



GSCS Monthly e-newsletter

"The official voice of straight chiropractic in NJ"

SEPTEMBER 2022

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From The Prez

Fairness

What is fair? In a World where people are crusading for justice and equality and rights for others, What is fair? Is it fair that someone does not work and receives rewards? Is it fair to tell a half truth to serve the greater truth? Is it fair to give your patient

less than your best in the adjustment or explanation of chiropractic? Whether we know it or not, the natural laws that govern the universe and our very existence still work how they work.

Somehow, maybe we think someone or something out there owes us a living and a thriving chiropractic practice. If we did, we would be strongly deluded and likely constantly disappointed. It is actually pretty simple. When you provide something of value to someone (i.e. chiropractic) through your service as a professional, you are compensated. The more people you can tell what you do clearly and then receive your service, the more people who will come to your practice. If you have done this correctly people will be with you 10, 20, 30, 40 years.

Sounds fair to me. People are smarter than you think. You can fool people for a while but you can not fool people forever or worse totally confuse them. Be clear and sincere in your communication and service and you will be rewarded.

Jay Yuhas, D.C.
GSCS President

Instrument adjusting highlight

The ProAdjuster360 really is a “*state of the art*” instrument for LACVS. A game changer from twisting and cracking to a sophisticated vibrational frequency analysis of each individual vertebra. Easy to read graphs appear on a large screen. From there the doctor chooses which vertebrae to adjust.

The same handset that measures the resistance also is used to introduce the force and speed chosen by the doctor. The handset will stop tapping when the vertebra reaches compliance. A quick post check demonstrates the changes in the spine.



Jay Yuhas, DC president of the Garden State Chiropractic Society once said, *"We got to make chiropractic cool."* I agree with Jay and I envision this equipment set up at a kiosk in malls with the analysis screen connected to a very large monitor so other people could watch. In addition to the chiropractor, an assistant could be available to answer questions and hand out literature. It's like a chiropractor the Jetsons would go to. Cool.

Submitted by Dennis Keenan, DC

Are you a believer or a questioner?



A mechanist subscribes to a biological doctrine that says life consists of the parts that make it up. There is nothing else to consider. The focus is on studying and doing scientific research on how these parts work and how to repair/replace them as needed. In health care it would be safe to say a mechanistic thinker is interested in parts. Some would be so bold as to say they are questioners because they are led by science which asks specific questions.

A vitalist, more specifically a moderate vitalist, goes by the biological doctrine that life consists of parts PLUS a vital entity that organizes/coordinates the various parts. In health care it is safe to say the vitalist is interested in the whole body. The focus is on why it guides life the way it does. The vital entity itself is not a part that can be examined under a microscope or with the tools typically used in scientific research. This leads some to say the vitalist is a believer and not a questioner, because they are led by their belief in a *"non-tangible"*.

In fact, many Chiropractic students fall into the trap of agreeing with this line of thinking. It is, however, false. Think about it. The mechanist *"believes"* life is only parts and its chemistry and physics. The vitalist *"believes"* life has a vital entity in addition to the chemistry and physics of its parts. Both are believers, they just believe different things. The mechanist is asking questions as to how he/she can improve, treat, or replace the parts. Maybe even create artificial parts that will be better than what nature has provided. The vitalist is asking questions as to how the vital entity is expressed, why it is expressing in such a manner, and what might get in the way of its efforts to coordinate and express. Both are questioners. Different believing leads to different thinking which

causes different questions to be asked, that is all.

Some in health care, World Health Organization (WHO), World Federation of Chiropractic (WFC), see Chiropractic as a health care profession concerned with the diagnosis, treatment, and prevention of disorders of the neuromusculoskeletal system, and the effects of these disorders on general health. The reference to general health is nice but still places chiropractic in the realm of the chemistry and physics of the nerve-muscle-skeleton interface. It is mechanistic. Others, like the GSCS and IFCO, see Chiropractic as a vitalistic philosophy, science, and art which consists solely of the non-therapeutic objective of locating, analyzing, and assisting in the correction of vertebral subluxations, because they are detrimental to the expression of innate intelligence. The questions growing from this type of thinking are not confined to those with neuromusculoskeletal aches and pains. Their studies are not limited to what type or age human being is afflicted with pain. Neither are their practices limited to folks with these issues. When subluxation is corrected, the entire body is affected. The urine, blood and oxygen, and every cell involved with those “chemicals”, is affected when interference is removed, and mental impulse transmission is restored.

Not only must we teach our students and practice members that we are questioners, but we must also challenge their sense of wonder. In a 2017 survey by the Pew Research Center, 46% of American adults said they had a sense of wonder about the universe at least weekly. 24% say they seldom or never have a sense of wonder about the universe. Are these 46% poking into vitalistic thought processes when they consider the wonderment of the universe. Can they truly wonder about it without considering what lies behind/beyond the parts? Can you point out the complexity of life within them? Can you give them a sense of wonder about themselves, the most complex creation within the universe? Shoot, almost half the people in your town may already believe what you believe. Don't be bashful.

