

THE **SMART**
CHIROPRACTOR



Becoming the Go-To Sports Chiropractor in Your Community

Social Media • SEO • Testimonials • Partnerships



Dr. Jeff Langmaid | Six-Time Healthcare Entrepreneur



hello

- 6-time healthcare entrepreneur (2 exits)
- Founder of **The Smart Chiropractor**, The Evidence Based Chiropractor, Read My MRI, Spark, MVMT Health...
- Host of *The Evidence Based Chiropractor* podcast
- Mission: *To help chiropractors build businesses that support their lives — not consume them.*



Dr. Jeff Langmaid

Why This Matters

- “The best doctor doesn’t always win — the best-known one does.”
- Patients are searching online *right now* for help with their pain, but they’re not using medical terms.
- Today, I’ll show you how to get found, build trust, and stay top-of-mind.



88% of local searches result in a call or visit within 24 hours

The Consumer Language Advantage

- Patients Google: *“Why does my arm tingle when I turn my head?”*
- Doctors say: *“Cervical radiculopathy.”*
- Which one wins on Google?
- Using consumer language isn’t dumbing it down — it’s smart marketing and better communication.



Clinical or Consumer?

We build entire content libraries around this concept inside Patient Pilot — because when your email says ‘Is your shoulder pain from your neck?’ instead of ‘cervical radiculopathy,’ patients actually read it.

The Translation Trifecta

- 1. Patient Language:** “My shoulder’s killing me after throwing.”
 - 2. Doctor Language:** “Rotator cuff tendinopathy.”
 - 3. Marketing Language:** “How to Fix Shoulder Pain from Throwing Too Much.”
- This is how you bridge trust, SEO, and clarity — all at once.



Clinical or Consumer?

Inside Avatar DC, we use this same approach in video scripts — it’s why short Reels perform 3–5x better than traditional health tips.

Social Media Simplified

3 Types of Content:

- 1. Education:** Teach something short.
- 2. Evidence:** Show proof (testimonials, athlete stories).
- 3. Engagement:** Invite participation.

Frequency: minimum 3x per week

Rule: Post like a coach — motivate, don't lecture.



Show Up. Stand Out. Stay Consistent.

Our Avatar DC videos are built around this same principle — consistency over complexity. You just post once a week, and it compounds.

The “Coaches” Test

Ask yourself:

- Would your favorite coach stop scrolling?
- Does this post make an athlete feel seen?
- Does it make chiropractic feel relatable and results-driven?



Show Up. Stand Out. Stay Consistent.

Turn Testimonials into Trust

Ask every athlete: *“Can we record a 30-second video about your recovery?”*

Use on your website, reels, and Google posts.

Show “before/after” language:

- Before: “Couldn’t finish a 5K.”
- After: “Back to training in 2 weeks.”



Show Up. Stand Out. Stay Consistent.

Athlete Partnerships That Work

Don't sponsor — collaborate.

Partner with local gyms, coaches, trainers, and college athletes.

Co-create content: “Athlete Story + Chiropractic Solution.”

You're the *guide*, not the hero — make them the star.



Show Up. Stand Out. Stay Consistent.

One of our MD Connection members used this exact approach with a local orthopedic group — co-branding a recovery video that led to dozens of new athlete referrals.

Local Authority = Local SEO

5-Step Mini Playbook:

1. Claim & optimize your Google Business Profile.
2. Get 3 new reviews per week with symptom language.
3. Blog monthly using questions patients ask.
4. Post weekly to Google — just like social.
5. Link every page to “sports chiropractor in [city].”



Show Up. Stand Out. Stay Consistent.

SEO in Real Life

Example headline upgrades:

- ❌ “Cervical Disc Herniation Treatment”
- ✅ “Neck Pain When You Sleep? Here’s Why (and What to Do)”
- Every blog, post, and testimonial adds to your search visibility.



Show Up. Stand Out. Stay Consistent.

The Marketing Flywheel

Social → SEO → Reviews → Partnerships → Referrals → Repeat.

Stop starting over — let momentum compound.

“One hour a week can change your next year.”



Build Systems, Not Surges

That's exactly the flywheel our tools power — Patient Pilot automates reactivations, Avatar DC handles social visibility, and MD Connection drives professional referrals.

