="checkbox"/>	The Lord of the Flies
<input type="checkbox"/>	1984
<input type="checkbox"/>	Song of Solomon
<input type="checkbox"/>	The Call of the Wild
<input type="checkbox"/>	The Lord of the Rings
<input type="checkbox"/>	Bridge to Terabithia
<input type="checkbox"/>	I Know Why the Caged Bird Sings

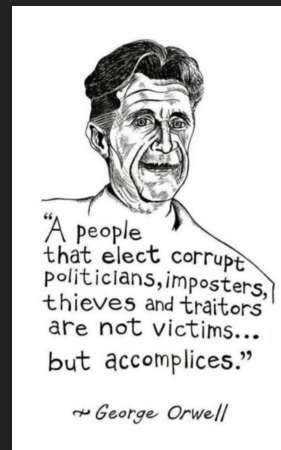
Banned Book List



Medical Freedom

What is freedom of choice in medical treatment?

To protect a person's freedom of choice in medical care, including the right to refuse unwanted medical treatment and rights preserving the doctor-patient relationship.



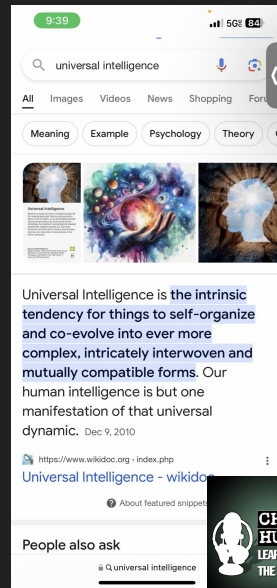
"A people that elect corrupt politicians, imposters, thieves and traitors are not victims... but accomplices."

George Orwell



Universal Intelligence

Chiropractic Principle #1- The Major Premise **A Universal Intelligence is in all matter and continually gives to it all its properties and actions, thus maintaining it in existence.**



What is the difference between a live person and a dead person. Innate left the body.

The evidence of life. Principal 18

5 signs of life
Assimilation
Excretion
Adaptability
Growth
Reproduction



Vitalism

Chiropractic is designed on the concept of vitalism. It is believed that the body has an Innate Intelligence to healing, and disease occurs when the body's natural ability to adapt to life's forces (stress, environmental toxins, traumatic events) is interrupted. The thing that disrupts this communication pathway is called a subluxation, which interferes with the normal function of the nervous system. By removing subluxations through a very safe, specific, and controlled force applied to a joint, the interference is released and the body's nervous system is able to function fully and properly. In essence, with chiropractic, true healing is coming from within the body rather than from the chiropractor's adjustment.



Tone

Tone is a Chiropractic term used to describe the degree of vitality, tension, activity, strength and excitability of neurological impulses for the supplied tissue in observance of the state of health of the tissue.



May 24, 2020

<https://chiroway.com> · how-does-t...

How does tone relate to chiropractic? - ChiroWay



33 Principals

1. The Major Premise - A Universal Intelligence is in all matter and continually gives to it all its properties and actions, thus maintaining it in existence.



33 Principals

20. Innate Intelligence
- A "living thing" has an inborn intelligence within its body, called Innate Intelligence.



33 Principals

23. The Function of Innate

Intelligence - The function of Innate Intelligence is to adapt universal forces and matter for use in the body, so that all parts of the body will have coordinated action for mutual benefit.



33 Principals

27. The Normality of Innate

Intelligence - Innate Intelligence is always normal and its function is always normal.



33 Principals

31. Subluxations - Interference with transmission in the body is always directly or indirectly due to subluxations in the spinal column.



Medical Freedom Continued...

**Why is freedom important in healthcare?
It allows an individuals to freely enter into contractual agreements with health care providers for health care services and coverage, without a mandate or penalty.**



Family Health Freedom

Why is freedom important in healthcare?

Judge a doctor
by how hard
she/he tries
to get you off meds



Protecting The Sacred Trust



**You HAVE in YOUR possession
a SACRED TRUST. Guard it well.**

Our illustrious father placed this Chiropractic trust in OUR keeping, to keep it pure and not sullied or defamed. We pass it on to you unstained, to protect as he would also have you do. As he passed on, so will we. We admonish you to keep this principle and practice unadulterated and unmixed.

Humanity needed THEN what he gave us.

You need what we NOW give you. Out there in those great open spaces are multitudes seeking what YOU possess.

The burdens are heavy; responsibilities are many; obligations are providential; but the satisfaction of traveling the populated highways and byways relieving suffering, prolonging lives, adding millions of years to lives of millions of suffering people, will bring forth satisfactions and glories with greater blessings than you think. Time is of the essence.

May God flow from ABOVE-DOWN His bounteous strengths, courages, and understandings to carry on; and may your Innates

receive and act on that free flow of wisdom from ABOVE-DOWN, INSIDE-OUT: for you HAVE in YOUR possession a sacred trust.

Guard it well.

B.J. Palmer, D.C.



**There are around 170,000
words in the English language.
What are the most important
words in the chiropractic
profession?
Asking for the future!**



Innate Intelligence

Innate intelligence or the inner recuperative power within your body is constantly striving for making the body to be as good as it is possible to be.

