

**“Could 537  
Chiropractors  
All Be wrong?”**

*Proof*

# *"The Chiropractic Millionaire Maker"*

Dr. Erich Breitenmoser



"Dr. Erich" as he is best known, built the largest chiropractic practice in California, regularly seeing over 1,000 patient visits a week.

In addition, he has coached over 6,237 chiropractors, helping them to see more patients, work less hours and make more money.

Dr. Erich's "No B.S." approach to practice is unique in a world of practice management hype and can make any chiropractor wealthy in any economy.

Dear Doctor,

Enclosed are some of my member's stories. Some were skeptical when they started, but they soon realized that they needed help, this was the answer and they worked their numbers and took action.

The best advertising for my system and coaching comes from doctors who have actually benefited from it. I can assure you these are real doctors and their stories are just as real.

PLEASE NOTE: These doctors are all very busy and cannot afford to be bombarded with phone calls from other doctors wanting to talk to them and pick their brains. These doctors don't work for me and they all lead busy lives. So out of respect for them and their private lives, I am not including their full contact information. I'm sure you understand this and you would appreciate the same respect for yourself.

Here's what some of my members have to say. I hope you find their stories exciting and inspirational. And remember. All these doctors can't be wrong!

Yours in chiropractic success,

A handwritten signature in black ink that reads "Dr. Erich". The script is fluid and cursive, with a large, stylized 'E'.

Dr. Erich Breitenmoser  
President of Practice Wealth



Dr Brent Kesler

Dear Dr. Erich,

I want to tell you a story on how I've been able to go from one mediocre practice to two booming practices. When I got out of school I didn't know anything about advertising, marketing myself, or even how to be a successful businessman. When I started, I had a high overhead, with some very high stress. The reason? I had low fees which gave me long hours, low income and stress. My report of findings was 4 days long. One consultant told me this was the only way to get people to accept care.

Well let me fast forward after I joined your group. I now have two thriving practices with two honest, dedicated associates. I made \$194,000 more in 2009, than I did the year before. I only adjust when I want to, on the days I want to adjust. And I spend more time with my family.



**I just wanted to say Thank You Dr. Erich.**

**I've been in practice for 15 years and since I've joined Practice Wealth, my practice jumped over 50%. I practice in Fort Oglethorpe, GA and I see patients 28 hours per week. Doing this gives me more time to spend with my family and they are the reason I do what I do. I want the best for them.**

**I have 5 staff members and I adjust 425 patients a week. It's a blast and I'll easily collect over seven figures in 2009. Since I joined in March of 2009, it's been a ride. As soon as I implemented your first and second day procedures, I increased my collections by \$30,000/month.**

**Your procedures work by just simply following your system. I'm very, very happy with the results. Oh yeah, I'm moving into a new facility on 2010, so I'm expecting even more growth.**

**Thanks again Dr. Erich.**

**You're the best.**

**Sincerely,**

***Dr. C. Pray***

Hey,

**Another weight loss ad success story.**

I just had a another multi-millionaire come in from the weight loss ad.

I also got invited to special box seat tickets this spring too!

Apparently this guy is buddy buddy with the owner of one of the professional sports teams I like and...this guy came in from the weight loss ad.

Not a chiropractic, laser or decompression ad, but weight loss.

Tell your clients to put that in their pipe and smoke it :)

I've had box seat tickets before, but I imagine when they are the owners of those box seats, they have to be amazing!

Naota Hashimoto, DC, BS

27 New Patients in 30 minutes!

Dr. Erich

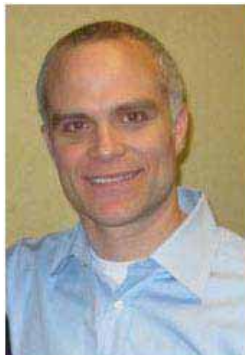
I wanted to personally write you and let you know what you've done for me, my practice and my family. I joined *Practice Wealth* about 3 years ago, and I started a brand new practice, 2 ½ years ago.

When I first started, I was a Gold Member. I did that for about a year and a half and I was able to collect \$30,000/month. I thought that was good money, but I wanted to make more. I looked at Diamond coaching and decided to make the leap, so I did. Well the results have been outstanding.

As soon as I joined, the very next month I collected over \$40,000, which was a new record. Now I collect over \$66,800/month on average, and I even work less hours than when I was making \$30,000. I have one full time receptionist and a part time therapist. Like I said, I only work 21 hours/wk., I work Monday, Wednesday and Thursday and I only work 6 hours a day and 3 hours on Tuesday. You've taught me to keep it simple, keep my overhead low and help more people.

I've been able to go from zero to 250 or more patient visits a week, in just a 1,500 sq. ft. office. All I can say is, "This has been an experience. I'm glad I made the right choice."

*Dr. Jon Nordquist*  
*Pulalluv. WA.*



Dr. Erich

"\$61,523 last month...a true DOUBLE in  
4 months of Diamond coaching..

Thank You!"

Dr. Dan Klein, PA

Subject: First New Patient Pre-Pays

Dr. Erich,

Hey I just wanted to keep you informed as to what's going on in Texas. I am a new Diamond member and I'm just sending you a quick e-mail to tell you I had my first patient in my brand new office yesterday for his ROF. I've been open for three days.

I got the patient from the ad Dr. Carney wrote for me. The patient came in, I messed up the wording on the ROF a little, but had the finances down and used the famous pause, Thanks to the Bootcamp and your system.

The patient said he would pick choice #1. WOW!

The system works and it's already gotten me a \$2,398 prepay which I think is great. Certainty with the finances and certainty with Chiropractic equals success. Looking forward to seeing you in LA this December. It pays to go to the Bootcamps and Summits. I knew before I left school where I was going to go and as you can see, it works!

Thanks for the help,

Dr. Jeremy, TX

Coach,  
we started diamond last  
month and it didn't take long  
to show, March was our  
highest collections, last week  
was my busiest week,



Thursday was my busiest day  
and we've already collected  
over \$17,000 this month and it's only the 7th! can't wait to see what  
happens the rest of the month.

Dr. Jon Nordquist WA

P.S. I heard the recession is over



Hi Dr. Kesler,

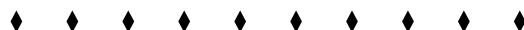
I just sent you my stats to date. Hopefully you got my cd's. I know my rof  
needs a lot of work. I've been working on it a lot the past week. was  
reviewing my stats and this is what came to me

These are the changes I have seen since joining Diamond: I now longer  
want to quit and close my doors, my income has doubled, I love doing the  
dinner workshops, I am not crabby at home anymore, I am more focused,  
my mind is shifting and I look forward to my income doubling again. Thank  
you for your xtra help. Sincerely, Melissa

Had my best week ever last week!! collected just under \$9,000!!!That also makes last month my 2<sup>nd</sup> highest month in collections since I've been in practice.I can't wait to build on the momentum and continue to implement even more of the Practice Wealth System to make 2009 my best year ever!We now have a website that should be up in the next couple of days and combined with all the video testimonials we've collected, since learning of this technique from Dr. Erich, we feel that this will be very powerful in terms of credibility and patient attraction!! My staff and I are very excited to maintain the momentum and my wife and I are looking forward to the upcoming bootcamp in Dallas!!Thanks to you and Dr. Erich for all your help!! can't tell you how much this means to me and my family!!

Thanks Again!!

*Rod Throckmorton, D.C IA*



**Collected \$10,883 yesterday, had three option 1 pre-pays plus a couple thousand in insurance checks.What recession?**

**Dr. David Cox TX**



“I went from being a Gold member to a Diamond member. When I looked at your system five years ago, I thought it was too easy, so it took me that many years to finally figure out that keeping things simple was the best way to go. I went from a three day report to a 5 minute report and my conversion rate went up. I now spend more time with my family instead of doing screenings.”

**Dr. Chris Lockerman GA**

Greetings from Spokane.Good news last week.I had 2 auto debit starts and finally my first all cash up front \$1996 start.They were all with the 5 minute ROF and I am excited.

Stats last week.

251 visits

7 new

5 starts

One thing that really helped, I think, is listening to the CD of live ROFs. For some reason that seemed to boost my confidence.Not out of the woods yet, but we're getting there!

Thanks again,

V. Smith, D.C., C.C.S.T.





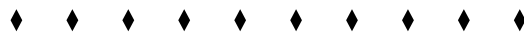
### **The system paid for itself**

#### **many times the first two weeks I used it**

I was able to implement Dr. Erich's system in one week. It was almost like the system was for free because I put it on my credit card and by the time my credit card bill came in, I already had signed up a couple patients for a years worth of care, made more than my money back before I paid for the system. Just using one of his ideas I reactivated 5 patients in one week and sold products I never sold before, adding to my net income. My collections doubled since using his system, but what is even better my take home more than doubled because I was able to cut back on my overhead as well.

I recently started up a new practice in a different state and following Dr. Erich's System and advice, we saw 82 patient visits the 2<sup>nd</sup> week in practice and had over 30 new patients.

Dr. Robert Meyer, Idaho



***"Since using Dr. Erich's system I cut my ROF's from 27 minutes to 8 minutes with a greater conversion rate. I no longer have to sell patients in the ROF, which is a great relief. I used to run a multidisciplinary clinic with a staff of twelve. That was way too much stress. I now only have 2 staff members and actually take more money home. I was even able to cut my hours to 3 ½ days (21 hours total) and my per visit average has increased by \$10 per visit."***

**Dr. Neil Brodbeck, NY**

**Seriously...Can You Find Anybody That Has Testimonials Like These?**

***"I went from 136 patient visits per week, to just over 464 patient visits in only 13 months, and last week I had 39 new pts. I'm only working 3 days a week and I'm enjoying practice again, thanks to Dr. Erich's Revolutionary Volume System."***

**Dr. Jeff Sullivan, Richland, WA**

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## **Vital Energy Wellness & Chiropractic Center, PC.**

Dr Homer G Wall  
~~XXXXXXXXXXXX~~

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May 4, 2010

Dr Erich Breitenmoser

Dear Dr Erich,

Thank you for helping me get back on track with my practice. I didn't know how bad I was feeling until I started feeling better. I love the 5-minute consult, the 5-minute ROF and the shorter new patient exam. Until you began working with me, I was spending a couple hours with new patients who mostly stayed for only one visit and \$75!

I did my first lunch workshop on March 16, 2010. Up to then I had collected \$16,000 for the year. I have now closed an additional \$24,000 in the last month. I'm on track to double, triple or more my income from last year.

By the way, and most importantly, after 28 years in practice, you have ignited the spark of life in me to again let people know the wonders of Chiropractic.

Very many thanks,

Dr Homer Wall  
Arvada, CO

“It’s has been outstanding, I am all excited, I already called my staff to tell them what we are going to do when I get back. Thank you Dr. Erich”

**Dr. Ron Benson San Jose CA**



*“Just using one of Dr. Erich’s ideas I reactivated 5 patients in one week and he showed me how to provide products that patients really need, adding to my net income. My collections doubled since using his system, but what is even better my take home more than doubled because I was able to cut back on my overhead as well.”*

*I recently started up a new practice in a different state and following Dr. Erich’s System and advice, we saw 82 patient visits the 2<sup>nd</sup> week in practice and had over 30 new patients.*

**Dr. Robert Meyer, Hayden ID**



*I came to Dr. Erich’s bootcamp, where I learned real estate investing from one of his speaker that will allow me to retire really soon. I also got exposed to the infinite banking concept and learned new marketing techniques. You shouldn’t miss one of his bootcamps, they are the best, I have been to all of them and continue to do so.*

**Dr. Rob Bigbie, SC**

Since I purchasing Dr. Erch's amazing Volume System, my results have been phenomenal. Actually almost unbelievable. I have increased my collections by 51% in just 3 short months. I am now collecting up to \$60,000 per month for the first time in my life. I have money left over at the end of the month for investments vs. just paying the bills. My overhead is lower, my new patients are up, and my established patients are not only reactivating, but committing to long term care all over again. My weekly average is up 60+ visits per week and I have consolidated my finances into a lean, mean, profit- making machine. When you're in the groove, you can do more things like coach your boy's hockey team and enjoy more free time and money with the family. There is nothing like this type of lifestyle.

Dr. Bill Bazin, MA

Erich,

Thanks for the emails and newsletters. I very much enjoy them and they are very helpful. I also want to thank you for inviting me to Marko's seminar. I am very much looking forward to doing real estate this way as opposed to new construction. Thank you. My wife has me cleaning up a bunch a things first...about 47 things...before she will allow me to start another new adventure. I knocked off about 10 over the weekend. We're looking forward to doing this and hope to be doing it by Aug 1. By the way, my income jumped up about \$100,000 last year and we are already up \$41,000 halfway this year. We're are making a push to increase by another \$100,000 or more this year as well. All while being open 3.5 days and 17 hours. Our overhead is now 25% so things are feeling pretty good but not great. We are striving for greatness. It has taken me quite a while to collect up front for the year consistently. But lately over the last 4 months we have done more yearly collections up front than I had ever done the 6 years previous. So thanks there also. Too bad about Swiss in WC. I'm pulling for Zidane and France.

Thanks again and glad to have you on my team.

Bill Tickel

**Dr. Erich has been there every step of the way in coaching us with the system we purchased. The system has given us an immediate new perspective of how to handle things. We've had immediate success with this system.**

**Dr. Brett Nadal,**

*"What I got out of this seminar is phenomenal, I cannot believe the amount of dollars I am leaving on the table for not using what has been taught at this seminar. With these ideas I will be able to attract not only new patients but also reactivate old patients I haven't seen in a while. Thank you very much."*

Dr. Ken Horbacz

Dr. Erich,

THANKS FOR ALL THE GREAT INFORMATION  
THIS PAST WEEKEND AT THE 1-DAY  
SEMINAR. IT WAS MY SECOND ONE, I ATTENDED  
BUT I PICKED UP SO MUCH MORE INFO THIS  
TIME. CAN'T WAIT TO SEE YOU AT THE  
BIG EVENT IN DALLAS.

DR. Joe

26 Sept. 2010

Reach Life  
Center's  
Message of  
Appreciation  
to You

## THANK-U-GRAM

Reach Life  
Center's Grateful  
Acknowledgement  
to You

Hi DOC! I got back from Vegas  
last night and I'm sitting here in my office this  
morning in A TIE! (which is A First in 22 yrs of  
practice) - THANK you for a great seminar. I'm  
excited about the DIAMOND coaching program, and I  
appreciate you doing what you do.  
I will see you in Dec. with my  
Success stories!!  
God Bless,  
Frank Reach



It makes us "feel good all over"  
to direct this THANK-U-GRAM your way.



## Increased Collection By \$13,458.00 A Month Within 3 Short Months

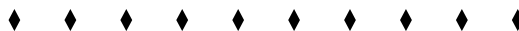


I practice in a small town in Texas, I have been in practice almost 3 years now. I started out with a consultant, I was with him for 2 years and valued his services but wasn't quite where I wanted to be at that point. I was collecting about 23,000 a month. I got the volume system in Nov 04, which was about 3 months ago. Our collection has increased about 50% since we got the volume system we are now collecting over \$36,000 a month, our patient visits have increased 30- 40%. I was trying to do the 5 min ROF before I got the system but I failed miserably because I didn't have the Pre

ROF video which sets the stage for patients to commit to long term care. Now they are ready to get the care that they need which makes all the difference in the world. I am still learning, but the volume system has made all the difference in the world and it is going to allow me to move up to the big league and a million dollar practice.

Thanks Dr Erich.

Dr David Cox, Texas



*"Dr. Erich's system has totally transformed my practice. I work only 20 hours a week, **I am only 28 years old and last month we broke all our records, collected \$55,852.38.** I did all this without adding any staff. I only have two full time staff. Thanks Dr. Erich."*

**Dr. David Cox, Little Elm TX**



Dr. Erich,  
Check this out.  
Just did my first dinner workshop for the year  
last Tuesday night.  
A little different.  
We called it the 'Lose 10 LBS in 2010  
and it was a weight loss and nutrition seminar.  
16 people attended  
I charged each one \$25/head. = \$400  
That night this is what I **SOLD**, on the spot.

(4) of my books at \$29.99 each. = **\$119.96**  
(6) tubs of hormone creams. = **\$298**  
(4) Isagenix 9 day cleanses at \$197 EACH  
(yeah I know I marked them up!) = **\$788**  
(3) Athena water filters. My commission = **\$1,050**  
2 attendees were non-patients. They took the FREE  
EXAM and CONSULT and I closed them both into  
care programs on Thursday for a total of **\$4,719**.  
So lets ADD that up.

Cost of dinner and promotion = **\$475**  
Total revenue generated in 2 1/2 hours on Tuesday night

**\$7,374.96**

Now that doesn't suck for a return on investment.

If you share this Dr. Erich, tell your members  
"Guys get on board with the back end products.  
It's like shooting fish in a pond. Get  
off your asses and do a workshop."

Just got my new Collagenizer yesterday. I am  
super excited. I will let you know of the progress.

Thanks Dr. Erich, keep it up.



M. Euch ;  
Thank you  
for the "in house"  
consultation. Your  
information was greatly  
needed & appreciated.  
We are excited & we are  
implementing.  
It was a pleasure to  
spend time with you.  
Joett  
Leach  
Maria  
Jessica

*Dr. Robert Meyer*

Did 60K in collections in August.  
25K in July and 23K in June.  
Glad to have you on board.  
Thanks,  
Kenna Vennecamp, Ft  
Collins CO



**As predicted, my April and May production started paying this month. From collecting \$22K in May, I have already collected \$25K by June 15<sup>th</sup>. This is much better, as you well know.**

**Better still, even though I've been busy paying bills from May, I have been able to pay all bills current this month, including payroll tax deposits and even my home mortgage on time, for the first time in a year.**

**I've had good months before, but they would be followed by down months (like May). There was never any consistency to my new patient flow. That is changing now.**

**Thank you again for making a great contribution to my success.**

**Dr. James Pizzadili, AK**

♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

Dr. Erich

We just had our second Dinner with the Doc Workshop last night.  
It went well. only 34 attended but booked 8 new patients for me and 3 for my asociate.

This dinner was just 4 weeks from the first one and we didn't have enough time to follow up on all the leads.  
They are fun and the staff really enjoy doing them.

Dr. Dan Weymouth CA

Hi Dr. Erich, here are my April Stats

New Patient prospects:25

Actual good np's: 12

Total Visits: 484...Thats my best yet!!!!...come on 600...

Collections: \$25,282

worked 17.5 days

Thanks so much for all your support and guidance! I've had some of my best months ever consistently since I've been coaching with you! Dr. Holly Geerson

Dr. Erich, Great bootcamp.

7:30 Monday morning I started the day off with a rof.

I think it was the best one I did yet. \$1,400 prepay and ins will do the other \$1,500

Thanks for the rof training even though I have listened to your cd's ten thousand times

I learned new vital report of finding tips from your bootcamp training.

Thanks again - **Dr. Fowler** - Platinum Member, Practice Wealth two year member.



Made \$103,738.00 More This Year Than The Year Before With This System !



Since using Dr Erich's revolutionary volume system I increased my collection by \$103,738.00 over the previous year and increased my patient visits by 98 a week.

I am also working a lot less hours so I can spend more time with my family.

*Dr. Ron Rolley, PA*

Dr. Erich,

The Dinner Workshop is a HUGE success!!

Last night was my first Dinner Workshop. It was an awesome promotional event.

The results are stellar!

We had 27 in attendance, 12 were guests.

We made 9 appointments for new patient consultations and gathered 79 leads.

Wow!! The next Dinner Workshop is scheduled for January. Today we'll start calling the leads to invite them and their guests to the next Dinner Workshop.

Costs: Dinner & tip: \$285; Gift cards: \$225; postcards and postage: \$340

Total Cost: \$850

Dinner workshop covers all the promo bases: Community meet and greet, new patient appointments and lead generator. It is unlike any promo that I've done to date.

Thanks Dr. Erich. You're an awesome marketing innovator.

Best regards,

Dr. Mace Richter CA

*Dr. Erich, I am very excited to finally send you a fax since joining Diamond. We just had back to back best \$ months, also we finally hit a goal in May that I have been trying to hit for 2 years. Our per visit average for May was \$71. I am thrilled with that. I used to want to see tons and tons of patient visits a week, but if I am able to increase the per visit average, why bother. We ran an ad that generated 22 new patients in the door and I am using your ROF. I look forward to seeing you at bootcamp.*

***Dr. Tom Steigerwalt, OH***

Dr. Erich -  
Thank you for showing  
your passion & your dedication  
to chiropractors to be more  
successful.  
I appreciate your work  
ethic & devotion. It is  
inspiring & keeps my fire  
burning to see others out  
there with the same zeal  
of love. A true role model!  
May your family be  
blessed. - Dr. Matt

**"I went from an average billing of \$54,000 a year to over One Million Dollars a year using Dr. Erich's System. He has changed my life and changed my family. I went from working a lot of hours to working little hours. I really appreciate what Dr. Erich has done for me. Thank you!"**

**Dr. Jason Tripp, Hermitage, PA**

***"We have collected an average of \$15,000 more a month for the last 3 months and I haven't even used all the stuff in the Volume System yet. Needless to say, I am very happy!"***

**Dr. Ken Zammito, NJ**

♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

Hi Dr. Erich,

I can feel a difference using the cream. I seem to get the best result using the growth hormone cream together with the testosterone. I think I am loosing a little weight too. Thanks for turning me on to them.

Dr. Kim Janda CA

♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦



*I increased my practice by 60 patient visits a week simply by implementing Dr. Erich's Dinner workshop. Thanks you Dr. Erich.*

**Dr. Leonard McGill, St James Island SC**

"I am a veteran in chiropractic. I have been with over 10 management firms and have not to date after 28 years in practice ever seen as many new ideas, ways of building a practice as at this Bootcamp." **Dr. Jack Adrian MI**

♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

Your bootcamp was phenomenal. The speakers (All of Them) were awesome. I love the way you brought in experts from different fields to share what they know about life, business, Marketing, Asset protection and real estate.

There is no way one could "fall asleep" at your bootcamp.

Very exciting, very informative, extremely well done.

Thank you again. You have brought about a change in our practice.

Thank you and god bless you. Dr. Mark Loving, Stuart Fl

10/4/10

Dear Monica: Dr. Erich:

I just wanted to send this note: Tell you about the incredible changes in my office since implementing Dr. Erich's 5min. ROF. I never thought I could sign someone up for 40 visits, but patients are prepaying their copays; deductibles via check, care credit or credit card. This has truly transformed my practice. I was seeing 50-80v/wk. for years; only after 3 months of using the 5min ROF I am over 150 visits/wk. working 3 days per week. The most important thing I found is to remain silent after going over →

• Fax: [REDACTED]

10/04/2010 02:57

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The payment options. My conversion rate is outstanding, since June it is 36/40. I would like Monica to call me so I may sign up for the Practice Wealth Summit in December.

Dr. John Kiriakates



**From around \$45,000 collections a month to over \$90,000!**

Since we incorporated the Practice Wealth system our marketing has been great, a lot of amazing ideas, especially the “Spectacle”.

I am a lot more excited in practice, we get a lot more referrals. Our collections went from around \$45,000 to over \$90,000 a month. A huge change, I can’t thank you enough Dr. Erich.

Dr. Brian Mowl, DE



Dr. Erich,

Before your last boot camp in December, we averaged about \$ 25,000.00 in collections each month.? We actually have averaged that for an entire year, my first year to be open.?

Since the boot camp we now collect over \$ 50,000.00 a month and are seeing almost 400 patient visits a week.? In February alone, we had 61 New Patients and closed 42 @ \$ 3,100.00 each! The 19 that didn't sign consisted of Medicare patients, Preachers & Spouse (who we see @ no charge), and only a couple who were there for the wrong reasons.

Because of your policy of keeping it simple we have grown so much over the last 3 months that my CA's are threatening to have my head examined if I don't quit signing all these patients. There were days in February that we would sign 6 patients in one day!!

The first week of March was incredible.? We finally broke through 400 pt visits this week and collected almost 28,000.00.? A few months ago 28,000.00 would have been a good month!!!!? What recession??

God Bless,  
Dr. Bryan Clay



***“Since using Dr. Erich’s system my per visit fee has gone from \$18 per visit to \$48 over a 12 month period. We have made an additional \$82,000 more last year and this year are up another \$30,000. Thank you Dr. Erich.”***

**Dr. Bill Tickel, OH**



Dear Dr Erich,

My wife and I have been in practice together for several years and have worked with other practice management groups. With the other groups, we improved our practice by 10% - 15% each year, and we believed that this was a good return on our investment.

We started with your Practice Wealth System in October of 2006 and what a wild ride it has been.

