 **Report of Findings Script**

“Hello, thanks for coming in today. I want to prepare you for the journey ahead so I wanted to ask you what comes to mind when I bring up the word restoration? Why would a \_\_\_ need restoration?”
(Ask them about time, money, and commitment levels and explain the difference between looking good and functioning well.)

“How you feel is of course really important but if you’re not functioning well, you’re only going to get half the picture. If you’re not functioning well, the outside of how you feel before long is going to run right back down to where it was before. So let me ask you something, are you ready for a full restoration?”

“Now let’s look at your tests (ortho/neuro tests, ROM, etc), and the things we did on your last visit, the subluxations like the ones that are evident here on \_\_\_\_\_\_ are the reasons you are having (CC & related symptoms). Because of these subluxations the messages to your muscles, ligaments, cells and tissues are blocked or interfered with. Just like when I (cover mouth and talk to them) cover my mouth making it impossible for you to understand me “(now remove hand from mouth) “did you get that?”

“Because of these subluxations, the messages to your muscles, ligaments, cells and tissues are blocked or interfered with just like when I covered my mouth and you couldn’t follow me, your body cannot respond and be well from the messages it’s supposed to receive from your brain, through your nerve system, and out through the nerve roots in your spine. This is the reason you’re having the problems you’re having. Consistent Chiropractic adjustments will clear this interference, allowing your body to heal and thereby not only making your \_\_\_(CC) vanish, but also… (list the benefits of Chiropractic care). You’ll sleep better, more energy, maximized performance, better memory, getting sick less often,... you know how people report there are side effects with medication? There are side effects with Chiropractic… you’ll feel younger, people will notice the differences in you, better moods… we call these side benefits.

“I typically work with individuals who are suffering from \_\_\_\_\_\_ by providing highly customized chiropractic care and improved lifestyle habits. **(shut up)**

“\_\_\_\_, I use three parameters when forming my instructions for care:
“Your health history and exam, and (I need more objective tests!!!) findings.
My experience helping countless others just like you
What you told me you wanted and your expectations for me as your Chiropractor. Think of it like entering two addresses into Map Quest. You enter your starting point and your ending point. Map quest then gives you the best route. I’ve done the same for you based on our conversation yesterday.”

**Testimony**: “I want to share this great story with you from \_\_\_… s/he used to have the exact same thing. After 6 weeks of care, (in which s/he never missed an appointment) this is what s/he has to report. Just like \_\_\_, I can see you can have the same results” (use testimonials.)

((Now lay out the care plan and written instructions. Be truthful and do not allow your own fears and false belief systems about your NPM’s time, money or desire affect my instructions. Tell them what they need and make it clear. Do not short change them. Be in integrity. Include their entire visit plan; their reasons why they’re taking action; dates for their re-exams and extended consultations.))

“Do you foresee any challenges or obstacles what will prevent you from following my instructions?”

--wait for the yes--

“Great, that’s an awesome decision and I am honored to be your Chiropractor. I’d like to share ways in which you can maintain the healthy changes that you make while saving money. How does that sound to you?

Now show them:
Timeline with their care instructions.

**Walk patient to front desk:**

“To CA\_\_\_\_, \_\_\_\_\_\_ is committed to the \_\_\_\_\_\_\_ plan given to her, and she has also chosen to invest in the X package and needs a referral gift packet for her husband and her daughter who is 12.”

To PM "\_\_\_\_: My CA will take care of all of these for you, get your appts scheduled and payment scheduled. When she is done you will come back to the adjusting room to receive your first adjustment and then i’ll see you again on Wednesday.”

**To a PM you adjust while NPM is getting adjusted**\_\_\_\_ "Let me ask you something… if you could make a lasting impact in someone else’s life would you be interested in doing that? ...\_\_\_\_\_is a new practice member and she is up front scheduling her appts right now. I wonder if you could join me up front and share your experience that you’ve had in your office and just welcome her to our Chiropractic family?” ... \_\_\_ this is \_\_\_\_, \_\_\_\_ this is \_\_\_\_… This is \_\_\_’s second visit and s/he has just committed to care, I wonder if you can just take a minute to share what your experience has been in my office and help him/her just be excited for the process ahead?”

**During first adjustment, go over three potential outcomes from the first adjustment**:
Feel worse
Feel the same
Feel better (most common)

***Why do you think you’ll potentially feel worse?***
“Your body has gotten used to its subluxation patterns and you’re asking it to change and its like woah woah woah I don’t want to change, and is throwing out some push back, so you’re right, you could potentially feel worse.”

***Why could you feel the same?*** It takes time, body just needs more than one adjustment, etc…
“Alright perfect, you’re doing great”

***Why would you feel better*** - the most common - they usually struggle the most with this one.
“Every time you get adjusted i'll pre-check your spine and nervous system to find the areas of weakness that need to be adjusted, then i’ll adjust you and I’ll post check you to ensure that I did what I set out to do. You’re absolutely right that your body wants to be adjusted. Your nerve system is so happy to get an input of energy and to be aligned to its proper positioning and balance. One of those three is possible tonight and any one of them is completely normal. I’ll see you next week, great job today. I’m super happy to be your Chiropractor, you made a great decision."