Give Innate (nature) time to heal

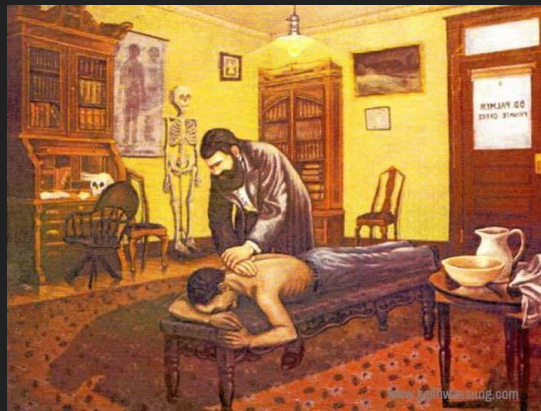


"The person who takes medicine must recover TWICE, once from the disease and once from the medicine."

-William Osler, M.D.



Vertebral subluxation



vertebral subluxation is the condition of a vertebra that has lost its proper juxtaposition with the one above or the one below, or both; to an extent less than a luxation; which impinges nerves and interferes with the transmission of mental impulses.



vertebral subluxation

and not just "subluxation" either, as that does word not differentiate us from medical care.

"vertebral subluxation" are words we need to use (together) to describe what we do to maintain our unique identity.

What could be more important to the Chiropractic profession than that?



ADAPTABILITY

How does this apply to Chiropractic?

Chiropractic endeavors to provide care that will support the human being's natural abilities to adapt to the environment and maintain and/or regain homeostasis and health by providing a stimulus to the nervous system to "reset". This is the main goal of the adjustment.



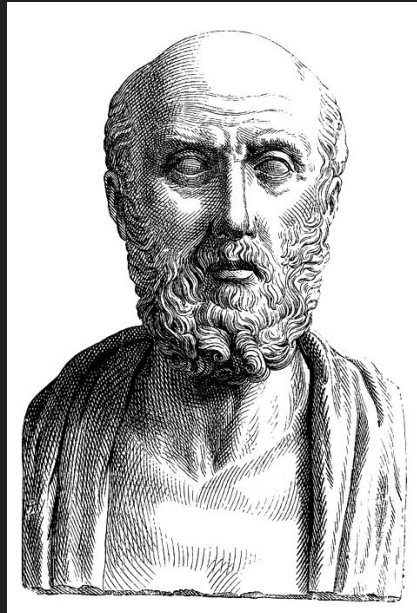
Chiropractic Adjustment and the Nervous System

This means that chiropractic care addresses the nervous system in addition to muscles, bones, tendons, ligaments, and joints of the body. Expert chiropractic care delivers a powerful regulating effect to the nervous system, helping to reduce tension, inflammation, pain, and dysfunction in the body.



Hippocrates

Above ALL do no HARM!



Universal Intelligence

"chiropractic was not evolved from medicine or any other method."

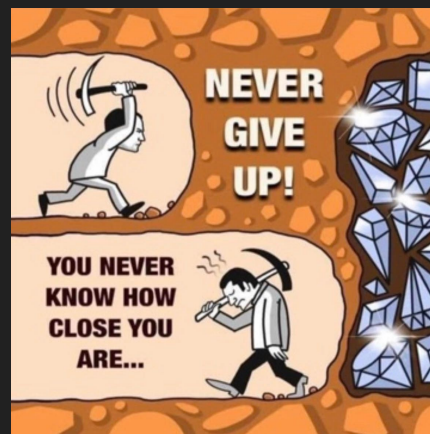


Universal Intelligence gives force to both organic and inorganic matter. The function of Innate Intelligence is to adapt universal forces and matter for use in the body, so that all parts of the body will have co-ordinated action for mutual benefit.



Make sure that we're telling the story. Podcasting is the perfect way to convey our message to the masses!

People still matter. They really matter!



The Penalty of **LEADERSHIP**

In every field of human endeavor, he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. In art, in literature, in music, in industry, the reward and the punishment are always the same. The reward is widespread recognition, the punishment, fierce denial and detraction. When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. If his work be merely mediocre, he will be left severely alone-if he achieves a masterpiece, it will set a million tongues a-wagging. Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. Whatsoever you write, or paint, or play, or sing, or build, no one will strive to surpass or to slander you, unless your work be stamped with the seal of genius. Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it cannot be done. Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius.



The Penalty of **LEADERSHIP** continued...

Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. Failing to equal or to excel, the follower seeks to depreciate and to destroy-but only confirms once more the superiority of that which he strives to supplant. There is nothing new in this. It is as old as the world and as old as the human passions-envy, fear, greed, ambition, and the desire to surpass. And it all avails nothing. If the leader truly leads, he remains-the leader. Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. That which is good or great makes itself known, no matter how loud the clamor of denial. That which deserves to live-lives.

B.J. Palmer



**If you were the last chiropractor on
the planet would the profession
survive?**



Modern medicine.... The killer of human race



I also want to give you a
FREE MOVIE NIGHT
Chiropractic **DOUBLE FEATURE!**



 SCAN ME



What people are saying about us



Schedule your **Chiro Hustle** podcast interview today!
My name is James Chester and I have Nothing to Sell

You...



Scan the QR code!