When we received the Practice Wealth DVDs and CDs it did not seem like it was anything new. Boy, were we wrong! The key was that it was a system- all the pieces of information were put together into one package. We dove into the DVDs first and absorbed it all Friday afternoon, Saturday and Sunday and were ready to rock Monday morning. The 5- minute Report of Findings - it took some work or practice to get there. At the time, we didn't have that many new patients to practice it with, but we soon started the Killer ads and our new patient numbers skyrocketed. The first killer ad we did brought in 27 new pt exams of which 17 became new patients and 10 paid in full for 9 month to 1 year care plans. The second newspaper insert we ran brought us 57 new patient exams of which 34 became new patients. Each time we ran the insert the offer was only good for a three week period.

Implementation of Care Credit was another part of your system that brought about significant results. We had used financial plans in the past and had financed in house with poor results. This was the vehicle that allowed many of our patients a feasible financial option that gave them the opportunity to accept the treatment plan with no reservations. Many of our patients had care credit from other healthcare providers in the area. Thus far in 2007, we have done over \$40,000 in care credit service.

We did our first dinner workshop and it went well. We had 38 attend and gained 10 new patient exams from the workshop, of which 5 became new patients.

These stats were a great improvement to any program we had implemented in the past, but it really doesn't show you how much Practice Wealth has changed our lives. We have improved from 2006 to 2007 by a minimum of 37% across the board - 40% increase in services, 37% increase in collection, 47% increase patient visits, 55% increase in new patients. We are now collecting an average of \$50,000 per month and have goals for \$80,000 in collections per month in the near future.

We feel that not only the improvement in practice stats have been great but the wealth management information is fantastic. The conference calls with persons like Lee Phillips, Jim Sandberg, Isagenix and others have opened our eyes to more than just growth through new patients.

I did have the opportunity to go to boot camp in Dallas, TX and it was great. I hope to attend the next one with my wife. We are currently gold members and look to become platinum plus member very soon.

We can not thank you enough for your outstanding guidance and insight that has taken our practice and our lives to a new level. We look forward to much more cutting edge information. You're one in a million!

With Happiness and Health,

  
John Lefand, Jr., D.C.

  
Michelle E DiBiase, D.C.



"I have been working with Dr. Erich for over 4 years now. He helped me double the numbers in my practice from about \$18,000 a month to \$36,000 a month. We sold that practice and moved to a new location. Within a month and a half of starting that practice we are at \$24,000 a month in collection. He has helped us live where we want to live and live the lifestyle we want to live. Thank you Dr. Erich!"

**Dr. Ryan Helms, CO**



The Bootcamp this weekend was amazing! I learned so much and the opportunity to network with such high class and successful doctors was terrific. I have a laundry list of things to implement here in the office and I know this information is going to help me continue to increase my income! Thanks so much! **Dr. Caleb Braddock TX**



"This one day seminar was awesome, if you want something to kick start your practice, I highly recommend you attend this seminar. I learned more in the first 3 hours to transform my practice than I have learned at full weekend seminars. We are going to double our collections this year from what I learned Thank you Dr. Erich and we will be attending more seminars soon." **Dr. David Cox, TX**



Dr. Erich, thank you so much! I doubled my practice in a month. I am finally achieving my dreams. My life has totally changed thanks to your practice wealth system. I have been with 4 other consultants with little to no help. Your ROF is so quick and simple my efficiency has really improved. Thank you.

~Dr. Jeff King IL



***"I have doubled my collections using Dr. Erich's System. Thank you Dr. Erich."***

**Dr. Mike Cerefin, ID**

**Listen to How Dr. Chris Worth booked 50 new patients in one week on this months' CD of the month interview.**

**You will also hear how he processed 9 new patients and saw 30 visits in less than 2 1/2 hours. Pop this CD in your CD player as soon as you open this envelope!**

**Dr. Chris reveals golden nuggets that you want to start implementing in your practice asap.**



Dr. Erich And Dr. Chris Worth at a recent get together



Dr. Erich

Great call today. It made me realize I need to pull out my practice wealth system at least once per month to review all the powerful information that you give us. Your system has everything a doctor would need to run a very efficient high net office. I have used other systems and NOTHING COMES CLOSE to what you deliver. A person would be a fool not to use this system. Thanks for your passion and dedication to helping me thrive in practice. Most of all, Thank You for keeping it SIMPLE to use.

Brent Kesler

A message of appreciation to you.

## THANK-U-GRAM

Dear Dr. Eric,

We received your volume system on Monday and we are excited. We want to thank you for the wealth of information that we haven't had a chance to look at it all yet. We just want to let you know that we appreciate you and all the things you do for the chiropractic profession.

Sincerely,

It feels good all over to direct this Thank-U-Gram your way.

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To Reorder Call: 1-800-955-9044

Dr. Das + Dr. Ma

A grateful acknowledgement to you.

Caleb Braddock  
1 year system

600 ✓ / 14

April 29K

\$48-55 / visit

BNP for April

Most collected 32K

2500-3500 people

lunch talks

going on Safari Dec 12-20

from 8K to 30K in  
1 year

Hi Erich,

Just read your September Practice Wealth Letter to my staff at our lunch meeting. Nice photo of your family and the alps. I have been there a couple of times, once while I was in the army in Germany, I went with a friend on a summer weekend ski trip to the Matterhorn. It is open year round, but unfortunately they were closed that one weekend of the year for maintenance. We had a great time hiking around anyway.

Our office collected \$32,001 for the month of August. That is the most I have collected in one month in the 20 years I have been in practice. Last August we collected \$12,955 and I was fed up with chiropractic and was looking for something else. In January, a couple of months after becoming a gold member with you, I set some goals for 2007. At the time, we were seeing about a 100 patients a week and collections were modest.

I have made goals in the past and usually found them not being met. This time I made the goals with a little more confidence because of what I was learning from you. My goals were to see 150 patients a week by June, and 200 a week by the end of the year. I thought we could reach them, but still, from past experience, I harbored a little doubt. Yet in conversation with you, I was given more confidence. We actually started to grow steadily and by mid May we had one week of 153 patients. Then it dropped down into the 130's for the next few weeks, then in July, we were seeing in the 160's. In August we were seeing in the 170's with a high of 186.

We are well on our way to 200 a week and none of us in the office doubt that we will reach it. In fact our concern is how we can manage the patient flow so that they are not having to wait so long. That is a real problem, but so much better than the old problem of worrying about when the next patient will be coming in.

I have been with a couple of other practice managers in the past. With one, we had a little success for a couple of years, with the other absolutely nothing. This office has never seen the numbers it is seeing now in the entire 18 years I have been here. Not just numbers, but attitude and fun and harmony. It is truly a joy and not a burden to go to work.

I attribute all of this success entirely to you and your innovative practice management skills. Not to mention all of the marketing mastery that you introduce to us. And to be honest, we have incorporated only a part of all the marketing and various management programs you have shown.

We are in the process of incorporating more, but there is a lot to learn and it does take time. The good news is that success can come and come quickly, just by a change in attitude and by making a few key changes to start. The ROF was the biggie for us, and I would say the dinner's are next.

I'm proud to be one of your platinum members. I feel I am the least of the group, and probably the oldest, but it is good to know that you can teach old dogs new tricks, and I am thrilled to be learning them. Thank you for all you have done and continue to do for all of us. I am very grateful that our paths have crossed and feel that it was not just accidental. I am looking forward to a very bright future in chiropractic, something I could not have imagined even just a few months ago.

Thanks again,

Ron

**28 Year old chiropractor making over \$33,000 a month in a 1,250 sqft office with 1 ½ staff with 30% overhead.**



Dr. Erich with Goldmembers Drs. James and Barbara

Fowler at a recent seminar

Inside: learn how Dr. Fowler went from 40 pv/wk to 160 pv/wk and from collecting \$9,000 a month to over \$33,000 without adding additional staff.

How he went from 25 minute first visit procedure to 12 minutes and from 30 min ROFs to 5 minutes.

How he just bought his dream home...and more

Working only 27 hours a week



*"I have been in practice for 12 years and after using Dr. Erich's system for only 3 months, **I was able to double my collections, without adding any extra overhead or staff.** I doubled my collections again over the following 3 months, altogether I went from collecting \$15,000 a month to over \$45,000. The fact that Dr. Erich is still in practice makes a huge difference, he is in the trenches like me, I feel he understands what I am going through every day. Thank you Dr. Erich."*

**Dr. Rodney Thomas, Springfield MA**

Natural Pain Relief and Wellness

**FAX**

To: Dr. Erich	From: Dr. Tim Swihart & Alex Swihart
Fax: <del>951-693-4627</del>	Pages:
Phone: 951-695-4696	Date: 04/29/08
Re: Chicago	cc:

Comments: Dr. Erich, thank you so much for taking time out of your busy schedule to come teach us Saturday. I learned more in that first hour, than 20 practice management seminars combined! You are the master of marketing! We have come back and started implementing your system into our clinic and we closed 2 cases, one Medicare and one current PT on upsells and collected over \$2400 from that one technique alone! That's a 2.474% return on your one day class! That is We bought the Canon SD 750 Monday and are videoing and taking pics of our PT's! We are roleplaying with our CA's on the first phone call.

#1. We have a 2-day Baby Boomer Expo in the mail this weekend. We usually play a video and hand out brochures. We also do shoulder rubs and a spinal analysis with the ProAdjuster. Is there a better way to do these? Do you have a kit we could buy?

#2. We also do Mike Johnson, DC's brain based therapy program. He uses Oxygen Therapy and charges \$50 per therapy (but he gives them a 45% discount). So should we charge \$27 or \$50? I have been charging \$50.

#3. Dr. Swihart wants to know how he can resign from Medicare, like you did, because Medicare says that Chiropractors cannot resign.

#4. Should we have different packages for SD, Migraines, Dizziness/Vertigo, Fibro?

#5. What fees should I charge for a 98940, 98941, 98942 or do you just roll it all into that \$2647 plan? When you bill insurance what fees do you charge? If you're doing rehab and therapy what CPT's are using? Because Dr. Swihart wants to be compliant but he wants to offer that package.

Dr Erich

Just wanted to drop you a quick note and tell you we are on our way to a record month. We are doing our first pt. spectacle/Birthday month. We started the month with a patient appreciation Thanksgiving dinner to kick things off and got 24 np. We announced the giveaways and decorated the office and then ran an insert in the local paper talking about our birthday month and got 32 more np. It is only November 10th and we have already collected over 38,000 this month. The np phone calls just keep pouring in.

We have a lot to be thankful for this year on Thanksgiving! Thanks Dr Erich!

Dr. Kimberlin



Dr. Erich

Just spoke with Diamond member Rashad. He stated that he did HCG himself and lost 45 pounds on the 40 day program. He is selling it in the office for \$100 a bottle. He also stated his last "Dinner with the Doc" cost him about \$800 and returned him \$11,000.

Brent Kesler



Dr. Erich,

I know we have a call next week but I had to tell you about my dinner talk last night.

We had to move to a bigger room before the talk because we had so many confirm. We ended up with 56 in attendance and scheduled 27 NP. We also had a 10 that were already patients so a pretty good sign up rate. The fun thing is that they are all scheduled in the next two days because we only let them schedule for that week.

Tell everyone to get out there and tell the story.

Dr. Fowler



I have been with (4) other consultants with  
little to no help (that's why I didn't use your  
ROF). Your ROF is so quick and simple  
my efficiency has really improved. I'm never  
looking back. I also bought Oranitz's underwear and bought  
doarthritis. Sincerely,  
Jeff King, Dr

Steven Enriquez <sup>2 kids</sup>  
last 2 months <sup>March</sup>  
> \$50,000 <sup>54,000</sup> 756 April  
<sup>297 days</sup>  
\$1500 9 in collection  
~~756~~  
2 CA, n. 1 archer, 100%  
6 hours  
Intern  
1 Dinner workshop 60 people  
3-6 AP from lunch  
→ June 7<sup>th</sup> Spectacle  
Pancake Breakfast  
100% closing rate this





*“We’ve had Dr. Erich speak at our event several times now and the feedback we get from the people that attended his class has been really exceptional. His program is right on, what he is doing for chiropractic and helping chiropractors grow their practices is what the chiropractic profession needs and I highly encourage you to take advantage of his information and seminars.”*

**Dr. Karl Parker, Karl Parker Seminars TX**



Since using the Diamond coaching I went from collecting 10K a WEEK to 16K per WEEK.

It's working great.

Dr. Dave DeBarros



“Dr. Erich’s taught me a number of things, since I bought the volume system. He’s taught me how to be organized, to be fast, efficient and give a dynamite Report of Findings in 5 minutes or less. I used to struggle with trying to convince the patients that they needed to see me three times a week for eight weeks, then maintenance forever. Everything I tried, really didn’t work. Once I started following his program, the patients started understanding why they should want to come in more often. When I began, I was seeing a little over 100 patients a week, but now I’ve increased my practice over 120% and increased my collections by 145%. This has all come about in just the last 6 months.”

Ryan Helms, Colorado

I always thought that I had a successful practice until I received Dr. Erich's system. We had the system for only one month and our collection already went up from \$14,000 to \$21,000 after using his system. I have had other consultants but this is the most effective and thorough system I have ever used. If you are interested in doubling your practice get this system. Thank you Dr. Erich.

Dr. Mullenax, CO



*“ Since using Dr. Erich's amazing Volume System, my results have been phenomenal. Actually almost unbelievable. I have increased my collections by 51% in just 3 short months. I am now collecting up to \$60,000 per month for the first time in my life .I have money left over at the end of the month for investments vs. just paying the bills. There is nothing like this type of lifestyle. ”*

Dr. Bill Bazin, MA



“Since we incorporated the Volume System our marketing has been great, we are getting a lot more referrals. **Our collections have improved, our biggest month actually being over \$90,000** up from \$40,000-\$50,000. So a huge change, I cannot thank you enough Dr. Erich!”

Dr. Brian Mowl, Wilmington, DE



Today's (3 hour seminar) seminar has been excellent so far, we are only a third through and I already learned more than I did at other full weekend seminars.

Dr. Caleb Braddock, Van Alstyne TX



***"I was able to implement one of Dr. Erich's strategies right away where I pick up an extra 3-4 new patients every time I do it. He helped me increase the amount of prepay. I also cut my office hours a lot from 5 days to 3 ½ days. Dr Erich has given me a lot more time to spend with my family and I am also able to help more people and I appreciate all that.."***

**Dr. Brent Kessler, KS**



I want to thank you for the Dallas Bootcamp. It was a world class event the likes of which I have never seen. It opened my eyes to a new life – one of success and freedom. I can now feel success, not just hope and dream for it! I have already started to implement some of the tools that were presented. Thanks for everything you do.

## **Hello Dr Erich, Quick note on our first Dinner Talk.**

I was going to cancel event as two weeks prior our scheduled date we had not begun to promote.

My Diamond Coach, Dr David, would not allow me to cancel (haha). If not for his support I would have procrastinated for another year - literally. We promoted from our front desk with MUCH enthusiasm; we did no mailings, called in-actives, and attracted 95 attendees!

**We had to turn away 15 by phone same day as event.  
We totally blew out the restaurant - all seating ... Line out the door to get in when I arrived.**

What an awesome experience; connecting with current patients, reconnecting with inactive patients (who have resumed care), and meeting prospective new patients - not to mention inflaming my sense of purpose. Our biggest problem was no microphone / pa system for such a large audience (thankfully I have a big mouth).

We signed 21 new patients and have had more call to schedule since talk (we will do better with that when I perfect my close). We collected 372 leads. My coach, Dr David, is now instrumental in guiding me through the growth pangs and keeping a check on the "poverty consciousness" that has held me hostage for many years (every time we make a quantum leap upward the old egoic mentality "speaks up" and self sabotage ensues - absolute necessity to have a coach at these points to push through).

By the way, the event caused our entire team to bond over a purpose "bigger than self" which is also priceless. Your program is turning my entire business around; thanks to you and my Diamond Coach.

Dr Scott White

04/24/2008 13:36

DR ERICH BREITENMOSER

PAGE 01

TO: 19516954696

P.1

APR-24-2008 04:06P FROM: PINT CHIROPRACTIC

**PINT**  
**Chiropractic**

*"Come for Relief...Stay for Wellness"*

4-24-08

Dr. Erich,

I just love sending these faxes to you. I had another dinner workshop this past Tuesday. We had 44 people, 31 were guests and we made 21 new patient appointments. My practice has increased by 35 visits per week in just the past couple of workshops I have done. Especially since I also implement your report of findings.

This stuff is so good I almost want to keep it a secret in my area because no one else is willing to do this for the community.

I am going to be the "poster boy" for these workshops someday. I love it!!

Thanks for everything!!!

*Dr. Scott*

Dr. Scott Pint

**Dr. Mike Farrell PA**

Good Morning

I just wanted to let you know about some good successes we've been having since your last super-mega-conference-spectacular.

It's all in the little things. One small thing you said there was when someone comes in for a new patient exam, ask them who their chiropractor is. So the other day I did that to a wife while the husband was going to the back. She said no one, so I said "Well, we just had a cancellation (not true) and I have an opening, why don't you get checked out?"

Now, both are under care, and are bringing in their daughter today to get checked.

Also, I purchased the system on spinal screenings. Again, one thing Dr. Worth stresses is to find the subluxation and "grind it". I never did that too hard during exams before, but for the last 3 weeks I've been grinding it during exams, and the results are staggering. People are shocked that something can be so tender when I push with just one finger, and that I can find these trouble spots by simply feeling their back and neck. It makes the exam much more powerful, and our conversion rate has gone from 50% to 90% over the last 3 weeks.

Last thing was Dr. Creed's adjusting packet. Patient's just love it. Using the arthro-stim while having the patient stand/sit/or move is amazingly powerful. And I followed your advice and really started using the muscle testing. It is simple, fast, and effective. It freaks people out (in a good way) when you show how weak their muscles are, and how strong they get after an adjustment.

Just by following a few simple suggestions you have made, and by learning some new info our practice is taking off, and the improved conversion rate have already paid for all the material I purchased, plus the seminar itself.

Great, great stuff

Sincerely,

Dr. Robert Meyer



*Wow, what a great weekend in Dallas! You were on fire. What I love about you your style of coaching is no beating around the bush. Here is what I do, if you want to be successful at least try these systems and just do it.*

*Joel Bauer was entertaining and fantastic as everything he does in the public is intense, yet fun and those 4 seconds do matter. You never know who will be looking!*

*Barbara Outland Baker was outstanding. I'm just about done with the book! What a great book. You are a driver for excellence in all that you do just like Arnold is. You are not afraid to take risks, and your follow through is excellent.*

*I first met you 12 years ago up in Minneapolis and I loved the message, a lot of which hasn't changed. The one thing that has changed is your marketing and computers. You used to want to never go near that and now look at you. Great job, keep being the leader you are.* **Dr. Steve Edling, WI**



Erich,

I wanted to thank you for your time and coming out this weekend.

It means a lot to me for you take time away from your family and practice

To come and help us.

We are reviewing our notes and making a plan of attack. I will send you updates as we progress forward.

In addition thank you for the watch and goodies. It was a great surprise and Very much appreciated. Have a great Christmas and see you soon.

Dr Ken Wilson  
Tree of Life Chiropractic

**Went from \$25,000.00 to \$40,000.00 collection a month in a very short time!**

I have had the Practice Wealth System only for a couple of weeks and my collections have already gone from \$25,000.00 a month to now over \$40,000.00 a month. Thank you Dr. Erich for your System it is working.

**~Dr. Marc Long, IL**

*"Dr. Erich's ROF changed my life, I was in practice 18 years before I met Dr. Erich and never knew how to do an effective ROF. **It has made me well over a million dollars in income.**"*

**Dr. Rob Bigbie, SC**

WEST VALLEY CHIROPRACTIC & WELLNESS CENTER  
Drs. Jennifer & Scott Waddell

FAX (951) 693-4627

4/14/08  
PM.

DR. ERICH,

I JUST SAW THE P.M., I SENT YOU THE  
~~E-MAIL~~ <sup>FAX</sup> ABOUT THIS MORNING.


I WAS CONCERNED THAT HERE OUT OF  
POCKET FOR 25 VISITS IN NETWORK WAS ONLY  
\$250.

I PRESENTED MY NEW 6 MO. CARE PLAN  
AND SHE CHOSE OPTION 2 ... TOTAL \$4,680-

PLUS, THIS TOTAL IS APPROXIMATELY  
\$1,500 MORE THAN I WAS  
CHARGING PREVIOUSLY FOR A  
6 MONTH PRE-PAY!

THAT WILL  
PAY FOR FLIGHT  
& HOTEL FOR  
THE BOOTCAMP!

SWEET!

THANKS,   
DR. SCOTT.



“Just had an amazing day with Dr. Erich at his Bootcamp, this has been a jam packed seminar with lots of practical information,. Just can’t wait to get home Monday morning and put some things in place, I know we are going to see our new patients increase our collection increase again. I want to thank you Dr. Erich for putting your heart and soul into this weekend and I continue to look forward to continued success with you.”

**Dr Brian Mowll, Wilmington DE**

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

“I have benefited more from your information in just a few short months, than I have for years with many other management firms.”

-Dr. Brian Allard, Columbus OH

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Hey Dr. E,

Just wanted to drop you a note about our Turkey day. We gave away 188 turkeys, adjusted over 200 patients, 6 NP, & 3 ROF's that all signed to care.

Here is the really hard part to believe. When the day was over the front office and myself all agreed that it was an easy day and not crazy busy at all. It showed us that we could easily see over 250 a day with our current system.

Thanks for helping us help so many!!

God bless,

Dr. Brian Clay



*"I Did my first dinner workshop using your system. UNBELIEVABLE results I have done a cold call dinner before with 25 being the max turnout and getting 12 to sign up and maybe half to show up. The restaurant thought we were doing the same thing again. We had to stop booking we maxed the place out with 84 people -----patients and guests, we booked 18 new so far we have 100 percent show rate and we have had 5 reactivations. Not to mention the amount of people wanting to come to the next one. In addition, we have over 100 leads for the next workshop."*

**Dr. Brad Morris, Litchfield IL**

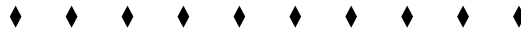


### **We've Collected An Average of \$15,000 More A Month!**

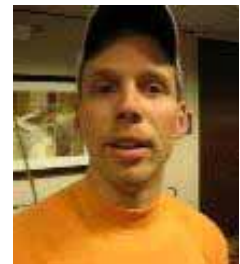
"We have collected an average of \$15,000 more a month for the last 3 months and I haven't even used all the stuff in the Volume System yet. Needless to say, I am very happy!" Dr. Ken Zammito, New Jersey



**By the way, our last dinner workshop got us 10 new patients.  
We have another one scheduled for next Tuesday. Great stuff!  
Dr. Chris Lockerman**



I came to Dr. Erich's Seminar and it's only been half a day and I have already learned enough to make the trip worthwhile and look forward to the rest of the day. I can't wait to apply these new strategies in my office, making more money and simplifying my practice and life. After attending this one day seminar I decided to be at the Bootcamp in October, if this is any indication what it will be like I'm in.



**Dr. Rodney Thomas, MA**

## WEST VALLEY CHIROPRACTIC &amp; WELLNESS CENTER

Spinal Corrective/ Health Optimization Adjustment Plan  
(approximately 6 months @ 3 visits/week)

## Care Plan includes the following:

Corrective Spinal Adjustment Visits  
 7 Progress Exams (every 10 visits)  
 1 Re-exam (including SEMG & re-x-ray)  
 Spinal rehabilitative Exercises

Total Visits: 3/week x 6 months = 80 visits

Program Total:

Less Insurance Benefits (if) Available (Estimated) 25x10

Program Total:

\$ 5450<sup>-</sup>  
 \$ 1250<sup>-</sup> (as a courtesy)  
 \$ 5200<sup>-</sup>

Payment Option 1: Prepay Full Balance - Save 20%Pre-Payment Discount - 20 %, SAVE \$ 1040<sup>-</sup> Investment = \$ 4160<sup>-</sup>Payment Option 2: 2 Payments - Save 10%2 Payment Discount - 10%, SAVE \$ 520Investment = \$ 4680<sup>-</sup>

First Payment Due Today

\$ 2340<sup>-</sup>

Second Payment Due in 45 days

\$ 2340<sup>-</sup>Payment Option 3: 6 payments - Save 5%Investment = \$ 5260<sup>-</sup> 4940

\$23.33 /per month for 6 months, No Finance or Interest Charge, if paid on time. First monthly payment is due today. 5 subsequent payments are due on today's date. Check, Credit Card, Cash, EFT or Bankgenerated payment.

\* Our office is able to extend this discount due to the decrease in the volume and time of clerical work. This plan covers the above mentioned services only. No other services are considered part of this special plan. If you need to discontinue this plan for any reason, all services used will be totalled and subtracted from the pre-payment amount. Any Remaining credit balance will be refunded within 15 days.

