



GSCS Monthly e-newsletter

"The official voice of straight chiropractic in NJ"

JULY/AUGUST 2020

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From The Prez

Abundance

Abundance is a concept that few of us as chiropractors are embracing right now but it is always available. In a time when his disciples were being maligned and attacked, Jesus declared that the fields were ripe for the harvest and that we need laborers. In a time when few are talking about people to

get stronger to resist COVID-19 by quitting smoking, getting healthy, etc it is actually a perfect time for people to start and to understand chiropractic care NOT as disease resistance but a way to live a BETTER Life! Before you call me crazy, think about it. Have universal laws changed because society has! So, get out there, the fields are truly ripe for the harvest!!!

Jay Yuhas, D.C.
GSCS President

Jon Gordon:

7 encouraging messages to stay positive

1) Mondays are a great day to focus on what we GET TO do instead of what we HAVE TO do. Life is a gift, not an obligation.

2) Don't let negativity win today. Remember it starts with you. If you are complaining you're not leading. If you are leading you're not complaining. One person can't make a team but one person can break a team. Stay positive! No energy vampires allowed.

3) Remember you can't change your past. But you can create your future. Don't get stuck in thinking about what you could have and should have done. Think about what you can and will do and start taking action today!

4) Today, decide to be that person who instills a positive belief in someone who needs to hear your encouraging words. Believe in others more than they believe in themselves.

5) How you see the world determines the world you see. Look for the good.

6) Let Go. Focus on the things that you have the power to change, and let go of the things that are beyond your control. You'll be amazed that when you stop trying to control everything, it all somehow works out. Surrender is the answer.

7) If they praise you, show up and do the work. If they criticize you, show up and do the work. If no one even notices you, just show up and do the work. Just keep showing up, doing the work, and leading the way.

Jon Gordon
www.jongordon.com



Practice tip

PHASE 1 - REACTIVATION CAMPAIGN

Here is the outline for you to follow for Phase 1 - Reactivation Campaign:

1. **Create a very short phone script 10-20 secs.** Call every one of your patients letting them know you are open, it is now safe to return and it's time to have their spine checked for misaligned

spinal bones. Try to commit to an appointment day & time.
(*Remember keep this conversation very short - hopefully you have many phone calls to make - You can even hire someone to help you make these phone calls.)

2. **Create an e-mail script and e-mail out to your entire database** - You're Open, It's Safe, & Time to Check Your Spine
3. **Create a simple Facebook Messenger script** and message to all your patients that you are connected with on your social platforms. (You should try to connect with all your patients on FB / Instagram)
4. **Create a 4-6 week Facebook/Instagram Paid Ads** specific targeting. (If you need any help setting this up, message me and I'll connect you to my assistant who set up my account. You can reach a lot of your patients who you have emails for a very low budget.)
5. **Send out postcards via snail mail.**
6. **Local Organizations** that you currently have or had a relationship with (Church groups, Civic groups) or any groups you may have spoken to in the past, reconnect with them and let them know you are opening back up and to let their members know it is safe to return & it's time to have their spines checked once again.



*****Very Important** - and you will do the same for their organization with your practice members as well.

This campaign will jump start your practice again like it was before or even better.

(**Phase 1 - Reactivation Campaign**)

Phase 2 will be attracting New People. Worry about that after Phase 1 is completed and we will have more advice on Phase 2 & 3 soon.

Work on this right away. Don't procrastinate, have this set up and ready to roll out as soon as possible. The moment you get the green light to open up again from your governmental body, simply flip the switch and begin Phase 1.

submitted by Frank Hahn, DC

Chiro-Quiz

As a mandatory part of my office procedure – and I am really not big on routine, scripted things – people are not permitted on my adjusting table without first - because you never get a second chance to make that first impression and you can not easily erase the wrong impression - having some understanding of what I do and, quite importantly, why I do it. There are reasons for this, of course. If I don't do this right away, I am accepting them on their terms, which may or may not match with mine. For one thing, it's a service and I feel it is only fair to them that they have the opportunity to know what they're buying before they decide to make the purchase. The fact that it's a decision is a big consideration in this. Certainly, when a person makes an appointment with a chiropractic office, unless they have been referred by someone who currently visits and knows the office already and is good at describing it, they probably have only one concept of what chiropractic is – usually the mixing concept – not knowing at all that there are two completely different kinds of chiropractic. They have no idea of what they should expect if they're in the "other" type of office. I find that non-therapeutic straight chiropractic is a new concept – the "other" - to most of them.



