

CMU's THE RECOGNIZED
AUTHORITY INNER-CIRCLE

SCALE 1/2" = 1 FT.
DRAWN BY:
TRACED BY:
CHECKED BY:

WHAT YOU GET IN THIS STEP-
BY-STEP, AREA EXCLUSIVE,
MARKETING SYSTEM

JOIN TRA INNER-CIRCLE

- ALL THIS PLUS:
- MONTHLY MASTEMIND CALLS

3. PROMOTE YOU AS AUTHORITY

WRITE PRESS RELEASE

TV MEDIA CAMPAIGN

RADIO CAMPAIGN

NEWSPAPER/LOCAL MAGAZINES

DONATE BOOKS

- FUNDRAISERS
- CHARITIES

REFERRAL PROGRAM

BOOK SIGNING

AD CAMPAIGN

POST CARDS

NEWSLETTER

RADIO SHOW

- Ex: 2x's PER MO.

ARTICLES

PATIENT EDUCATION PROGRAM

- RETENTION
- USE BOOK THROUGH-OUT COURSE OF TREATMENT, FOR PAT. ED.

OTHER

- SPEAKING/LECTURES
- SEMINARS (LOCAL & NATIONAL)

1. CREATE BOOK

FIND YOUR VOICE/ U.S.P.

ORGANIZE

- TIGHT OUTLINE
- CONTENT (PATIENT EDUCATION)
- 3 RING BINDER

CHOOSE EQUIPMENT/TOOLS

- AUDACITY
- USB MICROPHONE

TALK THROUGH RECORDING

TRANSCRIBE RECORDING

COLLECT PATIENT TESTIMONIALS

EDIT MATERIAL

2. PUBLISH BOOK

BOOK DESIGN

- ORDER ISBN#
- WRITE BACK COVER COPY
- DESIGN COVER
- DESIGN INTERIOR
- WRITE COPYRIGHT PAGE

CREATE EFFECTIVE TITLE

- CREATE SUBTITLE

ORDER PROOF

APPROVE PROOF

- OR MAKE CORRECTIONS

ORDER COPIES (\$2-4 PER BOOK)

GET LISTED ON AMAZON.COM

ONLY 15 SPOTS AVAILABLE.
CALL BEFORE YOUR
COMPETITION DOES!

ONLY "1" CHIROPRACTOR PER AREA.
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CHIROPRACTIC
MARKETING
UNIVERSITY.COM