Practice Member Suzanne CunhaI chose Option # 2Signature Suzanne CunhaDate 4/14/2008Witnessed By [Signature]

## **Inspired into Action**

Hi Dr.

Just got this e-mail yesterday from Dr. Bravold, I thought I'll pass it along, might inspire one of you to take action on whatever you are working on.

Erich,

That was a great meeting. I'm glad I was able to join with you and everyone. That is a great group of chiropractors and an honor for me to be associated with them. I learned a lot and it was good to see Dr. Bigbie's office. It was an inspiration to me and motivation to do whatever it takes to come as close as I can to that standard.

I have a goal of 200 pt visits a week by the end of this year. Last week we had 179 (a couple of weeks ago we had 184) and I am confident we will reach this goal. Now, I must consider the coming year and my goals. You know, it is fun making goals when you really believe there is a good chance that you will reach them. When you have a vehicle or system that can take you there. All you have to do is use it.

Your system and support has given me much success and much confidence to go all with it. I told you how fun it is to go to work, and I mean it. That is a very new experience.

I am excited to start implementing some of the things I learned over the weekend. If you can make a success of this old man in this neck of the woods, then you can do it with anyone. I know our numbers are not as impressive as the others, but they are exciting for me. I'm not where I want to be or expect to be yet, but I still feel successful and that is important.

I hope to be a practicing billboard for your system. I have received a few phone calls from some DC's who had seen one of my emails to you, and I have enthusiastically encouraged them to get involved.

Thanks for the weekend,

Dr. Ron Bravold, CA

*"After 28 years in practice this is the most awesome seminar I have ever attended."*

**Dr. Tim Bogren WV**

## Made \$5,200 in one day using your ROF!

I have used all your marketing over the years with great success, but never did your ROF. Yesterday I gave your ROF a try and WOW, I closed a \$2,500 prepay of a husband and wife, then closed another \$1,200 package deal the same morning and later that day another \$1,500 deal, all in ONE DAY!. Thank you very much! I just can't believe it!

Dr. Jeff King, Quincy IL



*"Hi Dr. Erich! Thanks for a GREAT BOOTCAMP...I've been amazingly focused since coming back, and our numbers have reflected my renewed enthusiasm: \$51,000 collected last month and over 220 patient visits/week all month long."*

Dr. Leonard McGill SC



Hi Dr. Erich

thank you for the email newsletter, just wanted to tell you my last two weeks was excellent. I am so excited to go to work everyday, i have been in practice for 5.5 years now, and my 2007 year was the best (in terms of collection)

Dr. Diem Nguyen CA



*Attending Dr. Erich's Bootcamp gave me just what I needed...a quick Boot in the....camp! I had been in a state of indecision (what to do next to help my practice), and I evaluated 4 other programs in addition to Dr. Erich's Platinum-Plus program. After seeing how much focus and attention to detail Dr. Erich expends (remember, he is Swiss----his office runs like...clockwork!), and the diversity of areas that he is expert at evaluating (from marketing to technique to office procedures to finances), I did not hesitate to join his program. Don't miss attending his Bootcamp and/or his Gold/Platinum+ group and seeing what Dr. Erich can do for you!*

**Dr. Jonathan Lemler, Oxnard, Ca**

Dr. Erich:

Thank you for coming to Seattle and presenting your information. I've got a long list of things to do.

The Monday after the seminar was my biggest day in about a year. My staff commented ... "What DID you learn at that seminar?" Something cosmic I assume.

Thank you, Dr. Craig Chyle

A message of appreciation to you.

## THANK-U-GRAM

Dr. Erich,

Thank you so much! I doubled my practice in 4 months and am going to again by the end of April. I am finally achieving my dreams. My life has totally changed thanks to your Volume System now that I have implemented it all. —————→

It feels good all over to direct this Thank-U-Gram your way.

A grateful acknowledgement to you.

Dear Dr. Erich,

Today's office experience was totally energized, focused and bolstered full of love. I always stay pretty busy at work but today I was busy totally loving up my herd in a way that seemed so naturally right. I owe a world of gratitude to you and your caring crew for showing me the love and turning me on again! I feel so empowered, and capable of making my dreams come true.

Thank you for creating this past weekend's Boot Camp in Dallas. Besides working your butts off; I observed that you put your heart and soul into the weekend's event and festivities. I am so grateful for the experience. I feel honored to be part of this magnificent life changing event in association with so many great like minded chiropractors and friends of chiropractic. You should be very proud of the awesome job well done. Dr. Erich the program you put on was absolutely stellar.

Thank you so much for introducing me to your special friends; especially to your hand picked contacts. This weekend was just what the doctor ordered. I felt moved and to my surprise quite often very emotional during some of the presenters programs. Case in point while Dr. Allan Creed gave his demonstration I actually teared up with an unexpected, uncontrollable rush of emotion several times especially when he spoke of the young child's come back to life through his conviction of care, love and subsequent treatments. During the weekend I took the opportunity to watch him closely in the hallway treating participants with his technique; today in my office I was able to copy and transfer with great success some of his treatment style while working with some of my patients.

As you know I have a young family. I am dedicated to always doing the right things as far as my family and clinic are concerned. You totally took care of me by introducing me to Attorney Lee Phillips and his wealth preservation program. I have the major bits and pieces of my financial and wealth preservation in place. But you know that I need to put all my pieces together. I appreciate the opportunity to handle this portion of my success track. Now I feel more certain to achieve my financial goals that all I need to do is fill in the blanks. You set it all up for me to just slam it home all the way to the bank.

Finally, thank you for generously sharing your secret weapon: Mr. Joel Bauer. This was the first time I met Joel in person and had the opportunity to be caught up in his inspiring presence. What a true winner! Now I know what you've been talking about. Wow!! I am very excited to work with him now and in the near future. I am pretty darn good at implementing my marketing programs but now with your steady guidance and Joel's help I am going to blow the doors off my competition and totally kick my business/practice into the new stratosphere.

I am so happy and honored to become a member of the Platinum group. Thank you for inviting me to participate. I am very excited about breaking records in my business. My future only looks and feels very bright now that you are my mentor and coach. I want to not only be an example of your tutelage but a noble brother for the group. When I think about the group, yes of course I want what I can get out of it but I also think and know about what I can give back to it. I look forward to participating with the group; being a great participant as well as helping those that need and deserve help.

Whenever I can be of service to you or any, please don't hesitate to ask.

Much love,  
Dr. Mace Richter San Diego CA



*Dr. Erich, you delivered more than you promised and managed to create an atmosphere of networking with others, upbeat (not forced excitement) and a feeling of being part of a successful motivated group of chiropractors. Fantastic.*

**Dr. Jay Rugoff, NY**

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Dr Erich, I have closed 6 of the last 7 using your system with a 5 minute ROF. Thanks again.  
Dr. Marc Tonti, CA

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

“I signed up as a Diamond member before I actually opened my doors in practice. One thing my coach made me do right away got me 20 new patient appointments and that generated over \$25,000 in services. I have only been open for four months and each month I’ve went up in collections to where my fourth month I collected over \$39,000. Not bad for four months in practice. Signing up as a Diamond member has been the best thing I’ve ever done.”

**Dr. Brian Anderson NJ**

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

“I live in the Midwest and started out seeing between 150 – 200 patients a week. I saw an article in a chiropractic journal and decided to call about it. I talked with Dr. Erich and within 6 weeks after ordering his system, I was up to 350 patient visits a week. **For the last 2 years I’ve maintained 600 patient visits a week (getting paid for every visit) and I’m only working 21 hours a week**

**Dr. Chuck , Midwest**



3-31-05

Dr. Erick,

Thanks for the  
"Heath w/o x-ray DVD and  
the Swiss music. Alinost  
made me a bit homesick!

I am looking forward  
to see you at Booth camp.

W. Hump

Erich,

I am thrilled to tell you about my latest results with the hormone crèmes that you introduced to us at the Dallas Bootcamp. I started to use the crèmes right away when I go home. I slap on a generous amount of both the Testosterone and HGH twice a day. Not quite sure exactly where I should rub it on. I rub the testosterone in on my chest over my Pecs, biceps, triceps, midline abdomen and anterior and inner thighs. I rub the HGH on my shoulders, mid chest, mid upper abdomen and posterior thigh.

After a few days I noticed a remarkable change in my skin tone. In all the areas where I've used the crèmes my skin has turned SUPER new and smooth! I've had these skins bumps, sort of looks like small acne bumps on my upper arms and triceps area. I figured it was from stress and nerve interference, and well I would have to live with those unsightly bumps. Man, I am excited to report that in this short time of using the cremes not only is my skin new and smooth. Those damn bumps are nearly gone!

I noticed over the weekend that I had tons and tons of new found energy. That's when I thought I should do something around the house or go out to the store to get a part for a project. I've been tired lately so I might think about it and just not do it. I felt this surge of steady power and new found energy (from somewhere) and just went to task and handled a bunch of things. I felt great about my accomplishments.

I embarrassedly admit that I haven't exercised in a very, very long time. I was so wired come Sunday night that I decided to take a long walk in my neighborhood. Whoa. I walked and walked and walked. I didn't feel tired at all. The only reason I went home was that it was getting too late I knew I needed to get to bed soon. After coming home I bound up stairs to my bedroom without a hint of that my usual arthritic lower back and knee pain. Since getting married and eating very well, I've gained several inches of flab. As mentioned before I am rubbing Testosterone creme on my breast area and I noticed after just a few applications that my man tits are getting significantly smaller. That's when I was SOLD and began to heep the stuff on. I'm already on my second batch.

I am thrilled with this product. I have more energy, less fatigue, more stamina and feel more stable. I also notice that my production at in the office has increased, as if using the crèmes has increased my capacity to just handle more. Thanks Dr Erich for sharing with me and the other members these anti-aging crèmes and other cutting edge products. They really work.

Dr Mace Richter CA

P.S. Now I am totally embarrassed to talk about and debated with myself back and forth whether to tell you the best part. Between you and I, the pressures of modern life, a very high paced work production, coupled with family responsibilities I can honestly say I haven't been the stallion I once was when I was younger. I have to tell you that using the crèmes regularly for just a little over one week my libido is out the roof. My wife is thrilled with the results!! She wanted me to let you know how happy she is with the crèmes. Now that makes it totally worth it!! Thanks again.



Just wanted to let you know that I just returned from a five day cruise to Bermuda, we collected over \$78,000 for the month and have 8 new patients scheduled already for next week.

Look forward to speaking with you on Monday.

Thank You

Andrew J. Johnson DC



**Never Looked back since receiving the system!**

*"I doubled my collections and doubled my practice after purchasing Dr. Erich's Volume System and I've never looked back. I couldn't be happier. All you have to do is do exactly what he tells you to do, and your practice will grow."*

Dr. Mike Cerefin, Indiana



Dr. Erich and Dawn,

Thank you for another amazing seminar in Atlanta this past weekend! I always get more in the first hour at a Practice Wealth seminar than I do at any other Chiropractic seminar I go to.

The new pre-ROF DVD is great!! I did two ROFs Monday, and both pre-paid. They also made positive comments about the video. That gave us a \$6,000 day to start the week. One of them is bringing her husband in on Thursday to get started. Thank you Dr. Erich!

Thank you Dawn for your help with the Isagenix questions I had. I'm looking forward to getting the Isagenix marketing material and being on the next Isagenix call.

My family and I are very grateful for all that you have done for us, and I am very excited about where our practice is going in 2009.

Healthy blessings,  
Dr. Chris Lockerman



**Collections doubled!**

Our Collections doubled since using Dr. Erich's system, Thank you Dr. Erich for giving us the lifestyle we dreamed about.

Dr. Melissa Olsen, California

Dr. Erich,

Just a quick note to say Thanks You! Last week we started doing the 5 min ROF. I have got more pre-pays in the past week than I did in the past 2 months.

Your program works! Can't wait to get more info at the Bootcamp in Dallas in May.

Thank you!

Dr. Bryan Veirs, CA



**"Thanks to your Volume System and advice we more than doubled our collection and we were able to put an extra \$75,000 in my savings account"**

**Dr. Leonard McGill, South Carolina**



*"Dr. Erich's income explosion bootcamp was nothing short of just that. Never before have I been to a seminar in which the speakers delivered simple techniques that could immediately be duplicated in the practice to bring in more patients AND more money. I was tired of the usual fluff you get at most seminars. The boot camp truly focused on showing us how to grow our business, make more money, protect our earnings, and retire early. Thank you Dr. Erich for taking the time to give us exactly what we needed!"*

**Dr. Rob Methvin, TX**



*"I have gotten more out of this seminar than any other seminar I have ever been to. In the first morning alone. I have also met a lot of wonderful doctors here, all of Dr. Erich's Platinum+ members have been more than happy to spend time with me and were very helpful answering my questions and definitely made me feel that success is right around the corner and I really appreciate that. And they speak very highly of Dr. Erich, I have heard many doctors say that they have used other management companies but they keep coming back to Dr. Erich because it's the place to be."* **Dr. Matthew Hennessy, Huntersville NC**

JAY L. RUGOFF D.C., PLLC

Chiropractor

on Avenue

Dr. ERich:

JUST a note to say thank you!  
The newsletters and conference calls  
are extremely helpful. They keep me  
on track and give me new ideas.  
It's been about 2 months since  
I started using the program and  
slowly things are changing. I realize  
that the "hold up" is Doctor +  
Staff attitude. we have to change  
the "insurance + limited visit concept"  
to the "CASH" and "you need to  
come in based on treatment needs  
concept." This is gradually happening  
and more people are willing to pay.  
You have the "Big idea" and I am  
starting to get it! KEEP IT COMING  
Thanks

Do. S

*"I have been in Plat + for a month. Before I left friday my stat for the week was 186 pv and 41 new pt for the month the rest of the stats had not been tallied I had been hovering in the 130-150's with 25 or less new pts----- thanks for the boost. By the way those numbers were with a coach as well. thank you!"* **Dr. Brad Morris, II**

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Just had an amazing day with Dr. Erich at his Bootcamp, this has been a jam packed seminar with lots of practical information,. Just can't wait to get home Monday morning and put some things in place, I know we are going to see our new patients increase our collection increase again. I want to thank you Dr. Erich for putting your heart and soul into this weekend and I continue to look forward to continued success with you.  
Dr Brian Mowll, Wilmington DE

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

**Wow another Bootcamp, and even more ways to make money in my practice.**  
**Thanks Dr. Erich very inspiring.** **Dr. Leonard McGill, SC**

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Dr. Erich's Bootcamp has been totally enlightening, Exellent speakers. Dr. Erich speaks from the heart and shoots from the hip. This is one of the best investments I have made.  
Dr. Randy Griffin, Irving Texas

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Hi Dr. Erich..THANKS! for the Free Turkey Day idea. We held ours yesterday, and it was awesome. I usually see about 50 people on a typical Thursday. We saw 96 yesterday, breaking our old record of 84. We saw 3 new patients and re-activated 7 old patients! After paying for the turkeys I figured we made an extra \$1200 for the day. I'm putting this promo on the calendar for next year along with the free Girl Scout Cookie Day, which also did really well for us in the Spring. Thanks again!

Jack Adrian, D.C. – OHIO



**\*DrErich\***

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**From:** "RONALD BRANVOLD" <[REDACTED]@y[REDACTED].com>  
**To:** "Erich Breitenmoser" <[REDACTED]@v[REDACTED].net>  
**Sent:** Tuesday, September 11, 2007 9:41 AM

Hi Erich,

Just read your September Practice Wealth Letter to my staff at our lunch meeting. Nice photo of your family and the alps. I have been there a couple of times, once while I was in the army in Germany, I went with a friend on a summer weekend ski trip to the Matterhorn. It is open year round, but unfortunately they were closed that one weekend of the year for maintenance. We had a great time hiking around anyway.

Our office collected \$32,001 for the month of August. That is the most I have collected in one month in the 20 years I have been in practice. Last August we collected \$12,955 and I was fed up with chiropractic and was looking for something else. In January, a couple of months after becoming a gold member with you, I set some goals for 2007. At the time, we were seeing about a 100 patients a week and collections were modest.

I have made goals in the past and usually found them not being met. This time I made the goals with a little more confidence because of what I was learning from you. My goals were to see 150 patients a week by June, and 200 a week by the end of the year. I thought we could reach them, but still, from past experience, I harbored a little doubt. Yet in conversation with you, I was given more confidence. We actually started to grow steadily and by mid May we had one week of 153 patients. Then it dropped down into the 130's for the next few weeks, then in July, we were seeing in the 160's. In August we were seeing in the 170's with a high of 186.

We are well on our way to 200 a week and none of us in the office doubt that we will reach it. In fact our concern is how we can manage the patient flow so that they are not having to wait so long. That is a real problem, but so much better than the old problem of worrying about when the next patient will be coming in.

I have been with a couple of other practice managers in the past. With one, we had a little success for a couple of years, with the other absolutely nothing. This office has never seen the numbers it is seeing now in the entire 18 years I have been here. Not just numbers, but attitude and fun and harmony. It is truly a joy and not a burden to go to work.

I attribute all of this success entirely to you and your innovative practice management skills. Not to mention all of the marketing mastery that you introduce to us. And to be honest, we have incorporated only a part of all the marketing and various management programs you have shown.

We are in the process of incorporating more, but there is a lot to learn and it does take time. The good news is that success can come and come quickly, just by a change in attitude and by making a few key changes to start. The ROF was the biggie for us, and I would say the dinner's are next.

I'm proud to be one of your platinum members. I feel I am the least of the group, and probably the oldest, but it is good to know that you can teach old dogs new tricks, and I am thrilled to be learning them. Thank you for all you have done and continue to do for all of us. I am very grateful that our paths have crossed and feel that it was not just accidental. I am looking forward to a very bright future in chiropractic, something I could not have imagined even just a few months ago.

Thanks again,

Ron



I came to Dr. Erich's one day seminar and I picked up more at this one day seminar than using coaches for years at a time. Thanks for having me Dr. Erich

**Dr. Tripled collections!**

Using Dr. Erich's System I doubled the amount of patients I am seeing and what's even better I tripled the collections.

Dr. Erich's newsletter and CD's keep me focused and on purpose. Thank you Dr. Erich for all you have done for me.

Dr. Timothy Price, Washington



**Dr. Erich got me to make over a million dollars a year in practice!**

Dr. Erich's ROF changed my life, I was in practice 18 years before I got exposed to Dr. Erich's ROF and it has revolutionized my practice. It got me to making well over a million Dollars a year in practice.

Dr. Rob Bigbie, South Carolina



Using Dr. Erich's System I doubled the amount of patients I am seeing and what's even better **I tripled the collections**. Dr. Erich's newsletter and CD's keep me focused and on purpose. Thank you Dr. Erich for all you have done for me.

**Dr. Timothy Price, Spokane, WA**



Dr. Erich -

Success goes to the man with a plan. Before the bootcamp last weekend in Dallas, my thoughts were extremely scattered - so much that I was in analysis paralysis and getting nothing done, and had been that way over three years with nothing more than a break even practice for that long. That much inaction leads to depression, anxiety, malaise and thoughts of quitting.

Your bootcamp did many wonderful things for me - many introductions, new ideas and new patient systems that I had never before been exposed to, but in the short term, the major thing your program has done is break the barrier and **allow me to bring back my focus**. Problem is, I don't even know what the barrier was - it was just fuzzy - like a plate of translucent sheet glass above my head never allowing me to get up and go where I wanted to go. It was just there - taunting and aggravating me - never allowing me to see what the problem was. I still don't know what it was and don't care. All I know is that the barrier is gone and the focus has returned.

Anyway, I've had 16 new patients since bootcamp last weekend - the best 8 day stretch in months. With more new patients comes more visits and more money - and I haven't had time to implement a single thing you've taught yet. It's just happening because my focus has changed.

Your Practice Wealth System is a new light at the end of tunnel that became very dark for me for a while. With new focus - watch out 'cause I'm going back to the old days of helping a lot of people - - and making some real money doing it!!!! I would hate to be my competition! I only wish I would have joined your program five years ago when I was first exposed to you.

**For anyone experiencing the same dog days I was experiencing, my advice is simply this:**

Just join Erich's program.

Be prepared for renewal!

Be prepared for the lights to get brighter, sounds to become more crisp, colors to become more intense, and relationships to improve - that's because hope will return.

Be ready for your thoughts to become more clear - leading to easier action steps.

Don't contemplate it!

Don't put it down and think about it later!

Don't think about passing Erich's program up - - don't even think about thinking about it!!!

You are not a loser - so stop losing!!!

**Rather - Just Do It! Sit inaction and doubt to the side.** Don't think it is another rip off management program whose most workable system is to take your money and give you little to nothing in return. I've been there too, and you have every right, but don't think it is more of the same old, same old, because it isn't. Erich's program is about making you money!

**If you want success, sign up with Dr. Erich NOW! NOW! NOW! NOW! NOW!**

For those of you wondering, this was not a testimonial I was asked to write. I wrote it from my own initiative simply because it is well deserved. Thanks, Erich!!!!

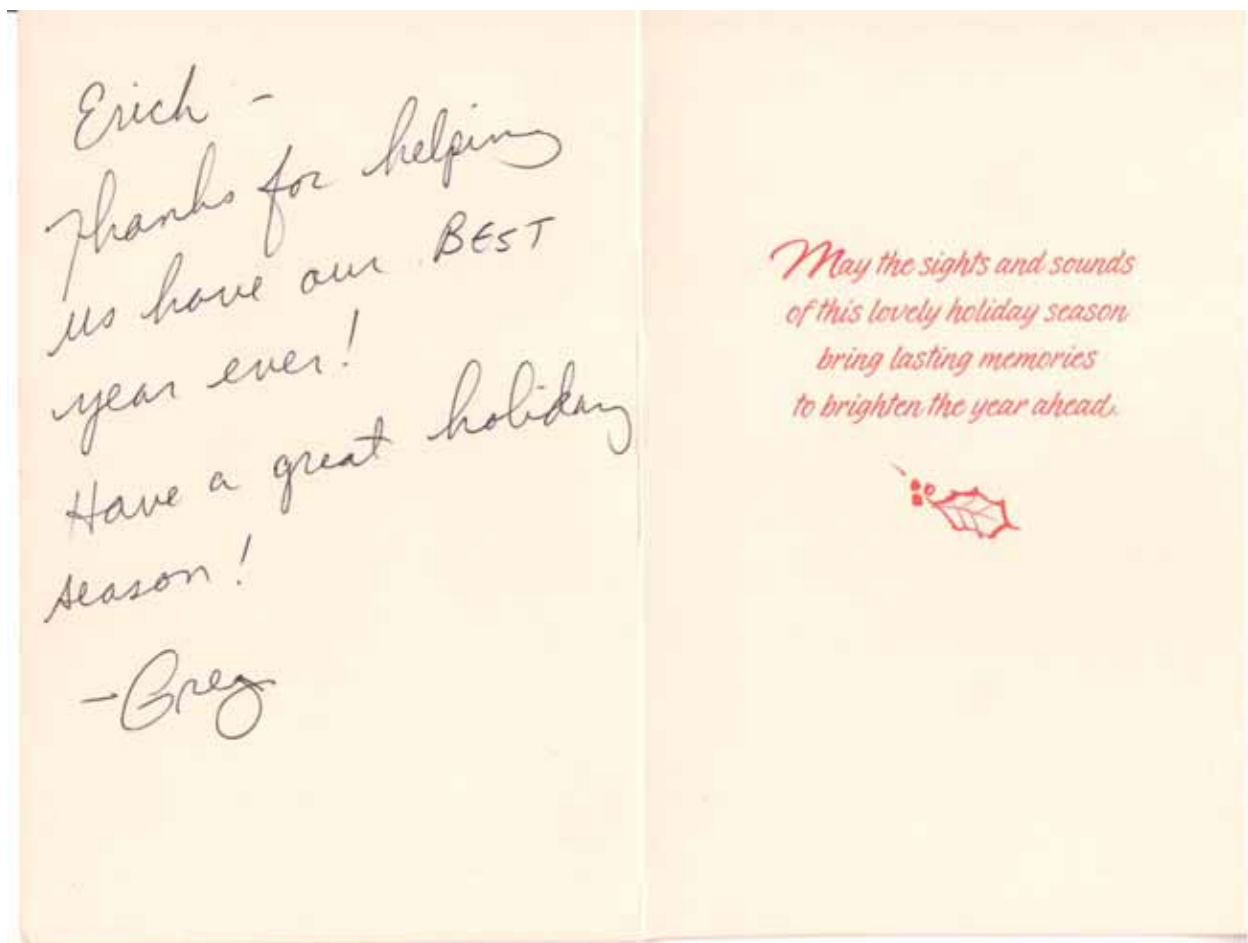
He is in practice so he knows what he is talking about. After meeting Dr. Erich, we increased our collection by 50% the first month. Dr. Erich has not only helped us grow our practice but also helped us get our own bank. Now with what we learned at this event will be able to start our next new practice with a Bang. We already signed up for the next seminar. Everybody needs to be there.

