



Success On Purpose



Mastery Coaching Dr. Steve Hoffman

The **FIRST** Objective-Based and All-Inclusive
Personal, Business and Practice Development
Coaching Program in the Chiropractic Profession

Our Objective-Based approach is based on a time tested formula for creating Success on purpose, and by design! It's called objective based because our first steps together will be to establish exactly what you want to create and WHY you want to create THAT.

Once VISION is clear, then we work together to determine what skills you will need, what can keep you motivated and what resources will be needed. Then we will create, with you, a bullet-proof plan to get you "there."

All inclusive means that support materials are included at no additional charge on a monthly basis. Everything you need to get from where you are to where you want to go. And, we also offer our QUICK START program where an entire year of critical success products are delivered in advance. Over \$2500. in materials for a nominal upcharge.

Materials include a monthly mastermind Q and A Teleconference invitation and recording, a monthly marketing Teleconference and recording, "vintage" coaching recordings, our HealthTIP and PracticeTIP newsletters and your monthly selection from over \$8500.00 in materials. We INVEST in YOUR SUCCESS!

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Listen to what some of our Mastery Coaching Clients have to say:

"...whatever you are doing has already paid for my coaching for the year. I've been setting daily, weekly, and monthly records left and right. I've already DOUBLED my practice in under 3 months and it seems like we've just began. I look forward to making my practice more efficient. Thanks!!!"
- Charles Weigel, D.C., ND

"Thank you so much for your coaching. Here's what's happening: July was our best month of the year so far. Every category of statistic is up. We are seeing tons of families and really transitioning a lot more people to our Wellness Plans. The energy is up, we are having a blast and we ARE Saving Lives." - Dr. Tom Gargiula, MO

"I tell you with 110% certainty the reason why our practice is thriving in this unpredictable economy, and not just surviving, is because of the resourcefulness of Dr. Steve and his ability to exceed our expectations. You have forever changed our lives and the way we serve others." - Drs. David & Veronique LaRocco, NY

"I can't begin to tell you how much we value our weekly dose of Steve! We are so grateful to you for helping us to celebrate ourselves, our lives, each other, and all those we touch! Thank you for what you are doing on a daily basis to spread the meaning of Chiropractic. It's an honor to be associated with you." -Drs. Pyon, CA

"If you are not coaching. START! Don't accept just any coach. Find congruency! Make an investment not just for today, but for your practice member's future, your future and your family's future. Dr. Steve has been the most instrumental outside force in my first successful year as a doc." -Dr. Dustin Barton, ND

Let's get it started for you...here's what you need to know:

Option A: The basic new client start-up administrative fee is \$395. We require an initial 3 month minimum commitment of weekly coaching calls (20 or 30 minutes). Once completed, the following coaching options are month to month. We require, without exception, 30 days notice if you want to cancel or change your program:

1. Mastery Coaching²²⁰ -Two 20 minute calls per month with Dr. Hoffman. \$447.77/month.
2. Mastery Coaching²³⁰ -Two 30 minute calls per month with Dr. Hoffman. \$557.77/month.
3. Mastery Coaching⁴²⁰ -Four 20 minute calls per month with Dr. Hoffman. \$667.77/month.
4. Mastery Coaching⁴³⁰ -Four 30 minute calls per month with Dr. Hoffman. \$777.77/month.

Option B: The QUICK START program has a client start-up administrative fee of \$995. As in Option A, a 3 month minimum commitment of weekly coaching calls is required. And, once completed, offers the same options as above. Additionally, Option B includes everything below delivered on a THUMB DRIVE for your immediate use:

