

Painting Pictures

A Guide to Building
the Practice
of Your Dreams
Through Proper
Communication



Painting Pictures

Volume 1

Dr. Rick Franks

Painting Pictures

by Dr. Rick Franks

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First edition

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Introduction

What the heck does Painting Pictures have to do with Chiropractic practice?

Everything! This book is not just about communicating with your patients, but actually *connecting* with them in a way that makes sense.

This is not a “new practice paradigm”. These are tried and true, real-life experiences and situations that will help you become more confident and more connected with your patients. There are lessons here that go far beyond Chiropractic practice, because communication skills and connecting with people will not only help you in practice, but in all areas of your life and relationships.

As one of the most respected and successful Chiropractors in our profession, Dr. Rick Franks has spent decades in private practice and professional leadership roles reaching out and sharing his knowledge and experience in helping patients live healthier lives.

He’s also spent a lifetime helping doctors and students develop themselves and their skills to become great doctors in their own right.

As a practicing Chiropractor myself, his coaching and knowledge have been priceless assets to my Chiropractic career and my life. I know you will feel the same way after working through this book.

Read it, do the work, then put it up for a bit. Then read it again, do the work. Then read it again and do the work. Developing yourself is a continual process. This information is just the beginning!

Enjoy the journey.

Cheryl H. Langley, DC
Marietta, Georgia

Chapter 1

Our Biggest Mistake

To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.

Tony Robbins

Communication. It's the second most important tool you will need in order to build a practice (right after your ability to deliver a great adjustment). Unfortunately, most of us have never even taken a communications course, let alone, worked at mastering the chiropractic language so people can understand. And chiropractic schools offer basically nothing in this area.

When I first went into practice, I was ready! Or at least I thought I was. I had learned and knew every big medical word there was and I was ready to use them in order to impress people! Why not? I had just spent a ton of money learning the terminology and was told over and over that this is what you really needed to know in order to communicate to your patients.

WOW!

Was that ever wrong!

As I started practicing I noticed that my new vocabulary skills usually had the patient totally confused within the first 10 seconds of explaining the chiropractic story in my terms.

Once they heard the first multisyllable word come pouring out of my mouth, I could literally see their brain shut down and their eyes glaze over. I was starting to realize that I had become “one of them”! I had become the doctor who was totally out of touch with his patients because I would rather impress them by showing just how smart I was by speaking a different language!

I started to realize that they didn’t want to know about their cervical radiculitis, their inflamed sternocleidomastoid muscle, or their paravertebral muscle splinting surrounding their L5 segmental dysfunction with resulting paresthesia!

But they totally understood a “catch in their gitalong”!

They also knew when their “leader muscle” was acting up or that their “backstrap muscle” was hurting like a “bole” (boil). Or that their “psychotic” nerve was driving them crazy! Patients know that lots can happen when those “vertebrates” get twisted!

One of my patients related to me that his first chiropractor told him that his “cervicals” were totally facing backwards!

This all became increasingly clear to me one day as I walked in to do a report of findings. The patient was sitting there, holding up their X-ray (this was back in the days of X-ray films) upside-down and telling me that they could see their problem and just “how bad a shape they were in!”

It was becoming very clear to me that I would have to revise my communication skills if I wanted to get the chiropractic message across!

Communication - the human connection - is the key to personal and career success. Paul J. Meyer

And yes it was hard in the beginning. I had learned this new language and had spent a lot of money learning it! I deserved to be able to use it. But I also was quickly becoming aware that if I continued to speak “Greek” to people, my career would not be going where I desired it to go. I learned that if I wanted to succeed I would need to talk to my patients in their language if we were going to get anywhere.

I also learned it was much easier to “paint pictures” than to regurgitate 5 syllable words. Heck, most of them couldn’t even pronounce “subluxation” 1 day after their Dr’s. Report.

Don't believe me? Next time you're in the office, ask your patients to say the word and explain it!

So I did what was needed and wanted...

C'est ce que notre langue ressemble à ceux qui ne connaissent pas notre langue.

Now, unless you know French, you would be totally lost if someone said this to you.