Drs. Robert and Melissa Meyer, CA

*"Amazing event, you're the man. Can't wait until December..."* **Dr. David Cox, TX**



I have gotten more out of this seminar than any other seminar I have ever been to. In the first morning alone. I have also met a lot of wonderful doctors here, all of Dr. Erich's Platinum+ members have been more than happy to spend time with me and were very helpful answering my questions and definitely made me feel that success is right around the corner and I really appreciate that. And they speak very highly of Dr. Erich, I have heard many doctors say that they have used other management companies but they keep coming back to Dr. Erich because it's the place to be. Dr. Matthew Hennessy, Huntersville NC



Dear Dr. Erich Breitenmeyer,

Thank you for all your help in building my practice. I have doubled my practice in the last 3 months. I

belong to a practice management company and have one of the best coaches I could have and it has helped me a great deal, But your program gave me the ability to get a large number of new patients. That is something that no other practice management company has been able to help me with.

Your program is the best investment I have made so far in my practice dollar for dollar.

Sincerely

Richard Doll P.C.

As a personal coach and mentor, Dr. Erich's advice and unique practice building products have inspired me to quantum levels of growth, within my professional and personal life. Endless gratitude. Dr. J. Cronin

Dr. Erich's advice and promotional products make practice fun again! His dynamic personality resonates throughout his books and tapes. Thanks again. Dr. J.

Since utilizing your audio tapes and promotional products our practice has grown at quantum levels! We look forward to future dynamic material that only a Master Chiropractor such as yourself can produce.

Your experience, inspiration and certainty have obviously propelled our practice to quantum levels of growth. Endless thanks for the advice and products you have shared with us.



*"I have been in practice 2 years and I started using Dr. Erich's system 3 months ago. I was collecting an average of \$8,000-\$12,000 a month, we more than doubled our collection, last week alone we collected \$11,000 in just one week. The system has been phenomenal. I can't thank Dr. Erich enough for helping me in my practice."*

Dr. Caleb Braddock, Van Alstyne TX



***My income jumped up about \$100,000 last year and we are already up \$41,000 halfway this year. We're are making a push to increase by another \$100,000 or more this year as well. All while being open 3.5 days and 17 hours. Our overhead is now 25% so things are feeling pretty good.***

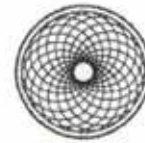
Dr. Bill Tickel, OH



***"I've been in practice for 10 years and I signed up as a Diamond Member. I took your ROF and role played it on patients and guess what? They paid up front. I've never been able to do that in 10 years."***

**Dr. Tim Uselton**

Fax



Health Dynamics

TO: Practice Wealth

Fax Number:

Date: 11/13/08

**FAXED**

From: Brant Larsen, D.C.

Number of pages including cover: 1

Regarding:

First dinner workshop last night. 24 people attended, made 9 appointments, and got 62 leads. We had a great time. Next one scheduled for December 2nd.

Question on the patient newsletter. When do I send it out? I will start by mailing it out myself since I have such a small mailing list. I see on the West Press form that it is folded into 5.5" X 8.5". I'm assuming I should also have this done at my print shop. Is it best on color paper or white?

Brant A. Larsen, D.C.

*Great!*  
*white paper,  
mail beginning of  
month!*

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Dr. Erich,

Last night we had

66 confirmed

42 in attendance

& 21 New Patients Appointments!

All for around 500 bucks!

This is working great!

Dr. Caleb Braddock TX

Awesome program,  
everybody should be here,  
Dr. Stephen King, CA

**I did 8 ROF's and 7 signed up  
using the 5 minute ROF, your  
system works.**

**Dr. Stephen Barr, Scottsdale  
AZ**



I knew what to do but wasn't doing it.  
Now with the coach I have to do it,  
he makes me accountable and that  
has made all the difference in the world.

**Dr. Jon Nordquist WA**



I just wanted to let you know that I saw 3 new patients in 45 minutes yesterday. That would have never been possible without the in-house visit I had with you. Before the visit my new patient exams were lasting anywhere from 45 minutes to an hour. In our visit you showed me exactly where I was wasting time and how to shorten my exam to 15 minutes without losing any of the vital information I wanted to collect for my assessment. That alone made your whole trip to my office worth the money I spent. Now I can see 4 new patients in an hour instead of 4 new patients in a day. There's no telling how much money that one lesson learned will be worth to me in the future. I would definitely recommend any doctor who has not yet scheduled one to get off their duff ASAP and do so.

I also had another dinner talk last night with 6 guests attending who were not already patients. All 6 scheduled for their first visit. I spent under \$200 for them to have supper and could easily make over \$13,000 when they start care. That's a heck of a return on investment.

Have a great day! Dr. Rob Methvin, Frisco TX





## NATURAL HEALTH CHIROPRACTIC CENTER

MARK A. MILLER, D.C.

Dr. Erich

Just wanted to drop a fax by and let you know how well we're doing since opening the new office 4 weeks ago.

I have 2 telemarketers working from their homes from 5-8 p.m. We have 10 New patients this week since they started on Monday. Are 4th week in practice and we're seeing 120 pv a week. I just wanted to thank you for the practice procedures. Things are running smooth and efficient. Next week we will be computerized. I'm doing my second orientation Tuesday and the patients look forward to it, so do I.

Thank you

Mark A. Miller D.C.

Dear Dr. Erich Breitenmeyer,

Thank you for all your help in building my practice. I have doubled my practice in the last 3 months. I

belong to a practice management company and have one of the best coaches I could have and it has helped me a great deal, But your program gave me the ability to get a large number of new patients. That is something that no other practice management company has been able to help me with.

Your program is the best investment I have made so far in my practice dollar for dollar.

Sincerely

Richard Doll P.C.





**Went from \$25,000.00 to \$40,000.00 collection a month in a very short time!**

I have had the Practice Wealth System only for a couple of weeks and my collections have already gone from \$25,000.00 a month to now over \$40,000.00 a month. Thank you Dr. Erich for your System it is working.

Dr. Marc Long, II

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Dear Dr. Eric,

Thanks for calling me on Friday, it was very nice talking to you. We had 30 people at our first dinner talk and scheduled 9 new patients. Thanks for all your help. I look forward to seeing you in Seattle.

Have a Great Day!

Perry Barnhill DC, NMD

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Also, wanted to know we are still going through the CDs as an office. We have "beautified" the office and have received great feedback from the patients and have a fresh, new attitude ...in 2 weeks we have increased our patient visits and referrals by 30% and have not implemented any marketing tips yet! wow...thanks :)

Dr. Don Nebel, PA

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Dr. Erich,

*"This morning we saw 31 patients, 3 new patients, 2 ROF's, and 1 pre-pay. Our office is so much more efficient since implementing your system. It ABSOLUTELY works. I just wanted to say thanks for helping up break a record! God Bless "Dr. Braddock, TX*

2-23-09

Dear Dr. Erich,

Thank you for a great seminar on Saturday, you truly are a master. It was great meeting you in person finally and I really look forward to the Boot Camp in June. I know with your guidance I can achieve all the goals I have set for me

and my family. I'm sorry for leaving the after session early but I have a recently-pregnant wife requesting my presence at home!

All the Best,

Vince Leone

♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

Hey Dr. Erich,

I just wanted to give you a quick update. The dinner talks and everything are going great. Last tuesday at the dinner talk we signed up 18 of 30 people. Yesterday was a new record in the practice we saw 82 pv's including 14 NP . Awsome Thanks We are on pace for over 265 pv's this week another record.

Thanks,

Dr. Fowler    Platinum Member.

## ON PRODUCTION CHIROPRACTIC

Dr. Olman Mata

Chiropractic Care For The Cast & Crew Of Television & Motion Pictures

Dr. Eric

12-17-09

Thank you so much for coming to DCS Wednesday night. It was so nice to see you as always. As you could tell, all of us there are seriously committed to this great profession; staying there until 1 am is only partial proof. Thank you for inspiring so many chiropractors including myself so many years ago. I wish you continued success and I look forward to seeing you soon! God bless you & your family.

Olman



Coach,

we started diamond last month and it didn't take long to show, March was our highest collections, last week was my busiest week, Thursday was my busiest day and we've already collected over \$17,000 this month and it's only the 7th! can't wait to see what happens the rest of the month.

P.S. I heard the recession is over

**Dr. Jon Nordquist**  
**Chiropractor**



Dr. Erich,

Two weeks ago we had 70 people show up for our dinner workshop. Half were patients and the other half guests. 20 appointments made.

Dr. Ali :)

Erich -  
Thanks for helping  
us have our BEST  
year ever!  
Have a great holiday  
season!

-Greg

*May the sights and sounds  
of this lovely holiday season  
bring lasting memories  
to brighten the year ahead.*



Doctor Breiten.

It was a pleasure finally  
meeting you in person. I look forward to  
working with you and exploring our practices  
and listening all of our goals and dreams.

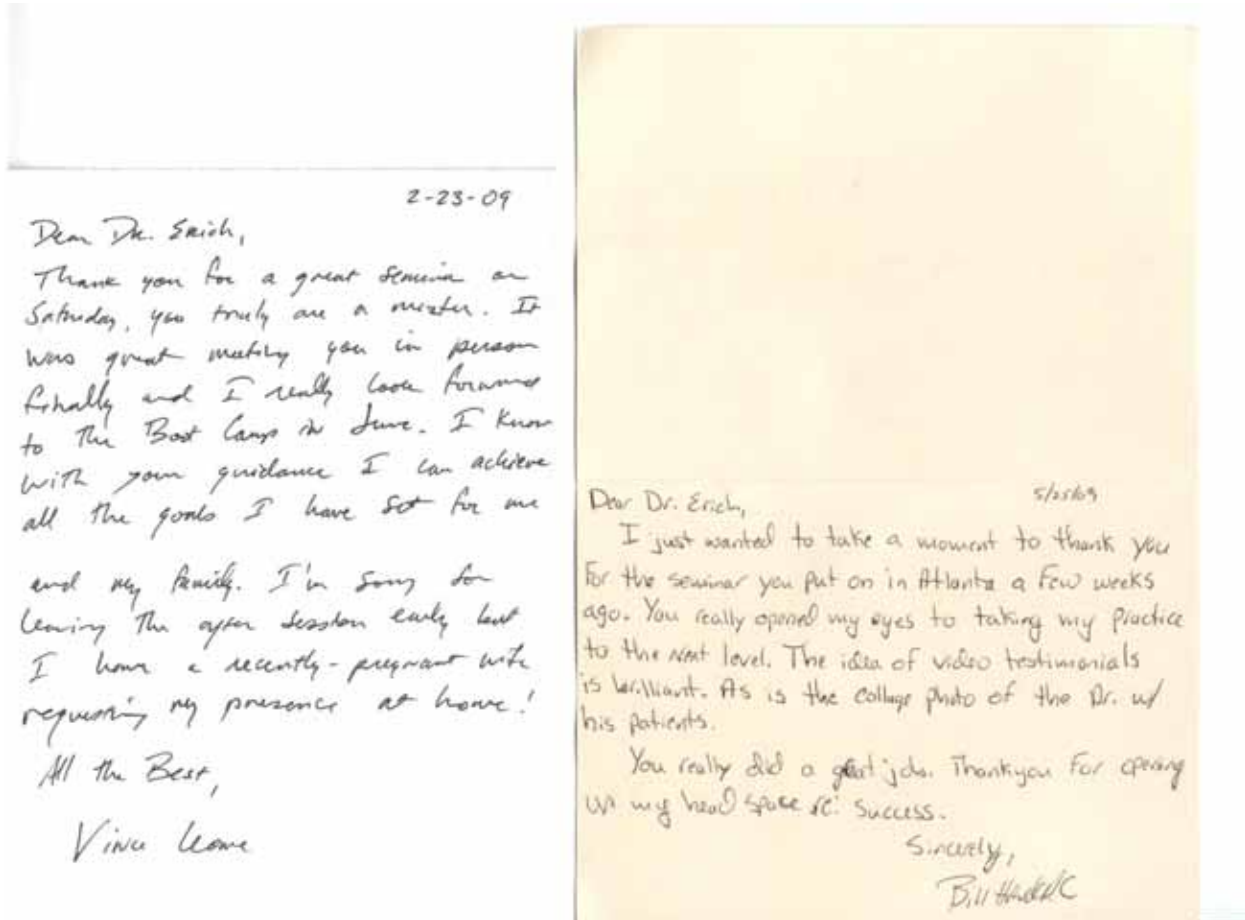
Thank You

Dr. Jeff Trapp



I learned more practical information in 3 hours with Dr. Erich than in 18 months with a practice management company.

Dr. Dan Welch Kansas City, KS



Dr. Erich, I can't thank you enough. For those members that are not being coached get off the fence and watch your practice soar. I've always enjoyed practice however since being coached by you I've made so many changes that my practice is at a complete different level.

Dr. Doug Jordan NC

Dr. Erich,

Last night we did our second Dinner Workshop and it cost \$302 including tip. We had 12 people and 8 appoints scheduled. With a conservative case fee average of \$2,000 per person that is approximately \$16,000.00 we made and the talk took me 30 minutes and I was home in time for dinner with my family!

Thanks my friend!

Dr. Craig Chavis

♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

**Dr. Erich,**

**We did our first Dinner Workshop last night and it was a huge success! We had 34 people attend (11 active patients and 25 guests), 13 booked as new patients and we received over 80 leads! We are already working on the next one for January and are fine-tuning it to make it even better! Thanks for giving me the tools to get this going and we know it will be even more successful!**

**Dr. Slater, Seekonk MA**

♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

*"This has been an amazing event, the speakers have been amazing, it exceeded my expectations, high energy non stop action, thank you Dr. Erich"*  
**Dr. Ohmead CA**

♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

**"We have collected an average of \$15,000 more a month for the last 3 months and I haven't even used all the stuff in the Volume System yet. Needless to say, I am very happy!"**

**Dr. Ken Zammito, NJ**

# Practice Statistics Report

Entire Practice

For: 1/1/2008 through 5/31/2008

## Visit Stats

New Patients	13	Active Patients	128
Total Scheduled Appnts	795	Kept	694
Patient Visit Average	53	Avg Visit/Patient	5.42

## Appointments

Scheduled	794 (99.8%)	Kept	694 (87.2%)
Walk In	0 (0.0%)	Rescheduled	33 (4.1%)
Call In	1 (0.1%)	Cancelled	66 (8.3%)
		Missed	2 (0.2%)
<b>Total Appointments</b>	<b>795</b>	<b>Total Appointments</b>	<b>795</b>

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## Scheduled Appointments

Visit Type	Scheduled	Call In	Walk In	Scheduled Total
Adjustment	684 (99.8%)	1 (0.1%)	0 (0.0%)	685 (96.1%)
Financial Consult	6 (100.0%)	0 (0.0%)	0 (0.0%)	6 (0.7%)
New Patient	14 (100.0%)	0 (0.0%)	0 (0.0%)	14 (1.7%)
R1- Report of Findin	12 (100.0%)	0 (0.0%)	0 (0.0%)	12 (1.5%)
R2 - CAR	7 (100.0%)	0 (0.0%)	0 (0.0%)	7 (0.8%)
R3- Report of Re-Exa	26 (100.0%)	0 (0.0%)	0 (0.0%)	26 (3.2%)
Re-Exam	40 (100.0%)	0 (0.0%)	0 (0.0%)	40 (5.0%)
X-Rays	5 (100.0%)	0 (0.0%)	0 (0.0%)	5 (1.0%)
<b>Total Percentages</b>	<b>794 (99.9%)</b>	<b>1 (0.1%)</b>	<b>0 (0.0%)</b>	<b>795</b>

## Kept Appointments

Visit Type	Scheduled	Call In	Walk In	Total
Adjustment	593 (95.8%)	1 (0.1%)	0 (0.0%)	594 (85.5%)
Financial Consult	4 (100.0%)	0 (0.0%)	0 (0.0%)	4 (0.5%)
New Patient	12 (100.0%)	0 (0.0%)	0 (0.0%)	12 (1.7%)
R1- Report of Findin	12 (100.0%)	0 (0.0%)	0 (0.0%)	12 (1.7%)
R2 - CAR	7 (100.0%)	0 (0.0%)	0 (0.0%)	7 (1.0%)
R3- Report of Re-Exa	26 (100.0%)	0 (0.0%)	0 (0.0%)	26 (3.7%)
Re-Exam	36 (100.0%)	0 (0.0%)	0 (0.0%)	36 (5.1%)
X-Rays	3 (100.0%)	0 (0.0%)	0 (0.0%)	3 (0.8%)
<b>Total Percentages</b>	<b>693 (99.9%)</b>	<b>1 (0.1%)</b>	<b>0 (0.0%)</b>	<b>694</b>

Payments	Cash	Check	Credit Card	Debit Card	Totals
Over the counter	\$522.00	\$2,625.69	\$7,952.84	\$0.00	\$11,100.53
Through the ledger	\$18.00	\$15.00	\$3,119.39	\$0.00	\$3,152.39
Posted checks	\$0.00	\$8,457.09	\$0.00	\$0.00	\$8,457.09
<b>Totals</b>	<b>\$540.00</b>	<b>\$11,097.78</b>	<b>\$11,072.23</b>	<b>\$0.00</b>	<b>\$22,710.01</b>

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## File Type Summary

File Type	Services	Inventory	Payments	Adjustments	Payment Plan Discount	Ledger Write Off	Ins Write Off
Cash [Cash]	\$9,255.00	\$57.95	\$5,776.70	(\$1,085.00)	\$520.00	\$0.00	\$0.00
Insurance [Insurance]	\$35,445.00	\$253.74	\$13,752.62	(\$26.38)	\$438.60	\$0.00	(\$9,189.44)
Medicare [MC]	\$6,505.00	\$122.38	\$3,180.69	(\$127.92)	\$64.47	\$0.00	(\$971.42)
Personal Injury [PI]	\$1,290.00	\$42.95	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>\$52,495.00</b>	<b>\$477.02</b>	<b>\$22,710.01</b>	<b>(\$1,239.30)</b>	<b>\$1,023.07</b>	<b>\$0.00</b>	<b>\$10,160.86</b>



Dr. ERICH,

Thanks so much for  
visiting my office &  
working with me.

It was awesome!  
I also really appreciate  
the opportunities you  
are giving me w/ the  
ISAgenix!

The honey is raw &  
unprocessed.

Enjoy!

God Bless

-CJEB

"I went from 136 patient  
visits per week, to just over  
464 patient visits in only 13  
months, and last week

I had 39 new pts. I'm only  
working 3 days a week and  
I'm enjoying practice again,  
thanks to Dr. Erich's  
Revolutionary Volume  
System."

-Dr. Jeff Sullivan -

Richland, WA

Dr. Erich

It was great to see you in  
Seattle this weekend.

Thank you for taking the time  
to change the lives of my family  
community and all of chiropractic!

I can't wait to implement all  
that I learned today and to talk  
to you during our first Diamond  
Coaching call.

Dr. Jon Nordquist, Washington





*"Better Health...Better Life"*

Dr. Erich,

2-5-09

Just wanted to say "I love ya, man!". Just when I feel a bit overloaded and burnt out, I get your fax and it tells me to never lose focus of the goal no matter what

This past month has been a real struggle. We added a new software system that has made our life horrible. It is 10 times harder than it seemed but after 3 hours of tech support we finally made progress. However it was at the expense of our patient numbers.

I am doing more than ever before but patiently waiting for it all to come together. I have Dr. Griffin's program and have been calling groups for the past 2 weeks, learning the program, watching the videos, etc.

I am hammering the Isagenix and signing up people as often as I can and even have a offer to speak at one of the major corporations in our area and present this to their wellness committee.

I have 2 Dinner Workshops set up for Feb 17 and March 3. I just hired a new coordinator and she is doing great so far. I am hoping for the best and again, trying to be as patient as I can. I know it will happen we just needed to clean up a few messes and get our systems backing order.

Is there ever a time when you can actually be doing too much? Sometimes I feel like I am all over the place and need to keep my focus on my office.

Thanks again for all the help and advice and I am open to hear anything that will help!

Dr. Scott

great, keep it up. Make sure you put  
out those lead boxes, I have drs w/  
35 lead boxes out in the community getting tons of  
leads!

Dr. ZL



I got so much in the first hour that I can take home and implement on Monday that will make me an extra 10,000-\$20,000. Highly recommend this seminar. Thank you Dr. Erich.  
**Dr. Jef Verhaert, TX**



*I am thrilled to tell you about my latest results with the hormone crèmes. I started to use the crèmes right away after I got them. I slap on a generous amount of both the Testosterone and HGH twice a day. After a few days I noticed a remarkable change in my skin tone. In all the areas where I've used the crèmes my skin has turned SUPER new and smooth! I've had these skins bumps, sort of looks like small acne bumps on my upper arms and triceps area. I figured it was from stress and nerve interference, and well I would have to live with those unsightly bumps. Man, I am excited to report that in this short time of using the cremes not only is my skin new and smooth. Those damn bumps are nearly gone!*

*I noticed over the weekend that I had tons and tons of new found energy. That's when I thought I should do something around the house or go out to the store to get a part for a project. I've been tired lately so I might think about it and just not do it. I felt this surge of steady power and new found energy (from somewhere) and just went to task and handled a bunch of things. I felt great about my accomplishments.*

*I am thrilled with this product. I have more energy, less fatigue, more stamina and feel more stable. I also notice that my production at in the office has increased, as if using the crèmes has increased my capacity to just handle more.*

*Another thing,, the pressures of modern life, a very high paced work production, coupled with family responsibilities I can honestly say I haven't been the stallion I once was when I was younger. I have to tell you that using the crèmes regularly for just a little over one week my libido is out the roof. My wife is thrilled with the results!! She wanted me to let you know how happy she is with the crèmes. Now that makes it totally worth it!! Thanks again these anti-aging crèmes really work.*

**Dr Mace Richter CA (54 years old)**

DR. PAUL D. ANDING

Chiropractor

~~1414-0000-0000~~

~~1414-0000-0000~~

Dr. Erich Breitenmoser  
28751 Rancho California Rd., #101  
Temecula, CA 92590

RE: CHIRO-ESSENTIALS

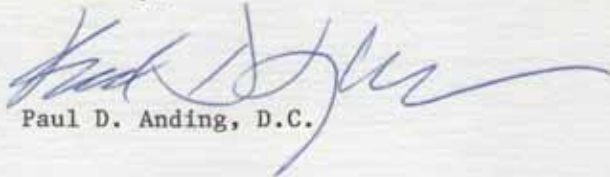
Dear Dr. Erich:

I've been in practice twenty years. Now I know why they call you the Terminator.

I bought your Report of Finding videos. Your presentation for new patients is the most powerful I've seen. These videos are a must for all Doctors of Chiropractic.

Keep up the great work for our profession.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Paul D. Anding', with a long, sweeping horizontal stroke extending to the right.

Paul D. Anding, D.C.

## *Spinal Rehabilitation Center*

Darrell M. Blain, D.C., D.A.A.P.M.

---

May 25, 1995

Dr. Erich Breitenmoser  
Terminator Chiropractic Training  
28751 Rancho California Road, Suite 101  
Temucula, Ca. 92590

Re: Terminator Chiropractic Training

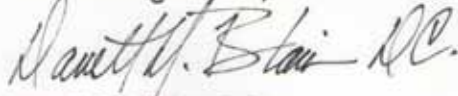
Dear Erich:

I want to thank you for bringing me back to my chiropractic philosophical roots. Over the years I have found myself bogged down in the science of chiropractic and forgetting the art of philosophy.

My receptionist and I have incorporated many of your ideas into our office this week with some fantastic results. Our new patients have increased by 40% and the number of patient visits have increased by 18% in just one week. Most important, however, we have an exciting practice again.

It is always a great day at our clinic thanks to Terminator Training and you, Dr. Erich. Thanks again Erich and may the good Lord increase your prosperity and life always.

With much gratitude,



Darrell M. Blain, D.C.  
Diplomate American Academy of Pain Management  
Fellow American Back Society



I used to collect around \$50,000 to \$80,000 a month, since using Dr. Erich's system for the last 4 months we are now collecting over \$100,000 a month. In fact last month we did \$108,000 in collections. I cut the ROF from 45 minutes to 7 minutes and have increased my conversions.

No more handling objections and arguing with patients why they need care. Dr. Erich's system really works and I am really thankful for everything Dr. Erich's is teaching.

