



Welcome to your AMPs ::

Analysis of Monthly Practice

June 2014

AMP Practice Tip of the Month

Many of our members have rebounded nicely from the challenging winter months – people are awakening, out of their cocoons and ready to re-engage, so smart chiropractic entrepreneurs are looking for clever ways to commandeer their attention and bring them back to their desire for wellness and health freedom throughout the summer.

June is a natural time for outdoor promotions -- picnics, volleyball or softball games, walks for charity, or just a block party can all be fun, productive efforts to bring neighbors out to participate.

And don't forget Father's Day – gift certificates, Men's Nights and sports themes can be popular ways to attract more dads into your practice.

Your results in June will cap off a difficult first half – remember, we can't go back, only forward, so finish strong and gear up for a much better second half. There's plenty of opportunity -- tell people how they can benefit from your services, they will respond.