



# Dr. Yannick Pauli



# 8 steps

to more **PEP** in practice

**Patients • Earnings • Prestige**

## **ACTION GUIDE**

## Note :

The examples and illustrations that will be used to demonstrate the application of the principles and strategies being taught in this special chiropractic career-enhancing training relate specifically to the positioning as an expert and trusted advisor in the field of brain wellness and neurobehavioral disorders. However, those principles and strategies can be used to attract more patients, earn more money and gain more prestige in any area of specialty you may have or plan to specialize in.

## Instructions to make the most of your training

1. Check your emails for updates with your access information to the training.
2. Print the Training date and time. Keep it in a location where you will not forget it.
3. At the date and time indicated, join the Special Training Portal by following the link provided in the access information email.
4. Once on the Special Training Portal, you will be asked to login. Please do so with the same name and email you have used to register for this Special Training.
5. Print out this Training Guide now!
6. Use this Training Guide during the entire session of “The 8 Steps to more PEP” to write down the big “takeaways” and action steps that you will put to use in your practice to get more Patients, more Earnings and more Prestige.

## Special Message from Dr. Yannick Pauli



“In the first part of 2000, I opened my practice and for the two years that followed, I just looked and felt like hell. I wished someone had taught me what I will be teaching you in the “8 Steps to More PEP”. I invested time, energy and money (lots of money) immersing myself in the “wisdom” of chiropractic and non-chiropractic gurus. But to no avail. The breakthrough I was looking for, hoping for and, secretly, praying for, never came. The epiphany that freed me from the struggle and frustration never came from the mouths of those people who I was looking up to. Of all places, it was the words from a hospital receptionist that changed my perspective and my life in practice.

Today, as I look back, the dots connect easily and I realize that I had to go through the struggle and challenges as part of the training to become who I am today.

As Steve Job – the founder of Apple – stated in his 2005 Stanford Commencement Address, it is not always easy to connect the dot into the future. This is why we need to trust in a Higher Intelligence, that we chiropractors call Universal Intelligence. Regardless how chaotic and difficult our external circumstances may look appear, the dots are always connecting.

When you push at your hedgehog, if you keep at it long and hard enough, I believe that you really can make it, because the dots are already connected. That’s the trust we place in Universal Intelligence.

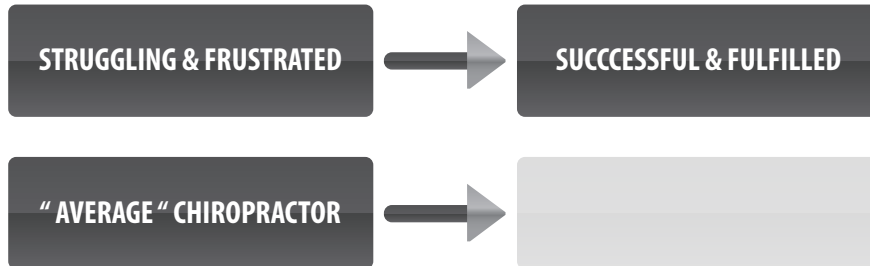
It would be presumptuous from my part to believe that I will connect new dots for you. But I know that your participation in this Special Training is a dot that was meant to be in your life.

What I can offer are some amazing tools that will accelerate the dots coming together in your practice life. They could trigger your epiphany and the actions that changed my life in practice.

I am looking forward to meeting you on this Training and help you move a little bit faster on the dotted line of your chiropractic career.”

Dr. Yannick Pauli

The “Hole in One”, Single Biggest Leverage Point to More Patients, More Earnings and More Prestige in any Practice.