**Dr. Hoon Lim, Escondido, CA**



I planned to take him up on the guarantee, but didn't have to because it works. I have been in practice for 12 years and have had Dr. Erich's system for 3 months. I bought his system knowing that there was a full 12 month money back guarantee, and if it didn't work for me I could get my money back. So I decided to give it a shot and do everything he said to do to see if it worked. It worked so well indeed that I was able to more than double my collection, without adding any extra overhead or staff. The fact that Dr. Erich is still in practice makes a huge difference, he is in the trenches like me, I feel he understands what I am going through every day.

**Dr. Rodney Thomas, Massachusetts**



**Most effective and thorough system I have ever used!**

I always thought that I had a successful practice until I received Dr. Erich's system. We had the system for only one month and our collection already went up from \$14,000 to \$21,000 after using his system. I have had other consultants but this is the most effective and thorough system I have ever used. If you are interested in doubling your practice get this system.

Thank you Dr. Erich.

**Dr. Mullenax, Colorado**



Dr. Gene Martini  
Daly City, Ca

7-18-95

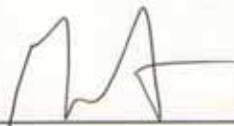
## OUR CLIENTS SPEAK

PLEASE TELL OTHERS WHAT BENEFITS YOU RECEIVED FROM OUR PRODUCTS,  
SERVICES OR IDEAS.

① Started me on a systematic  
step by step approach to  
start collecting office &  
get RV services, collection &  
rebuttal up

BY SIGNING THE BLANK BELOW YOU ARE GIVING US AUTHORIZATION TO  
USE ANY OF THE ABOVE STATEMENTS FOR PURPOSES OF HELPING US REACH  
OTHERS.

CLIENT SIGNATURE



Mr. Erich,

The only thing I had a definite chance to implement this month was the <sup>(SECRET)</sup> Refiner's Report of Findings that really got me re-focused and more confident to ask for \$ for services - we collected \$15,000 more than the last 3 months average (\$25,000 → 40,000)

**GREAT** So I was happy & hopeful to see more continued months of this using more of the system as I implement them.

Also in your April newsletter, there was mention of a Nevada tax corp. Could you send me info on this.

Thank you in advance for your help.

Sincerely,

Dr. Ian Zornomito

sent  
10-4-85

CD & DVD IN MAIL  
CALL AFTER WITH ANY QUESTIONS

WILL  
C.C.  
✓

The information I got at this Superconference will increase my earnings 5 times. I also learned about things outside of chiropractic that will help me become more financially stable and wealthy. Thank you Dr. Erich for putting on this event.

Dr. Marc Tonti, CA

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆



### **Changed the way I practice!**

I can tell the information I receive from Dr. Erich has changed the way I practice. I have a lot better retention, the marketing ideas are phenomenal, the financial information and staffing issues he addresses have helped me be more streamlined, my office is now very efficient. It also has helped me to cut back on the hours I now

have a very low stress practice with a high net income.

Dr. Scott Gedy, Arizona

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

What I learned these two days will help me make more money beginning Monday morning, thank you Dr. Erich. Dr. Karl Jawhari, Texas

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

We have had Dr. Erich's system only 3 weeks and we already doubled our collections.

Thank you Dr. Erich!

Dr. John DiBiase, GA

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Hi doc thanks for great plat. Meeting and your one day seminar we alway pick up new thing to improved our practice got home 2:00 am today 5 new p.I. case 1 cash because for our office cell phone satur made two pi apt thanks for telling us about that. Office cell phone thanks dr Erich  
Dr. Mike Stangherlin





8-13-09

Dr. Erich,

Here is a Spur of the moment  
tour of our Office Under Construction.  
I thought you might be interested in  
our progress. We can't wait till it's all  
finished. I have to THANK U for all  
the Glorious Systems you have taught me  
over the past 10 years and Dr. Acton over  
the past year and a half. With out them  
we would not be where we are today!  
Especially the 5 min. BOF and the  
Infinite Banking System!

→ Magnificent

Yours Truly,  
Melissa Cheek



## SINGLETON CHIROPRACTIC OFFICE

Ron Singleton, D.C.

500 N. Shelton St. B  
Wenatchee, WA 98801  
(509) 665-342  
(509) 665-1012

7/20

FAXED

Dr. Erich —

Thank you for the great weekend.  
2 NP's today plus . . . . I bought a pink  
shirt & tie before I left Portland (and  
wore it today!) wrap the package!  
See you in December.

Ron

Excellent  
keep pressing on!

Dr. E



**Unbelievable, 86% Closing rate at ROF!**

Dr Erich, I have closed 6 of the last 7 using your system with a 5 minute ROF. Thanks again.

Dr. Marc Tonti, California



*"I have been working with Dr. Erich for over 4 years now. He helped me double the numbers in my practice from about \$18,000 a month to \$36,000 a month. We sold that practice and moved to a new location. Within a month and a half of starting that practice we are at \$24,000 a month in collection. He has helped us live where we want to live and live the lifestyle we want to live. Thank you Dr. Erich!"*

~Dr. Ryan Helms, CO



From 450 PV a week to over 840 and collecting \$1,743,863.00 a year!

Three months after I got Dr. Erich's system to my total amazement we saw 840 patients a week and that was a new personal record. I have seen as many as 242 patients in a day with 10 new patients and 6 report of findings -- all without stress because of his system.

Now some might think because of these big numbers that I must be giving it all away. Nothing could be further from the truth. The first thing he told me when we started was to raise my fees and I am very excited about my collections which are in the 6 figures a month now. That's my story and I just want you to know that Dr. Erich changed my life.

~Dr. Kal Abouhaif, MI

Dear Dr. Enrich,

New Record:

75 patient visits  
yesterday!!

Thanks!

Dr. Leonard

P.S. Honda's  
RULE



### **I enjoy practice again!**

I have been to a lot of practice management seminars over the last 28 years and since I met Dr. Erich back in 1999 and have been using his ROF, I have not bothered with anybody else as far as practice management is concerned. Dr. Erich is right on. He also helped me making the office the vehicle to support my lifestyle outside of the office. I want to thank you from the bottom of my heart for all you have done for me.

Dr. Steve King, California



### **If You Want To Build The Practice Of Your Dreams...**

I have been to numerous management consultants, and while most are good at teaching the basics, the information provided is not worth committing to a contract worth thousands of dollars. All I can say is if you want to build the practice of your dreams, you should invest in Dr Erich's Practice Wealth Volume System like I did. Not only will it help you bring in new patients, but it will also help build your practice internally, which is where most chiropractors lack. You will learn how to dramatically improve your ROF, manage your staff efficiently, and teach your patients to stay with you for life. Unlike most of these other so-called coaches out there, Dr. Erich still runs a successful practice, and his Practice Wealth System will help teach everything you need to know to build your own super-successful practice.

Dr. Eric Osansky,

Founder, Instrument Adjusting Marketing Solutions



This Month has been our best month ever in all catigories.

89 NP / 59 converted. Collections of 66K

We are in the middle of a Spectacle and have some more

Dinner fundraisers planned. We saw 315 this week also a new record. Thanks Doc

James Fowler

# Practice Statistics Report

Entire Practice

For 2/1/2008 through 2/29/2008

## Visit Stats

New Patients	21	Active Patients	139
Total Scheduled Appts	710	Kept	608
Patient Visit Average	28	Avg Visit/Patient	4.37

## Appointments

Scheduled	710 (100.0%)	Kept	608 (85.6%)
Walk In	0 (0.0%)	Rescheduled	29 (4.0%)
Call In	0 (0.0%)	Cancelled	72 (10.1%)
		Missed	1 (0.1%)
<b>Total Appointments</b>	<b>710</b>	<b>Total Appointments</b>	<b>710</b>

*1 week off for new baby / starter month*

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## Scheduled Appointments

Visit Type	Scheduled	Call In	Walk In	Scheduled Total
Adjustment	603 (100.0%)	0 (0.0%)	0 (0.0%)	603 (84.9%)
Financial Consult	1 (100.0%)	0 (0.0%)	0 (0.0%)	1 (0.1%)
New Patient	29 (100.0%)	0 (0.0%)	0 (0.0%)	29 (4.0%)
R1 - Report of Findin	21 (100.0%)	0 (0.0%)	0 (0.0%)	21 (3.4%)
R2 - CAR	7 (100.0%)	0 (0.0%)	0 (0.0%)	7 (0.9%)
R3 - Report of Re-Exa	24 (100.0%)	0 (0.0%)	0 (0.0%)	24 (3.3%)
Re-Exam	22 (100.0%)	0 (0.0%)	0 (0.0%)	22 (3.0%)
X-Rays	3 (100.0%)	0 (0.0%)	0 (0.0%)	3 (0.4%)
<b>Total Percentages</b>	<b>710 (100.0%)</b>	<b>0 (0.0%)</b>	<b>0 (0.0%)</b>	<b>710</b>

## Kept Appointments

Visit Type	Scheduled	Call In	Walk In	Total
Adjustment	522 (100.0%)	0 (0.0%)	0 (0.0%)	522 (85.8%)
Financial Consult	1 (100.0%)	0 (0.0%)	0 (0.0%)	1 (0.1%)
New Patient	21 (100.0%)	0 (0.0%)	0 (0.0%)	21 (3.4%)
R1 - Report of Findin	19 (100.0%)	0 (0.0%)	0 (0.0%)	19 (3.6%)
R2 - CAR	5 (100.0%)	0 (0.0%)	0 (0.0%)	5 (0.8%)
R3 - Report of Re-Exa	20 (100.0%)	0 (0.0%)	0 (0.0%)	20 (3.2%)
Re-Exam	17 (100.0%)	0 (0.0%)	0 (0.0%)	17 (2.7%)
X-Rays	3 (100.0%)	0 (0.0%)	0 (0.0%)	3 (0.4%)
<b>Total Percentages</b>	<b>608 (100.0%)</b>	<b>0 (0.0%)</b>	<b>0 (0.0%)</b>	<b>608</b>

Payments	Cash	Check	Credit Card	Debit Card	Totals
Over the counter	\$720.00	\$2,832.90	\$6,700.39	\$0.00	\$10,253.29
Through the ledger	\$0.00	\$186.73	\$4,056.58	\$0.00	\$4,243.31
Posted checks	\$0.00	\$8,137.54	\$0.00	\$0.00	\$8,137.54
<b>Totals</b>	<b>\$720.00</b>	<b>\$11,157.17</b>	<b>\$10,756.97</b>	<b>\$0.00</b>	<b>\$22,636.14</b>

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## File Type Summary

File Type	Services	Inventory	Payments	Adjustments	Payment Plan Discount	Ledger Write Off	Ins Write Off
Cash [Cash]	\$10,965.00	\$69.95	\$6,427.22	(\$4,330.00)	\$400.00	(\$100.00)	\$0.00
Insurance [Insurance]	\$34,450.00	\$233.80	\$13,480.50	(\$1,726.00)	\$71.00	\$0.00	\$12,004.93
Medicaid [MCD]	\$337.95	\$0.00	\$240.00	\$0.00	\$0.00	\$0.00	\$0.00
Medicare [MC]	\$5,990.00	\$39.95	\$2,488.42	\$0.00	\$85.96	\$0.00	(\$1,341.95)
Personal Injury [PI]	\$2,610.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>\$54,352.95</b>	<b>\$343.70</b>	<b>\$22,636.14</b>	<b>(\$6,056.00)</b>	<b>\$556.96</b>	<b>(\$100.00)</b>	<b>\$13,346.88</b>





*"What I got out of this seminar is phenomenal, I cannot believe the amount of dollars I am leaving on the table for not using what has been taught at this seminar. With these ideas I will be able to attract not only new patients but also reactivate old patients I haven't seen in a while. Thank you very much."*

**Dr. Ken Horbacz , II**



"All meat and potatoes, no B.S., first seminar where they actually teach me how to make money in chiropractic. Thank you Dr. Erich"

**Fredy Hunziker WA**



**From 95 PV/wk to 135 PV/wk in 2 months!**

I purchased Dr. Erich's Practice Wealth System 2 months ago and have had some remarkable things happen in my office. I have been in practice over 20 years and my visits were dropping down to a low of 95 visits a week Since I got the system (two months ago) I went from 95 PV/week to 153 PV/ week and my collections went from \$26,000 to \$40,000 last month. I recommend anybody who wants to build their practice the fast way to get Dr. Erich's system.

**Dr. Tom Eidson, Arlington TX**



**Made \$103,738.00 More This Year  
Than The Year Before With This System**

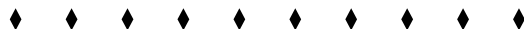
Since using Dr Erich's revolutionary volume system I increased my collection by \$103,738.00 over the previous year and increased my patient visits by 98 a week. I am also working a lot less hours so I can spend more time with my family.

**Dr. Ron Rolley, Pennsylvania**



Just wanted to give you a quick note. Had a dinner workshop last night and got to the end where I have my video testimonials and my laptop locked up and crashed. Well, I just asked if any of my patients would like to say a quick testimonial and all these hands went up.

It was the best DWS yet just because the computer crashed. Had 36 attend 24 guests and 22 signed up. We have been doing them for a year now every 2-3 weeks and its the best ROI ever.  
Dr. Carter



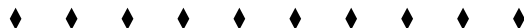
Just wanted to drop a fax and let you know how well we're doing since opening the new office 4 weeks ago. We have 10 new patients this week, our 4<sup>th</sup> week in practice we are seeing 120 pv a week things are running smooth and efficient. Thank you for the help.

Dr. Mark Miller, Arizona



Dr. Erich taught us the entrepreneurial side of running a practice. I doubled in one month what I did in the previous 6 months with this information.

Dr. Rick Wells, VA



"I am convinced that in chiropractic there are no new ideas; actually there are probably too many ideas. Dr. Erich's system has helped me to filter out so much info and give the patients what it is that they want to hear and need to hear to understand that I can help them. Before using Dr. Erich's system we were collecting about \$8,000- 12,000 per month. I have been using this system now for about three months and last WEEK I collected \$11,371! We did in a week what we used to do in a month! I practice in a small town of about 2,500 people. This system works anywhere!"

Thanks & God Bless,

Dr. Caleb Braddock, TX

## LIFE CHIROPRACTIC CENTER

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November 16, 2000

Dear Dr. Erich,

Thanks! for all the tips on the consultation/exam. I implemented a new, short version on Tuesday afternoon and it's been working great. We saw six new patients and 25 patient visits between 3pm and 6pm yesterday, and it went smoothly.

I had a question: On one of your tapes you said one of your clients had transcribed your New Patient Orientation. I'd like to get a copy of the transcript because I'm changing my NPO and would like to include some of your ideas. Do you have a copy of the transcript, or a number where I could get it?

Thanks again!

Best,

*Leonard*

---

Phone:

J. [redacted]

/ Fax: ( [redacted]

*Parag! Add to Dr. Leonard's  
for Vol. 1, Sep.*



*This is my first seminar with Dr. Erich and it has helped my mindset. You can tell he is really dedicated to helping Doctors, it really shows. I want to thank Dr. Erich for the time he put into this seminar.*

**Dr. Jeff Arnold, II**



Saw 30 new patients last week, 9 Saturday morning alone. Mostly from the dinner workshop and neuropathy ads. Needless to say, we had a record week!

**Dr. David Cox**



I learned to get patients to pay, stay and refer at this seminar. Dr. Erich is a no nonsense doctor, he tells it like it is. He teaches you the business aspect of your practice. This information is worth gold.

**Dr. Carl Melville, CA**



“Being a Diamond member for four months has allowed me to visit with my coach and show me the things I was missing. I’ve increased my new patients and conversions, your Diamond program is invaluable.”

**Dr. Zack Parker TX**



**Increased collections \$15,000 the first month!**

Using your system we **increased our collections by \$15,000 the first month using it.** Thank you for guiding me back to my passion for chiropractic. Even after 30 years in practice - it’s exciting to go to the office. **Dr. David Naylor NC**

7/13/09

Dr. Erich,

Back-Back-Back best \$ months in  
the office. Broke 30K for the 7<sup>th</sup> time. \$75/visit  
AVG! 33 NP in door (all but 2 were from neuro A1).  
Looking forward to getting the Lulum device & ramping  
it up even more. Talk to you soon!

Dr. Tom Stegerwalt  
- Avon, OH

951-693-4627

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

"I have had Dr. Erich's System for 5 months, before using the system we collected an average of \$12,000-\$15,000. Last month we collected \$31,000 and went from 70 Pv a week to 150 PV a week. Thank you Dr. Erich."

**Dr. James Fowler, Rowlett TX**



"I am in a small town and I was about ready to get out of practice, I was ready to give up on practice and become a farmer. Then I heard about Dr. Erich's one day seminar thought I'll give it a shot. I got such great information at that seminar that I went back and implemented the ideas he presented and in less than 2 months doubled my collections. Thank you Dr. Erich!"

Dr. Joe Fiorino, Thayer MO



I always thought that I had a successful practice until I received Dr. Erich's system. We had the system for only one month and our collection already went up from \$14,000 to \$21,000 after using his system. I have had other consultants but this is the most effective and thorough system I have ever used. If you are interested in doubling your practice get this system. Thank you Dr. Erich.

Dr. Mullenax, CO



Dr. Erich has really streamlined procedures the actions and the speech in practice to make things work faster and more efficiently and more profitably. Thank you Dr. Erich

Dr. John Pizzadili, AK



This is a fantastic event, different than any other chiropractic seminar I have ever been to. Not only did I learn new strategies to build my practice but also learned what to do outside of chiropractic to become financially more secure. I'll be back to the next event.

Dr. Chris Thornell, MA



"Since joining Diamond I have had the best back to back months ever."

**Dr. Tom Steigerwalt OH**

## **Collections doubled and cut overhead at the same time!**



*“Just using one of Dr. Erich’s ideas I reactivated 5 patients in one week and he showed me how to provide products that patients really need, adding to my net income. My collections doubled since using his system, but what is even better my take home more than doubled because I was able to cut back on my overhead as well.”*

*I recently started up a new practice in a different state and following Dr. Erich’s System and advice, we saw 82 patient visits the 2<sup>nd</sup> week in practice and had over 30 new patients.*

Dr. Robert Meyer, Hayden ID



I went to Dr. Erich’s Seminar, it was an awesome seminar. When we came back we ended up seeing the most patient visits we had ever seen, 88 patients in one day. His information is invaluable. Thank you Dr. Erich

Dr. Jason Tripp, PA

For 3/1/2008 through 3/31/2008

**Practice  
Statistics  
Report**

Entire Practice

*Adam Killea*

**Visit Stats**

New Patients	22	Active Patients	147
Total Scheduled Appts	916	Kept	780
Patient Visit Average	35	Avg Visit/Patient	5.31

**Appointments**

Scheduled	916 (100.0%)	Kept	780 (85.1%)
Walk In	0 (0.0%)	Rescheduled	44 (4.8%)
Call In	0 (0.0%)	Cancelled	91 (9.9%)
		Missed	1 (0.1%)
<b>Total Appointments</b>	<b>916</b>	<b>Total Appointments</b>	<b>916</b>

Page 1 of 3 4/17/2008 8:54:10PM

**Scheduled Appointments**

Visit Type	Scheduled	Call In	Walk In	Scheduled Total
Adjustment	774 (100.0%)	0 (0.0%)	0 (0.0%)	774 (84.4%)
Consult Only	3 (100.0%)	0 (0.0%)	0 (0.0%)	3 (0.3%)
Financial Consult	3 (100.0%)	0 (0.0%)	0 (0.0%)	3 (0.7%)
New Patient	30 (100.0%)	0 (0.0%)	0 (0.0%)	30 (3.2%)
R1- Report of Findin	24 (100.0%)	0 (0.0%)	0 (0.0%)	24 (2.6%)
R3- Report of Re-Exa	41 (100.0%)	0 (0.0%)	0 (0.0%)	41 (4.4%)
Re-Exam	41 (100.0%)	0 (0.0%)	0 (0.0%)	41 (4.4%)
<b>Total Percentages</b>	<b>916 (100.0%)</b>	<b>0 (0.0%)</b>	<b>0 (0.0%)</b>	<b>916</b>

**Kept Appointments**

Visit Type	Scheduled	Call In	Walk In	Total
Adjustment	688 (100.0%)	0 (0.0%)	0 (0.0%)	688 (85.6%)
Consult Only	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)
Financial Consult	2 (100.0%)	0 (0.0%)	0 (0.0%)	2 (0.5%)
New Patient	22 (100.0%)	0 (0.0%)	0 (0.0%)	22 (2.8%)
R1- Report of Findin	19 (100.0%)	0 (0.0%)	0 (0.0%)	19 (2.4%)
R3- Report of Re-Exa	34 (100.0%)	0 (0.0%)	0 (0.0%)	34 (4.3%)
Re-Exam	35 (100.0%)	0 (0.0%)	0 (0.0%)	35 (4.4%)
<b>Total Percentages</b>	<b>780 (100.0%)</b>	<b>0 (0.0%)</b>	<b>0 (0.0%)</b>	<b>780</b>

Payments	Cash	Check	Collections		Totals
			Credit Card	Debit Card	
Over the counter	\$927.00	\$2,242.23	\$9,555.41	\$0.00	\$12,724.64
Through the ledger	\$0.00	\$4,186.34	\$8,414.13	\$0.00	\$12,600.47
Posted checks	\$0.00	\$10,179.22	\$0.00	\$0.00	\$10,179.22
<b>Totals</b>	<b>\$927.00</b>	<b>\$16,607.79</b>	<b>\$17,969.54</b>	<b>\$0.00</b>	<b>\$35,504.33</b>

**File Type Summary**

File Type	Services	Inventory	Payments	Adjustments	Payment Plan Discount	Ledger Write Off	Ins Write Off
Cash [Cash]	\$19,420.00	\$39.95	\$7,734.84	(\$9,653.00)	\$40.00	\$0.00	\$0.00
Insurance [Insurance]	\$51,235.00	\$62.95	\$23,115.98	(\$1,431.60)	\$0.00	\$0.00	\$11,553.36
Medicaid [MCD]	\$617.79	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Medicare [MC]	\$9,130.00	\$109.90	\$3,428.51	\$0.00	\$21.49	\$0.00	(\$932.71)
Personal Injury [PI]	\$2,415.00	\$0.00	\$1,225.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total</b>	<b>\$82,817.79</b>	<b>\$212.80</b>	<b>\$35,504.33</b>	<b>(\$11,084.60)</b>	<b>\$61.49</b>	<b>\$0.00</b>	<b>\$12,486.07</b>





### **Doubled Collections in 5 months!**

The information I got at this seminar I can apply on Monday morning in the office, there was no fluff. Also the thinking outside of the box, like working less hours will help me in my practice.

Dr. David Cox, TX

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What I learned will put an extra \$100,000.00 in my pocket this year.

Dr. Ed Martin, CA

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I like the fact that you get to hang around other successful chiropractors. The information alone will help me increase my bottom line 25% in the next 6 months.

Dr. Foster Collum, FL

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Opened my eyes to a lot of other ideas out there to make money, not just in chiropractic.

Dr. Jeff Stansberry, CA

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

This conference hit all different aspects of the practice including the financial life.

I expect to increase my practice 100% with all the info.

Dr. Bill Bazin, MA

TO MR ERICH BRIETENMOSEN

ROSS D. LYON, D.C.

1410 S. 10th St., Suite 100, PA 19051  
FAX: 610-438-2666; Phone 610-438-2666

Testimony: Last week saw 182 as compared to 135 when started with tapes. Had 28 <sup>Sept</sup>, new patients with 11 from referral (mostly from Kal close) and 3 from "Killer Ads" and 5 from telemarketing. Our goal this month is to reach 40 new patients and 200/week. Our ultimate goal is to reach 400/week by the end of this next spring.

Question: I was able easily to see patients every 2 1/2 minutes using diversified and Thompson. (I don't have open adjusting.) However, I incorporated also the Athrostim using Creed's tapes. I found it hard to stay up and many times have fallen behind. I think I've got the problem licked, but could you give me a couple of sentences as to what you do with the Arthrostim the minute they approach the table so their visit is focused and short?

Thanks,

Ross D. Lyon, D.C.

