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Back Door Business

*The Third Simple Factor to
Business Success
Fourth in a Series on Practice Growth*

Moving on. We are in the middle of a series of articles on building a thriving business. Yet, while business is important, it is imperative to base our business on the two most important foci in the world - loving God and loving people.

What are the four factors important to building a healthy business?

- ☑ New business - attracting new patients.
- ☑ Repeat business - retaining existing patients for reasons that are in their best interest
- ☑ Increased back-door business - offering additional services that our patients want and need
- ☑ Internal controls - limiting expenses, without sacrificing quality, and training of ourselves and our staff

We've already developed ways to find new patients, and how to ethically maximize repeat business. Now let's dive into the third area of a healthy business

— "Back Door Business" —

The term sounds negative, but it simply means finding services or goods that our current patients need, and then providing them those things - products they would end up buying somewhere anyway, and probably from someone with less of their best interest at heart. We are seeking to fill a need without selling people what is unnecessary - to meet a need without creating an artificial one. There is a clear line between helping people realize how to be healthier and offering them a way to achieve that goal, and convincing people to purchase goods and services they really don't need.

So, what can we offer that will contribute to either a longer life or a better life? First of all, we can provide education. We are teachers, after all. So let's teach. Teach them about the critical areas of better health, which include:

- Nutrition
- Rest
- Exercise
- Stress Management
- Spiritual Health
- Spine Health

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Become an expert in each of these areas of health maintenance, and become proficient in communicating their importance. Teach them in small pieces

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Back Door, concluded, as well as longer sessions. Teach them off the cuff and in formal classes. Teach them when they ask questions and as questions come to your mind that they should have asked but didn't. Teach them every visit, and enable your staff to teach them.

Then, as our patients understand the importance of these areas of maximum health, give them opportunities to meet those needs. Research, find, and offer high quality goods and services that meet those needs. Provide a line of nutritional supplements that are bioavailable and effective. Provide ways to address posture and support in sleep. Provide avenues to exercise in safe ways that strengthen the spine as well as the heart, lungs, joints and muscles.

Show practical ways to lower stress and manage it. Instruct people on why it is important to take proper care of the spine, and then offer affordable ways to stay on a maintenance plan of spinal adjustments. And, whenever the opportunity shows itself, share the path toward Christ with discernment and grace.

There is nothing wrong with making a fair profit from meeting a true need. All we are doing is teaching truth and giving opportunities for people to have a better life. Just be sure to do it well, and with integrity.