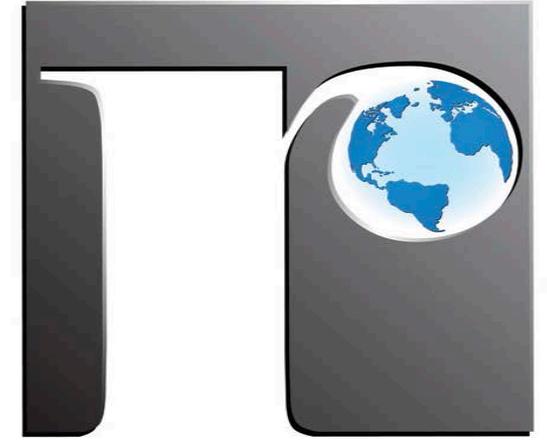


RUBICON
CHIROPRACTIC
CONFERENCE

2019

The Rubicon Group wishes to express the sincere thanks of its member institutions as well as their faculty, staff and student bodies for the generous and selfless support provided to the Rubicon Group by Dr. Jason Deitch and the AmpLIFEied team in the development and delivery of The Rubicon Conference 2019. A special thanks is offered to Dr. Deitch for his participation as member of the conference faculty.



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CONFERENCE

2019

Social Media Do's & Don'ts for Practice Success in 2020 and Beyond



Presented by:
Dr. Jason Deitch

Do

AFC, Association Française de Chiropraxie

Jason Home Create

afc
Association Française de Chiropraxie

AFC, Association Française de Chiropraxie
@Chiropraxie

Home About Notes Photos Videos Posts Events Community Charte de modération [Create a Page](#)

Like Following Share

Contact Us

Write a post...

Photo/Video Tag Friends Check in

Notes See All

PARACÉTAMOL, IBUPROFÈNE : VERS UN CONTRÔLE RENFORCÉ DELAVENTE?
October 29
Le paracétamol peut entraîner des lésions graves du foie. Les anti-inflammatoires non-stéroïdiens (ibuprofène, aspirine) son...

Community See All

Invite your friends to like this Page

4,460 people like this

4,569 people follow this

Brad Fraum and 18 other friends like this or have checked in

ABOUT AFC, ASSOCIATION FRANÇAISE DE CHIROPRAxie

La Chiropraxie
LA CHIROPRAxie EN BREF
Médecine manuelle de référence pour les soins du dos et des articulations, l...
See More

Do

AFC, Association Française de Chiropraxie · July 26 · 🌐

Connaissez-vous les 10 bonnes raisons de consulter un #chiropracteur ?

En voici quelques-unes :

- 👉 En 1 : soulager votre mal de dos
- 👉 En 2 : améliorer votre mobilité... See More

Do you know the 10 good reasons to consult a #chiropractor?

Here are some:

- 👉 in 1: relieve your back pain
- 👉 in 2: improve your mobility
- 👉 in 3: relieve headaches

Discover the reasons #4 to #10 in pictures!

Do you have any questions? #Pensezchiro

Happy summer to all and to all

https://www.facebook.com/pg/Chiropraxie/photos?tab=album&album_id=1557914044247195

👍 Rate this translation

LES 10 BONNES RAISONS DE CONSULTER UN CHIROPRACTEUR

1 Soulager le mal de dos

Du bas du dos à la nuque, la chiropraxie soulage les douleurs et en prévient la réapparition grâce à des ajustements vertébraux adaptés.

la mobilité

La chiropraxie restaure la mobilité des articulations, notamment des cervicales, afin de vous offrir un meilleur accès aux personnes âgées souffrant de troubles musculo-squelettiques.

AFC, Association Française de Chiropraxie added 10 new photos to the album: LES 10 BONNES RAISONS DE CONSULTER UN CHIROPRACTEUR. September 26, 2017

👍❤️👍 34 31 Shares

AFC, Association Française de Chiropraxie · October 21 at 11:21 AM · 🌐

Manual or static workers, young or older, geeks or not: your common point is to be potentially subject to joint and back pain. If these pain become persistent, don't wait any longer and consult a chiropractor asap to check out your joints!

🌟 See original · Rate this translation

Les douleurs musculaires et articulaires peuvent toucher tout le monde

Certaines populations ont plus de risques d'être touchées

Annuaire de l'AFC - l'Association française de Chiropraxie

Vous recherchez un chiropracteur près de che...

Annuaire de l'AFC - l'Association de Chiropraxie

Vous recherchez un chiroprac...

👍❤️😬 101 22 Comments 85 Shares

👍 Like Comment Share

Most Relevant ▾

Write a comment...

Nora Guemmaz Hello to all who knows a good chiropractor thank you for the return

Like · Reply · See Original (French) · 3w 1

Do

AFC, Association Française de Chiropraxie

Jason

Liked Following Share

AFC, Association Française de Chiropraxie
November 7 at 9:17 AM · 🌐

#Back pain during your #pregnancy? A few exercises to practice to relieve your #pain, via [FemininBio.com](#).
Any questions? #Pensezchiro
#chiropraxie ... See More
🔗 See original · Rate this translation

FEMININBIO.COM
Mal au dos pendant la grossesse : exercices à pratiquer
La période de grossesse est propice aux douleurs et maux en tou...

15 1 Comment 22 Shares

Like Comment Share

See All

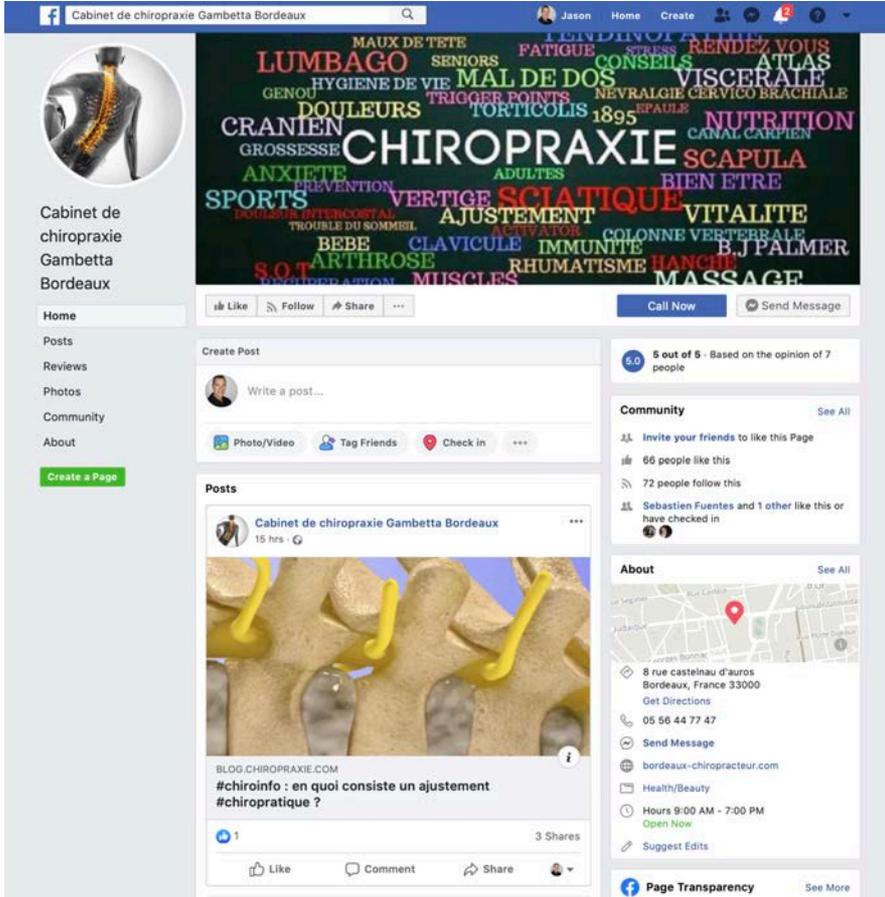
AFC, Association Française de Chiropraxie