PAY 

I just used your ROF for the first time today and closed a 6 month program with an \$1800 pre-pay. Thanks much. Dr. Mike Krebill, CO

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**Superconference was great, I not only learned to streamline my office but also the never ending new patients opportunities. I also learned a lot from other members sharing what works in their offices.**

**Dr. Joe Fortunato, IN**

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*I came to Dr. Erich's Seminar and it's only been half a day and I have already learned enough to make the trip worthwhile and look forward to the rest of the day. I can't wait to apply these new strategies in my office, making more money and simplifying my practice and life. After attending this one day seminar I decided to be at the Bootcamp in October, if this is any indication what it will be like I'm in.*

Dr. Rodney Thomas, MA

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**I came to Dr. Erich's bootcamp, where I learned real estate investing from one of his speaker that will allow me to retire really soon. I also got exposed to the infinite banking concept and learned new marketing techniques. You shouldn't miss one of his bootcamps, they are the best, I have been to all of them and continue to do so.**

**Dr. Rob Bigbie**

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

*"So far we collected right over \$90,000 this month and it is only the 18<sup>th</sup> of June. And that's mostly cash since we don't have much insurance around here. Last week we saw just under 600 for the week.*

*This is usually the slowest time of the year for us because it's the beginning of school vacation but this year it is the busiest I have been since I opened practice here.*

*The only difference I can think of is the personal coaching I have been doing with you this year. Thanks you Dr. Erich for helping us."*

Dr. Robert Bigbie, SC

CHIROPRACTIC FOR ALL  
MICHAEL G. WILLIS, D.C.  
LAURA A. PAINE, D.C.

## FACSIMILE TRANSMITTAL SHEET

TO: Dr. Erich	FROM: Dr. Laura
COMPANY: Practice Wealth	DATE: 10/14/2008
FAX NUMBER: 951-693-4627	TOTAL NO. OF PAGES INCLUDING COVER: 1
PHONE NUMBER: 951-693-5777	SENDER'S REFERENCE NUMBER: driaupaine@aol.com
RE: Successful 1 <sup>st</sup> Dinner Lecture	YOUR REFERENCE NUMBER: 805-527-4793

☐ URGENT ☐ FOR REVIEW ☐ PLEASE COMMENT ☐ PLEASE REPLY ☐ PLEASE RECYCLE

## NOTES/COMMENTS

Good morning Dr. Erich:

We wanted to let you know about the success of our first dinner workshop. We held it last Tuesday after a relatively short lead time. As you may remember we are having a very difficult time and wanted to jump right in with the potentially most productive promotion we had heard of in a long time.

We began planning about three weeks prior to the dinner in order to find a restaurant, etc. We went ahead and reserved the room for three months (started with the first Tuesday of ea. Month but I think we're going to have to schedule every two weeks instead as the room max at this particular is 35. After the first of the year we'll move to a larger facility. Nice problems to have). We then began our in office promotion of the dinner. For the first dinner we kind of hand picked those patients that we knew would insure some degree of success. Now to the bottom line:

- 27 people attend the dinner (11 patients and 16 guests)
- Scheduled 7 N.P. at the workshop.
- Collected 76 leads.

The best part of the evening was the testimonials that our patients were willing to share. I'm not sure we ever knew how much of a difference we were making in their lives. We always ask that patients give us written testimonials but the enthusiasm in the spoken word was amazing.

I can't tell you how excited all of us are with the potential and integrating more and more of the Practice Wealth systems into our practice.

Thanks for everything,  
Dr's Laura and Mike

*Fantastic! Keep up the good work!*  
*Dr. Erich*

\* and use the attached page to get Dr. Erich's DVD on How to get testimonials! *Monica*

1:45pm 10/4/10

Dear Dr. Erich:

I just wanted to send this note to tell you about the incredible changes in my office since implementing Dr. Erich's 5 min. ROF.

I never thought I could sign someone up for 40 visits, but patients are prepaying their copays; deductibles via check, care credit or credit card. This has truly transformed my practice.

I was seeing 50-80 visits/week for years, and after only 3 months of using the 5 min. ROF I am over 150 visits/week., working 3 days per week.

The most important thing I found is to remain silent after going over the payment options. My conversion rate is outstanding, since June it is 36/40.

I would like Monica to call me so I may sign up for the Practice Wealth Summit in December.

Dr. J. Kiriakatis NJ



The Practice Wealth system helped me streamline my practice, get rid of the hassles in practice, it's a great system for anybody that wants to grow. thank you Dr. Erich for all your help.

**Scott Murray, Chandler Az**



This past Saturday my office had the second annual Pancake Breakfast spectacle event!! Food was great... fresh hot buttery pancakes, fresh fruits, bite size muffins, coffee, juice and bottled waters. The children enjoyed custom balloon sculptures. Everyone received an entry registration gift: current patients have one week to redeem a free adjustment, new prospects received a complimentary consultation, exam and xray. During the event we also had 3 massage therapists giving chair massages to everyone. We had awesome gift give aways and raffle.

Prior to the event we sent out 2000+ flyers from my contact lists. One of my telemarketers called all 2000+ people to get the RSVP's. Then we send out a flyer to all that rsvp'd.

Stats:

173 Rsvp's

117 Patients and guests Showed

**58 New Patient Prospects**

Expenses \$2800

I took a bunch of video event and testimonials on my pocket camera.

It was a great event. I look forward to next year's Pancake Breakfast spectacle.

Thank you for sharing this very creative and exciting community patient appreciation event with me.

Much love,

Dr. Mace

## Your ROF works

I just sold my highest prepay of \$3,946.00 paid by check. She didn't even let me finish my "2" other options. Thanks for giving me the certainty and teaching me how to package myself.

Dr. O'Mead Rahmanian San Marcos CA

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*"The speakers were outstanding, you can immediately apply it and you can make money right off the bat. Thanks Dr. Erich you are helping me out a lot"*

**Dr. David Torkko, OR**

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**7 report of finding**

**26 adjustments**

**3 new patients**

**All in 3 hours yesterday afternoon.**

**If I wasn't doing a five minute report of findings I would have lost my mind!  
Instead it was smooth as butter!**

**Thanks a bunch!**

**Dr. Caleb Braddock, TX**

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I am extremely happy with the system I purchased from Dr. Erich. I was able to use the information immediately, especially the ROF. Thanks Dr. Erich

**Drd. Joe Stewart, Las Vegas, NV**



# BREITENMOSER

for Your Dream Practice

## COMMENT SHEET

Give us your thoughts  
about this Seminar:

HELPED ME TO EVALUATE MY PERFORMANCE AS A CA  
AND SEE AREAS IN WHICH I COULD IMPROVE. GAVE ME  
BETTER IDEAS & NEW ONES FOR FINDING THINGS CAUSED ME  
TO WANT TO DO BETTER IN ORDER TO MAKE THINGS RUN  
SMOOTHER. THANK YOU.

Signature

Name

Address

City

ST

ZIP

Office Phone Number

Your signature hereby authorizes us to use any of the above statement for the  
purposes of sharing with and helping other doctors.

Please list the names and phone numbers of those who you think would benefit  
from receiving the information provided in this seminar:

Name \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Name \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Name \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Name \_\_\_\_\_ Phone ( ) \_\_\_\_\_



I traveled a long distance, actually a whole day to get to this seminar, and the information I learned is invaluable. There are five things that I learned in the first hour which I will implement on Monday that will generate a lot of money. I recommend you do whatever it takes to be at this seminar.

Dr. John Duong, Fremont CA



Dr. Erich,

I just wanted to give you an update. We just got done with Turkey Day at the office. We saw 104 patient visits including 7 new patients and a few rofs. This was our best day ever and everything went really smooth. When I started with you this would have been a good week.

We gave away and donated a total of 77 turkeys. People were ecstatic. Thanks doc for the great ideas.

Dr. Fowler  
Platinum Member.



Dr. Erich,

The Saturday One Day Seminar was just what the doctor ordered! I needed to get with you again to review and pick up a few new tidbits that will help make my business more profitable. I especially liked being able to sit with you one on one to discuss some of the specifics regarding my marketing and future business plans. Your suggestions were very well received. I intent to implement immediately. As always you and your staff were very generous with your time and attention.

Thank you for all that you do to help me, my family and my business!

Much love,  
Dr. Mace

ERIC,  
THANK YOU AGAIN  
FOR YOUR LEADERSHIP, YOUR  
INSPIRATION, AND YOUR FRIENDSHIP.  
YOUR MESSAGE MONDAY WAS POWERFUL - I THINK  
YOU GET BETTER EACH TIME I HEAR YOU.  
YOU ARE A TRUE WARRIOR AND GUARDIAN OF  
THE SACRED TRUST. STAY STRONG,  
Randy

Eric,

Thank You for speaking at the  
DCS on Tuesday night, you  
were awesome sharing with  
all the chiropractors! I also  
wanted to thank you for what  
you have done for Sean & me.  
Showing us the way in the beginning  
present & future. You are like a  
candle light in the darkness  
we appreciate you!  
chiropractic brother  
Shawn Sheridan



## SINGLETON CHIROPRACTIC, P.S.

Ron Singleton, D.C., pres.

620 N. Emerson Suite 201

Wenatchee, WA 98801

P - (509) 663-5420

F - (509) 664-7372

Dr. Erich -

Thanks for mentioning the "Wow" factor!  
We always try to have that in our office on  
a continual basis.

Thanks for continuing to do a great job  
by supplying us things that will help us,  
not only in business, but in \$ and investments.

Ron Singleton DC



**Dr. Erich,**

**A perfect week! 250 patient visits, \$13,262 collected, 21 hours worked, and I got to spend Friday driving around with my dog. Thanks!**

**Dr. Jon Nordquist WA**

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Hi Dr. Erich,

I received the kit on Thursday last week April 12, 2007. Started watching the DVD's and got to the ROF DVD and studied. Had a new patient on Friday and used everything you teach. Monday morning new patient was in for ROF and closed within 5 minutes for 6 month care plan.

The live ROF's are awesome.

Thanks,

Scott S. Dooley, DC

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I received an e-mail about bootcamp and came to check it out. I enjoy it very much, I am very impressed not only by Dr. Erich's presentations but also because of the variety of speakers and the diversity of topics. Thank you very much for putting this on, I am looking forward to next years event.

Dr. Khaled Elganainy, Burton MI

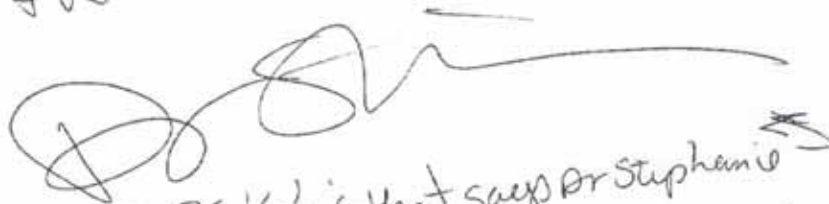
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*"Since using Dr. Erich's system I cut my ROF's from 27 minutes to 8 minutes with a greater conversion rate. I no longer have to sell patients in the ROF, which is a great relief. I used to run a multidisciplinary clinic with a staff of twelve. That was way too much stress. I now only have 2 staff members and actually take more money home. I was even able to cut my hours to 3 ½ days (21 hours total) and my per visit average has increased by \$10 per visit."*

Dr. Neil Brodbeck, NY

P3.  
Dr. Erick I can't thank  
you enough. My Collections & Pt  
retention has gone thru the  
Roof! - ok for me that's like \$3000  
in Cash & 8000 in insurance but  
to me that's more than my previous  
\$1000 a month total! I'm so happy  
things are going so well.

Thank you.



PS - I LOVE PS's! & that says Dr. Stephanie  
PSS - Driving to Atlanta for the day was the best  
thing ever! I found out that it was that I  
changed my ROF - now it's back to the (4) Key  
thing - (1) what (2) fix? (3) how long (4) how much  
is the sign every time

Hey Doc,

I just signed up a young girl who was referred in b/c I saw her mom monday and did exam on her and she said her daughter had scoliosis as well. I told her I would check her daughter out at no charge. She came in yesterday for exam and xrays and ROF today and prepaid for her entire care. Her mom is due for her report Friday. Its like shooting fish in a barrel. Its insane how easy this is. I was used to doing 30-45 minute ROF's and now I was in and out in 5 mins and 12 secs. Thanks a million, literally!

Dr Richard Lindell  
Keller, TX

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

“This is my first Bootcamp and we are almost done with the first day. I want to tell Dr. Erich ‘thank you’, this has been phenomenal. I have learned how to better manage my practice, how to better run my business, I learned how to be a better physician, how to treat my patients better, I am pumped up about chiropractic and this is the boost I needed to get my practice rolling again.” **Dr. Noah Hayes AZ**

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Dr. Erich, I am very excited to finally send you a fax since joining Diamond. We just had back to back best \$ months, also we finally hit a goal in May that I have been trying to hit for 2 years. Our per visit average for May was \$71. I am thrilled with that. I used to want to see tons and tons of patient visits a week, but if I am able to increase the per visit average, why bother. We ran an ad that generated 22 new patients in the door and I am using your ROF. I look forward to seeing you at bootcamp.

**Dr. Tom Steigerwalt, OH**

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

We have been Using Dr. Erich’s Practice Wealth System only for 2 months and we already have increased our collections by 20%, our case fee increased from \$2,500 to \$4,000 and we are now closing in 5 Minutes vs 3 days before.

Dr. Ken Wilson, TX



Dr. Enich.

10-19-09

It's the Monday following your NS-1 DAY seminar, & I am in the office just finished a busy morning shift. Wanted to drop you a note to let you know how awesome the seminar & your system is. Last month was our best September in 5 years, due to what we learned & implemented, we already have a successful practice, but are looking forward to even more growth. See you in San Diego & again thanks a million -  
Dr. Joe Hudak.

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Had a great time at Bootcamp.  
Thanks for your hardwork and I learned a lot.  
You guys did a great job.  
Dr. Ken Wilson, TX

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Also this past weekend was great. I had a great time with you and the guys and it was very nice of you to open your home and allow us to meet your family.

I look forward to speaking with you soon.

Andrew Johnson DC

5.1.2008

Dr. Erick

Coach, I wanted to write you a letter to thank you for everything that you, and your system has done for me.

I purchased your program a little over a year ago, and designed my office and procedures using your system. Today is our 1 year anniversary, and I can't tell you how excited we are! We are open 21 hours a week

Monday Wed + Thurs and 1/2 day Tuesday. We take 3 day weekends, and are able to enjoy time with our families. The best part is when we are at work we love it. The staff enjoy coming in and our patients love our office. Today is extremely exciting, because we will see over 100 patient visits. Not for the week, but today! We are seeing in 1 day what used to be a week, we should hit 300 a week within a couple months! Can you believe I have a dream practice in 1 year! Our collections are great, easily over \$40,000 a month, and we just keep going up!

GET THIS SYSTEM!! 0-250 in a year!

Thanks, Jon Nordquist, Wendy + Sammie. See u in Dallas

p.1

May 05 08 03:40p Dr. Jon Nordquist

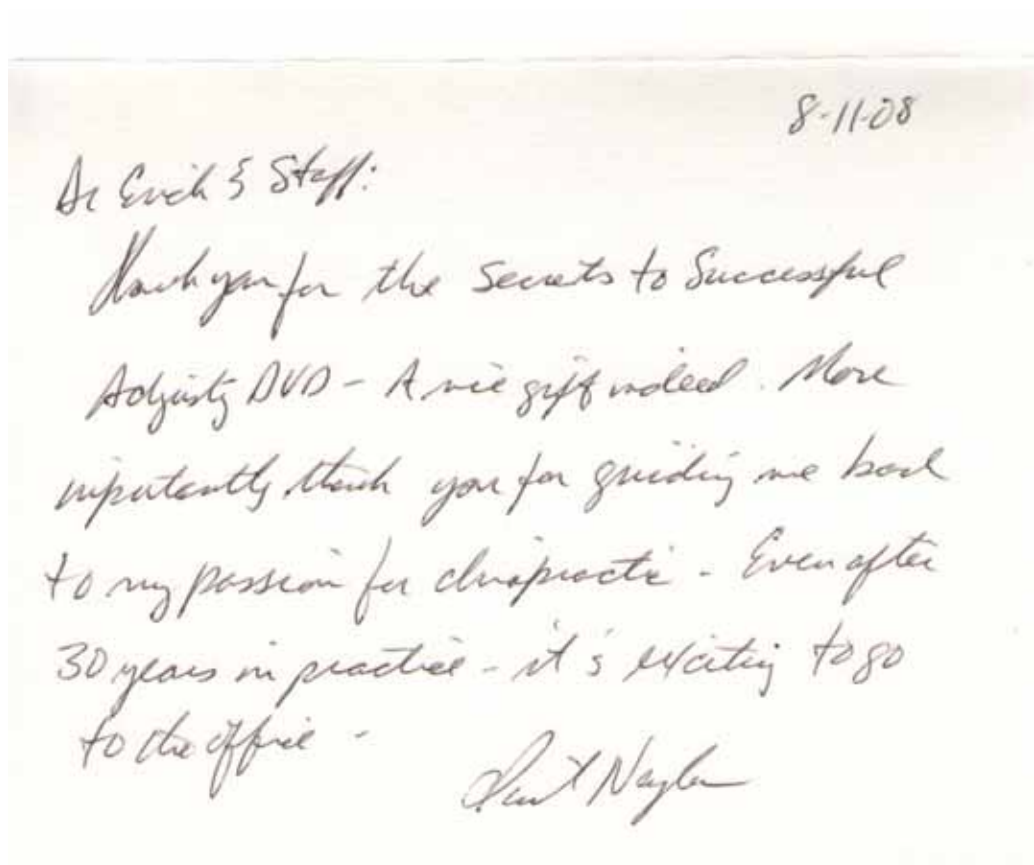


*"The dinner Workshop that Dr. Erich taught me is the best marketing money I have ever spent. Every two weeks I stop into a restaurant and give a twenty minute lecture. The next day I come into my clinic and have 10-20 new patients on the schedule. It couldn't be any easier, and the patients absolutely love it!"*

**Dr. Adam Burke, MN**



*This is my 3<sup>rd</sup> bootcamp and they get better every time. Joel Bauer was even better than last year, I thought that would be impossible. Just an unbelievable event. Don't know how you do it.*  
**Dr. Brian Mowll DE**



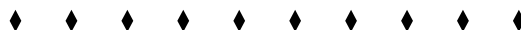
“This is my 3<sup>rd</sup> Bootcamp, I can’t tell you how much I appreciate Dr. Erich and what he has done for me and my practice all the money I spent on all the other teaching pros doesn’t even compare on what I got out of Dr. Erich, Thank you I appreciate you.”

**Dr. John Mooney, CA**

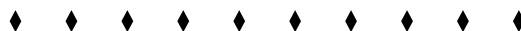


*“Just using one of Dr. Erich’s ideas I reactivated 5 patients in one week and he showed me how to provide products that patients really need, adding to my net income. My collections doubled since using his system, but what is even better my take home more than doubled because I was able to cut back on my overhead as well.” I recently started up a new practice in a different state and following Dr. Erich’s System and advice, we saw 82 patient visits the 2<sup>nd</sup> week in practice and have over 30 new patients.”*

**Dr. Robert Meyer, Hayden ID**



Today has been absolutely unbelievable, I learned so much in just the first hour. Such an incredible wealth of applicable information. It’s been an unbelievable day, thank you Dr. Erich.  
**Dr. Matthew Westrich, Miami Fl**



*This has been a great seminar today. I learned so much, just the piece on capturing Testimonials has been worth me flying out here, it is going to revolutionize my Practice. And Dr. Nielsen being here and what we’ll learn about real estate. It’s been a awesome seminar and investment of my time. Thank you Dr. Erich I truly appreciate it!*

**Dr. Brian Mowl, DE**



“Bootcamp was incredible, best part was meeting other chiropractors that are like minded and are following the system. I am excited about life and can’t wait to go back and share with my patients what I learned. Thanks Dr. Erich.”**Dr. C.J. Benkert CA**

5.1.2008

Dr. Erich,

Coach, I wanted to write you a letter to thank you for everything that you, and your system has done for me.

I purchased your program a little over a year ago, and designed my office and procedures using your system. Today is our 1 year anniversary, and I can't tell you how excited we are! We are open 21 hours a week

Monday Wed + Thurs and 1/2 day Tuesday. We take 3 day weekends, and are able to enjoy time with our families. The best part is when we are at work we love it. The staff enjoy coming in and our patients love our office. Today is extremely exciting because we will see over 100 patient visits! Not for the week, but today! We are seeing in 1 day what used to be a week, we should hit 300 a week within a couple months! Can you believe I have a dream practice in 1 year! Our collections are great, easily over \$40,000 a month, and we just keep going up!

GET THIS SYSTEM!! 0-250 in a year!

Thanks,

Jon Nordquist, Wendy + Sammie

See U in Dallas

Dr. Jon Nordquist

May 01 08 02:33p

Dear Dr. Erich Breitenmoser,



I thank you for introducing me to the Dinner Workshop. It was very successful. I just used my own script and we had a total of 70 (20 of my

patients) people come in for the dinner.

We made 30 appointments and received 279 leads!!!

I am planning to do this every 2 to 3 weeks from now until I retire.

The best part about this whole thing is that i am not selling, and my new patients who come in look forward to see me. They have been telling me that they only hear good things about me from my existing patients.

I feel like you taught me to do CPR on my practice. Even my employees are more motivated and excited to come to work. And I know for a fact that if you have productive employees you have a productive and happy organization/practice.

MORE OUTFLOW = MORE INFLOW

My practice has come alive again!!!

I Sincerely thank you for helping me find and bring me back to the purpose of me being a chiropractor.

Dr. Ali Mostafavi



Hi Dr. Erich. I wanted to let you know that we had another dinner talk last night... 33 in attendance, 18 guest and 17 made appointments (The air conditioning was not working in the room and on a hot North Carolina evening it got up 87 degrees). We have been doing the Dinner Talks for over a year now and it still is the best ROI we have ever done. There are literally months where that is the only thing we do for our marketing (I know we can do more). The whole event is well received by everyone and people are extremely appreciative and inspired to make appointments.

The whole system runs completely on auto pilot. I hired one of my patients to run the show. She calls all the leads, makes all the confirmation calls, gets to the restaurant ahead of time and sets up everything. I literally get there 15 minutes before we start, go around the room and meet everyone and am out of there in 60 minutes from the time I arrive. 17 New patient appointments in 1 hour... Thanks Dr. Erich  
Dr. Adam Williams





Back 2 Health Chiropractic

Dr. Erich,

I am Dr. Rob Methvin, and I wanted to take a second to personally welcome you to our neighborhood. Frisco is an awesome place to meet friends and raise families. I would like to invite you in for a

FREE 30 MINUTE MASSAGE!!!

We won't sell you anything, and we won't pressure you into being a patient. Our only goal is to make a great first impression. This offer is only good until the end of the month and there are only a few openings, so act quickly. We don't want you to miss out! I'm looking forward to meeting you.

Dr. Rob Methvin, DC

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Coach,

we started diamond last month and it didn't take long to show, March was our highest collections, last week was my busiest week, Thursday was my busiest day and we've already collected over \$17,000 this month and it's only the 7th! can't wait to see what happens the rest of the month.

P.S. I heard the recession is over

**Dr. Jon Nordquist**  
**Chiropractor**

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Dr. Erich,

Two weeks ago we had 70 people show up for our dinner workshop. Half were patients and the other half guests. 20 appointments made.

Dr. Ali :)



**SINGLETON CHIROPRACTIC, P.S.**

Ron Singleton, D.C., pres.

October 26, 2007

F:  
F:-

Dr. Erich:

I just wanted to give you a short testimonial on Isagenix so far. After I heard of it at your Bootcamp in Dallas last May, I decided to try it. I happened to be looking for something at that time... naturally right! I tried it for the month of July to see what results I got on me before I let my family or my patients hear about it. I lost 12 pounds the first month and then went on the wellness program and lost another 12 pounds thru August (and there were many times I cheated here and there) and still lost about 25 pounds in 60 days.

After July's results, I started telling my patients about it and started passing out the CD's of Dr. Becky. My wife even tried it, after saying initially she didn't like the smell or taste of the Supreme or shakes. To make a long story short, she loves it now. She's down 14 pounds and 3 clothes sizes in 6 wks., exercising regularly (never before since we've been married) and likes doing the cleanses now! She has totally transformed her lifestyle the past 2 months and her enthusiasm over her weight loss grows each week.

I now have 64 people in my "tree" even though I've only sponsored five myself. I have many irons in the fire, CD's going out left and right, 2 weight loss/cleanse talks planned before the end of the year (with taste-test demos).

Thanks, Erich. Had I never heard Dr. Becky at your Bootcamp, I may have never tried Isagenix to see the results with not only myself, but my wife and others who have signed up so far. I know the best is yet to come. What an investment for my future! Never mind the improved health we are sharing!

For the Mission,

A handwritten signature in cursive script, appearing to read "Dr. Ron Singleton".

Ron Singleton, D.C., President

*"Look first to the spine for the cause of disease" - Hippocrates*

Hi Doc Erich,

>

> I cant wait for the boot camp. Your practice wealth system is everything

> you said it will be and much more. We are having record collections!!!!...

> in the last 3 months of the likes we have not seen in 6 plus years..more

> to come of this including a video testimony at your boot camp!