What did the statement say? **"This is what our language resembles to those who do not know our language."** See what I'm talking about? Even though it was in French, it was Greek to all of us!

And this is exactly how you sound to the average person when you speak in "medical/chiropractic terminology".

So I went back to work. I began working on my communication skills so that when the conversation was over, they at least understood and could see a picture in their mind's eye of what the problem was.

If you only talk to a person's head and not their heart people won't listen to you. Les Brown

Consider this...when a heart surgeon is talking to his patient, he is not sitting there reviewing the four chambers of the heart or talking about when the leaflets of the mitral valve do not close completely, letting blood leak backward across the valve and all the technical ramifications that happen as a result.

Most of the time it's more like this..."Mrs. Jones, your heart is not working properly. We're going to go in and correct it and hopefully you'll be fine again in no time." They keep it simple! They could become so technical with what they are going to do that we would have absolutely no idea what they are talking about! But they've learned to keep it simple.

Like most patients they just want to know two things:

1. Did you find my problem?
2. Can you fix it?

So if you're looking for technical jargon to impress people with, this is the wrong book to be reading. But if you want to be able to communicate to the prospective patient on a level that they understand while getting your point across so that they can **"see the picture"** then hopefully you'll be able to pull some gems out of this book. I can assure you that if you begin using these little pictures in your daily practice and life, your patients will appreciate you more and your prospective patients will have a better understanding of chiropractic and what you do.

Chapter 2

Painting Pictures

You can change your world by changing your words...Remember: death and life are in the power of the tongue. Joel Osteen

Let's try an experiment with you right now. I want you to close your eyes and think of a pink elephant. Go ahead. Play along with me. Got it?

OK, now let me ask you this...did you see the pink elephant in your mind or did you see the words, "PINK ELEPHANT"?

If you're like 99.9% of the general public, your mind painted a nice big PICTURE of a pink elephant.

Why? I don't know. I just know that our brains are wired to think in pictures rather than words.

What does that tell us? It tells us that when we are trying to communicate the chiropractic message, it's best to do it by painting pictures in people's minds.

Many times we are under the impression that people even know what a spine looks like. Here's a news release doctor...Most people have NO IDEA what a vertebra looks like, let alone a whole spine. Before you started school, did you know? I sure didn't. It took me about six quarters to start seeing an atlas on an X-ray! And if you're honest, most of you would have to admit the same!

Also, we've all been told the following:

1. "This pill the doctor gave me has healed me."
2. "The adjustment helped but that Vitamin C was what healed me up!"
3. "That cast on my arm healed it up good!"

So the next time you start thinking that patients really know where true healing comes from, slap yourself. They don't, at least not like you know!

So what you're going to see in the following pages is how to bring more understanding to people by painting pictures in their "mind's eye". And if you do it well enough, they'll be lining up at your door! Why? Because you made sense to them!



Chapter 3

Creating Analogies

The goal of effective communication should be for the listener to say, "Me, too!" versus "So what?" Jim Rohn

The dictionary defines analogy as a similarity in some respects between things that are otherwise dissimilar.

A famous analogy that we all know and love is..."Life is like a box of chocolates because you never know what you're going to get."

When Forrest Gump first spoke those words, we all went, "Huh?" But then as we thought about it, it made a little more sense.

You see, not only did he use an analogy, he painted a picture, which is what you should be doing every time you speak!

You see, when you draw an analogy between two things, you compare them for the purpose of explanation.

In our case, you are taking something in the abstract that only we understand (chiropractic) and comparing it to something that they understand. The purpose for this is simple.

It needs to make sense!

When it makes sense, the (prospective) patient can go home and tell his family and friends.

When it makes sense, the doctor/patient relationship grows because they understand why they need chiropractic.

When it makes sense, the patient will most likely become a lifetime patient and refer others who need chiropractic care, because you cared enough to explain it to him, in terms that he could understand.

My Experience with New Graduates...

I have interviewed hundreds of students and chiropractors over the years for positions in my offices. After the beginning formalities, I tell them that we are going to begin with a little role playing.