Jason Home Create

People Who Shared This

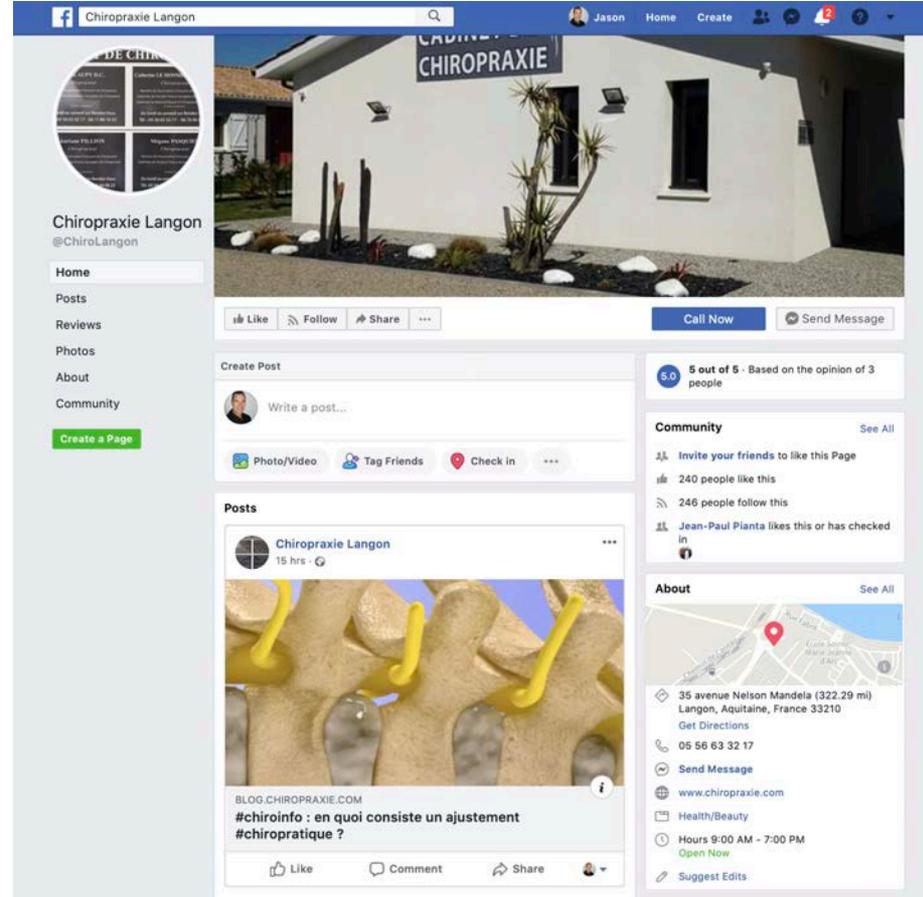
- Chiropraxie Langon**
November 11 at 10:10 PM · 🌐
Show Attachment
Like Comment Share
- Cabinet de chiropraxie Gambetta Bordeaux**
November 11 at 9:56 PM · 🌐
Show Attachment
1 2 Shares
Like Comment Share
- Cabinet chiropractique de Melun**
November 9 at 4:05 PM · 🌐
Show Attachment
Like Comment Share
- Hélène Cladel Chiropracteur**
November 9 at 3:13 PM · 🌐
Show Attachment
7 3 Shares
Like Comment Share
- Ca Huète**
November 8 at 6:52 AM · 🌐
Show Attachment
Like Share
- Christine Barbero**
November 7 at 1:49 PM · 🌐
Interesting... but practicing the is even better
🔗 See original · Rate this translation
Show Attachment
3 2 Shares
Like Share
- Picolet chiropraxie**
November 7 at 1:41 PM · 🌐
Show Attachment
Like Share

Do



This screenshot shows a Facebook page for 'Cabinet de chiropraxie Gambetta Bordeaux'. The cover photo is a word cloud with 'CHIROPRAxie' as the largest word, surrounded by terms like 'LUMBAGO', 'MAL DE DOS', 'SCIATIQUE', and 'MUSCLES'. The profile picture is a human spine. The page has a navigation menu on the left with options like 'Home', 'Posts', 'Reviews', 'Photos', 'Community', and 'About'. A 'Create a Page' button is visible. The main content area shows a post from 15 hours ago with a photo of vertebrae and the text '#chiroinfo : en quoi consiste un ajustement chiropratique ?'. The page also features a 'Community' section with a 5.0 rating and an 'About' section with address and contact information.

Don't



This screenshot shows a Facebook page for 'Chiropraxie Langon'. The cover photo is a photograph of the clinic's exterior building with a sign that says 'CHIROPRAxie'. The profile picture is a circular logo. The page has a navigation menu on the left with options like 'Home', 'Posts', 'Reviews', 'Photos', 'About', and 'Community'. A 'Create a Page' button is visible. The main content area shows a post from 15 hours ago with a photo of vertebrae and the text '#chiroinfo : en quoi consiste un ajustement chiropratique ?'. The page also features a 'Community' section with a 5.0 rating and an 'About' section with address and contact information.

3 do's & don'ts of social media for chiropractors

Don'ts

1. Forget to make your Page look impressive
2. Expect random, self-promo posts to bring in quality new patients
3. Confuse giving value with giving a deep discount deal

Do's

1. Put your best face forward
2. Create a content posting strategy
3. Amplify your tribe/community

3 Do's for Practice Success in 2020 & Beyond

1. Think about marketing like a chiropractor | The UP Mindset
2. Attract people who want what you really offer | The UP Protocol
3. Get Better Results: Resources & Training | UnmarketClass.com

The UP | Mindset



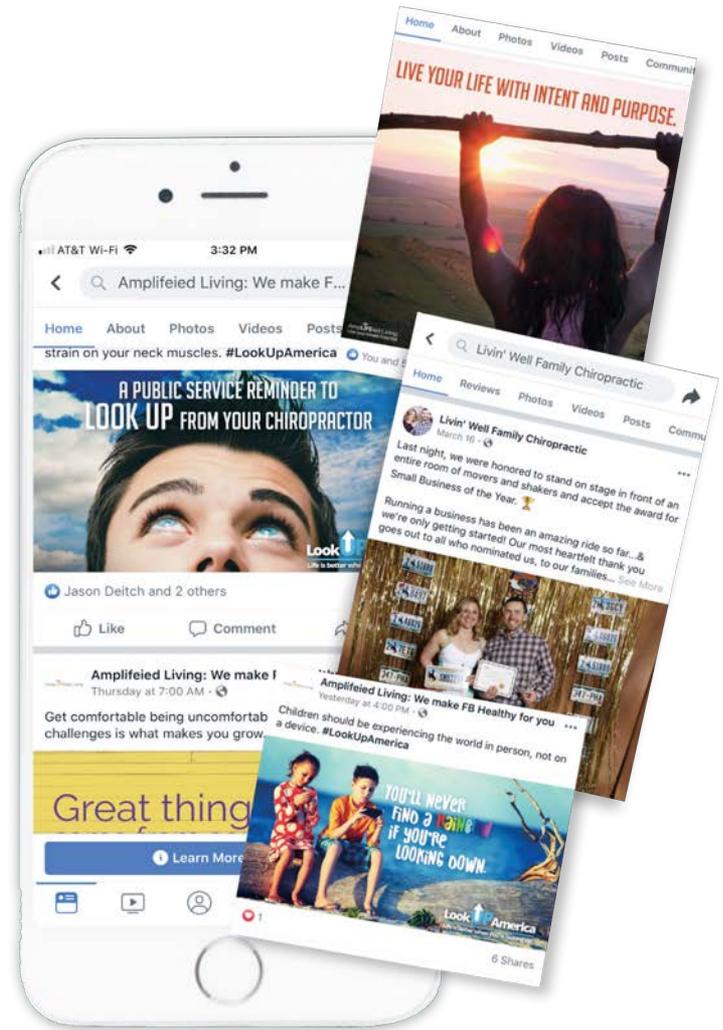
I want you to attract people who want what you really do...

not because you've marketed the best discount deal for the fastest relief on the first page of Google...

because you have built a tribe of people who want to learn from you, get care from you, share you and refer to you.

People should value working with YOU.

They're hiring you to help them with their most valuable asset — their health.



Unmarket your Mindset

1. Farming  vs Hunting
2. Mentor  Marketer

Farming vs Hunting

Hunter's "Survival" Mindset: "I'm hungry. I need food aka new patients now."

Hunters typically ask: "If I do this, what's my ROI?"

- * What message do you have to share to "get them in now?"
Do you measure the long term the cost of that?

Farming vs Hunting

Farmer's "Sustainable" Mindset: "How do I teach as many people as I can how they can benefit from my care?"

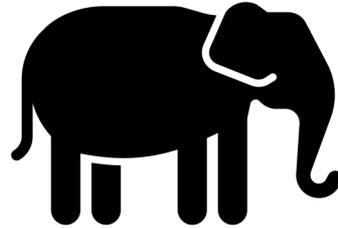
Farmers typically ask: "How often am I *planting seeds* of my truth & *cultivating relationships* in my practice, tribe & community?"

