



## Who do you want to attract?

1. What is your ideal practice like?

2. Who is your ideal patient? (What do they look like? What do they wear? Where do they like to shop?)

3. What are their three biggest problems?

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

4. What words or phrases are they using, thinking or feeling when they think about their biggest problems?

5. How can chiropractic solve their problems?

6. What do they secretly really want?

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_



7. What words or phrases are they using, thinking or feeling when they think about what they really want?

8. How can chiropractic help them achieve what they really want?

9. What do they value most?

10. What are their objections to chiropractic?

11. How do we move the value of chiropractic to a higher level of importance for them?  
How do we reinforce that they can trust us as a source for answering their problems?