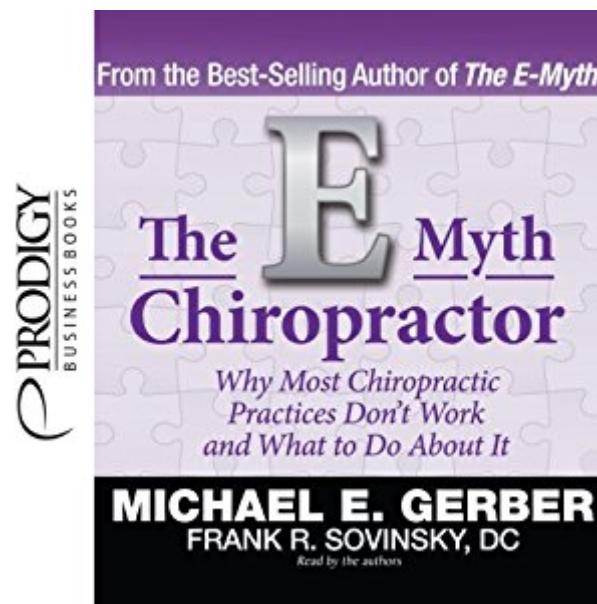


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# The E-Myth Chiropractor



## Synopsis

As you know, running a successful chiropractic practice is a juggling act. You need clinical expertise to provide impeccable care to your patients. You also need the know-how to run a small business. You've probably been well prepared by your education and experience for the technical ins and outs of chiropractic practice. Yet, what training has prepared you to run a business? The E-Myth Chiropractor fills this knowledge gap, giving you a complete toolkit for either starting a successful practice from scratch or maximizing an existing practice's performance. Loaded with practical, powerful advice you can implement easily, this one-stop guide enables you to realize all the benefits that come with a thriving chiropractic business.

## Book Information

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## Customer Reviews

This is a must read book for all Chiropractors out there. Despite our best intentions our profession is simply not making the huge impact on our society that it could and should! Well this book will help correct this and will inevitably change the future of chiropractic. This book offers Hope with a Plan. And unlike so many of the quick fix, unethical practice management books and "gurus" out there, finally here is something that offers real advice to help you build the practice of your dreams - one that is patient centered and patient focused. One that will have longevity! The brutal reality is that there are no short cuts to success! Between the 2 authors they manage to identify all the major pitfalls in practice and outline strategies necessary to combat these problems. They do it in a very simple and articulate way, discussing both the theory and the practical steps! Buy it today!

A brilliant book from two of the most brilliant minds in their respective fields. Dr. Sovinsky and Michael Gerber combine their expertise to provide a long overdue approach to creating a successful chiropractic business without the hardsell and gimmicks that plague our profession. I love the authenticity, simplicity and integrity this book provides and encourages in its strategies. Most of all, I really love the fact that creating a great practice doesn't mean giving up a life. In fact, a great life and business are really inseparable using the E-Myth approach. Congratulations to Dr. Sovinsky and Mr. Gerber for creating a book that will not only help Chiropractors, but will surely change the Chiropractic profession!

As an entrepreneur, I have been a big "E-Myth" and Michael Gerber fan for years. Great idea to specialize! I've found Gerber's insight and perspective on small businesses and their pitfalls to be spot on. Breaking the concept down into specifics with Dr. Sovinsky as a chiropractor magnifies the relevance for ALL chiropractors. Dr. Sovinsky clearly has an understanding of our profession and the challenges we face as business owners trying desperately to balance having a life while running a business. I thoroughly enjoyed his message which left me inspired and extremely empowered to create the impactful business I envisioned years ago. This is a must read for any chiropractor or student. It's clear to see that being an outstanding clinician isn't enough - it's essential to master sound business systems that simplify customer/client contact and accessibility. The takeaway: You will find NO gimmicks or questionable strategies here - just clean, sound action steps to BE a better you, build a better business and to see your business differently than you ever have. Taking great care of patient's, having more fun doing what you love, and having more fulfilling relationships with family and your finances means you WIN! Good reading-Our profession needs this message!!

No doubt...if I were to give one book to any student graduating from Chiropractic College it would be this one. I only wish I had it when I graduated....I'd be much further ahead. I can virtually guarantee that if you follow the principles and steps laid out in this book (with a little guidance and mentorship along the way) you will make that massive student debt disappear so fast, it will spin your head.....and then you can live the life you dreamed of....on your terms....with your own legacy. And I haven't even told you the best part yet....the truly more fulfilling reason to build the practice of your dreams. The PATIENTS, the PEOPLE you serve! A stress-free practice and life means you serve for the right reasons and in the most ethical way imagine. No gimmicks, no pressure....just providing an extraordinary experience, making them feel extraordinarily cared for....isn't that why we became chiropractors in the first place?

As a "seasoned" doctor with over 30 years in practice, I can honestly say that this book should be in EVERY Chiropractors personal library. Dr Sovinsky and Michael Gerber show the way to developing a successful/ethical practice. Do not delay. Order this book today and share the gift of Chiropractic to the world! Dr. Jeffrey C. Mackey, DC, FACO, FICC

"After reading the E-Myth Chiropractor, and then going through and reading it again with more focus. A few things stood out. I have heard Michael Gerber's explanation of McDonalds many times in the past from him and from other business Gurus but I never really thought how it could truly work in a chiropractic office. I have always worked with the thought that a chiropractic office ran on the personal energy of the Chiropractor. The reason that certain chiropractors were more successful than others was because their personalities trumped their business acumen (Of course, I know that not to be true now). A big take away for me was to create a business that is worth selling, even if you don't plan on selling. But, realistically we are all going to have to leave it sooner or later. As Dr. Sovinsky says in the book, why not make it on our terms."

This book is a mix of Michael Gerber's brilliant mind sharing practical methods of business combined with Dr. Frank Sovinsky's passion for chiropractic and life experience in the practice. A book that will be read and read again, as each time I read it I gain a new insight, idea, realization. We do not just have a "Practice", we have a small business with many moving parts. This book leads you to wrap your mind around creating systems for your patients, your employees and managing yourself in balancing the many roles of the business owner.

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