

# Renegade Business

Summer 2017

## SUCCESS



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# Dr. James Fedich

## SHARES THE SECRETS OF A RENEGADE SUCCESSFUL CHIROPRACTOR

**B**ecoming a chiropractor requires long years of study and a passion for helping patients feel and function their best. But it doesn't require any business knowledge. And that's why so many chiropractors—and medical professionals of all kinds—struggle with low-volume practices and costly financial mistakes.



Dr. James Fedich

*“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”*

Dr. James Fedich knows that all too well. After graduating from chiropractic school in 2003, he stumbled through the business side of things and, at one point, received a letter from the IRS saying he owned back taxes topping \$30,000.

The hard-knock lessons didn't impact his professional care, but his lack of business know-how meant he wasn't able to reach the number of patients he knew could benefit from chiropractic. So Fedich decided to become an expert business owner, as well as an expert chiropractor.

The result: a boom so big he had to move into a 4,000-square-foot space.

Focusing on marketing and promotions has made all the difference, he says. For established practices like his, he's found the magic ratio to be

- one big promotion,
- one external event (a lecture or spinal screening), and



- two smaller in-house promotions each month.

“On National Donut Day, for example, we'll hand out donuts to patients,” he explains. “In June, we do a ‘Best Pizza in Town’ contest, where patients vote on their favorite pizza.”

It's a way to keep staff engaged and having fun, too, he reports—a critical factor to success.



**Renegade Dr. Fedich has gone from \$0 to over a million in 13 years by out-pacing, out-marketing, out-promoting his competition. He lives in a competition-free zone of his own making.**

Low-cost Google ads and a real, mailed newsletter are two more reasons Fedich is thriving.

The monthly newsletter keeps patients up to date about special events, new services and providers at the practice, and chiropractic-related information.

A mailed piece costs more than an emailed newsletter, he admits, but the extra cost is worth it. "You're not going to get 10 new patients a month from it, but you'll definitely notice if you don't mail it," he insists. "Patient numbers drift off a little bit."

Between monthly newsletters, postcards, and seasonal contacts like Thanksgiving cards, Fedich estimates that patients hear from the practice 20 times a year. The goal: keeping Fedich's name top of mind for patients. And while it's tempting to back off of promotions and patient contacts during busy times, that ultimately leads to a rollercoaster of "up" and "down" times. "If you're continually promoting—even when it's getting busier—business will consistently go up and up and up," he promises.

He's learned the hard way what it takes to create and maintain a successful practice, and Fedich is

eager to pass that knowledge on to fellow medical professionals. In addition to private coaching services, he's released *Secrets of a Million-Dollar Practice*, a book filled with invaluable solutions everyone can use. The most important thing, he says, is simply to start. "Your numbers will go up every year," he vows, adding that steady growth—rather than instant inundation—is the goal. "Slow and steady is the way to win this race. Keep promoting, keep learning, and keep studying."

For more information about Dr. Fedich's methods and his book, *Secrets of a Million-Dollar Practice*, visit [drjamesfedich.com](http://drjamesfedich.com).