



Dr. Dennis Perman ::

## Message of The Week



### **The Brain Stress Revolution**

April 7, 2014

Dear Doctor:

Revolution is in the air. It starts as a ripple, a fleeting thought that crosses a single mind, what if... and then, by some magical process, a grain of pollen rides the wind to its nesting place, and then another, each growing quietly at first, then igniting with passion's fire, bursting into common flame, manifesting as a new entity, a new perspective, retaining vestiges of a day gone by, but fresh, congruent, transparently practical. Like a tidal wave, it sweeps away the status quo to spawn a new awareness that leads to a new consciousness, that leads to a new reality, that leads to a new world.

That was the flavor and intention of our recent seminar tour, now in our rear view mirror but having left a residue of delicious significance. "How It's Done" was a smashing success in every way, not least of all based on the impact and relevance of the message – that our culture is ripe for our contribution, as long as we systematize it into a form they can understand, embrace and apply.

For 118 years we have pounded on the concept of vertebral subluxation, which has produced a tepid reaction, appealing to a modest niche of early adopters, but failing to integrate fully into mainstream utilization. For whatever reasons, the bulk of us have been unwilling to vary from this drumbeat, myself included, preferring to persevere, push harder and believe that people will come around.

But no more. Yes, subluxation is the scourge that has decimated the health of our planet, opening a giant space for allopathic palliative efforts to foster great confusion and yield great profits. Yet, a minor change in communication, completely consistent with the philosophy, science and art of chiropractic, will generate the breakthrough that we have all been waiting for.

Ask a thousand people if they realize that they have subluxations, and what percentage will respond in the affirmative? Ten per cent? Fifteen? Could it be five or less?

But who among them would not admit that they had stress? And with the simple shift toward representing our work as dealing with stress in the brain and central nerve system, all the scuffling around the irritation of spinal nerve roots becomes a historical footnote to society's misconception about our ultimate role in the health care delivery system.

Someone you meet at a party may ask what you do. When you say you are a chiropractor, invariably they'll have one of two rejoinders – either they grab their neck or low back, and say, "Wow, I really need you," or else they grab their neck or low back, and say "Wow, I'm glad I don't need you." Their grasp of our value as professionals begins and ends with their symptoms, consistent with the way they have been trained by the medical/pharmaceutical/insurance cartel over the last half century.

We will know we have arrived as healers when instead, they point to their heads and say, "Oh, you work with brain stress, right?"

That day is coming. Be prepared. When it does, the floodgates will open, and people will seek your services for all the right reasons. Learn about brain based wellness, and how it can become the centerpiece of your practice. It will make all the difference. Revolution is in the air. Get ready.

Dennis Perman DC,  
for The Masters Circle

PS - There are three ways to grow your practice – more new patients, better patient compliance, and better profitability. If you want a Jumpstart to improve your practice, these four videos and four audios will light the way for you – just go to [www.chirojumpstart.com](http://www.chirojumpstart.com), or call 800-451-4514. Check it out!