7-Day Sports Chiro Marketing Challenge

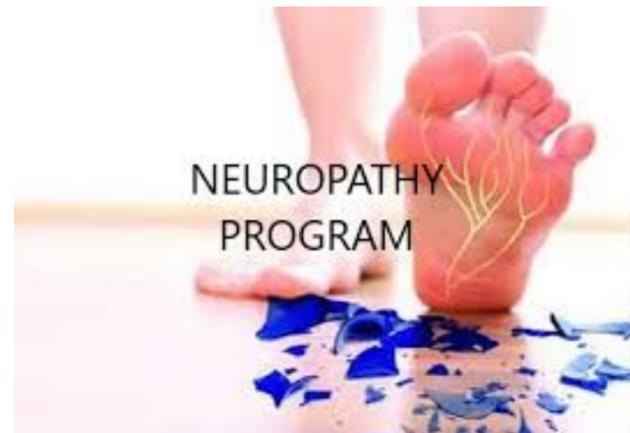
- ✓ Day 1: Rewrite your bio in consumer language.
- ✓ Day 2: Post one athlete testimonial.
- ✓ Day 3: Audit your Google reviews.
- ✓ Day 4: Write one “How to Fix...” blog title.
- ✓ Day 5: Record a 30-second video with symptom language.
- ✓ Day 6: Tag a local gym or coach.
- ✓ Day 7: Share a before/after story.

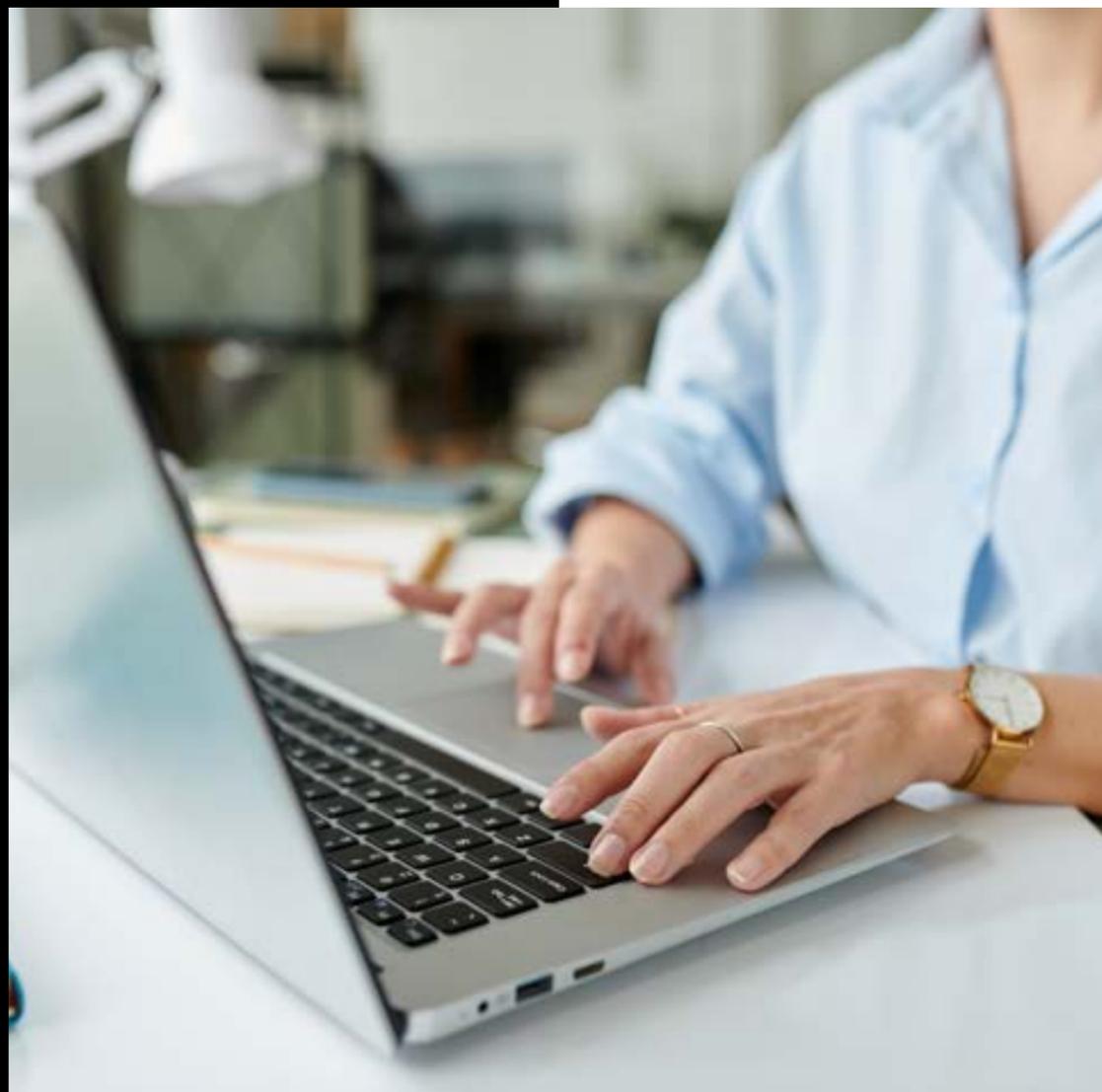


Build Systems, Not Surges



HAVE YOU ADDED ANY HIGH-REVENUE PROGRAMS IN THE LAST 3 YEARS?





When You Add a New Modality — Start Here

Before you run an ad, promote it to your patient list.