I explain to them that “You’ve just met me and I’ve found out that you’re a chiropractor. I ask, “Can you explain this thing called chiropractic to me?”

Then I just sit back and watch what happens. I can tell you this...this one question really cuts to the heart of the matter quickly!

The bottom line is this...if you're alive and have nerve interference, you're better off without the nerve interference!

Dr. Rick Franks

I've heard everything from a blank stare to a 20-minute dissertation! After nodding off 3-4 times and being totally bored out of my mind listening to how the pia mater and dura mater work together, I've finally had to say, “OK, you can stop now. I asked you to explain chiropractic to a lay person and you gave me a Doctoral dissertation. You see, as a lay person, I have about a 15-20 second attention span, so let's do it again, this time in 20 seconds.

Talk about blank stares! And that's exactly how many chiropractors fail who can't communicate what we do easily and efficiently to the public or their patients.

Hence the reason for this book.

So where do we go from here?

Here on the following pages are 12 tried and true analogies/picture painting examples that can easily be learned and communicated to your prospective patients.

So go through these situations, find the ones you like most, learn them and begin using them on a daily basis. You'll find that your patient retention will go up greatly and you'll be able to converse with people at a party or in the line at the store and it will finally become fun to explain what the heck we do!

But before we begin, there's one more subject I want to discuss with you in order to really make your communication stand out...

Chapter 4

Make the Analogies and Pictures Vivid!

Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships. Stephen Covey

If you've ever taken a memory course, one of the first things they teach you when memorizing a list is to NOT MEMORIZE THE WORDS! They teach you to make the list into pictures and then create a crazy, blown-out-of-proportion story that hooks them together.

Then when you go back in to remember the list, you just replay the story in your head and transfer the subjects back into the words you need to memorize. It's crazy how it works but trust me, it will allow you to remember lists of 100 or more items if indeed you painted their picture bright enough!

Here's a great example...

I want you to imagine this...you are standing at the edge of a huge lake. A very large plane flies low overhead with a banner behind it saying, "Watch this!" The plane is blaring the music of an old ice cream truck you used to hear as a kid. Suddenly the back end of the plane opens up and millions of gallons of vanilla ice cream begin pouring out, enough to fill the lake! Then from the front of the plane comes a pipe, with chocolate syrup running out of it and covering the whole ice cream lake. Finally, the clouds above open up and drop down 80 gazillion tons of whipped cream to top it all off. Oh yes, here comes a parachute with a 20-ton cherry to top it off! The 20,000 people watching this all stand and applaud before they jump into the lake and begin eating!

This was an actual ad done by a radio station to show how much better a radio advertisement can be than a television ad, given the right words. It also emphasized

how engaged your brain and ALL your other senses can get when you paint pictures. That's what I'm talking about! In fact, I still get hungry when I think about it!

In fact, without even trying, you could probably tell that story again and you didn't even have to memorize it. It was ALL in pictures!

And that's what you want to do...paint pictures and tell stories that will register in people's minds that will encourage them to seek you out, maybe not right now, but sometime in the future. Why? Because they remembered when you painted that crazy story in their head!

So let's get started. You will like some of these pictures better than others. I do. I use some of them all the time and some of them sometimes. Just know that you will now have a whole repertoire that you can dig up any time you might need it for any situation.

Chapter 5

Let's Start Simple

So what Chiropractic does, is that it simply "takes the handcuffs off Nature", as it were. By finding the particular vertebra that had shifted and restoring it to its natural position, the adjustment thus releases the natural flow of nerve impulse. When the maze of nerves, or Nature's communication system, supplies the body with the energy it needs for well being, you have health. B. J. Palmer

Now as chiropractors, B.J. Palmer's statement above really resonates with us, because we've studied his writings and learned. But most people can't relate to that, at least in the beginning.

So here's an easy one to start with, a fall back on the vivid picture example that will help you explain chiropractic in just a few seconds and leave a lasting impression on the person. B.J. used it often when explaining chiropractic so I believe if it's good enough for him, it should be good enough for us!

"So what does a chiropractor do?"