The Future that I expect lies in:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

The solution is NOT in:

1. Your Opening Hours
2. \_\_\_\_\_
3. \_\_\_\_\_
4. Scripts


There is **NOTHING** wrong with you:

Circumstances/Challenge	Success Trait
<p><b>Extra work</b></p> <p><b>Continous pursuits of gimmicks</b></p> <p><b>Self-doubt/what's wrong</b></p> <p><b>Concerns about disappointing others</b></p>	<hr/> <hr/> <hr/> <hr/>

It is just that you have used the wrong \_\_\_\_\_



## The Chief Cause for Frustration, Struggle and Failure in Chiropractic Practice

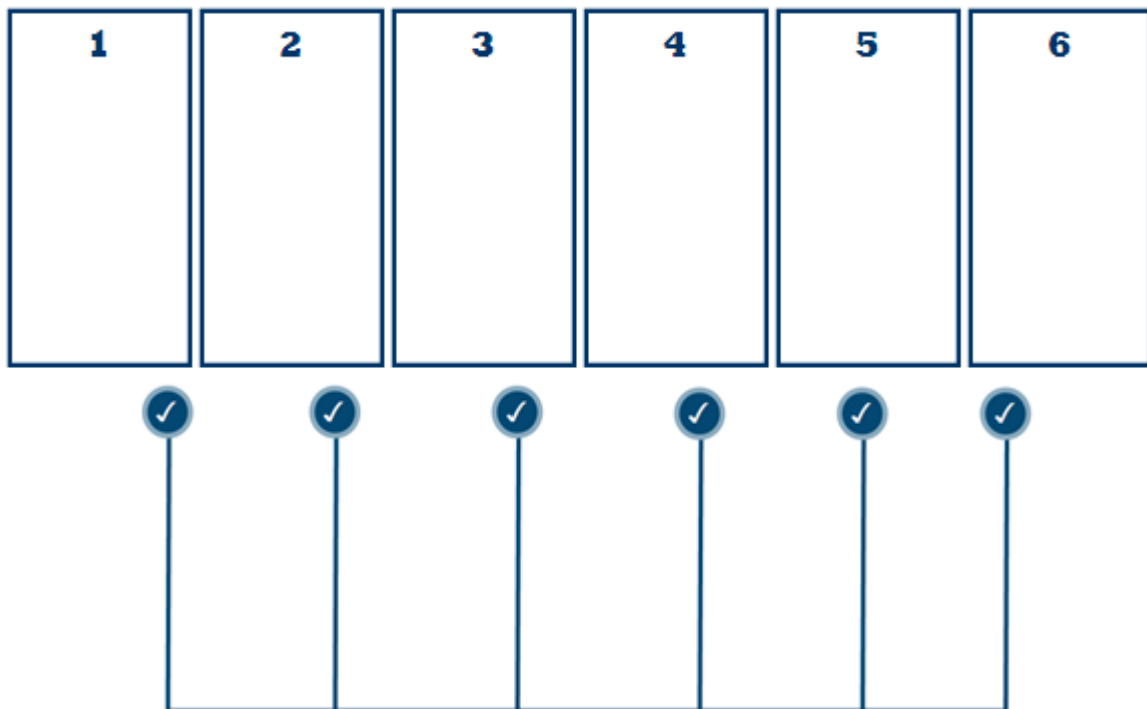


### **DUMMIES GUIDE TO PRACTICE GREATNESS**

**“Connecting the Dots” TakeAways**

Being a \_\_\_\_\_ General Practitioner

## 6 Attributes of Successful Niche Market





## The 8 Failure-Inducing Beliefs and the 8 Success-Triggering Beliefs

	<b>FAILURE-INDUCING</b>	<b>SUCCESS-TRIGGERING</b>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____
6.	_____	_____
7.	_____	_____

## 8 Skillsets to Become a Brain First Prestigious Expert

# 8 steps to PEP

- 1 You need to develop the \_\_\_\_\_
- 2 You need to speak the \_\_\_\_\_
- 3 You need to the \_\_\_\_\_
- 4 You need to a \_\_\_\_\_
- 5 You need to be \_\_\_\_\_
- 6 You need \_\_\_\_\_
- 7 You need \_\_\_\_\_
- 8 You need a \_\_\_\_\_

## Maven Mindset

### Step One

There are \_\_\_\_\_ Principles of Mavenship

One of the most fundamental of those principles is called the Strategy of Pre-Eminence.

As spine first chiropractors, we tend to love the wrong things. We love \_\_\_\_\_ and our \_\_\_\_\_ and \_\_\_\_\_.

Spine first chiropractors tend to be in a \_\_\_\_\_ -type of relationship with their patients.

