



Monthly Group Chiropractic Coaching Module Topics

Our **Monthly Group Chiropractic Coaching Program** is ideal for associates, final year students, and business owners who want a clear, actionable plan to increase practice income, avoid burnout, help more patients, and build their dream practice that supports both their business and personal life - while learning alongside a group of like-minded peers.

What will I learn?

You'll be guided through the core steps to building a successful practice. These 10 transformative areas represent key coaching topics that may be covered throughout the year. At ChiroLink Coaching, we prioritize flexibility—allowing content to adapt based on the needs of the group.

You can join at any time and step in seamlessly.

Vision, Mission & Values

Where Am I Going With All of This...And Why Does It Matter?

Before the marketing, the money, or the systems, you need clarity on who you are as a chiropractor, who you are here to serve, and what kind of practice you want to build.

This module helps you move beyond simply wanting a successful clinic and step into purpose-driven ownership, so your practice grows in a direction that feels aligned and deeply yours. This is the step most chiropractors skip, yet it's the one that shapes everything that comes after.

You'll learn how to:

- Clarify your vision and purpose so you know exactly what you're building toward
- Define a mission that turns your vision into daily action inside your practice
- Create a tagline that captures what you stand for in one powerful line
- Identify your core values, and bring them to life through your hiring, patient experience, and leadership decisions

Outcome: A clear, confident foundation for a practice and a career that is built around what truly matters to you.

Owner or Associate?

How do I know which I should be?

Learn how to know when you are ready to make the next step...or if you made the right choice

You'll learn:

- The ins and outs of contracts and what to know before you sign
- How to discern if you will be happiest as an associate or a clinic owner
- How to know when you are ready to take the next step
- Who you need on your team to support your goals

Outcome: Gain clarity on when to take the next step and confidence that you're choosing the right path.



Marketing That Works

Build a Consistent New Patient Flow Without Feeling Salesy

Learn how to build a predictable, ethical, local patient pipeline that runs in the background of your life.

You'll learn how to:

- Attract the right patients for your style of care
- Build a local presence and personal/professional brand
- Turn patients into referral partners
- Track what actually drives growth

Outcome: Visibility, credibility, and a patient base that follows you and/or your clinic.

From New Patient to Committed Care

How to Convert Without Feeling Salsey

You give great exams. Now let's make sure your patients actually follow through. Master communication that builds trust and authority.

You'll learn how to:

- Lead confident care plan conversations
- Address cost, time, and fear objections with confidence
- Present plans clearly and professionally
- Build long-term patient relationships

Outcome: More patients saying "yes" to care they genuinely need.

Patient Retention by Design

Create a Patient Experience That Keeps People Engaged

Retention isn't just about reminders, it's about experience and trust.

You'll learn how to:

Design patient journeys that encourages commitment

- Reduce drop-offs and no-shows
- Build systems that reinforce progress and motivation
- Create a clinic culture patient don't want to leave

Outcome: Patients who stay, succeed, and refer.

Create Systems That Set You Free

Build a Clinic/Practice That Runs Without Burning You Out

If your clinic/practice falls apart when you step away, you don't have a business...you have a job. You don't need more work, you need better systems.

You'll learn how to:

- Create simple systems and processes (SOPs) so you don't have to micromanage
- Delegate without losing control or quality
- Set boundaries and protect your time and energy as you grow
- Build sustainable leadership and personal rhythms

Outcome: Build a practice that grows sustainably—without draining your time, energy, or leadership



Hiring, Training & Leading High-Performance Teams

Accountability and Leadership Skills

Great clinics aren't built by great chiropractors alone—they're built by great teams.

You'll learn how to:

- Hire people who fit your values, not just fill open spots
- Train staff to think, not just follow scripts
- Use KPIs and more as clarity tools
- Lead your team with confidence

Outcome: A team that owns their role, works together and performs.

Scaling Your Practice

Grow Your Clinic Without Losing Quality, Culture, or Your Sanity

More patients, more staff, more services shouldn't mean more stress.

You'll learn how to:

- Know when you're actually ready to grow
- Add providers, staff and services strategically
- Protect your culture as you expand
- Learn when you are ready to step out on your own

Outcome: Gain a clear roadmap to where you want to be

Busy but Broke?

Cash Flow, Pricing & Paying Yourself Without the Guilt

This module helps you shift from "surviving" to running a profitable business/practice that supports your life, not consumes it.

You'll learn how to:

- Understand clinic financials in plain English
- Price care plans and services with confidence
- Pay yourself consistently and confidently – not last
- Think like an owner long before you become one

Outcome: Clarity, control, and a clinic/practice that feels financially solid.

Motherhood & Practice/Ownership

Design a Career That Grows With Your Life

Build a practice that fits your family

You'll learn how to:

- Plan coverage and continuity without losing patients or momentum
- Build leadership systems that don't depend on your physical presence
- Transition in and out of work with confidence
- Lead without guilt as a business owner, chiropractor and mother

Outcome: A clinic that supports your family, not competes with it.