If you want to attract more new patients who actually want the type of service you really offer...it starts with teaching people what you really offer.

* Remember: All new patients are not the same...
Which would you prefer: 100 for 10 or 10 for 100?

Mentor Marketer

People don't know how to buy our profession.



Here's what I mean...
If I tell you I'm a chiropractor

Mentor Marketer

- Do you adjust?
- How do you adjust?
- What kind of financial plans do you have?
- Do you take insurance or not?
- Do you recommend short-term care plans or long-term care plans?
- Do you specialize in a specific type of care like pediatric care or brain-based care?

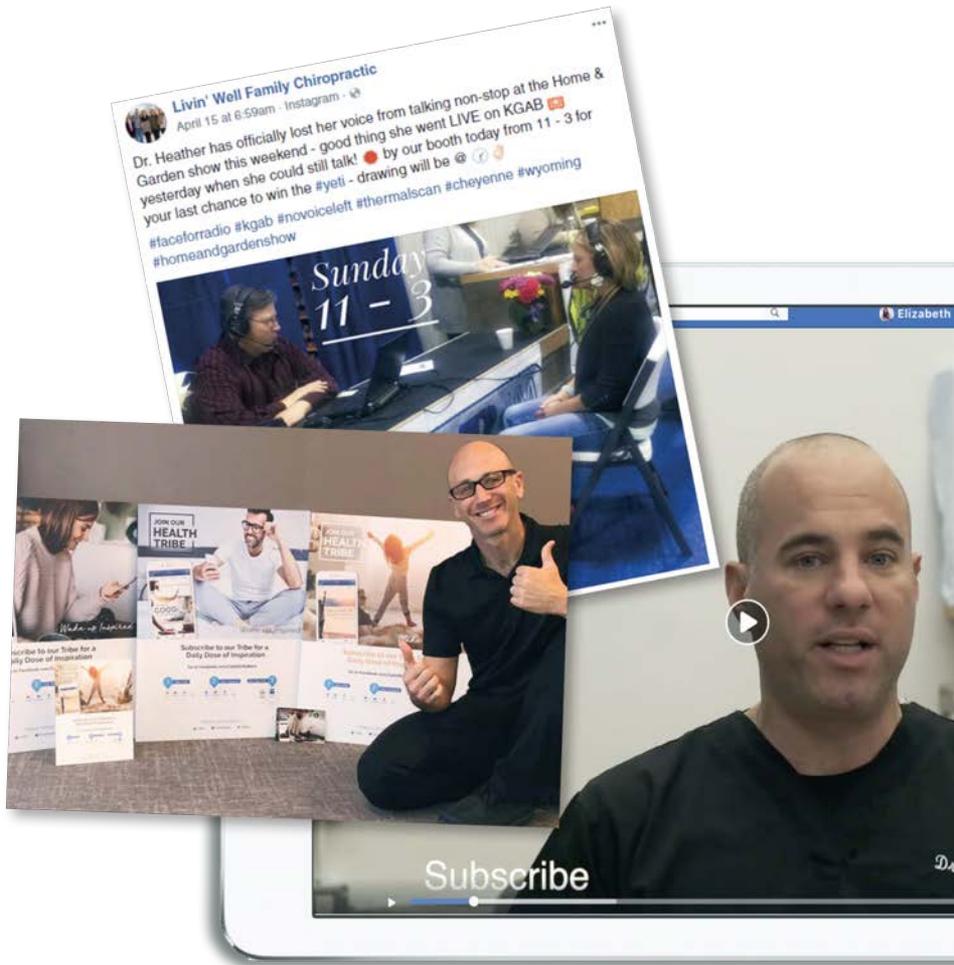
We're all different. How are people supposed to know our differences?

Mentor Marketer

I'm a chiropractor.
I provide chiropractic adjustment.
Come to me for chiropractic care.

*Chiropractors don't know what other
chiropractors do?*

How attorneys do it...



Mentor Marketer

Did you know...

Mentor your UPstream market | Market to the mainstream market...



Now you know the difference, the choice is yours...

The UP Protocol

Step 1: Put Your Best Face Forward

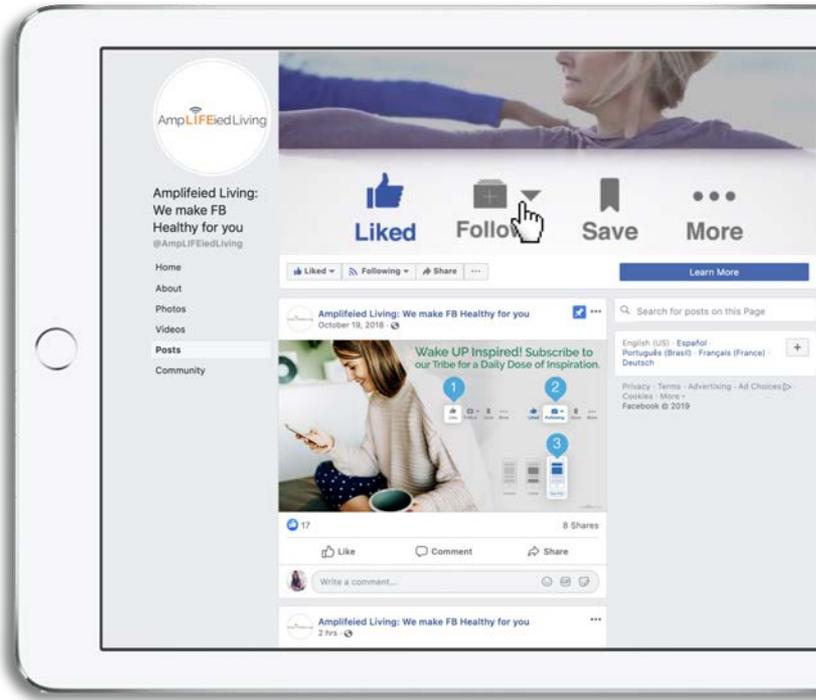
Step 2: Create Your Content Posting Strategy

Step 3: Amplify Your Tribe

The UP | Protocol Step 1: Put Your Best Face Forward & "Opt-inize" Your Welcome Experience



“Opt-inize” your practice’s Facebook welcome experience.



Subscribe to our Tribe means invite people to:

“Like,” “Follow,” and “See First.”

“See First” means people are authorizing Facebook to prioritize ALL of your Facebook Page Posts to appear in their

Facebook Newsfeed FIRST

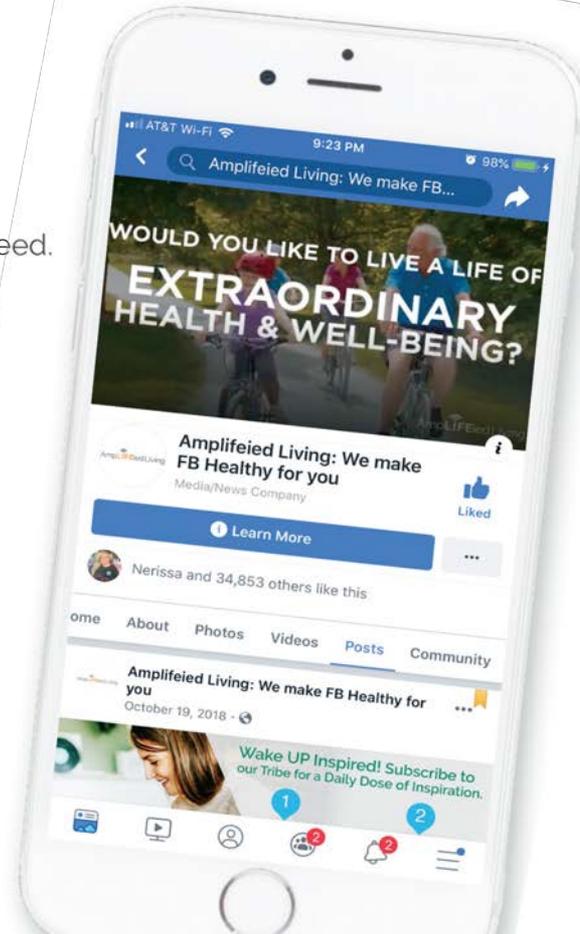
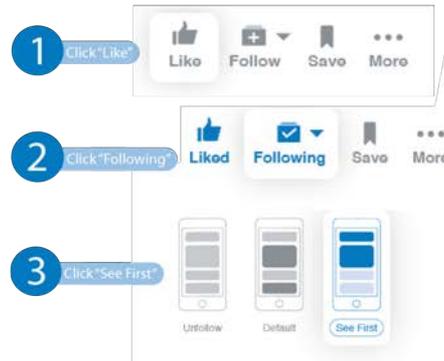
Every time you’ve posted something new since the last time they open the app.