Dr. Dan Klein PA

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### **Went From Collecting \$170,000 A Year To Collecting A Bit Over \$400,000!**

“Thanks to your Volume System and advice we more than doubled our collection and we were able to put an extra \$75,000 in my savings account”

Dr. Leonard McGill, South Carolina

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*“I have been a chiropractor for 35 years and this is the best seminar I have ever been to.”*

**Dr. Garrett Tomsin WA**

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“My first Bootcamp with Dr. Erich...all great info, money making ideas, things you can implement in your office Monday morning, come to the next one, you won't regret it, I have seen it all and this was absolutely amazing.”

**Dr. Tom Shearman UT**

DR. PAUL D. ANDING  
Chiropractor

July 27, 1994

Dr. Erich Breitenmoser, D.C.  
28751 Rancho California Road  
Suite 101  
Temecula, CA

Dear Dr. Breitenmoser:

I have been in practice for 18 years. I had been with a Chiropractic Consultant for three years. My practice reached a point and I could not expand. Then Dr. Erich visits my office.

I made immediate changes in my office procedures and patient management. My office was transformed the first week. While being in the Chiropractic profession, I constantly heard the term purpose and focused. After the afternoon with Dr. Erich, I now know what it means to be focused. Dr. Erich is the "Terminator of Chiropractic." Thank you Dr. Erich.

Chiropracticly yours,



Dr. Paul D. Anding, D.C.  
PDA/ld

SHERWOOD CHIROPRACTIC CLINICS



DC Testimonial

Eric,  
Thank you very much for the seminar last weekend. I thought it was spectacular. Also, thank you for the materials. They are extremely helpful. I have sent something for you to look over. Please take the time.

P.S. a man in your position could make a Billion \$\$\$ with this.

Healing by Restoring Inner Balance ...

Dr. Gary A. Palmer



*This has been a great seminar today. I learned so much, just the piece on capturing Testimonials has been worth me flying out here, it is going to revolutionize my Practice. And Dr. Nielsen being here and what we'll learn about real estate. It's been a awesome seminar and investment of my time.*

*Thank you Dr. Erich I truly appreciate it!*

**Dr. Brian Mowl, DE**



I have been to numerous management consultants, and while most are good at teaching the basics, the information provided is not worth committing to a contract worth thousands of dollars. All I can say is if you want to build the practice of your dreams, you should invest in Dr Erich's Practice Wealth Volume System like I did. Not only will it help you bring in new patients, but it will also help build your practice internally, which is where most chiropractors lack. You will learn how to dramatically improve your ROF, manage your staff efficiently, and teach your patients to stay with you for life. Unlike most of these other so-called coaches out there, Dr. Erich still runs a successful practice, and his Practice Wealth System will help teach everything you need to know to build your own super-successful practice.

Eric Osansky, D.C.



am sending you a note to let you know how awesome your one day seminar was. Last month was our best September ever in 5 years because of what we learned and implemented. Looking forward to even more growth.

Dr. Joe Hudiak NJ



*The Customer appreciation seminar has been wonderful, we got a ton of ideas that we will be able to use starting Monday, thanks a lot.*

Dr. Michael Pugh, KY



*"Better Health...Better Life"*

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**FAXED**

Dr. Erich,

10-13-08

I just wanted to let you know that I have been re-committing myself to the plan that you have given me and what is in your system. I realize that my potential is parallel to my efforts and I have not been putting in 100%. I have listened to 6 of your coaching calls and teleclasses that you sent us on CD and I can't believe how much I missed.

I got several ideas that I am already implementing and 2009 will be through the roof. The best thing about your system is there is no fluff. Right to the point, what to say, what to do and how to do it. I get so much headspace stuff with the other coach I was with that it drove me away. I know I am here to help people, but we need to know the best way to do it and your system is very powerful.

Thank you and I will see you in San Diego .

Dr. Scott Pint

Thanks Scott,  
Keep up the good work!  
Dr. Ed

*"I am amazed at all the knowledge Dr. Erich is willing to share with us, not just about chiropractic but about life in general and how he opens up his life and shares with us so we can have a better life. Thank you very much."***Parri Mitchell, spouse**

This is the best Bootcamp I have ever been to! Thank you Dr. Erich

Dr. Patrick Landau, Eugene OR



# THANK-U-GRAM

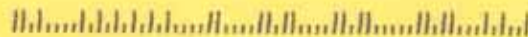
Dr. R. Richards  
[Redacted]  
[Redacted]  
[Redacted]

TO:

Dr. Erich Praetici Wealth  
P.O. Box 1630  
Temecula, Ca. 92593



92593+1630



A message of appreciation to you.

## THANK-U-GRAM

Dear Dr Erich,  
Thank you for the gift! I'm still reading  
and have not put the book down yet. It  
is a great book!! Thank you for your  
generosity and supports.

Sincerely,  
D. Dao

It feels good all over to direct this Thank-U-Gram your way.

A grateful acknowledgement to you.



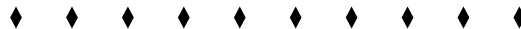
"I wish I had found you 8 years ago...Your system is just what I was looking for all along. You have broken it down to the basic fundamentals and I'm excited about practicing again." Dr. Bobby Miles, Glasgow KY

**From 450 PV a week to over 840 and collecting \$1,743,863.00 a year!**

Three months after I got Dr. Erich's Volume system to my total amazement we saw 840 patients a week and that was a new personal record. I have seen as many as 242 patients in a day with 10 new patients and 6 report of findings -- all without stress because of his system.

Now some might think because of these big numbers that I must be giving it all away. Nothing could be further from the truth. The first thing he told me when we started was to raise my fees and I am very excited about my collections which are in the 6 figures a month now. That's my story and I just want you to know that Dr. Erich changed my life.

Dr. Kal Abouhaif, MI



*This is my first seminar with Dr. Erich and it has helped my mindset. You can tell he is really dedicated to helping Doctors, it really shows. I want to thank Dr. Erich for the time he put into this seminar.*

Dr. Jeff Arnold, IL



*It is only lunch time at Dr. Erich's Customer appreciation Seminar and I already have a number of things I am going to do when I get back to my practice. Thanks Dr. Erich.*

Dr. Nick Wise, Spartanburg, SC



Dr. Erich,

A quick update. Last week we had our best week ever in practice. We saw 237 pv's, 24 NP, and collected over 17k. The Week before we saw 23 NP and Collected over 12K.

So far in April we have seen 42 NP already and it's only the 11th. We have been doing screenings around town, referrals, and a killer add to get most of them.

Next Tuesday is our next dinner talk so there is another great week after that. Thanks again.

Dr. Fowler

P.S.

My wife and I have just bought our next dream house.

We close on the 8th of may if all goes ok.

It is really nice, pool with waterfalls and hot tub on the 16th hole of the course in our gated community in the nicest neighborhood in my area. 4,500 sf, 3 car garage, 5 bed, 3 bath with an amazing movie theatre media room.

I am buying from the original owner who was the architect and designed the house himself. He also designed 5 of the dallas mavericks houses. Really nice. I will send you the video when I close.



**The System got me to a Million Dollar a Year Practice!**

I have been using Dr. Erich's volume system for the last 8 years, I went from doing \$50,000 a year to over a million a year. That changed my life. I was also able to cut back my hours, I really appreciate you Dr. Erich, Thank you.

Dr. Jason Tripp, Hermitage, PA



# THANK YOU



Dr. Erich,  
This past weekend was incredibly powerful.  
Your list of speakers were varied and  
relevant. Your successful members were inspiring.  
I appreciate all the support you offer. I  
look forward to working with you more in  
the near future. Yours in health,  
Dr. Matt

**DrErich**

**The vegas trip and Platinum Mastermind was incredible thank you for the great time.**

**As you know I took the red eye home I only worked from 3 pm to 6 pm, we saw 95 patient visits 5 new patients, 1 ROF and here is the kicker, I only have 1 CA my other CA quit Thursday before I left. The platinum hotel was the best.**

**Thanks,**

**Sent from my iPhone**

**Dr. Doug**

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"Dr. Erich,

Just a quick note @ the Newark, NJ seminar I attended this past Sat.

First of all, I really didn't want to come but I felt for some reason I needed to go...having been in practice for 27 years, I've been just @ everywhere and the last thing I needed was another ra-ra seminar. But I came anyway.

The info you shared was great and I got alot of new ideas but more importantly it was not what was taught - but what was caught. I caught your PASSION and PURPOSE during the meeting and I can't explain exactly what happened - but it was like a 'reset' button was pushed in me...I went back to the office with more passion for what we do and just yesterday (Thursday April 1) we had a great 'on purpose' day and collected over \$10,000(not any insurance checks - all patient checks).

More important is that I am back on purpose with more intensity...and patients sense when you are there for THEM and they will gladly write you checks when they know they can trust you and know you are intensely interested in their well being...That's the kind of doctor we need to be anyway...Thanks for 'resetting' me...I look forward to seeing you soon....

All the Best,

Dr. Ken Zammito

# POTERE CHIROPRACTIC

Send to: <u>Eric</u>	From: <u>DR. Jimmy Potere</u>
Attention: <u>DR. Brightonmass</u>	Date: <u>12-3-02</u>
Office location:	Office location:
Fax number:	Phone number:

☐ Urgent 
 ☐ Reply ASAP 
 ☐ Please comment 
 ☐ Please review 
 ☐ For your information

Total pages, including cover:

Comments:

Hey Doc,  
 I bought your volume set in mid-October 2002. Within 3 days I doubled my practice from 28 visits per wk. to 61 visits. I was spending way too much time with my patients on frivolous paperwork and talk. Your travel card has really helped speed things up and simplify their entrance into my office and regular visits. We have a hell of a lot of work to do here at the office. I feel better equipt now. Your consultation today was very helpful. Thanks  
 Doc! James T. Potere D.C.

12-3-02



### **Increased Collections A Whopping 51% In Only 90 Days**

Since I purchased Dr. Erich's amazing Volume System, my results have been phenomenal. Actually almost unbelievable. I have increased my collections by 51% in just 3 short months. I am now collecting up to \$60,000 per month for the first time in my life. I have money left over at the end of the month for investments vs. just paying the bills. My overhead is a lower, my new patients are up, and my established patients are not only reactivating, but committing to long term care all over again. My weekly average is up 60+ visits per week and I have consolidated my finances into a lean, mean, profit- making machine. When you're in the groove, you can do more things like coach your boy's hockey team and enjoy more free time and money with the family. There is nothing like this type of lifestyle. Dr. Bill Bazin, Massachusetts



I purchased Dr. Erich's Practice Wealth System 2 months ago and have had some remarkable things happen in my office. I have been in practice over 20 years and my visits were dropping down to a low of 95 visits a week. Since I got the system (two months ago) I went from 95 PV/week to 153 PV/ week and **my collections went from \$26,000 to \$40,000 last month.** I recommend anybody who wants to build their practice the fast way to get Dr. Erich's system.

**Dr. Tom Eidson, Arlington TX**



### **Cut my ROF from 30 minutes to 8 minutes and increased my practice**

I have had Dr. Erich's system for 3 months. I used to do ROF's that took me 25-30 minutes. I now do my ROF in 8-10 minutes with a much greater conversion than before.

I no longer have to sell patients in the ROF, which is a great relief. I also used to run a multidisciplinary clinic with a staff of twelve. That was way too much stress. I now only have 2 staff members and actually take more money home. I was even able to cut my hours to 3 ½ days (21 hours total). Another good thing happened since using Dr Erich's system, my per visit average has increased by \$10 per visit.

Dr. Neil Brodbeck, NY

# BREITENMOSER

for Your Dream Practice

## COMMENT SHEET

Give us your thoughts  
about this Seminar:

Put together well  
easy to stay with  
lot of new ideas for office  
made me aware how complicated I had  
made things.

Signature

Name

Address

City

ST

Office Phone Number

Your signature hereby authorizes us to use any of the above statement for the  
purposes of sharing with and helping other doctors.

Please list the names and phone numbers of those who you think would benefit  
from receiving the information provided in this seminar:

Name	Dr. James Knatz	Phone	( )
Name		Phone	( )
Name		Phone	( )
Name		Phone	( )



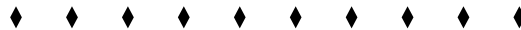
This is a great seminar, looking forward to the real estate, I have taken another seminar by a chiropractor, this system seems better, less stressful, looking forward to doing this. Thanks Dr. Erich.

**Dr. Bill Tickel, Cincinnati, OH**



"Dr. Erich's income explosion bootcamp was nothing short of just that. Never before have I been to a seminar in which the speakers delivered simple techniques that could immediately be duplicated in the practice to bring in more patients AND more money. I was tired of the usual fluff you get at most seminars. The boot camp truly focused on showing us how to grow our business, make more money, protect our earnings, and retire early. Thank you Dr. Erich for taking the time to give us exactly what we needed!"

Dr. Rob Methvin, TX



**From Multidisciplinary to high net!**

I was doing a multidisciplinary practice carrying a very high overhead and not making that much money. After getting Dr. Erich's Volume system I got rid of about 10 people in the last two months and started to collect a lot more money, especially cash over the counter. It is working great, I appreciate what you have done for me Dr. Erich.

Dr. Jeff Verhaert, TX



Dr Erich

Just a quick thank you note  
For the Summit. Since I have  
Made contacts @ 2 schools to  
do a fundraiser, Put together  
a Mechure (brochure), have  
a person answering my phone &  
in the office part time And best  
off all

Today I had Lunch &  
a P! Mgmt Doc who is tx-ing  
My 'office mgr' AND 30 min  
Later he started sending me  
his Patients !!!!!  
Thank you Dr Erich!

Dr Stephanie  
Janiak  
F.W.t.X.

Advanced Chiropractic Center  
Dr. O'Mead Rahmanian, D.C.

Phone: [REDACTED] FAX: [REDACTED]

**Fax**

Good Job!  
I am proud of you!  
Dr. Eric

To: Dr. Eric	From: Advanced Chiropractic Center
Fax:	Date:
Phone:	Pages:
Rec:	CC:

☐ Urgent   ☐ For Review   ☐ Please Comment   ☐ Please Reply   ☐ Please Recycle  
If you have not received all pages faxed please contact us at (760) 744-2744

Comments:  
Dr. Eric:  
I just sold my 1st highest prepay of 3446.<sup>00</sup>  
After discount with a check. She didn't let me  
finish my other 2 options. She said I pay this  
amount, and I went into rules 2 take them as  
patients... Thanks for enkindling the certainty and teaching me  
on packaging myself accordingly. You are a star!  
Enjoy your trip to  
Switzerland with  
your wonderful  
family. It was  
great to meet them  
as well.

O'Mead

CONFIDENTIALITY NOTE

The information in this telecopy and accompanying documents is intended only for the use and benefit of the person(s) named on this cover sheet. The information contained herein is confidential and privileged, and any use of this information by anyone other than the person(s) named here is strictly prohibited. If you have received this telecopy in error, please call (760) 744-2744 and we will arrange for return of the telecopied documents at no cost for you.

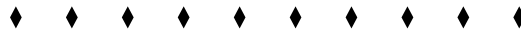


**Dr. Mike Vaughn, TX**

“I have flown down from Washington State to attend Dr. Erich’s One Day seminar in Los Angeles because I know how important it is. What Dr. Erich has been able to do is condense everything into one day, so you can go home and start on Monday morning. You don’t have to attend weekend long seminars. Thank you Dr. Erich”

Dr. Jon Nordquist, Gig Harbor WA

I bought Dr. Erich’s system and am a gold member. I have been open 4 months in a brand new practice, started from scratch and last week we saw 144 patient visits. This works.



Dr. Erich; We are so excited. Last night we had our FIRST Dinner with the Dr.! The room at the restaurant held 42 people. Our response was so overwhelming we had to reserve the room AGAIN for this Monday the 16th just to accomodate everyone!

We had so much fun. All of us were nervous, however as the event unfolded it was more fun than any of us had envisioned.

Here are our stats      42 guests  
                                 21 patients  
                                 21 guests  
                                 14 new patients  
                                 3 re activations  
                                 57 leads

Another dinner workshop this Monday!

Dr. Tomsin, Roshael and I are excited and looking forward to Monday and another success.

Peach



**Just got the system, and closed 3 yearly plans yesterday!**

I’ve had the system less than 1 week and I’ve already closed 3 yearly plans yesterday, using your ROF and financials. So I’m real excited about exploding my numbers. The system is great, it’s working. Thanks Dr Erich!

Dr. Robert Reese, Delaware



To all chiropractors who love chiropractic,  
love their patients, teach subluxation, set goals,  
give handouts, etc... <sup>like that</sup> taught by many successful,  
high volume, ~~successful~~ chiropractors but continue  
to lack "that something" in their practice - call  
Dr. Erich.

He is a gifted and truly incredible man! The  
words certainty, detail, preparation, verbiage,  
intensity and many others were taken to an  
elite level in my life. I owe him a tremendous  
thanks. ~~I~~

I cannot reach out enough to recommend  
a personal visit by Dr. Erich to your office.  
He can change your life.

Chiropractically,  
Brady Bergard D.C.



We learned so much at this seminar and I am so excited to get back to the office Monday and implement what we learned. I know our income will jump by leaps and bounds using what we learned.

Wendy Wilson CA, Texas



**The system paid for itself many times the first two weeks I used it**

I was able to implement Dr. Erich's system in one week. It was almost like the system was for free because I put it on my credit card and by the time my credit card bill came in, I already had signed up a couple patients for a years worth of care, made more than my money back before I paid for the system. Just using one of his ideas I reactivated 5 patients in one week and sold products I never sold before, adding to my net income. My collections doubled since using his system, but what is even better my take home more than doubled because I was able to cut back on my overhead as well.

Dr. Robert Meyer, Hayden ID



*This is a great seminar, looking forward to the real estate, I have taken another seminar by a chiropractor, this system seems better, less stressful, looking forward to doing this. Thanks Dr. Erich.*

Dr. Bill Tickel, Cincinnati, OH



I just wanted to say thanks, and that I had a great weekend. Joel Bauer was an amazing speaker, and you had a lot of great information.

Dr. Robert Meyer, ID



**HAYNES CHIROPRACTIC**  
GENTLE & EFFECTIVE CARE

TO: DR. ERICH	FROM: DR. NOAH
COMPANY:	DATE: 11-25-08
FAX NUMBER:	TOTAL NO. OF PAGES INCLUDING COVER: 1
PHONE NUMBER:	RE:

DR. ERICH

THANKS FOR THE WEEKLY FAXES! TODAY WAS VERY MOTIVATIONAL. MY JOB SECURITY FACES ME IN THE MIRROR EVERY DAY AND HE WON'T LET ME DOWN. I HAVE BEEN READING THINK + GROW Rich - IT KEEPS ME FOCUSED ON WHAT WHERE MY HEAD NEEDS TO BE! MY PRACTICE IS DOING WELL! WE ARE STAYING BUSY + STILL GROWING  
THANKS FOR YOUR PHONE CALL LAST WEEK, THAT MEANT A LOT!

DR. NOAH



## Customer Appreciation Attendees Speak Out...

*"I came to Dr. Erich's Customer Appreciation Seminar and I learned a lot of great things that I can apply in my office Monday morning. One of the big things is video testimonials, this is huge, we'll be able to use this in all the marketing to not only current patients but also new patients. This is technology we can put into practice right away. This Seminar was great and I am looking forward to coming to the Bootcamp in October."*

**Dr. David Cox, Texas**



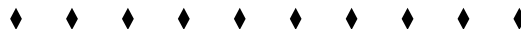
Using your system we increased our collections by \$15,000 the first month using it. Thank you for guiding me back to my passion for chiropractic. Even after 30 years in practice - it's exciting to go to the office.

Dr. David Naylor NC

*"I doubled my collections and doubled my practice after purchasing Dr. Erich's Volume System and I've never looked back. I couldn't be happier. All you have to do is do exactly what he tells you to do, and your practice will grow."*

Dr. Mike

Cerefin, IN



*This has been an incredible seminar, one thing we learned is taking testimonials like this one on video and it is one thing I want to work on Monday in my office, because I think it is an incredible tool to use and I want to say thank you for that.*

Dr. Jeff Deys, OK



This Bootcamp with Dr. Erich has been fantastic, the first hour alone was worth the whole bootcamp, let alone the incredible speakers, I'll see you at the next one.

Dr. James Fowler Rowlett, TX





Dr. Erich-

Just a quick note to say  
Thank You! Last week we started  
doing the 5min ROF, I have got  
more pre-pays in the past week than  
I did in the past 2 months.

Your program works! Can't wait  
to get more into at the boot camp  
in May.

Thank you!

Dr. Bryan Veis



The bootcamp he puts on is outstanding, there are so many great speakers, so much you can take home and implement on Monday, thank you Dr. Erich for all your help.

Scott Murray, Chandler Az

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

**“I wish I had found you 8 years ago...Your system is just what I was looking for all along. You have broken it down to the basic fundamentals and I’m excited about practicing again.”**

**Dr. Bobby Miles, Glasgow KY**

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

**Doubled My Collections In Two Months!**

*I was at a point where I was going to get out of chiropractic, I was thinking about becoming a farmer, didn't know what I was going to do. In the two months since I had the system, everything has changed, I doubled my collections and I am excited about practice again..”*

**Dr. Joe Fiorino Thayer MO**

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

We have gone from 120 Pv to 165 PV a week in just one month of using Dr. Erich’s system. Thanks Dr. Erich you are awesome, we appreciate all your help.

Dr. Ken Wilson, TX

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Using only one of Dr. Erich’s secrets, last month alone I picked up an extra 77 new patients and 27 reactivated patients. My services for the month were \$95,437.

Dr. Brian Schuetz, Ohio

LIFE  
CHIROPRACTIC CENTER

DR. LEONARD J. MCGILL, B.S., D.C.

Director, Author: "The Chiropractor's Health Book" / Crown Publishers, N.Y.;  
"The Self-Help Chiropractor's Health Book" / Vermilion Publishers, London

DR. JEANNE-MARIE KANE, D.C.

July 17, 2002

Dear Dr. Erich,

I was getting my stats together and saw that last month we collected \$44,143.21! That's \$8000 more than I've ever collected in a month since I've been in practice (13 years). Imagine what we'll be collecting when we're seeing 300 patients/week!

Thanks again! for all of your help.

Best,

Leonard

"The Best Chiropractic Office On The Planet"

Specializing in the treatment of auto accident injuries, children, neck and back pain, headaches and carpal tunnel syndrome



**From \$18 a visit to \$48 in 12 months!**

“Since using Dr. Erich’s system my per visit fee has gone from \$18 per visit to \$48 over a 12 month period. We have made an additional \$82,000 more last year and this year are up another \$30,000. Thank you Dr. Erich.”

Dr. Bill Tickel, Ohio



Dr. Erich,

I wanted to thank you for the great ne-day seminar yesterday in Phoenix. I left with several pages of valuable action items that could immediately be implemented in any practice or business.

I am currently not in practice. I am celebrating two years of being the Executive Director of a career college in Flagstaff. Prior to my tenure, the College was losing up to \$100K/month. Last year my net profit was over \$800K. I was able to quickly turn the campus into a money making machine by insisting of careful tracking of every lead, scrupulous adherence to the scripts, and by emphasizing relationship building to increase retention and referrals. (Sound familiar)?

The way you market and manage your Practice Wealth System initially attracted me. I could see that you have figured out how to personally generate (in your own words) "massive/passive wealth". I wanted to learn more about you and hear your ideas.

Before signing up, I googled you to see if I could uncover any negative comments about the System and could not find any. (Yes, I guess you could label me one of those "skeptical by nature" individuals.)

I am developing plans to open a Wellness Center in Flagstaff of which I will be the Clinic Director. If all goes well, I will be referring my team to your Practice Wealth System.

Thanks again!  
Dr. Kymberlee Wilkens  
Flagstaff, AZ

**The Family Chiropractor****Glenside, Pa.****FAX**

To: DR. ERICH

From: Dr. Mike Farrell

Fax: 4

Pages: (including cover sheet)

Phone: -

Date: 6/9/08

RE: Dallas Bootcamp

CC:

**Comments:**

Dr. Erich,

I want to thank you for the Dallas Bootcamp. It was a world class event the likes of which I have never seen. It opened my eyes to a new life - one of success and freedom. I can now feel success, not just hope and dream for it! It was also great to meet my coach Dr. Mace face-to-face. I have already started to implement some of the tools that were presented.

Thanks for everything you do,  
Dr. Mike Farrell



5/28/09

Dear Dr. Erick-

I wanted to personally "THANK YOU" for doing the C.H. Training Bootcamp.

Although I was unable to attend the training, Dr. Danforth and I recieved the D.V.D's this week. I have really enjoyed viewing them! Yesterday during some down time in our office I was watching and our phone began to light up! Two seperate phone calls were turned into appointments for today with New Patients. On both calls the

person was fishing for information about our office. Without any hesitation I completely turned it around had them answering the questions and had both scheduled in about 3 minutes. I feel more confident, and deffinatly more assertive!!

