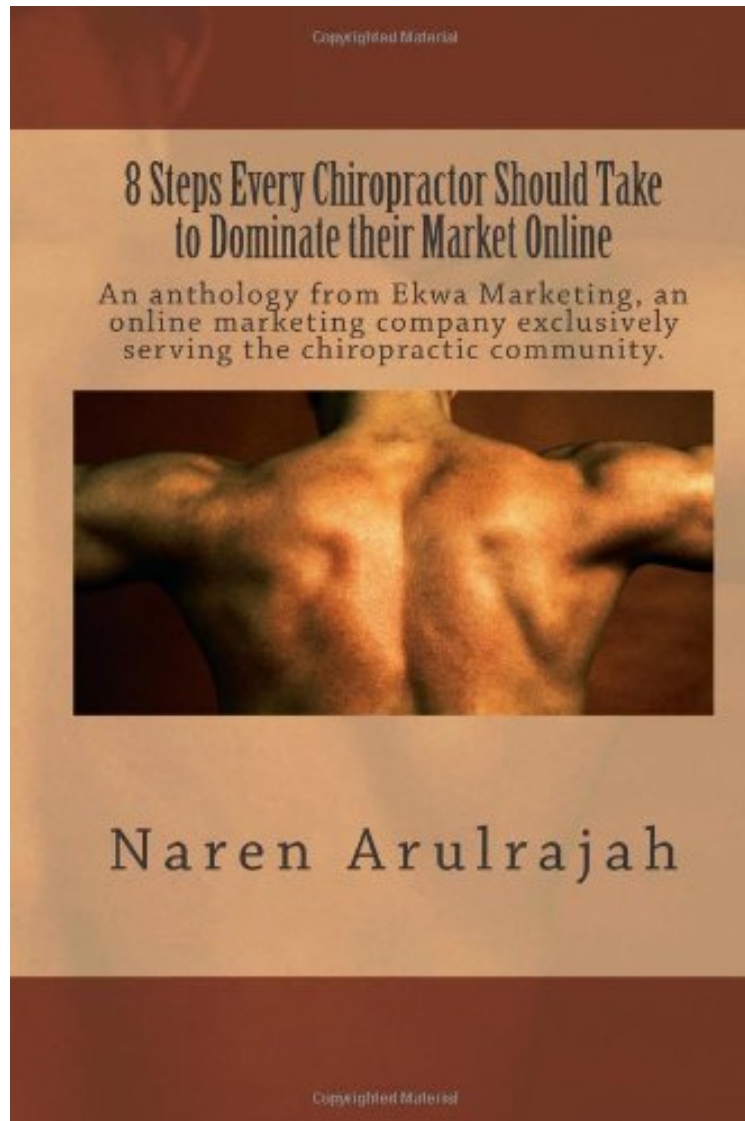


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8 Steps Every Chiropractor Should Take to Dominate their Market Online: An anthology from Ekwa Marketing, an online marketing company exclusively serving the chiropractic community.

Naren Arulrajah

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Ekwa provides out-of-the-box Internet marketing solutions to help one chiropractor in one area completely dominate their local market. 8 Marketing Steps Every Chiropractor Should Take to Dominate their Market Online is a product of Ekwa's distilled wisdom derived from its years of experience in online healthcare marketing. From "how consumers buy" to social media, and understanding the power of Google, 8 steps walks Chiropractic leaders through areas often forgotten when planning an online marketing campaign. Visit www.ekwa.com to learn more about Ekwa Marketing and how they help chiropractors achieve goals never believed possible.

About the Author Moving from Sri Lanka at the age of 18 to Chicago for school was tough. Naren did not even know how he would pay for his university education beyond the 1st year. Success did not come without failure. Naren failed many times before he succeeded, but he firmly believes that the fun is in the journey. Naren was fired 4 times through the years, yet in the long run built two companies and several products which soared through good times and economic turmoil. Naren often recalls that his greatest opportunities came from his worst failures. Naren started off in the software industry as an intern in 1994, when the Internet was just getting started. Even though he obtained a degree in Computer Science at the top of his graduating class from Illinois Institute of Technology, he realized his passion was in building products and businesses. Naren first honed his skills by working for others in both small and large companies - Insight Solutions, Amdocs, Xerox Connect, Trilogy Software, ActiveState and SolCorp. In 2002, right when his eldest daughter was born, Naren made a decision - the decision to become an entrepreneur. As a serial entrepreneur, who built Bizymoms.com and Ekwa Marketing into large companies without any financial backing, Naren has learned lessons in both Internet marketing and entrepreneurship. He is passionate about sharing these lessons of success with others. Ekwa Marketing strives to be the best search engine optimization and Internet marketing firm in the world for medical and dental professionals. Through Narens vision and insight, Ekwa Marketing elevates dermatology clients across the US, Canada and the UK to the number one position on all major search engines. Naren not only runs and manages his own companies, but he is also sought after by many of his clients as a consultant to their own businesses. Naren has helped many doctors achieve their financial and practice goals. Naren is a proud work at home father. He lives in Mississauga, Ontario with his wife and two beautiful daughters. He enjoys building lasting companies and helping others realize business success. Naren spends 20 hours or more a week learning. He learns from books and successful entrepreneurs. His favorite website is ted.com. Naren believes either you change the world or the world changes you. Naren loves to travel with his family, and has personally traveled to 30 states and 15 countries across Asia, Europe and the Far East.