“Opt-inize” your practice’s Facebook welcome experience.

How do you get them to want to click “See First?”

Inspire them to.

Give your ideal audience something they want, and you’ll earn the right to share with them what they need.





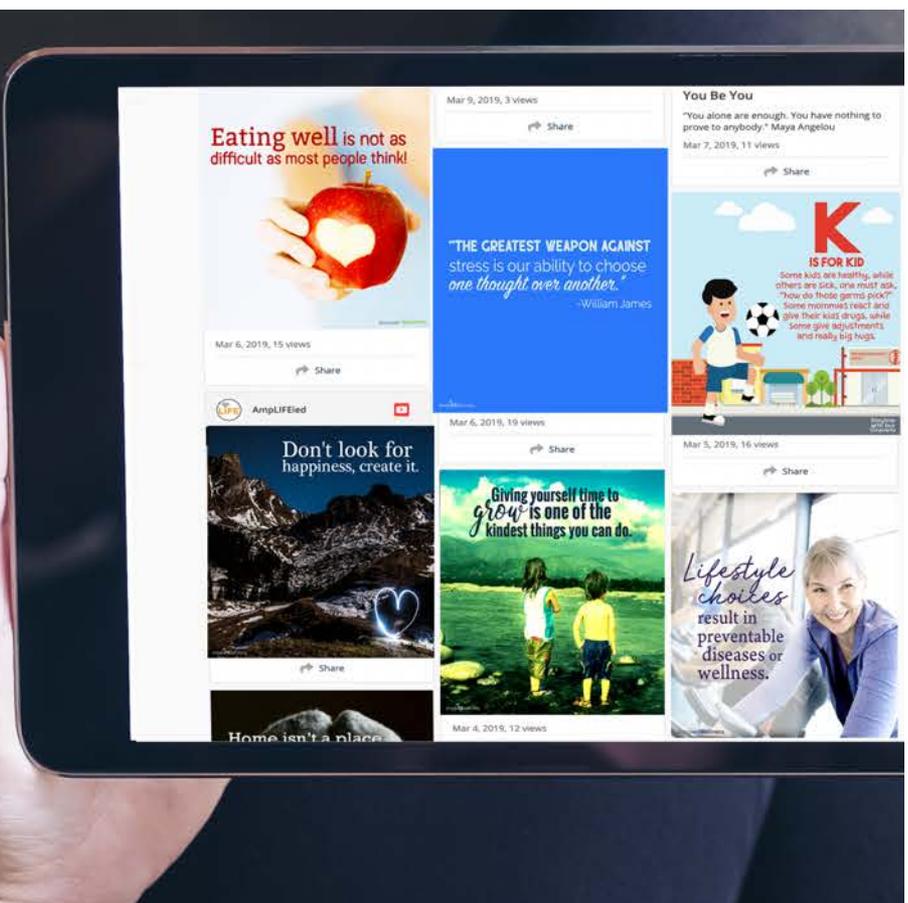
AmpLIFEedLiving

The UP | Protocol Step 2: Create your Content Posting Strategy



Creating Your Content Posting Strategy

1. **The Gift of Inspiration & Health Reminders:** Inspire as many people as you possibly can, every day.
2. **The Gift of You:** This is where you share your unique voice, your professional truths, and your uncommon solutions to their common problems.
3. **The Gift of Endorsement:** One of the most effective ways to receive steady streams of highly qualified referrals.



Have you heard...

we make buying decisions with our emotions
we justify them with our logic?

Connect first
Teach second

How do I start a connection?

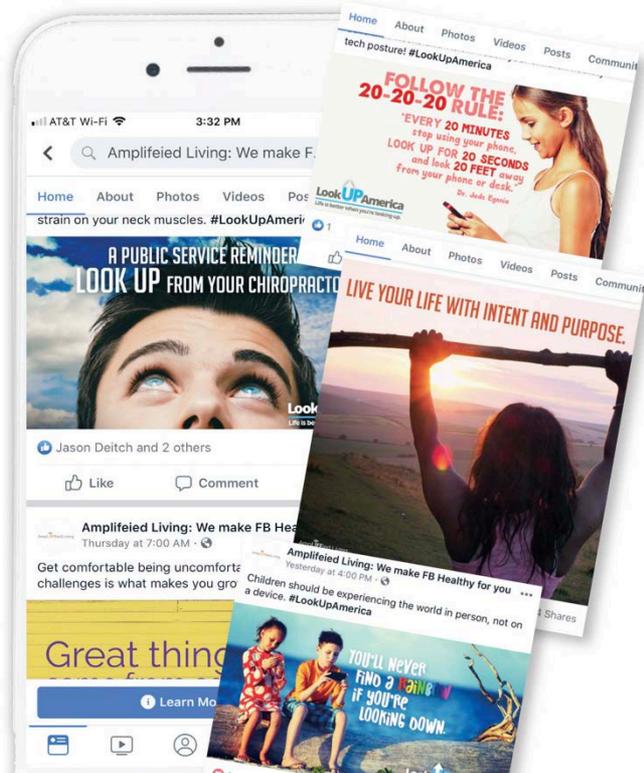
Invite people to wake-up inspired & enjoy your daily health reminders on Facebook.

What if you made it your job to wake up as many people as you can, with your inspirational digital gift of the morning?

The Gift of Inspiration & Health Reminders



The Gift of Inspiration & Health Reminders 🖐️

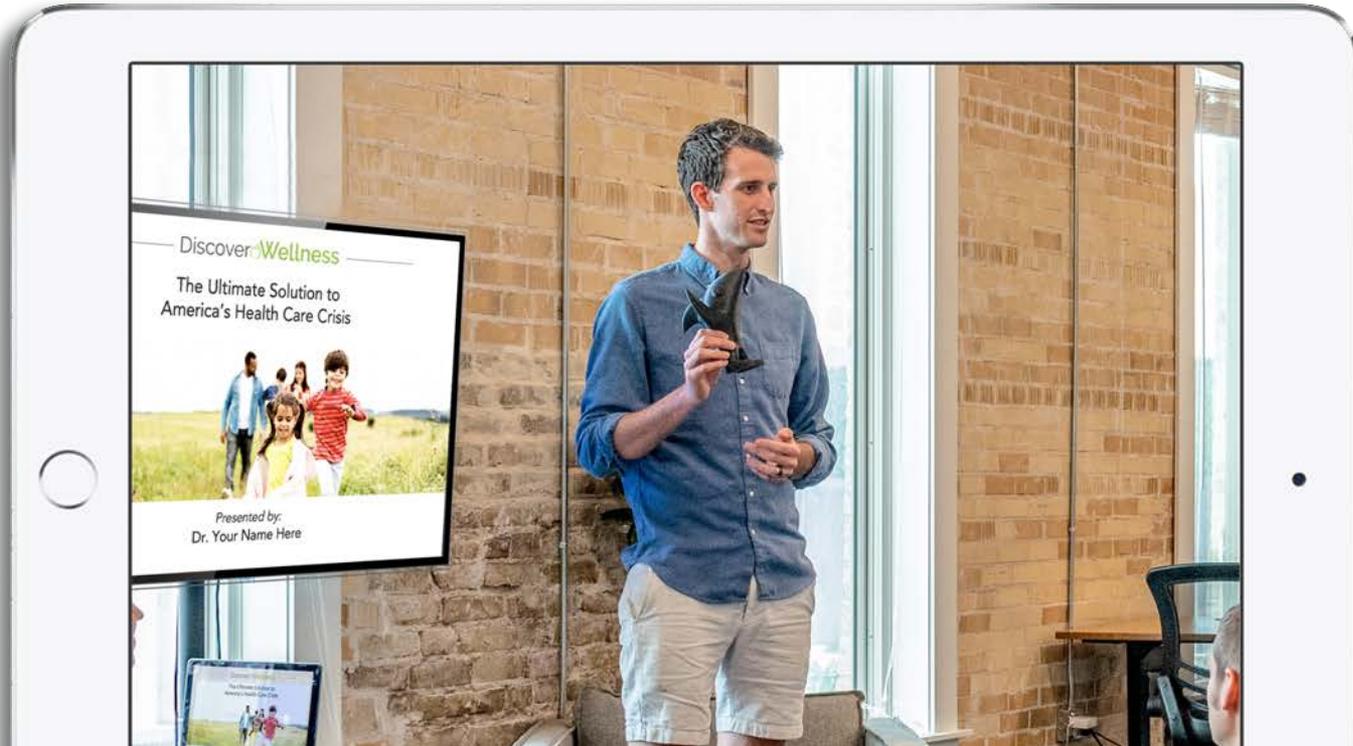


It is crucial that you understand this sequence for success.