That's a great question, one that I'm asked very often because most people have no idea of what we do. Let me ask you a question. Do you know what your aorta does?

"Yes, it passes blood from the heart to other places in the body."

"Exactly. Now what would happen if somehow someone tied a string around that aorta as it comes out of the heart?"

“Well, the blood couldn’t flow right and you would eventually die.”

“Right again. And that’s exactly what we look for, only we are looking at your nerves. We figure out where they are being interfered with and release the pressure. That allows your brain to once again communicate with the body and that’s how health can be restored.”

Now, I’ve expanded this a little, engaging the person in conversation so they had to stay with me on this. You could easily shorten this to about 10 seconds by simply saying, “If you had a string tied around your aorta, your blood could not get from the heart to where it’s going and you would eventually die. We do the same thing with the nerve system. We figure out where the nerves are interfered with as they exit the spine and free them up, allowing the brain to communicate with the body. Because if the brain can’t communicate with the body, the body begins to die. Does that make sense?”

Chapter 6

Making Your Garden Grow

Here's another very simple analogy/picture you can paint very simply that allows the person to visualize it, emotionalize it and maybe just want to come in and get checked. It's been around forever for one reason...it works!

Remember, we are NOT trying to make brain surgeons out of them. We are NOT trying to get them to pass the National Boards! And we are NOT trying to get them to become Chiropractic Philosophers! Your goal should be to get them to think, "Maybe I should come to your office and get checked," or, "Maybe she can help me."

*Medicine is the study of disease and what causes man to die.
Chiropractic is the study of health and what causes man to
live.*

B.J. Palmer

"I have no idea how chiropractic works" (get them on your side). Agree with them by stating, "Yes, you and 99% of the rest of the population. That's why I do a special talk once a week in my office on Wednesday evenings. By the way you and your spouse are invited to come one evening if you are truly interested in your health and being a better golfer/athlete/painter/worker/parent/student/etc.

But for now, imagine watering your garden. It obviously needs water to survive and grow. But unbeknownst to you, the cow around the corner of the house steps on the hose and the water can't get out. Now, obviously the first thing you're going to do is look for the kink in the hose, because if you don't find it, the garden will soon begin to shrivel up and die.

Chiropractors do the same exact thing...we look for “kinks” in your spine that could be slowing down the nerve transmission from the brain to your body. Because if you don’t get the kinks out, the damaged nerves can’t send the messages properly and the disease process begins. Does that make sense?”

Simple and concise paints a picture and tells the story. Don’t worry about what your peers may say when they tell you, “That’s just not scientific!” Your purpose is to get chiropractic to the masses. Let the scientists do what scientists do.

Chapter 7

“Why Should I Go to a Chiropractor? I Don’t Hurt.”

Man I wish I had a dollar for every time that statement has been uttered! I could start a National Marketing Program that would change the way the world thinks about their health! Unfortunately, that’s not going to happen so we have to stick with the basics and keep grinding with our grass roots program.

You know it’s interesting, when I began in practice 35 years ago, I’d always ask a new patient if they’d ever visited a chiropractor before. Out of every 10 new patients, about 2 would say they’d gone before. Today 35 years later I ask that same question and the answer is more like 6-7 people state that they’ve been before! We’ve come a long way with those grass roots!

Unfortunately, only about 1-2 out of those 10 really understand why they should be going to a chiropractor. You know as well as I do that almost EVERYONE who comes to see you comes for a problem. I can pretty much count on one hand the number of patients that showed up in my office because they wanted their subluxations removed so that their innate potential could express itself at 100%!

Face it, most chiropractors don’t even get it! But that’s a subject for a different book. Right now, your objective is to get them into your office and then begin to take them to the next level with their new found knowledge.

So just how do you handle the person who says...

“I don’t hurt. I don’t need a chiropractor.”

“My back doesn’t hurt so I don’t need to go.”

“My back feels fine.”

“My feeling is if it ain’t broke, don’t fix it.”

Well, these are definitely tough obstacles to overcome. It's kind of like selling sunscreen to an eskimo in the winter. They don't need a "back doctor" so why even think of going? So the idea here is to paint a picture in their mind that makes them think, "Maybe I do need to get checked, if not right now, at least in the future." It's called "planting seeds". And if you plant enough seeds, undoubtedly some of them will grow.