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submitted by Jim Healey D.C.

Philosophy article

“Six Degrees”

... Of Separation.

David Hampton, grew up in Buffalo, NY, and had studied acting at SUNY Buffalo. He moved to New York City in 1981, seeking his fame and fortune as an actor/dancer, but had trouble landing any roles on or off Broadway. Hard times and lean living were not to his liking.

As he and an actor friend were in line, unsuccessfully trying to get into the exclusive Studio 54, feeling there was nothing to lose and everything to gain, they decided to try getting in with their acting skills by pretending to be celebrities. The friend pretended to be the son of Gregory Peck and Hampton pretended to be “David,” the son of Sidney Poitier. It worked spectacularly – not only were they let in, they were *ushered in* with highest respect and recognition that was accorded a celebrity. His new alter-ego and what it brought to him that night would not be forgotten ... but the deception didn't stop there. Perhaps he had found a use for his acting classes and unfulfilled aspirations for Broadway success?

Hampton stole an address book from a young student, an acquaintance who had attended a prestigious secondary prep-school for children of the wealthy. He called the parents of the people listed, presenting himself as David Poitier. Just as easily – and more elegantly, not with the commotion of a night club's sidewalk scene - so many of them were enchanted, believing he was the son of Sidney Poitier and eager to meet him. Hampton received open invitations into their homes and their lives and parlayed that trust into various tangible benefits as well as connections to even more potential marks. Studio 54 was nothing compared to the level of people and lifestyle he could now exploit. What started out as some street-level cleverness soon grew into criminal fraud.

Hampton eventually became so convinced of the effectiveness of his Poitier act that he would push the limits of his benefactors' tolerances and wear out his welcome, sometimes in startling ways. During one of his stays at the luxurious home of Inger McCabe Elliott and Osborn Elliott, they happened to find him in bed with another man, who “David Poitier” identified as Malcolm Forbes' nephew who had gotten locked out of his apartment. The Elliots, incredulous and outraged, called the police. He was arrested and ultimately convicted of fraud in 1983 and sentenced to 18 months to four years in prison.

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submitted by Jim Healey, D.C.

Annual baseball game and picnic canceled!!!

Due to circumstances beyond our control, minor league baseball has been canceled for the 2020 season. You can read the full press release [HERE](#).



<i>John C. Maxwell's</i> DAILY DOZEN		
ATTITUDE <i>Choose and display the right attitude daily.</i>	PRIORITIES <i>Determine and act on important priorities daily.</i>	HEALTH <i>Know and follow healthy guidelines.</i>
FAMILY <i>Communicate with and care for my family daily.</i>	THINKING <i>Practice and develop good thinking daily.</i>	COMMITMENTS <i>Make and keep proper commitments daily.</i>
FINANCES <i>Make and properly manage dollars daily.</i>	FAITH <i>Deepen and live out my faith daily.</i>	RELATIONSHIPS <i>Initiate and invest in solid relationships.</i>
GENEROSITY <i>Plan for and model generosity daily.</i>	VALUES <i>Embrace and practice good values daily.</i>	GROWTH <i>Seek and experience improvement.</i>
 VAL MARIE BLOG		

Become a GSCS member

Not a member? Are you a student considering practicing in NJ? Are you a DC affiliated with an organization that just doesn't represent you and your understanding on chiropractic? Are you a DC who just has not gotten around to joining a state organization yet?

Join Us!

The GSCS is New Jersey's oldest and most respected chiropractic organization. Our mission has never wavered. And now is a great time to join the GSCS.

Click [HERE](#) for a membership application.

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