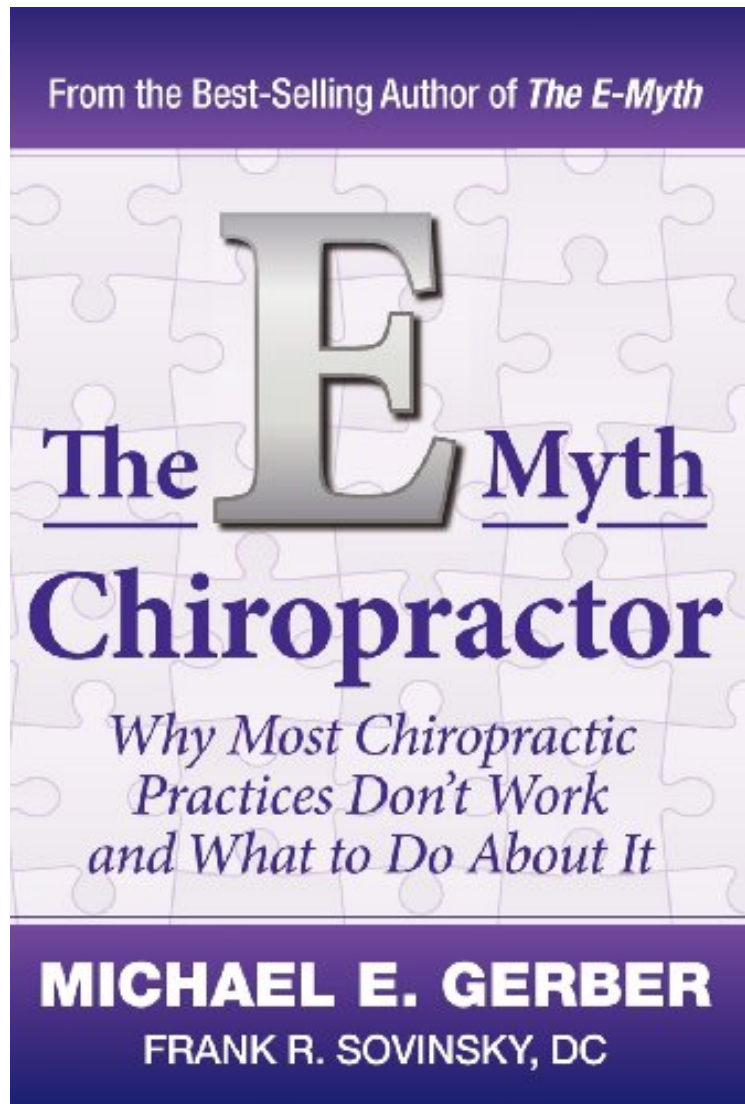


## The E-Myth Chiropractor

*Michael E. Gerber, DC. Frank R. Sovinsky*  
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**Michael E. Gerber, DC. Frank R. Sovinsky : The E-Myth Chiropractor** before purchasing it in order to gage whether or not it would be worth my time, and all praised The E-Myth Chiropractor:

0 of 0 people found the following review helpful. Advisor, mentor, and personal trainerBy La LorBy far the best book I read besides e-myth. This book gives me the clarity that I always looking for. Many thanks to both Michael and Frank.9 of 10 people found the following review helpful. Core book for your libraryBy SportfanNo 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? 0 of 0 people found the following review helpful. Five Stars By JonGets right down to how to put in place a successful chiropractic business.

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. Combining the wisdom of renowned business development expert Michael E. Gerber and the chiropractic expertise of Dr. Frank Sovinsky, The E-Myth Chiropractor equips you to: - Rethink your practice, shifting from tactical thinking (working in your business) to strategic thinking (working on your business) - Liberate yourself from the predictable and often overwhelming tyranny of unprofitable, unproductive, and time-consuming routines - Manage those processes through which people get things done, which becomes your Management System - for everything you do - Implement innovative systems to produce consistent results as your practice grows - Create the story about your practice; this story becomes the heart of your practice

About the Author FRANK R. SOVINSKY, DC is Co-Founder and CEO of DC Mentors, a client-centered practice-management company dedicated to transforming the way chiropractors grow their practices. His passion and genius for understanding human behavior and motivation, combined with his pragmatic approach to the business of chiropractic, are the reasons his clients are thriving. He lives with his wife, Cathy, in Tahoe City, CA.