First things first. Always agree with the person. The last thing you ever want to do is tell them they are wrong or get into a confrontation with them. You might win the battle but I guarantee you that you'll lose the war! ALWAYS start with agreement. Get on their side. Let them know you understand how they feel/think.

"I totally agree with you, Johnny. I used to think that same exact way until my sister went to her doctor for a "well person" checkup with no symptoms at all and walked out with breast cancer. Then her husband, an M.D., was giving a speech to 500 doctors and had a small fainting spell. They checked him out and in 4 hours he went from a "healthy" person with no symptoms to a diagnosis of glioblastoma...fatal brain cancer.

You see, it's just like the tires on your car. When they get out of line, you don't even notice it for the first 7,000 miles! Of course they can realign them, but the damage is permanent by that time. The same thing happens in your spine. The vertebrae can misalign and over time the discs, ligaments and bones begin to wear until many times it's too late. That's why we try to get people to get checked BEFORE it's too late. Does that make sense?"

Many of us take better care of our automobiles than we do our own bodies...yet the auto has replaceable parts. B.J. Palmer

IMPORTANT NOTE: NEVER say, "Do you understand?" That sounds way too much like a teacher talking to a student, makes them feel inferior and just doesn't sound right. "Does that make sense?" is much less intimidating and allows the person to say, "I see what you're saying." Make sense?

Chapter 8

Speak Their Language, Not Yours!



We all know what this picture describes. Unfortunately, most people don't have a clue what we're talking about here.

We've talked before about the importance of speaking in a language that makes sense to the person. It is so much easier for them to understand in their language than for you to attempt to dazzle them with your post graduate vocabulary.

What they understand is the language they speak. For example, if they are a mechanic, paint this picture: "John, I agree with you that sometimes things are better off left unbothered. But if your tires were misaligned on your car, when would you begin to notice if you didn't check for it?"

"Oh, about 7,000 miles."

"Yeah, that's what happens to people too. We often get out of line and don't even know it until something bad shows up. Just like your car begins to pull to the side when it's out of alignment, your body begins to wear unevenly. That's why many of our patients come to our office...just to make sure they are aligned properly."

Or..."What happens when people don't maintain their cars regularly?"

"Well, things go wrong and that causes other things to go wrong and pretty soon, we're towing them in off the interstate."

"Exactly! And that's the exact same thing we try to teach people about their health. Maintain it by keeping their body aligned and they have a much better chance of staying healthy and not getting "towed" to the local hospital!

How about a house painter?



I'm guessing, Bob, that as a painter, the last thing you do every day is clean your brushes and make sure they are ready for the next day. Is it correct to say that your brushes will last longer when you do that?"

"Of course."

"Well, the exact same thing happens in your body. When you take care of it and give it proper maintenance, it will tend to work better and last a lot longer."

How about the dentist (or any other healthcare provider; just change the words to fit the specialty)? To the dentist you simply say, "Dr. Jones, as a dentist you know how important regular checkups are don't you? Well, your nerve system is just as important as your teeth (you know why I say this), and just like you promote dental hygiene, we promote spinal hygiene. In fact, you can imagine what a spine looks like after 30 years of neglect...just like a mouth would look like after 30 years of neglect!

Are you starting to get my point? Go where they are and use real life scenarios to paint pictures so that at least you have a chance of getting them to understand a little bit of what we do.

How about the carpenter..."Bill, how important are your tools to your work?"

"They are very important. You can't do good work without good tools."



"So it's safe to say you would never leave your tools (work appliances) out at night and not take care of them when you are finished for the day?"

"Of course not."

"Well that's exactly how we feel about people and their spines. We believe that if people neglect their body and don't take care of it, that eventually they are going to have problems pop up that were totally preventable."

Or how about this..."Bob, can you do your best work if you have a headache or your back is killing you, or your shoulders ache? That's all we are saying. **Why not take care of your body as well as you take care of your tools?"**

In my own town I take care of a lot of golfers..."Bill, how important are body mechanics in the game of golf?"

