



# Traits Of *Millionaire* Chiropractors

by Dr. Brent Detelich

**T**here was a ground-breaking book written in 1937 entitled, *Think and Grow Rich* by Napoleon Hill. Many of you probably know of it considering that it sold over 70 million copies. The thing that makes this book so intriguing is that Hill personally interviewed the most successful people of that era to find out what common traits these successful people possessed. If anything, this book proves that not all great ideas are recent; there is much to learn from older works. What I wish to do here is to explore some of the key elements that Hill discovered and then to cross reference those to the traits I see in today's millionaire practitioners.

## **Think and Grow Rich in summary**

Do you remember that scene in the movie *Wall Street* where Gordon Gekko (played by Michael Douglas) pointed out two men on the street to Bud Fox (played by Charlie Sheen)? One man was a bum, and one looked quite successful and most likely wealthy. Gekko said (paraphrasing here), "You think luck had

ing has very little, if anything, to do with blind luck. Hill refused to accept that success merely "just happened" and his book was to offer a blueprint that illuminated the way to wealth.

For his content, Hill interviewed the likes of hundreds of America's most successful men including the steel baron Andrew Carnegie, the car phenomenon Henry Ford, the vastly prolific inventor Thomas Edison and the retail whiz F.W. Woolworth. He spent 20 years perusing their history, experience and insights. He sought to discover "how the wealthy become that way."

I'm not going to be able to convey 20 years' worth of study within a two-page article, but the basic gist of the book is the following:

1) One must eliminate or reduce negative energy and thinking and focus on the bigger picture, and the things that matter in order to create momentum towards success. We routinely refer to this as being "On Purpose" in our chiropractic world.

and it consumes your thinking – you will end up with more of those worries. This may prohibit your progress toward creating the practice of your dreams. Hill discovered this trait amongst these colossal, historic entrepreneurs.

2) Determine where you wish to end up. Yes, plan your work and work your plan. It sounds so simple that as soon as your eyes read the words, or your ears hear them, we tend to be like, "Yea, yea, yea, I know – have a plan, set goals, I know." But if it is such an easy concept, why do so many of us not get around to doing so? So, do you currently have the practice of your dreams? If not, what is missing? What elements did you envision attaining that currently don't exist? Did you think your practice would be larger? Did you think your income would be higher? Did you think you'd be making a bigger difference in the life of more of your patients? Did you think you would have free time to spend with your family and be able to take longer vacations? If you have any areas that are not what you hoped for, how can you discover a path to get to where you envisioned? I know that is not an easy question to answer, but if we don't attempt to ascertain a solution, we surely will never find one. The answers won't just fall out of the sky and onto our heads.

**Traits of the millionaire chiropractors**  
First of all, these folks think differ-



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anything to do with those two men ending up where they are?" Well, Napoleon Hill shared that same opinion. From all of his interviews, he basically concluded that flourish-

In other words, if your mind is cluttered with worries such as not having enough new patients walking through the door, or paying bills, or making payroll –

ently about things, and not just about money. It starts with what their intentions are and coming from a grounded place. In other words, they don't look at everything in terms of "how much money will this make me?" but instead, view things in a "how will this benefit my patients' health and how will this generally fit in with the rest of my practice." Those who get too focused on "how much will I make from this" soon find themselves lost and not "On Purpose."

Also, these practitioners possess a creative vision and an endless positive attitude. They not only dream big, but they aren't afraid to chase those big dreams. It doesn't scare them. If the territory is uncharted, that's exciting to these folks, not scary. Big ideas are what turn them on. If you try to chat with them about something that will save them \$2 an application, their eyes will haze over and you will lose their attention. They are far more likely to pursue a larger goal, such as creating an integrated practice or an all-cash, high-end decompression practice.

#### **Looking at the big picture**

The high earners understand that some risk taking is necessary to go big. They don't have a problem with sacrificing time and money if it allows them to achieve their goals.

Mark Cuban is a well-known, hugely successful entrepreneur. You may have seen him on the TV show *Shark Tank*, but he also had his own reality show *The Benefactor* in 2004. When you see him address aspiring entrepreneurs his first – and most prominent – question is "What is the biggest risk you ever took?" He seems to really "hang his hat" on this question's answer. In Cuban's mind, if you can't recite a fairly large risk, you aren't trying hard enough to "make it big."

#### **Can't risks send you to the poor house?**

It is true – risky behavior can lead to disaster. Just being careless and "shooting first, and aiming later" is

a plan for disaster. But with the high-earner practitioners, most take calculated risks and have good instincts and vision so the risks they take are usually fairly safe. Let's say there is a new machine/protocol on the market that truly produces incredible results for patients with back pain. Let's say the cost is \$30,000 and it doesn't garner more than \$50 a patient for reimbursement. The average practitioner may balk at the cost and the ROI. The



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millionaire doctor will realize that a low reimbursement isn't the big picture, because if it works miracles on patients who tried everything else with no success, it will create a slew of new patients from word of mouth enthusiasm. Or, maybe it can be offered on a cash basis. They realize you don't have to make a wide profit margin from every protocol; that if you are making people's lives radically better, all the success and margins will be there without worry.

Another trait that you will notice is that those in this group are constantly presenting ideas and persuading others to buy into them. They are oblivious to critics and naysayers and they don't usually take "no" for an answer. They tend to also have quality social and communication skills. Social skills often matter more than measured intelligence.

And now for the \$64,000 (\$1 million) question, "Can this stuff be taught?"

Let's say on a scale from 1 to 100, with 1 being the lowest skill set, I don't think you can teach a 1 to become a 100, but you might be able to teach a 70 to become a 95.

#### **Isn't so much focus on money counter-chiropractic?**

That is for each individual to decide. But I will say this – if you aren't able to achieve some level of financial success, you won't be able to keep your doors open, and then you

won't be helping anyone achieve better health. Also, assuming your primary goal is to make more people healthy; many of those who earn over one million plus in salary say that they are helping more people achieve a healthier life than the smaller practices seeing far fewer patients. Food for thought. And I will also add that those who place income over making people well often fail as a result. It is up to the individual practitioner to decide where their philosophy resides.

*About The Author — Dr. Brent Detelich is CEO of the Masters Club, Inc., with over 100 of the nation's most-successful clients doing over one million dollars per year in collections. Using this system, he grew his practice from 200 visits/wk to over 2,000 patient visits/wk through multiple clinics. For more information visit [www.mastersclubinc.net](http://www.mastersclubinc.net), email [info@mastersclubinc.net](mailto:info@mastersclubinc.net), or call 800-326-1797.*