



One-On-One Chiropractic Business Coaching

Our **One-On-One Chiropractic Business Coaching Program** is designed for chiropractors who are ready to launch or grow their own practice.

Whether you're a seasoned associate, business owner, or preparing to step out on your own, this program is for those seeking personalized guidance, strategic support, and a coach who will work alongside you as you build your business.

We look for individuals who are committed to taking action, growing their practice, and fully engaging in the coaching process. Due to the high level of support provided, a limited number of clients are accepted each year.

For chiropractors who want the highest level of support, this program provides personalized, high-touch guidance across every stage of building and managing a successful practice. You'll receive customized strategy, ongoing access, and deep-dive reviews—ensuring clarity, momentum, and sustainable long-term growth with Dr. Cheryl van der Mark. This elite level of coaching includes proprietary systems, forms, and processes developed through decades of real-world experience.

Investment:

This program is structured as a monthly retainer, which includes coaching sessions and ongoing support. Most clients find this retainer fully supports their needs.

If additional time or more intensive support is ever required, we review and adjust together as needed.

What's Included in One-On-One Coaching:

Every One-On-One Coaching experience is fully customized to your goals, stage of practice, and specific needs. The following represents the core areas of support available to you throughout your coaching journey:

- **Private Coaching Sessions (Month)**

Two 60-minute private sessions each month focused on your specific priorities, from practice vision and setup to operations, growth, and scaling.

- **Custom Business Blueprint**

A personalized roadmap for your practice, including target market development, vision and values, Key performance indicators (KPI's), Objectives and Key Results (OKRs), systems and processes (SOP's), financial projection guidance, marketing and staffing strategies, hiring, training, and operational systems.

- **Proprietary Systems and Templates**

Access to proven systems and processes, including intake and assessment forms, operations manuals, staff contracts, performance reviews, and hiring tools, staffing and practitioner contracts.

- **Patient Acquisition and Retention Strategies**

Guidance on building sustainable growth through referrals, internal programs, local partnerships, and digital marketing, tailored to your ideal patient base.



- **Systems, Communication, and Authority Building**

Develop streamlined systems, confident communication, and strong care plan structures that position you as the expert—while improving patient flow, scheduling, and automation to increase efficiency, retention, and long-term patient loyalty.

- **Leadership, Mindset, and Work-Life Integration**

Coaching around time management, personal development, and navigating the unique challenges of building a practice while balancing family and life priorities.

- **Ongoing Support Between Sessions**

Direct access via email and text for feedback, troubleshooting, and guidance as you implement in real time.*

- **Quarterly Deep-Dive Reviews**

Strategic reviews to assess progress, refine direction, and optimize both business performance and personal alignment.

- **Second-Year Growth Support (Bonus)**

Continued guidance after your first year with quarterly sessions focused on optimization, scaling, and long-term sustainability. Ongoing coaching options are also available for those who wish to continue building and expanding their practice beyond year one.

- **Expanded Learning and Community Access**

Access to live workshops, group coaching sessions, and additional resources to support your continued growth.

- **Optional Site Visits**

Available upon request for more immersive, hands-on support.

**Within reasonable volume consistent with active program participation*