Bill then proceeds to tell you just how important it is to have the correct body mechanics in order to have a good golf swing.

“Well, the same exact thing happens to our bodies. And regular chiropractic care keeps your spinal biomechanics working properly so that your body can go through your golf swing better. That’s why every pro golfer on the tour has their own chiropractor and gets checked daily! It’s not because they hurt, it’s just so they can perform at their best.”

Do you see what I’m talking about here? Everything needs to be maintained in order to function to its best capability! Why not your body? Teach them!

Take advantage of every opportunity to practice your communication skills so that when important occasions arise, you will have the gift, the style, the sharpness, the clarity, and the emotions to affect other people. Jim Rohn

Now take these examples and build your own. **NOBODY** should ever be able to beat you at your own game! But when you do it with “pictures” and a little caring, you increase your chances of winning them over to the chiropractic way of life!

Chapter 9

“But Doc, It’s Not My Back...”

If you’ve been in practice for any length of time, I’m sure you’ve heard this one before...”Doc, I’d come and see you but it’s not my back, it’s my leg, stomach (or whatever).”

I learned this one a long time ago from one of our early pioneers and it works very well today...probably because it’s true. And if you’re not constantly trying to prove to the scientific world that we’re scientific, I’ll bet you’ll use it a lot!

“Johnny, if you step on a dog’s tail he barks out of his mouth, right?”

“Yes.”

“Well, you don’t work on his mouth, do you? The same thing happens in people. If you have nerve interference in your spine, it can cause lots of other things to happen like that stomach problem you’re having.” Then give them this example...

“Johnny, did you ever hit your “crazy bone” on something?”

“Of course!”

“Where did you feel it?”

“In these fingers.”

“But the problem wasn’t your fingers was it? The problem was in your elbow. The same exact thing happens in your body. That’s why we look for the source instead of treating the symptoms.”

“Why don’t you just come and let me check to see if you have any interference that might be related to your problem?”

Chapter 10

Explaining Chiropractic Scientifically in Less Than 30 Seconds...

Your job is to make the adjustment. What happens after that is between them and their creator. Dr. Richard Santo

A patient came to the office one day for an adjustment and brought his friend with him. The friend sat in the corner and watched while I began giving my patient his adjustment.

While I was doing my thing I couldn't help but feel some negative vibrations coming from the friend. Maybe it was the crossed arms while he slouched or the scowl on his face as he seemed to watch in disgust as I labored.

I had to find out what his problem was so in my always friendly and smiling voice I said, "So who's your chiropractor?"

"Don't go" was his reply.

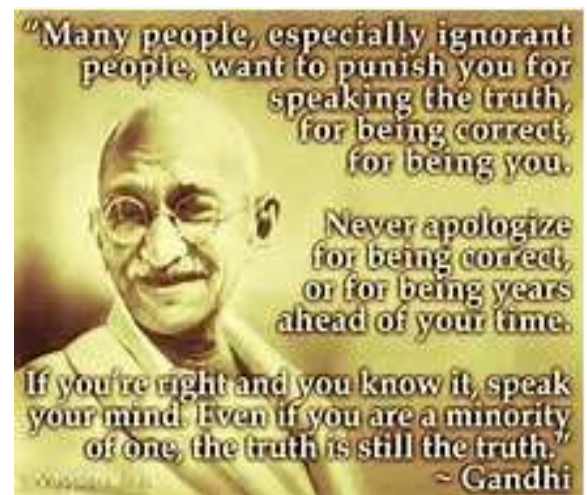
"Why?"

"You want the truth?"

"Sure do."

"I think you guys are quacks!"

Now I could have reacted in a couple different ways to this person. So guess what I did?



I smiled. I love guys like this. And if you know your job, you'll love them too. Watch what happened next...

"Really? Well you know what? I appreciate you being honest with me. It's nice to know where I stand with you." I didn't want to antagonize him. I continued working.

"So tell me Mike, what do you know about what I do?"

Crickets...

Crickets...

More crickets...

