

## New Patient 'To Do' List

1. Commit to meeting new people regularly. Don't be the best kept secret in your town.
2. Prepare to deliver at least one public talk per week in your town.
3. Commit to doing a regular mandatory new patient health class that generates additional new patients by implementing the new patient phone call referral protocol.
4. Start using a monthly newsletter with testimonials.
5. Educate staff on chiropractic and implement a bonus system based on collections.
6. Set a goal for the number of new patients that you want and use a new patient calendar as a guide in planning and getting things done.
7. Listen to Dr. Barlow's podcast daily to stay on track.