You earn the right to share your message with others by first giving them the messages they “want” to receive from you.

It's an essential step...

The UP | Protocol Step 2: Create your Content Posting Strategy Part 2-The Gift of You



What is the Gift of You?

Sharing Your:

- Unique perspective
- Uncommon solutions
- Favorite things

Teach people **why** you do what you do & **why** they should choose YOU.



How do you share The Gift of You? 🙌

How do you share The Gift of You?

Internal: Counter handouts, wall signs, bulletin/whiteboards/ video displays, posters, business/postcards, live events, and workshops.

External: Local media, presentations for local businesses, local health professionals, associations, organizations and employers seeking to inspire their members/employees toward better health and organic living.

Digital: Recorded/live video posts, blog posts, email, podcasts/webinars teaching your uncommon solutions to people's common problems.

Success Formula: Teach then Invite

1. Join our HealthTribe
2. Next Workshop
3. Consultation...
4. Speak at your next event

Digital Marketing

 **Dr. Jason Deitch** was live.
Published by Ecamm Live for Mac [?] · August 15 · 🌐

Follow these 5 steps to take control of your Newsfeed...



UNMARKETYOURPRACTICE.COM

Here's How to Make Facebook Healthy For You... [Learn More](#)

 **Dr. Jason Deitch** was live.
Published by Ecamm Live for Mac [?] · August 15 · 🌐

Follow these 5 steps to take control of your Newsfeed...

Community Conversations presents. Our Digital **LIFE**:

The Impact Screens, Social Media & Social Networks are Having on our Health and What You Can Do about It.

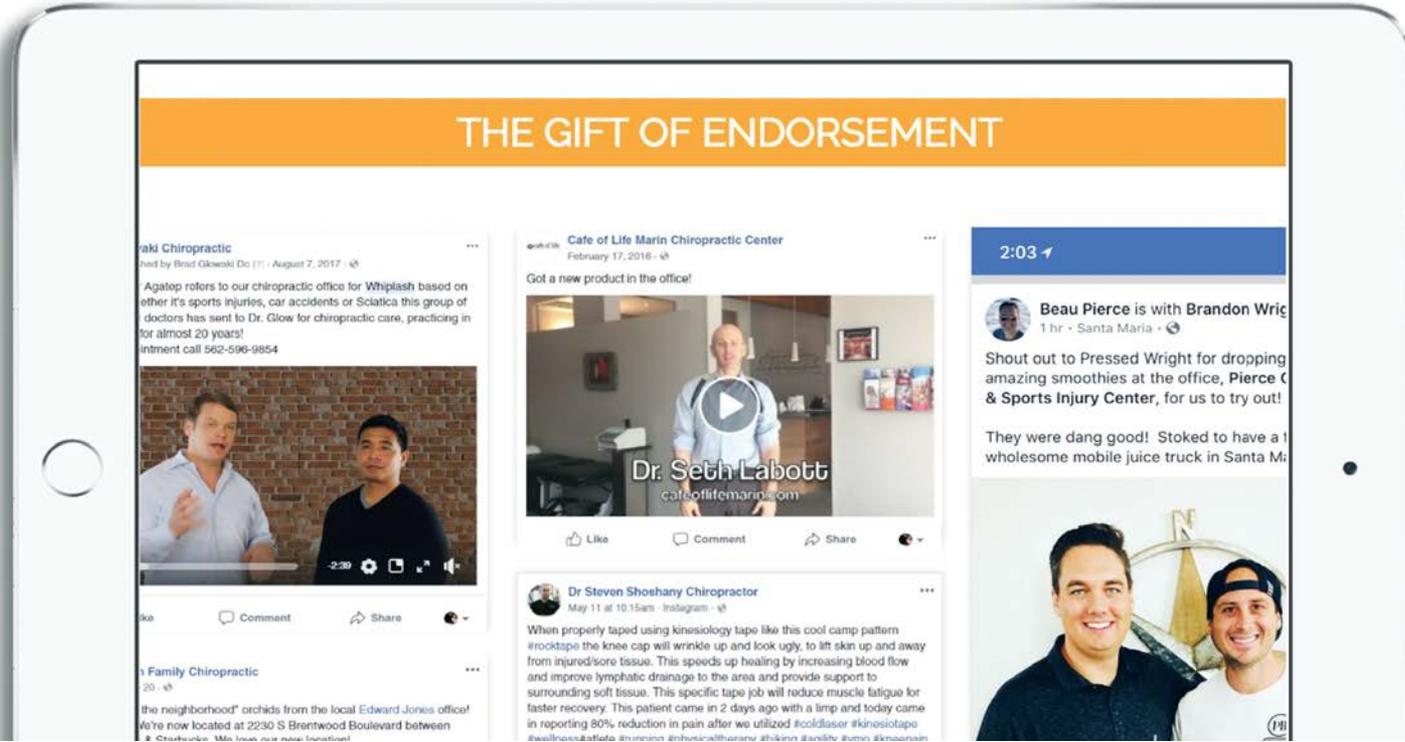


hosted by:
Dr. Jason Deitch

UNMARKETYOURPRACTICE.COM

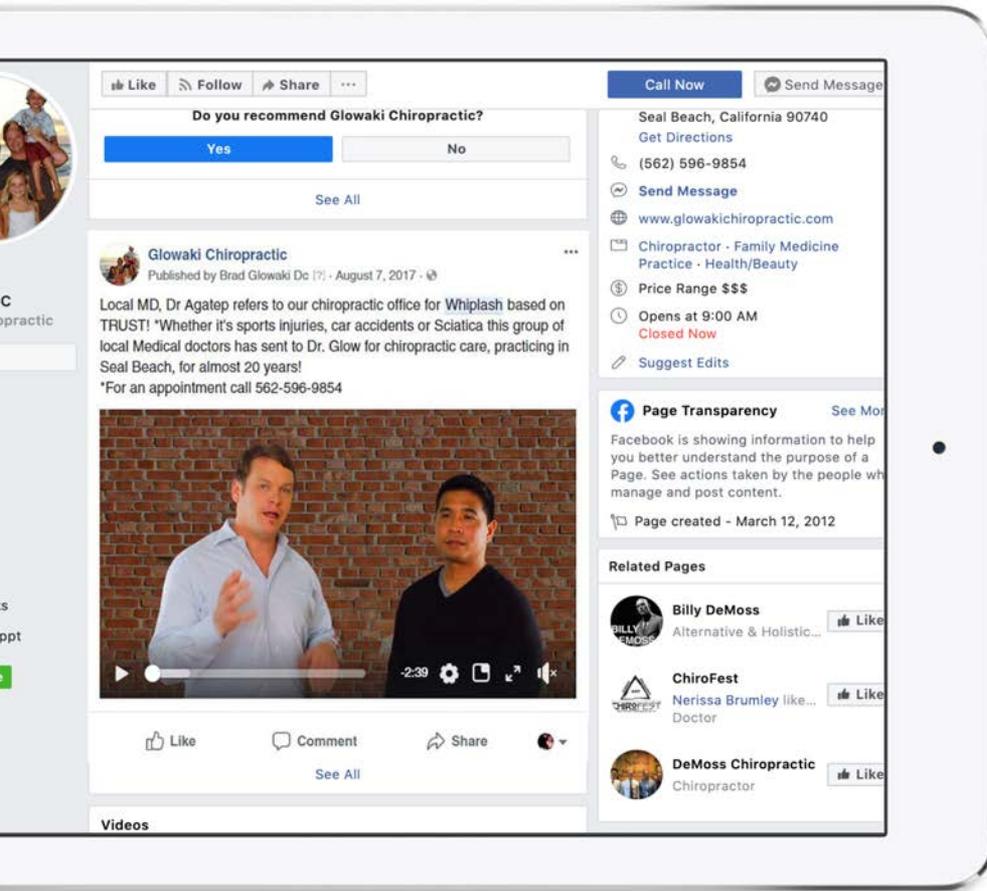
Here's How to Make Facebook Healthy For You... [Learn More](#)

The UP | Protocol Step 2: Create your Content Posting Strategy Part 3- The Gift of Endorsement



The Gift of Endorsement

Would you like to receive a steady stream of referrals from other health professionals in your community, who share you, with their clients?