Brain first experts, on the other hand love \_\_\_\_\_.

They are in a \_\_\_\_\_ -type of relationship with their patients or clients.

They see themselves as existing so the lives of their patients can be \_\_\_\_\_.

**Change your Mindset, Love \_\_\_\_\_**

## Maven Language

### Step Two

As an expert or maven you absolutely must be fluent in the \_\_\_\_\_ of your area of expertise.

## Maven Empathy

### Step Three

If you want to move from spine first to brain first you must shift your clinical intentions and your communication from:

1. Peripheral spinal to \_\_\_\_\_
2. Core \_\_\_\_\_ to \_\_\_\_\_

Three fundamental brain concepts will give you the edge:

1. \_\_\_\_\_
2. Functional \_\_\_\_\_
3. Von Economo's \_\_\_\_\_

[Those concepts are discussed in-depth in the free gift you will receive at the end of this training, Arousing Innate]

## Proven Blueprint

### Step Four

- |              |               |
|--------------|---------------|
| Key #1 _____ | Key #8 _____  |
| Key #2 _____ | Key #9 _____  |
| Key #3 _____ | Key #10 _____ |
| Key #4 _____ | Key #11 _____ |
| Key #5 _____ | Key #12 _____ |
| Key #6 _____ | Key #13 _____ |
| Key #7 _____ | Key #14 _____ |

This blueprint allows you to organize your clinical thinking and your care plan, making sure you do not miss any of the pieces of the puzzle. It is very powerful and allows you to get the results that you want, have your patients complete the entire plan of care you have recommended, as well as refer other high quality patients just like them

## Master Clinician

### Step Five

#### Brain First Prestigious Expert's "History and Clinical Formula"

Level 1 \_\_\_\_\_

Level 2 \_\_\_\_\_

Level 3 \_\_\_\_\_

Level 4 \_\_\_\_\_

Level 5 \_\_\_\_\_

Level 6 \_\_\_\_\_

Level 7 \_\_\_\_\_

#### Key Indicator 1

Has the mother undergone significant emotional stress during pregnancy?

#### Key Indicator 5

Did the baby have « cradle cap » or « milk crust »?

#### Key Indicator 8

Did the child crawl and go on all four?

## Breakthrough Care Plan

### Step Six

As a Brain First Expert, you need to realize that your chiropractic adjustment is no longer a mechanical intervention but a \_\_\_\_\_ one.

The side of the neck you are working on will have a different impact on the \_\_\_\_\_ of the brain.

To get the best results you need to respect \_\_\_\_\_

It might seem complex, but it is actually not. In fact, it is so easy that more than \_\_\_\_ % of what we do in our ADHD Wellness program is done by other people.

## Profitable Business System

### Step Seven

To become a Brain First Prestigious Expert it is important that you become less involved “in” your office and spending more time working “on” it. For that, you need to automate your procedures as much as possible and implement

In the ADHD Wellness Expert field, there are three fundamental systems that you need to implement: \_\_\_\_\_ .

1. Complete \_\_\_\_\_ system.
2. \_\_\_\_\_ and \_\_\_\_\_ system.
3. \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ system

## Marketing Strategies

### Step Eight

#### Powerful Questions for Powerful Results

WHO: \_\_\_\_\_ ?

WHAT: \_\_\_\_\_ ?

WHY: \_\_\_\_\_ ?

\_\_\_\_\_ ?

WHERE: \_\_\_\_\_ ?

\_\_\_\_\_ ?

HOW: \_\_\_\_\_ ?

WHEN: \_\_\_\_\_ ?





## Decision

### *My Personal Decision*

After today's presentation, I \_\_\_\_\_ [Your Name] decide to:

- Take the easy road to go back to being a Spine First General Chiropractor
- Commit to do what it takes to move forward in my professional career and become a Brain First Prestigious Expert.

Sign your name here: \_\_\_\_\_

**In order to become a Brain First Prestigious Wellness Expert, I choose the following road:**

- \_\_\_\_\_ road and commit 7-10 years of my life to master chiropractic neurology
- \_\_\_\_\_ road and invest 200,000\$ in a Franchise system
- \_\_\_\_\_ road that can get me started in 2-4 months.