"OK, Mike, you look like an intelligent person. Would you open your mind for just 30 seconds and allow me to explain what I do?"

"Sure," he said rather reluctantly.

"I had my patient time me so I didn't go over my time limit.

"If you cut your finger, would you expect it to heal over time?"

"Yes."



"So, we agree that it's not the band-aid, the iodine or the vitamin C. In other words, you heal from inside-out, right?"

"Yes."

"And if you cut the nerve to your tooth, the tooth will die, right?"

"Yes."

"So we agree that your nerves control everything and if they get interfered with, things don't work right, right?"

"Yes."

“And if you take the pressure off the nerves, things can work better, right?”

“Yes.”

“Then tell me Mike...what part of what I just said is quackery?”

More crickets...

The master maker of the human body did not create you and then run off and leave you masterless. He stayed on the job as innate, as the fellow within, as nerve transmission controlling every function of life, as spirit from above-down, inside-out, expressing, creating, exploring, directing you in every field and phase of experience so that your home is truly the world and the world is your home. B.J. Palmer

I continued. “Because that’s all I do Mike. I locate and remove interference so that nerves can get to their correct destination and the body can heal itself, just like that cut on your finger.”

27 seconds!!! BOOM! Loved it!

No joke...he became a patient that day!

If you learn just this one explanation, you’ll never need to know another one! I just threw the other ones in for fun and variety!

Seriously, when you learn how to communicate chiropractic in everyday terms, you’ll begin to really fall in love with who you are and what you’re trying to accomplish. There is nothing more fun than turning someone on to a brand new idea of life from Above-Down Inside-Out and them **wanting** to come see you and be checked for subluxations.

Chapter 11

Final Thoughts...

People are persuaded more by the depth of your conviction than by the height of your logic - more by your own enthusiasm than any proof you can offer. Cavett Robert

As I wrap this 1st volume of "Painting Pictures" up, I want to give you a little advice from a 35-year veteran of this wonderful profession.

1. Learn the story. You are a chiropractor. Learn to paint as many pictures as you can. Then learn some more. You never know which picture will hit home with someone.
2. Practice! Nobody practices anymore! I don't know of any other profession where people don't practice like the chiropractic field. Practice with your staff, your friends, your spouse. Let them grill you until you KNOW IT! Then practice some more.
3. Don't be afraid to tell the story. So many doctors tell me that they can't build a practice because they can't find any place to do a Spinal Screening. The truth is simple...everyone you speak to can be a spinal screening! You don't need a table, an EMG, a S.A.M. or videos. You don't need to pay someone to rent a space. Just go meet people and work it around to what you do. Then tell the story. Tell it enough and the people who get it will come. Plant the seeds. Some will grow. Some won't. That's OK. Just keep planting.
4. Last but not least, when you really, really start to understand the depth of what we do, you'll fall in love with this thing called chiropractic. And when that happens, you can change the world. Now go tell the story!

You never know how far reaching something you think, say or do today will affect the lives of millions tomorrow.

B.J. Palmer

Epilogue

I have tried in these few pages to give you an idea of just how important communication is in our profession. This is in no way a full and final description on all the different ways to do it.

As a matter of fact there are 3 other very important steps in this process that need to be followed in order make the person really, really want to come see you. These are described in full detail in my online course, *52 Weeks to Success and Prosperity in a Principled Practice*, www.52Weeks2PFS.com.

So if you are not satisfied with where you are at this time in your practice or life and want to learn more about having the practice of your dreams without having to spend your weekends in the mall or flea market, I invite you to take a long look at my program.

Finally, I hope this little book has helped you in some way. I hope that maybe it has opened your eyes a little in order to see that most people don't think like we do. They have not been as lucky as we have to have heard the truth so it is imperative that we tell them in a manner that they can understand.

I don't expect you to love or use each picture I have painted for you. My hope is that you have found one or two here that might help you down the road in educating someone. Who knows, what you have read here just might save someone's life down the road. That would make this whole process worth it for me.

What else you can do with this book...