How do you make it happen?

By sharing

The Gift of Endorsement.

Endorse the
people, places, products & causes
you authentically recommend.

The Gift of Endorsement is a remarkably effective approach to generate a steady stream of referrals.



The Gift of Endorsement

Here's how:

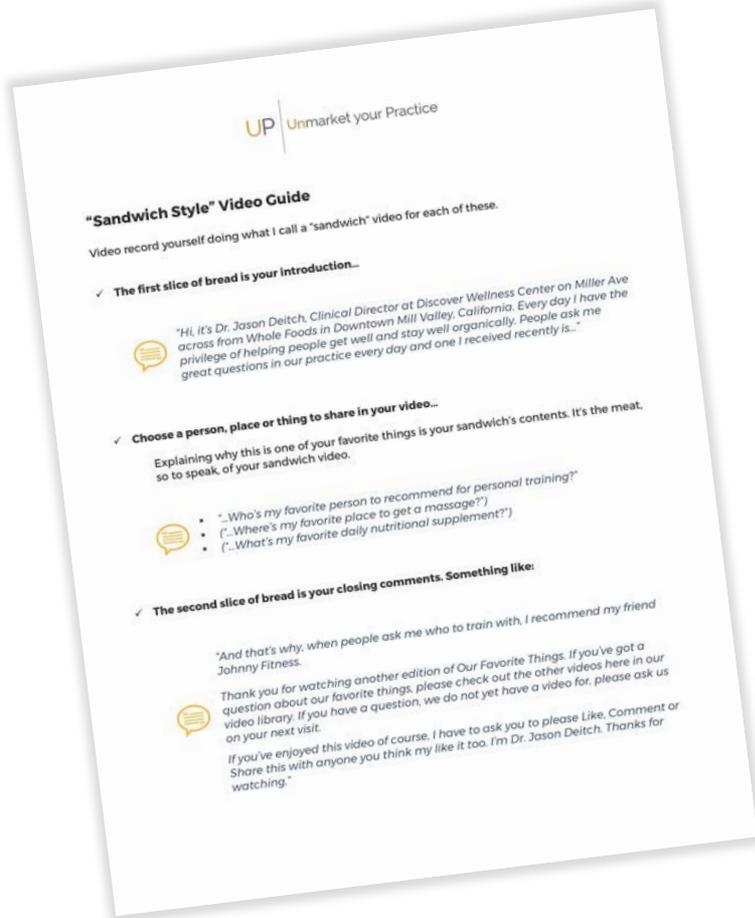
Create a library of your "Favorite Things" that people ask you about regularly or that you believe more people should know about because it will make a positive impact in their lives.

Once a month, or once a quarter, choose the top four people, the top four places, and the top four products you recommend most.

- Who should I see for _____?
- What should I take for _____?
- Where should I go for _____?
- Who's your favorite massage therapist?
- Who's your favorite personal trainer?
- What's your favorite stretch/exercise should I do for this tension?
- What's your favorite pillow I should use?
- What's your favorite Pilates studio or CrossFit studio?

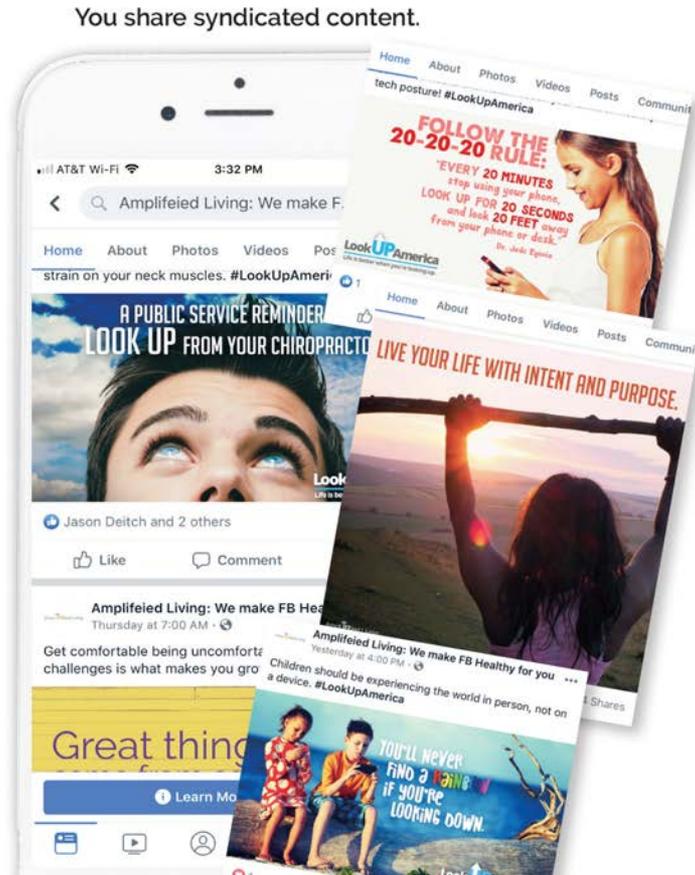
* **Bonus Benefit:** Doctors, you may not know how your team is answering these questions. **You should.**

The Gift of Endorsement

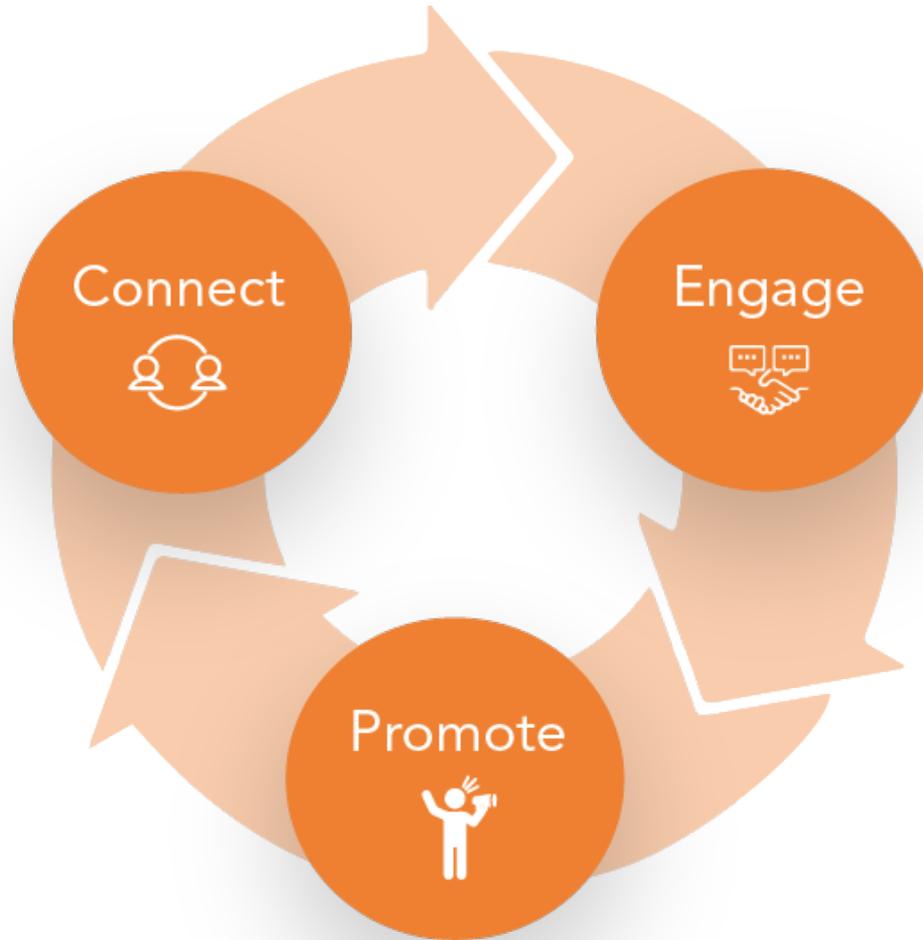


You want to create what I call a "sandwich-style video."