Your patients are your launch team — they already know, like, and trust you.



Facebook Ads
= \$3,000

VS



Reactivation
Email = \$0.

Your patient list is your fastest path to ROI.



The Math of Momentum



You don't need more leads — you need more *momentum*.

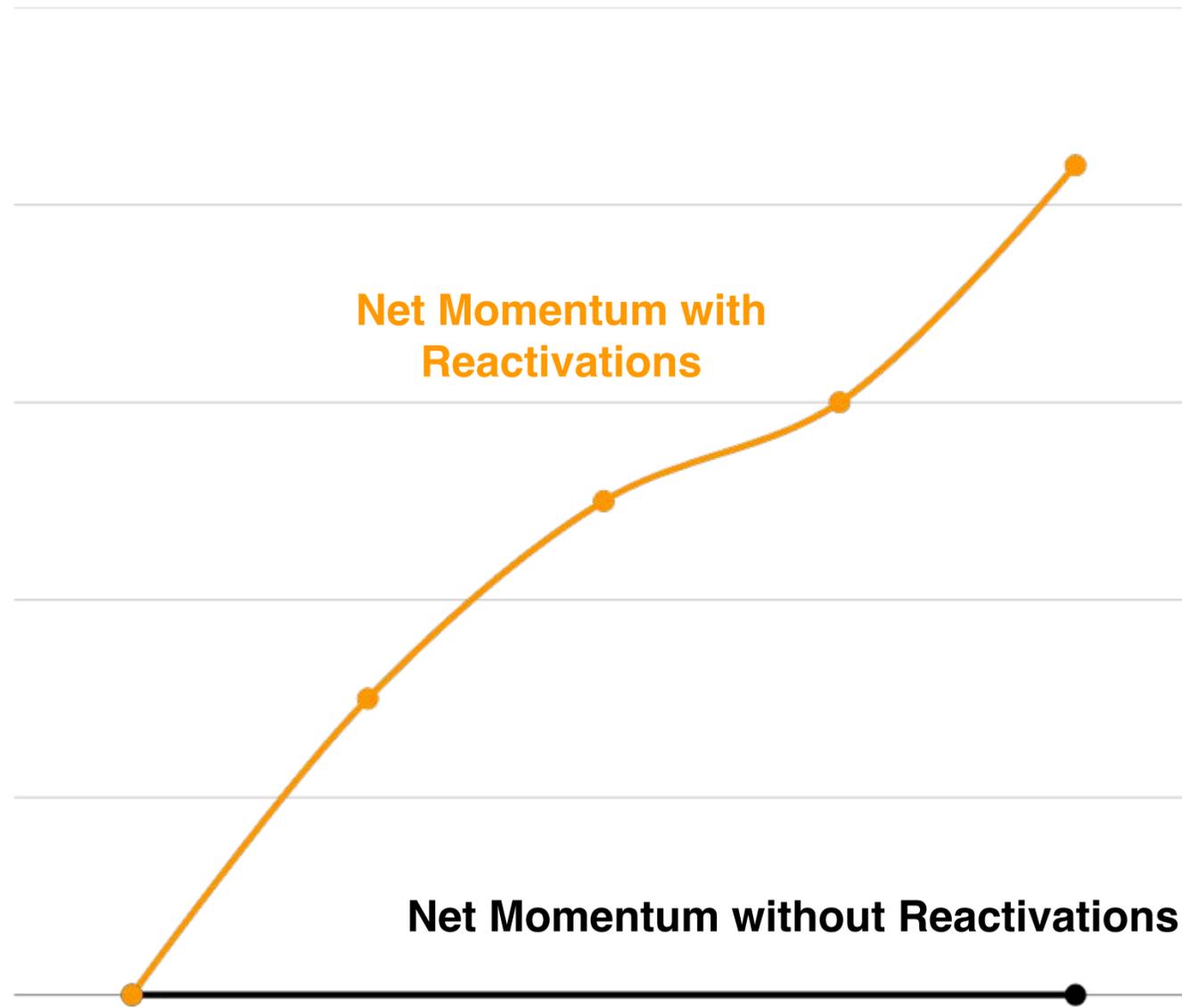
$$\text{\$5,000} \times 6 = \text{\$30K}$$

Care Plan

Patients

Added Revenue





REACTIVATIONS COMPOUND YOUR NET MOMENTUM

Each reactivated patient boosts retention, referrals, and momentum — the foundation of your Net Momentum.



Tools and Resources

Canva – for graphics

ChatGPT – for writing ideas

Google Business Profile – for free SEO

Later.com – for scheduling

Patient Pilot – automated patient reactivations

Avatar DC – done-for-you social video content

MD Connection – referral-building made easy



Build Systems, Not Surges

Bringing it All Together

You don't need to do *more* marketing. You just need to do the *right* marketing.

Focus on:

- Language that connects
- Story-driven
- Systems that scale



Build Systems, Not Surges