1. Vision: Dr. Hoffman's "Goal Achieving" Audio Program and transcript
2. Skills: Dr. Hoffman's "Creating Your Ideal Patient" Audio Program and transcript
3. Motivation: The 33 Principles of Chiropractic Video on our core philosophy
4. Resources: The 14 Core Patient Education Concepts Audio, handouts and implementation guide
5. Action Plan: The "Blueprint for Creating Your Dream Practice" Audio Program
6. Bonus #1: Dr. Steve's 50 minute video on the SuccessFormula
7. Bonus #2: Dr. Steve's Marketing Boot camp-over 12 hours of audio and 200 pages of transcripts
8. Bonus #3: The Annual Management Planning Seminar Audio (12+ hours) and 200 page notebook
9. Bonus #4: The "Killer Forms" package
10. Bonus #5: 2 Guest Passes - 1 for the Management Planning Seminar - 1 for the MC2 Technic Seminar

One alternative to the QUICK START pre-pay is to make a 12 month commitment. The initial administrative fee goes back to \$395. And the monthly fees are raised by \$50./month. 30 days change notice is still required.

1. Mastery Coaching⁰⁸²²⁰ -Two 20 minute calls per month with Dr. Hoffman. \$497.77/month.
2. Mastery Coaching⁰⁸²³⁰ -Two 30 minute calls per month with Dr. Hoffman. \$607.77/month.
3. Mastery Coaching⁰⁸⁴²⁰ -Four 20 minute calls per month with Dr. Hoffman. \$717.77/month.
4. Mastery Coaching⁰⁸⁴³⁰ -Four 30 minute calls per month with Dr. Hoffman. \$827.77/month.

Both Option A and Option B have, as their initial product, the Business and Practice Development Manual.

Whatever transpires between us, I welcome this opportunity to be of service to you. The process alone will give you a renewed sense of clarity, direction and momentum...the three pre-requisites for the development of your life, business and practice...on purpose and by design. Mastery Coaching...where we know YOU, personally. **Here's the next step.** I'll GIVE YOU a 30 minute coaching call. Give me an idea of where you are and where you want to go by completing this questionnaire!



Mastery Coaching Business/Practice Analysis:

Name _____

Phone _____ Email _____

Discover Wellness, Inc. Dr. Steve Hoffman

Mastery Coaching
 Technical Mastery Seminars
 The "SuccessKit"
 2nd Cousin Media/Marketing
 TICnology Patient Education
 Speaker-Author-Educator

Directions: Please answer every question as completely as possible. If a question does not apply, for whatever reason, please mark it as "n/a". Thanks!

What's your vision for your business? How would you like it to look if you could have it exactly the way you want?

What are your three greatest concerns at this time?

1- _____
 2- _____
 3- _____

If your business were operating as you envisioned it, what skills would you need to have? What would your list of job responsibilities include?

What mindset would you need to accomplish your vision for your business?

How would you benefit if you could create your business exactly as you described it?

What do you feel is holding you back from creating your business exactly as you described it...be specific:

Is there anything you're resistant to trying/doing to create your business as described?

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How will creating your business, the way you just defined it, affect other people and other aspects of your life?

Are your answers to the last question predominantly positive, negative or neutral? How does it add up? _____

How would you define your “ideal client?”

Have you developed a sales strategy/system to match your new patient’s decision making process? (from finding new patients to them becoming ideal patients) []No Or, if so, it is:

Do you know the most common objections? _____

Have you created solutions for them? _____

Do you know how to effectively handle objections and complaints? _____

Does your staff? _____

What are your AVERAGE **MONTHLY** office statistics?

New Patients_____ % Referrals_____ Patient visits_____ Billed_____ Collected_____

~A/R_____ ~Visits/hour_____ ~Overhead_____ ~Patient retention_____

What is the lifetime value to you of a new patient in your practice? _____

How much profit would you like your business to be making? _____/year

Why?_____

Do you have a personal budget? Yes No I don’t know

Do you have a business budget? Yes No I don’t know

Do you have a revenue plan? Yes No I don’t know

How many patients can give great service to in 1 hour? _____ I don’t know

What are your current office hours?

If you have developed a USP (Unique Selling Proposition), it is:

Have you reached and/or are you stuck on a plateau? If so, how long?

How will you know how effective coaching has been?

Is there anything you are confused about?

Why would you want to work with me? What result do you want?