How to Think About Your Content Posting Strategy



Think of the UP I Protocol as a three-step process:



You connect
by “opt-inizing” your
practice’s Facebook Page.



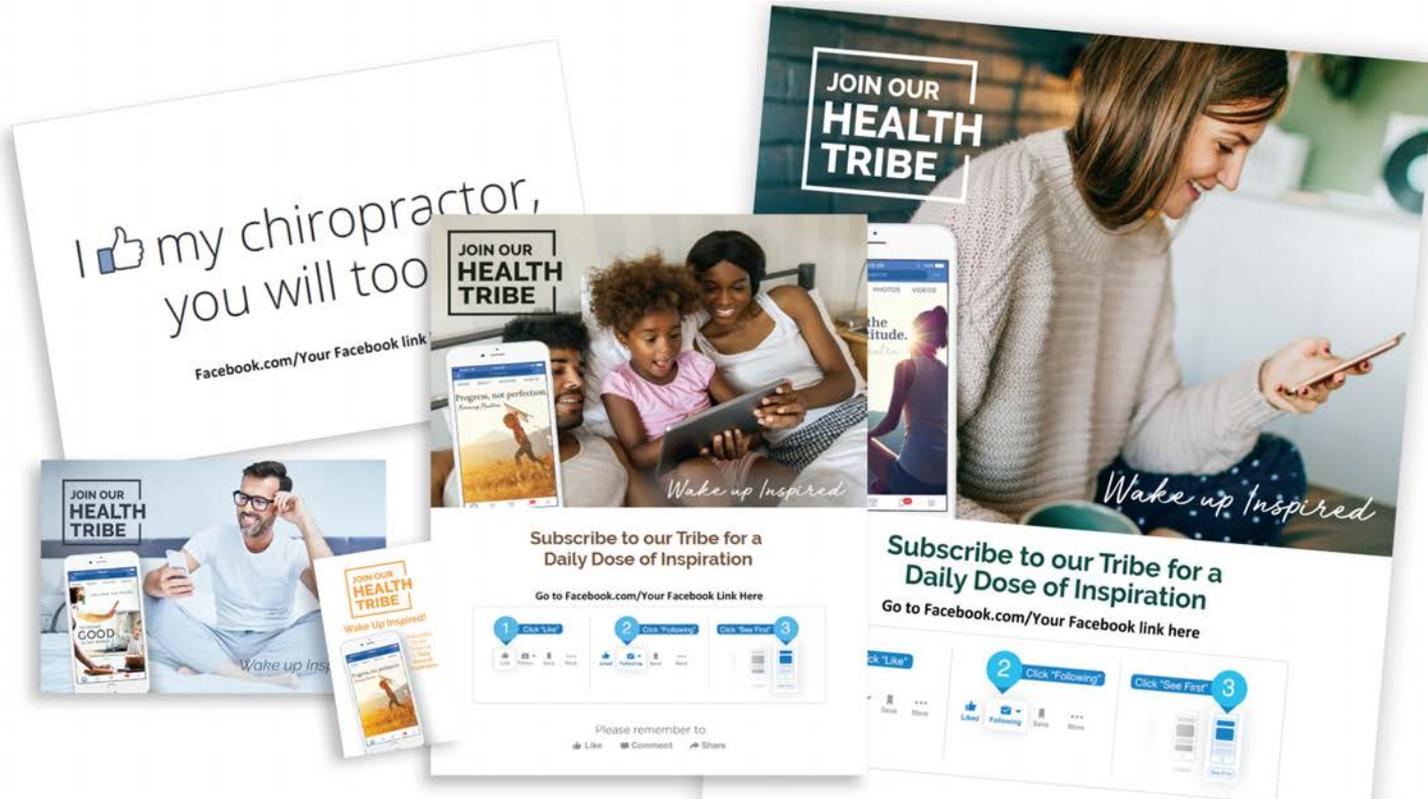


You engage
by sharing your:

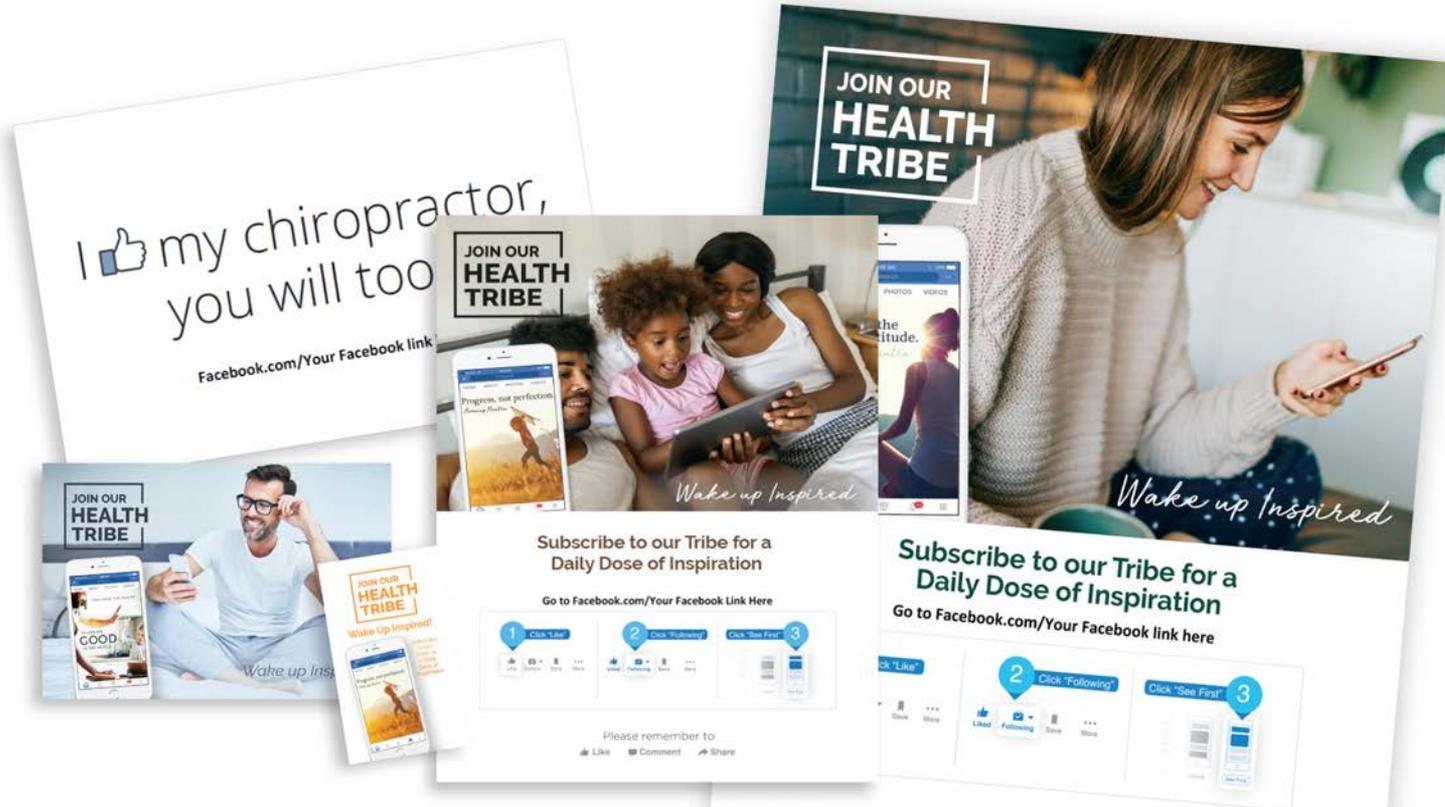
1. Gifts of Inspiration
2. Gifts of You
3. Gifts of Endorsement

Amplify Your Tribe

Now, it's time to promote. How do you do that?