Submitted by Bill Decken, DC, FCSC

Take me out to the ballgame

The GSCS is teaming up with the Somerset Patriots for our annual picnic and Chiropractic Founders Day celebration on Sunday, September 18 at 1:05pm! The Somerset Patriots are a AA affiliate of the New York Yankees organization and will play the Portland Sea Dogs, a AA Red Sox affiliate.



We have secured a private suite that holds up to 40 guests and offers a panoramic view of the ballgame. Don't delay if you want to attend as *space is extremely limited*.

Ticket prices include: a 1 1/2 hour all-you-can-eat buffet. Soft drinks, water, coffee and dessert are included.

Adults \$25. Children ages 5-12 \$15. Children under 5 years old FREE. Gates open at noon. Game starts at 1:05pm.

Kids run the bases after the game!

Mystery autographed baseballs to the first 1,000 fans signed by Patriot players.

TD Ballpark, 1 Patriots Park, Bridgewater Township, NJ.

Click [HERE](#) for your registration flyer. Or call Bob Berkowitz directly (732-572-7070) to register and pay for your tickets.

See you there!

Practice tip

Schubel's Law Of Concentric Circles – The Elite Marketing Mindset.

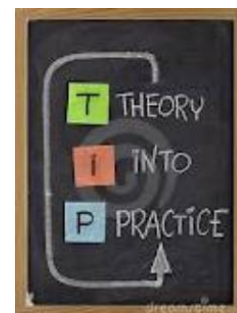
What business systems build a big practice? What business systems build multiple offices? I've had to answer both these questions as I moved from one office seeing over 1,000 visits a week to now owning 24 offices seeing 4,000-5,000 visits a week. While it is vital that we understand the philosophy, science, and art of chiropractic. These things by themselves won't assure success.

Your philosophy, technique, and the science that backs them up mean little when nobody knows who you are or the value of what you can do for them. Marketing is the bridge that helps us bring our message to the world and bring the world into our offices.

I look at marketing from two perspectives. Mindset and Action. Napoleon Hill told us that we had to think to grow rich. So many people don't spend much time thinking about what they are doing in marketing. They either pass off the entire responsibility to someone else or take mindless action steps based on what they heard someone say they should do.

Our life in many ways reflects what we are thinking about. I know that much of the quality my life is dependent on the amount of time I spend thinking about both potential chiropractic practice members and current practice members. I learned a long time ago that the quality of the questions that I ask in my life will determine the quality of my life.

That is why I have always included in my daily meditation these two specific questions.



1. How can I serve more people?
2. How can I serve the people that I am already serving, better?

An optimal marketing mindset requires developing a passion to serve more people. Your passion to serve others will naturally fuel your actions to market your practice.

We all know that the human brain is greater than any supercomputer. What many don't realize is that the brain can more optimally be programmed through imagery. That is why television is more powerful than radio. We are inspired and directed more by images than by sound.

Many times, when thinking about marketing, the chiropractor can become overwhelmed just by thinking about all the options available to them. This can create an analysis paralysis and thus a fear to act because of uncertainty about where to even start. Many chiropractors can even become depressed when one or two marketing strategies don't work for them. They begin to feel that there are no opportunities available to them to reach their potential practice members.

I want to share with you a marketing mindset technique that I have used in the successful opening of each of my 24 offices. It's called Schubel's law of concentric circles and it employs the brains use of imagery to come up with more marketing opportunities and direct them more effectively.

Step by Step:

1. Buy an old school map of your area.
2. On that map, draw a dot where your practice is or is going to be. (That is ground zero for your marketing efforts).
3. Determine what the scale of the map is.
4. Now draw concentric circles around the dot at half mile intervals. Do this until you are 20-50 miles away from your practice. Basically the distance you think the average person would travel to arrive at your office.

What you will now be able to visualize is the area of the world that YOU directly are responsible for delivering a chiropractic experience to. THESE ARE YOUR PEOPLE. Once your mind accepts this imagery and you develop the burning desire and commitment to serve these people, then what will come to your mind will be some important questions that will lead to more marketing opportunities.

Who are my people? (Hint: They live within the circles on your map.

What do my people do for fun?
Where do my people work?
Where do my people worship?
What radio, tv and print media do my people watch and listen to?
What social groups do my people belong to? (rotary, optimists etc.)
What social media do my people follow or belong to? (i.e., Facebook Groups)
Who are the influencers in the community where my people live?

You should set a goal to know every street on your map. Know every business and organization on every street. Be in the business of looking for opportunities to get your vital life optimizing message of chiropractic to these people.

What you will notice is that the more you think about your people, the more you think about how to get your message to more people, the more marketing opportunities will present themselves.

Finally, there is one other concept that I want to mention about a successful marketing mindset. Many chiropractors have one marketing technique that works and rely solely on that. When that fails, their business is hurt, and they struggle to find the next marketing shiny thing that will save their practice. Instead of stability they have a roller coaster ride of ups and downs with their marketing efforts.

Dr. Liam Schubel BA DC FCSC – Practice Building
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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?

A graphic with the text "Join Us!" in a blue, bubbly, handwritten-style font. The text is slightly tilted upwards to the right and has a soft white glow around it.

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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