Besides learning this yourself, you can also use this book to train your staff. Your staff's number 1 priority is to support you and chiropractic, which means helping you build your practice. A weekly training session with them on each of the "pictures" will both educate them better and give them ammunition to go out into the public and feel confident about spreading the word to the masses!

Finally, if you have a picture painting story that you like and use, please send it to me and we'll put them together in my next volume of "Painting Pictures" that I've already

started writing. What better way to help each other? Together we can begin to educate the world!

Thanks again. Please drop me a line and let me know if this helped you in any way. And send your "pictures" in! Thanks.

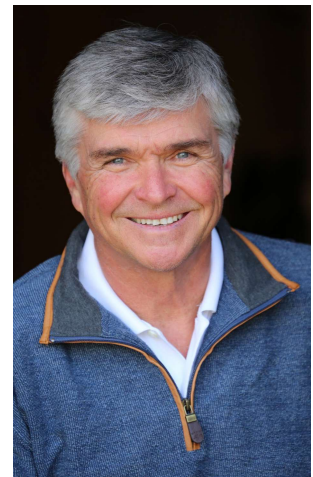
Now go practice! And don't forget to ask for the sale!

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

About the Author: Dr. Rick Franks is a passionate and driven Chiropractor on a mission of sharing the principles of Chiropractic success and philosophy to as many people as possible.

“I was lucky enough to be taught by the best chiropractors in the history of this profession and I want to pass this knowledge on to those who aspire to be the best at what they do.”

“The more I looked, the more the chiropractic philosophy made sense to me. I learned the major premise behind chiropractic is the same power that has the ability to heal us and keep us healthy. What a concept!!”



Graduating from Life University with honors, a Top Clinician in class with over 1500 adjustments (a record that still stands), and Clinician of the Year in 1974, and after being an associate for Reach Chiropractic Life Centers from 1979–1981 in Phoenix, AZ, Dr. Rick opened his own practice in Smyrna, GA, in 1981 and by 2003 had 5 offices with 10 associate doctors. Over the course of those years he trained approximately 100 associates one-on-one, and thousands more through classes. He has delivered over 1,000,000 adjustments in over 35 years of practice and is currently practicing in Greensboro, GA.

Some of the reasons to consider having Dr. Rick as your practice building coach:

- Has maintained a high volume, principled practice for 35+ years
- Has taught thousands of chiropractors the secrets of success
- Past speaker at DE, Parker, and Life University as well as many other seminars
- Still practicing and training chiropractors on an ongoing basis
- Taught Chiropractic Assistant classes for many years



- Taught License Renewal classes for Georgia Chiropractic Council
- Wrote *Prepare For Success*, a book/workbook for total success in chiropractic and life
- Served 8 years on the board of Georgia Council of Chiropractic
- Past Vice President Georgia Council of Chiropractic
- Created Chiropractic Lifecare of America, a group of approximately 5,000 chiropractors, which helps chiropractors keep their cash practice legal. You can find it here: www.ChiropracticLifecareNow.com.
- Secretary of the Sustainability Group which represents a group of dedicated colleagues, faculty members and renowned chiropractors who are all committed to see vertebral subluxation remain the focus of the chiropractic profession.



- Most recently, Dr. Rick has created an online training program for doctors called **52 Weeks to Success and Prosperity in a Principled Practice**. You can find it here: www.52Weeks2PFS.com. You can also check our Facebook page at: <https://www.facebook.com/52Weeks2PFS/>

Dr. Rick has been married for 30 years and has 3 successful sons (one has joined him in practice), who all live the Above-Down-Inside-Out chiropractic philosophy of life.

He lives his life getting chiropractic to as many people as he can, but also enjoys tennis, reading, playing piano, spending every second he can with his family, watching his kids grow up and succeed in life.

52 WEEKS
SUCCESS

A 3D graphic featuring the text '52 WEEKS SUCCESS' in a bold, sans-serif font. The numbers '52' and the word 'WEEKS' are rendered in a blue color, while the word 'SUCCESS' is in a light green color. A thick red arrow starts from the bottom left and points diagonally upwards and to the right, passing behind the text. The entire graphic is set against a plain white background.