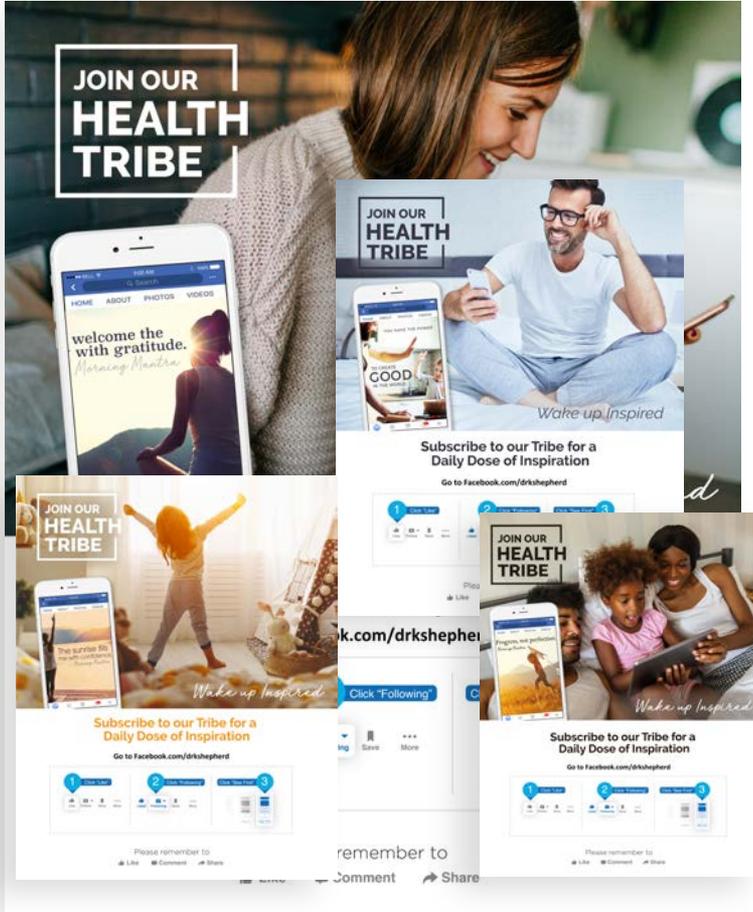


The UP | Protocol Step 3: Amplify your Tribe



The UP | Protocol Step 3:

Amplify Your Tribe



By hanging posters, counter displays, and inviting people on your in-office video screens.

Hand out business cards and postcards inviting people to wake up inspired and be a part of your tribe.

Invite people as part of your calls to action at your presentations and events.



Amplify Your Tribe

For **better** results, **train with your team.**

Create a vision together.

Decide how on goals for how many people you want in your tribe?

Agree on a plan and build it.

Stay persistent. Stay consistent. When necessary, ask questions.

The logo features three orange curved lines above the text.

Amplify Your Tribe

For optimal results... Create incentives.

Decide who's responsible and who's accountable for each step.

If you want your team to make this important, train together.

For best results, actively measure your actions and reward your results.

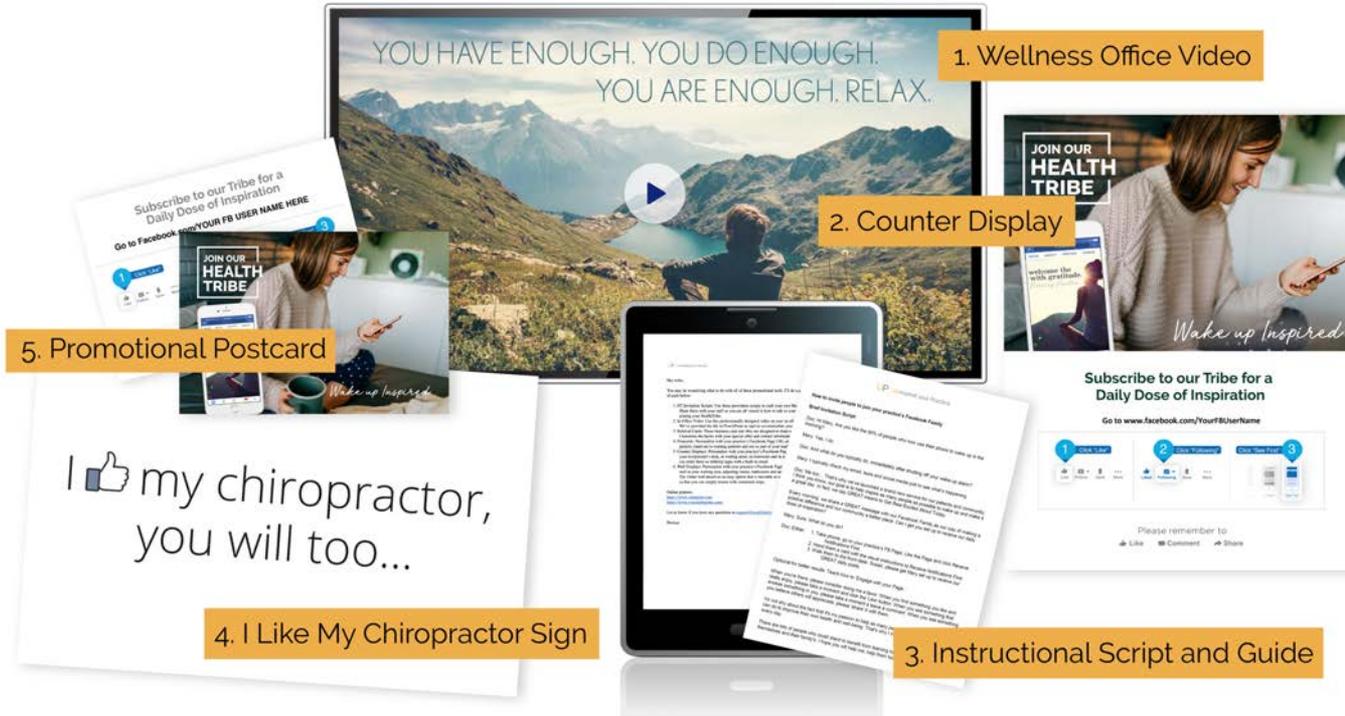
What Do I Do Now?

You now have 2 options...

1. Do nothing.
2. Download free resources & video training.

UnmarketClass.com

Use Our Free Resources To Share A Daily Dose Of Inspiration & Health Reminders



Download Our Free Training & Resources At UnmarketClass.com



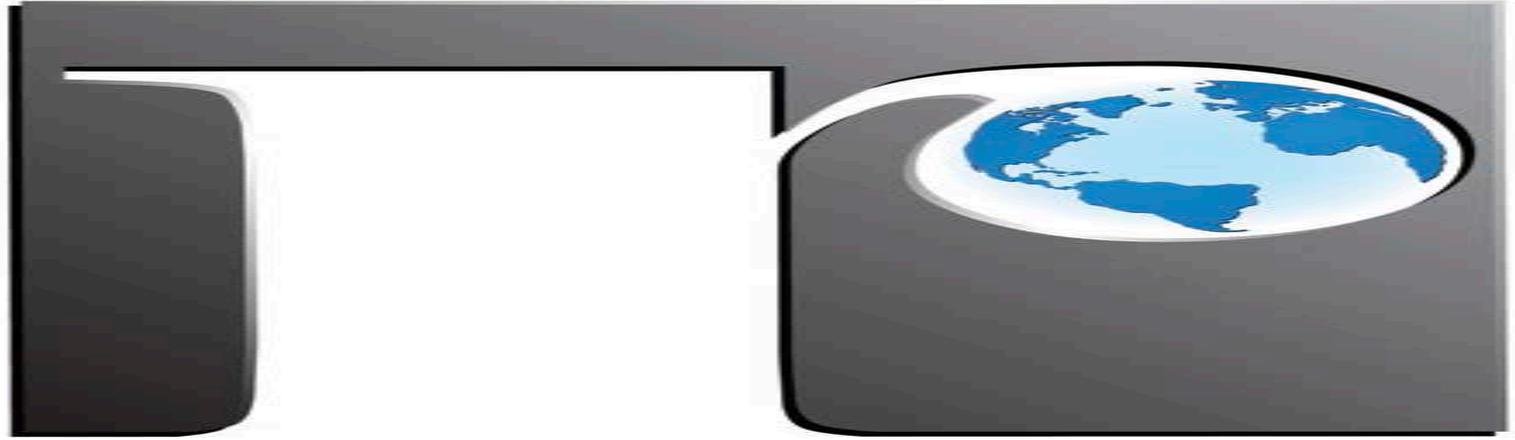
Presented by Dr. Jason Deitch

You'll learn...

- **Three proven steps** to get 100% of your followers to see 100% of your posts 100% of the time with \$0 advertising cost.
- **Proven effective protocol** for gaining trust in your community.
- **The mindset** you'll need for consistent success.
- **The REAL way** to get PATIENTS from Social Media.

[Reserve Your Seat Today](#)

Download Our Free Training & Resources At UnmarketClass.com



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