Thank you  
Ann Marie

Dr. Danforth's  
Office



### **Broke My Collection Record!**

“I started with the Practice Wealth System about a month ago – last week I BROKE MY COLLECTION RECORD for a single week!”

Dr. Rick Wells, Virginia



### **Collecting over \$108,000.00 since using the system**

I used to collect around \$50,000 to \$80,000 a month, since using Dr. Erich's system for the last 4 months we are now collecting over \$100,000 a month. In fact last month we did \$108,000 in collections. I cut the ROF from 45 minutes to 7 minutes and have increased my conversions.

No more handling objections and arguing with patients why they need care. Dr. Erich's system really works and I am really thankful for everything Dr. Erich's is teaching.

**Dr. Hoon Lim, Escondido, CA**



*Dr. Erich,*

*This morning we saw 31 patients, 3 new patients, 2 ROF's, and 1 pre-pay.*

*Our office is so much more efficient since implementing your system.*

*It ABSOLUTELY works.*

*I just wanted to say thanks for helping up break a record!*

*God Bless,*

*Dr. Braddock*



# Boot Camp 2006 Contest

## The Best Testimonial from Today Wins a Special Price

Fax to: (951) 693-4627

1. My 'best' idea from the 2006 Boot Camp is...

TO TAKE Everything I learned and  
TAKE ACTION and GIVE MORE  
than you promise. There are TOO  
many good ideas to just name  
one.

2. Please write your comments about the 2006 Boot Camp below:

DR ERICH, you delivered more than  
you promised, and managed to  
create an atmosphere of networking  
with others, and ~~kept a~~ and up beat  
(not forced excitement) and a feeling  
of being part of a successful, motivated  
group of chiropractors. Fantastico

Practice Wealth, Breitenmoser Inc. has my permission to quote from my comments and 'best' idea(s) above. I understand that you will NOT give my name with my address, phone number, and email address to ANYONE!

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

*Jay Ryoff DC*  
JAY RYOFF DC



### 39 New Patients a week!

*"I went from 136 patient visits per week, to just over 464 patient visits in only 13 months, and last week I had 39 new pts. I'm only working 3 days a week and I'm enjoying practice again, thanks to Dr. Erich's Revolutionary Volume System."*

Dr. Jeff Sullivan, Washington



I have to say it is divine purpose that I met you and found out about your system. You certainly **"over-deliver" each and every time.** My practice is such an awesome place to be now that I have implemented your system. You are a true inspiration and I hope to leave a legacy much like you are for our profession.

Second note, Dinner Workshops are a huge hit. **We are growing very well and my pre-pays and collections are through the roof.** Better than I ever imagined. The best part of it is that people "get it" before they even come in. That really makes it more efficient. Thanks for all you do and have done for us. **Dr. Scott Pint, MI**



*"I live in the Midwest and started out seeing between 150 – 200 patients a week. I saw an article in a chiropractic journal and decided to call about it. I talked with Dr. Erich and within 6 weeks after ordering his system, I was up to 350 patient visits a week. For the last 2 years I've maintained 600 patient visits a week (getting paid for every visit) and I'm only working 21 hours a week"*

Dr. Chuck , Midwest



*"I came to Dr. Erich's Customer Appreciation Seminar and I learned a lot of great things that I can apply in my office Monday morning. One of the big things is video testimonials, this is huge, we'll be able to use this in all the marketing to not only current patients but also new patients. This is technology we can put into practice right away. This Seminar was great and I am looking forward to coming to the Bootcamp in October."*

Dr. David Cox, Texas

King Clinic of Chiropractic  
Dr. Jeffrey D. King  
[REDACTED]  
[REDACTED]  
[REDACTED]

## TRANSMITTAL FORM

TO: Dr. Erich 951-693-4627

DATE: 2/1/07 PAGES: 1

FROM: DR. JEFFREY D. KING 217-641-0645

MESSAGE: I did your ROF, and closed a \$2500 prepay of a husband and wife, then closed another \$1200 package deal in the same day (morning) → later another \$1500 deal all in ONE DAY! Thank you very much! I just can't believe it!

- ① I know Dr. Keller has 2 times a month.  
what else could I do that yields lots of more  
qualified traffic?

I'm all kinds of marketing, radio, print, TV, lectures, you  
know it, I've done it. what can I do to get to the  
next level?

Confidentiality notice: This fax communication and any attachments may contain confidential and privileged information for the use of the designated recipients named above. If you are not the intended recipient you are hereby notified that you have received this communication in error and that any review, disclosure, dissemination, distribution or copying of it or its contents is prohibited. If you have received this communication in error, please notify King Chiropractic immediately by telephone and destroy all copies.

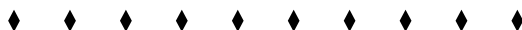


*The Customer appreciation seminar has been wonderful, we got a ton of ideas that we will be able to use starting Monday, thanks a lot.*

Dr. Michael Pugh, KY



*Collected over \$20,000 in prepaids in one day using your ROF. Thank you very much Dr. Erich.  
Dr. John Duong, Fremont CA*



Great Bootcamp, All applicable stuff that you can apply Monday morning. Thanks Dr. Erich for all you do for us I really appreciate it.  
Dr. Steve Edling Osceola WI



I really enjoyed this bootcamp in Dallas, all the speakers are fantastic and I got so much stuff that I can implement when I go back to practice. Dr. Erich you are great, thanks very much for all your help.

Dr. Hoon Lim, Escondido CA



I have doubled my clinic in five months with your system. Taking it from around \$23,000 a month in collections to \$43,000 this Nov. Thank you Soooo much.

Dr. Adam Burke, Edina MN



Dear Dr. Enich  
Thankyou for the  
coaching call. I am  
making a plan  
to implement your  
suggestions in the next  
2 weeks. Thankyou for  
your help

Sincerely,  
Dr. Lorraine



# BREITENMOSER

for Your Dream Practice

## COMMENT SHEET

Give us your thoughts  
about this Seminar:

Good Basic Principles  
Return of Principles of Practice Building  
Refines and Streamlines procedures.  
Innovative Ideas to rekindle DR's spirit  
Applicable in the environment of the 90's

Signature

*Jack Long*

Name

*Jack Long*

Address

*1001 W. 27th*

City

*Boise*

ST

*Id*

ZIP

*83702*

Office Phone Number

*[Redacted]*

Your signature hereby authorizes us to use any of the above statement for the purposes of sharing with and helping other doctors.

Please list the names and phone numbers of those who you think would benefit from receiving the information provided in this seminar:

Name

*Glean V. Nichols*

Phone

*[Redacted]*

Name

*Derry Cramer*

Phone

*( ) Cramer Chiropractic - Boise*

Name

Phone

*( )*

Name

Phone

*( )*

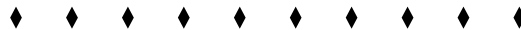


### **Very Easy to implement system**

I have only had the system for a couple of months and have already been able to get people to prepay for care in advance using his ROF. I was also able to implement one of his strategies right away where I pick up an extra 3-4 new patients every time I do it.

I now cut my week from working 5 days a week to only 3 1/2 days, which allows me to spend more time with my family.

Dr. Brent Kessler, Kansas



Dr. Erich,

We just hit our best month ever for collections after what looked like a slow month.

This week collected 19,255.03. THIS WEEK. That was with 159 PV's and 13 NP's

We haven't even started the Dinner talks yet. All the new patients were from referral

and from the newsletter. I just received the new updated system and after watching the

ROF 2nd and 3rd visit DVD Over and over my rof was on key.

Thank you so much.

Yours in Health.

Dr. James Fowler



Jeff King  
Dr. Burt Thank you <sup>very much</sup> for the ~~Killer~~ system. <sup>80% & killer</sup> Ads  
in the last 2 weeks I have had,  
82 new patients, 82 new patients.  
Amazing, and the tape you have sent  
me ~~of~~ Dr. Demartini is blowing  
my mind I have listened to <sup>million</sup> ~~of~~  
~~of~~ tapes this is the best so far  
<sup>Awesome</sup> ~~it~~ expanding my <sup>head</sup> ~~head~~ North, South  
East, & West Amazing, god Bless you!

June 2004

05/14/2001 21:46 8437954870

LIFE CHIRO

PAGE 01

Dear Dr. Erich,

## We Did It!

We saw 203 patient visits Monday-Friday of last week, then  
saw another 40 patients in two hours Saturday morning for  
our Patient Appreciation Day!

THANK YOU! for all of your help!

I was hoping you could call me a little later tomorrow--  
sometime between 9am and 11am your time. If not, please  
call at the regular time.

Thanks again,

LEONARD



I've had Dr. Erich's system for only 2 months and I already collected and additional \$13,000.00 over the previous month. Thank you Dr. Erich.

**Dr. Andrew Johnson, Baltimore MD**



Thanks for all the help so far, we're (we are a husband and wife team) implementing everything we can, and are doing a lot of office training. Last month we had only 10 new patients, which was double the previous month, and we did that by taking your advice and answering the phones all the time.

Thanks again,  
Dr. Bruce Charest



**Since working with Dr. Erich we had our best quarter in 26 years.**

**Dr. James Engler, Chico CA**



Using your system we **increased our collections by \$15,000 the first month using it.** Thank you for guiding me back to my passion for chiropractic. Even after 30 years in practice - it's exciting to go to the office. **Dr. David Naylor NC**



Just a note to say thank you! Your material is extremely helpful!

Dr. Jay Rugoff, New York

Last summer I decided to check out a website about real estate investing. I got the information from a postcard from Dr. Erich. It was about the third one I had received. I tossed the others along with other unbelievable ads and junk mail.

This time, however, my office was quite slow and the future looked bleak. I was frustrated so I decided to look at it. The website sounded good, almost too good. I checked out more websites about Marko's real estate work.

I called Dr. Erich's office and talked to him. He said it was a good thing and I should go to Marko's seminar. This I did. It was there that I met Dr. Erich. He was very friendly, positive and encouraging. I needed that. He mentioned something about fibromyalgia and I was interested because I have been trying to help a few patients with that condition.

He said he would send more information and he did a few days later. Anyway, I was impressed with the real estate investing and I am working with Marko on that on my days off.

When I got the fibromyalgia information I checked out Dr. Erich's website. I liked what I saw so I decided to order his practice management CD/DVD's.

Since then I have been trying to change over to his methods. His CD/DVD's are very helpful and informative. I like the fact that he practices what he preaches.

This is not a testimonial that can reveal any great successes, unless you count a change in attitude as successful.

I have only just begun with Dr. Erich's programs, yet my attitude has changed dramatically. I have hope and confidence in myself and my future.

I have spent money on practice management before but have never felt as confident and secure as I do now. I like Dr. Erich. He seems like a friend I can trust.

I have no regrets. Changes are in the works and I am very happy. I know that Dr. Erich like all practice managers make money off their clients, but with him I feel an assurance that he truly cares and is concerned with me and not just the money.

Thank you Dr. Erich. My life truly has changed for the better since coming in contact with you and I appreciate the various ways you are helping me and my little office up here in the middle of nowhere.

I have no doubt that in a few months as these programs are implemented, I will have another testimonial that will show significant growth in my practice. Stay tuned.

Thanks,  
Ronald Branvold, D.C.



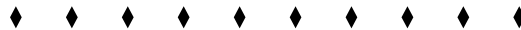
Wow, what a great weekend in Dallas! You were on fire. What I love about you your style of coaching is no beating around the bush. Here is what I do, if you want to be successful at least try these systems and just do it.

Joel Bauer was entertaining and fantastic as everything he does in the public is intense, yet fun and those 4 seconds do matter. You never know who will be looking!

Barbara Outland Baker was outstanding. I'm just about done with the book! What a great book. You are a driver for excellence in all that you do just like Arnold is. You are not afraid to take risks, and your follow through is excellent.

I first met you 12 years ago up in Minneapolis and I loved the message, a lot of which hasn't changed. The one thing that has changed is your marketing and computers. You used to want to never go near that and now look at you! I remember when you said you didn't want to have relationships with people, now look at it, it's all about relationships. Great job, keep being the leader you are.

**Dr. Steve Edling, WI**



Dr. Erich, I had to drop you a quick email to let you know what a great month we had in February. We started your program at the beginning of this month and had one of our best months in a long time in the shortest month of the year. Last year, feb 09 we collected \$50,400 with a \$45 dollar collected per patient avg. Our numbers for this feb 2010, \$83,000 collected with a \$72 per patient avg. We are so excited to now be a part of the platinum membership and to have you help our practice grow even more!

Thank you again,

Dr. Bryan Veirs



*"I did 8 ROF's and 7 signed up using the 5 minute ROF, your system works."*

**Dr. Stephen Barr, Scottsdale AZ**



## TESTIMONIAL

Please let us know what you think about Dr. Erich's Report of Findings and his coaching services ...and... how it has helped you succeed in your practice. Please be specific and share any office numbers you are willing to share. Dollar amount, increases in practice or percentages, also PV numbers or new patients are great because people can relate to numbers!

Your Name: Rick Wells, D.C.

Where You practice: PALMYRA, VA

I purchased the advanced volume system in mid July 2005 and started using it the 1<sup>st</sup> of August. I had (2) people sign up for prepayment immediately. I had a record breaking week and month in August. My goal for September is to double collections meanwhile raising my weekly patient visits... The kicker is - my visits in August went down just a bit but I got paid for my services + my PVA went from \$33 to \$48 and climbing. It used to give my services away to see the volume and was getting burnt out. Now I get paid and have started turning some patients away (due to negative energy about my treatment plans). I've been in my own practice since Dec 2003 almost 2 years and the largest jump in collections I've seen thus far has been due to your FANTASTIC ROF. I can't wait for the super conference and the motivation it's been needing to get my practice where it needs to be. THANK YOU!

Your signature gives us permission to share your success story with other doctors.

Signed: 

Date: 9/13/05

Fax to: 951-693-4627

An electronic version can be e-mailed to [info@erichreport.com](mailto:info@erichreport.com)



DARROW CHIROPRACTIC

BRIAN A. DARROW, D.C.

Lebanon, IN 46052

Teleph

TO: DR. ERICH  
FROM: DR. BRIAN DARROW  
SUBJECT:

DATE: 8-6-02# OF PAGES: 1  
(INCLUDES THIS COVER SHEET)

DEAR ERICH,

DR. CHUCKS TAPE HIGH VOLUME VIDEO IS  
OUTSTANDING! IF A PICTURE IS WORTH A 1,000 WORDS,  
THIS VIDEO IS WORTH A MILLION DOLLARS. TO BE  
ABLE TO SEE DR. CHUCK IN ACTION HAS HELPED  
ME BECOME MORE EFFECTIVE AND EFFICIENT.  
THANKS FOR ANOTHER GREAT PRODUCT!

Brian



**Now Collecting over \$55K a month!**

“Dr. Erich’s system has totally transformed my practice. I work only 20 hours a week, I am only 28 years old and last month we broke all our records, collected \$55,852.38. I did all this without adding any staff. I only have two full time staff. Thanks Dr. Erich.”

Dr. David Cox, Texas



We are currently using your program to educate our staff. The CA discs are wonderful and full of useful information that we have already begun to implement. My husband has been in practice for 20 years and your 5 minute ROF and procedures have revitalized him. Our stats are improving as well as the overall energy of the office.

Thank you very much for sharing your expertise.

Sincerely,

Leslie Greany of Advanced Rockland Chiropractic



First time experiencing Dr. Erich’s Bootcamp and I can tell you I am having a blast. It has been awesome. I recommend you check this out. Dr. John Fletcher, Calistoga CA



*“I have only just begun with Dr. Erich’s program, yet my attitude has changed dramatically. I have hope and confidence in myself and my future. I have spent money on practice management before but have never felt as confident and secure as I do now. I like Dr. Erich. He seems like a friend I can trust. Thank you Dr. Erich. My life truly has changed for the better since coming in contact with you and I appreciate the various ways you are helping me and my little office up here in the middle of nowhere.”*

Dr Ronald Branvold, Suanville CA



Fax

Dr. Erich,

I have a couple of quick questions...

add the weblink to all marketing  
pieces (make sure you use a short  
url (not the long one they gave you!))

1. I purchased the Automatic New Patient program from Necarto...what is the best way to begin to implement it? What would you recommend?
2. A new d.c. grad stopped by my office the other day inquiring about an Independent Contractor position in my clinic. Up to that point I really hadn't given it any thought. I started out in practice that way 6 years ago and at the time it wasn't a good experience for me. Although I feel if done correctly it would work. My question is this...would you recommend it? If so, how would you structure the agreement to make it win-win for all parties.

also start  
placing small  
ads in  
paper!

## Testimonial:

Since incorporating your system into my practice my revenues have continued to increase. Before I was collecting on average 20-25K a month. We are now collecting on average 32-36K per month (I've only had the system since October and didn't even start implementing until November). I've only implemented a few things and am looking forward to utilizing the whole system. I've been with several coaching groups in the past and this is definitely the simplest, most straight forward information I've received. Thanks again.

Dr. Paul

We need to talk  
about this!

Thank you I appreciate  
your kind words!  
we'll keep making it  
bigger + bigger.

Set up a coaching  
call w/ Rhonda asap!  
951 693 5777

P.S. Could you send me a picture of yourself  
e-mail to info@proactivehealth.com att. Dr. Erich

Dr. [Signature]

*"It has been some time since I last sent you an email. It has been officially one year since I bought your system. I have two words...Thank You! I'll start with stats.*

*My goal is to see over 700/month. I work 3 1/2 days a week and we are up from averaging 130/week to 165/week. Since implementing your system we have had record weeks of 185...190 and 195! My new patients have gone from averaging 15/mth. to 22/mth. We are mid October and are on track for over 700 pv this month and are at 21 NP's for the month already! Our collections are at 20,000 at mid month and we might set a record and go over \$40,000!!*

*The last time I sent an update I was starting my dinner workshops. I have done eight and have closed 67 NP's from them. This month I had one of my lowest attended (13) but had 9 guests and closed eight for 6 month care plans. Three of them prepaid (approx. \$7500.00). Great ROI! The other 5 equal out to about 1,000/mth on the budget monthly plan.*

*I am using the cremes and loving them. I am seeing great results in the gym and starting to spread the word more to patients and friends. I have a fighter taking them in Vegas and he is having great results and hopefully getting the word out in that part of the country.*

*Finally, I am a world venture associate and I got involved quite honestly because you said to .....I had just had surgery and I was lying at home and on your teleclass and you were talking about this new business that you thought was a good investment and before you were finished I had signed on! I'm looking forward to learning more and taking more vacations!*

*I am also still involved in Isagenix and Ion Ways.....still learning and more importantly still growing in all aspects of life ...thanks for all that you have done and continue to do.....Good Things,*

**Dr Scott Cabazolo, Front Royal, Virginia**

Thanks a million . . . from Dr. John Proctor

Dear Erich, Many thanks for  
a most enjoyable Saturday.  
It is always good to hear  
someone that has done it.  
We are never too young to  
learn.  
We are looking forward to boot  
camp.

God bless  
John H. Proctor

This just came in!

Erich,

Thanks for the emails and newsletters. I very much enjoy them and they are very helpful. I also want to thank you for inviting me to Marko's seminar. I am very much looking forward to doing real estate this way as opposed to new construction. Thank you. My wife has me cleaning up a bunch a things first...about 47 things...before she will allow me to start another new adventure. I knocked off about 10 over the weekend. We're looking forward to doing this and hope to be doing it by Aug 1. By the way, my income jumped up about \$100,000 last year and we are already up \$41,000 halfway this year. We're are making a push to increase by another \$100,000 or more this year as well. All while being open 3.5 days and 17 hours. Our overhead is now 25% so things are feeling pretty good but not great. We are striving for greatness. It has taken me quite a while to collect up front for the year consistently. But lately over the last 4 months we have done more yearly collections up front than I had ever done the 6 years previous. So thanks there also. Too bad about Swiss in WC. I'm pulling for Zidane and France.

Thanks again and glad to have you on my team.

Bill Ticker

909-693-4627

Hi Dr. Erich,

Wow! 304 PV's last week

19 NP's 2nd BEST WEEK  
EVER!

BEST WEEK SINCE JUNE 2001!

THANKS AGAIN!

DR WAYNE

P.S. GOAL THIS WEEK - BACK TO  
BACK 300 PV'S WEEKS...  
LOOKING TOWARD MORE W.C.

**Platinum+ Member Dr. Jeff**  
**found out what happens regarding the newsletter,**  
**especially if you don't send it out timely.**



*"Maybe I have missed it but I haven't seen the February Newsletter yet and our patients are asking about it, can you believe that!"*



Dr Erich:

It has been a great 2 weeks since attending the Orlando one day and then receiving my gold-member package of materials. First of all, I'm showing up (dressing the package) better and more professionally than ever before. We are giving the patients surprises. Energy in the office is way up as we share the materials- such as the newsletter. Saw 41 patients yesterday (about a 29 percent improvement over pre-Practice Wealth Mondays) without any stress.

Things are only getting better!

Thank you,

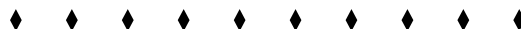
Scott Snyder DC

Royal Palm Beach, FL



I have been through a lot of things with the Report of Findings and Since I got Dr. Erich's system using his Report of Findings I have actually converted 90% of Patients since Dec and now it's May. It's fantastic I recommend it to anybody.

Dr. Matthew Hennessy, Huntersville NC



I am extremely happy with the system I purchased from Dr. Erich. I was able to use the information immediately, especially the ROF. Thanks Dr. Erich

Dr. Joe Stewart, Nevada

• C O L U M B U S •  
**Chiropractic**  
C E N T E R D U B L I N

~~4100 Commonwealth • Columbus, OH 43200 • (614) 437-7070 • Fax 437-7071~~

Dr. Brian Allard

1-8-07

Dear Dr. Eric;

I have benefited more from your information in just a few short months, than I have for years with many other management firms.

I really appreciate your help.

I originally wanted to suspend my membership through the end of this month. However I need to extend that for an indefinite time.

I will call you when I am ready to resume with you. Meanwhile feel free to contact me.

Sincerely;

*Brian D. Allard D.C.*  
Brian D. Allard D.C.

SPINAL DECOMPRESSION • NUTRITIONAL COUNSELING • COMPUTERIZED SPINAL ANALYSIS

Fax - 1-951-693-4627



This 3 hour seminar has been tremendous, it has given me a lot of information and it has already transformed my mindset and I can't wait to go back to the office to implement what I learned today. Thank you Dr. Erich for what you have done with this seminar.

Dr. Michael Holder Arlington TX



I purchased Dr. Erich's Practice Wealth System 2 months ago and have had some remarkable things happen in my office. I have been in practice over 20 years and my visits were dropping down to a low of 95 visits a week. Since I got the system (two months ago) I went from 95 PV/week to 153 PV/week and my collections went from \$26,000 to \$40,000 last month. I recommend anybody who wants to build their practice the fast way to get Dr. Erich's system.

Dr. Tom Eidson, Arlington TX



The success that I have had using your system is unbelievable and I look forward to further growth in 2010. Your expertise in practice/business growth goes unmatched. I wanted to get this information to you and also to get your opinion because your my coach.

Thanks.

Dr Scott Cabazolo  
Virginia.



Dear Dr. Erich,

I just wanted to drop you a note letting you know just how much I appreciate all that you and your band of brothers in chiropractic have meant to me in just two short months.

I have what I consider a very successful practice. In May 2004 just prior to sending away for your program I was averaging serving in excess of 250 patient visits per week. We had fun and life was good, but I knew that somewhere out there among our profession there would be an answer that would help me grow, and serve my community and my family, and those that work for me to an ever greater level.

Well, it has now been just over two months, and the results of my studies with you have begun to payoff.

Our practice has grown from an average of 250 visits per week to over three hundred. Take into account that it has been the summer time, which historically is our slowest time of year, and I would say your methods have grown roots and given me the courage to push my boundaries.

The people that you choose to associate with are top notch and seem to be on the top level in our profession.

Thank you for all that you have afforded me in this short time, I look forward to continued growth in all aspects of my life.

Sincerely,

Dr. Jeff Ben-Ezra



**2,474% return on investment from your seminar**

*"Dr. Erich thank you so much for taking time out of your busy schedule to come teach us at Saturday's seminar. I learned more in that first hour, than 20 practice management seminars combined! You are a master of marketing! We have come back and started implementing your system into our clinic and we closed 2 cases and did upsells the first day back in the office. That made us \$2,400 from that one technique alone. That's a 2,474% return on your one day seminar. I love it."*

**Dr. Tim Swihart, Fort Wayne IN**



After attending Dr. Erich's seminar I immediately put his stuff to work and signed up 7 out of 7 patients for a care plan using his ROF.

Since the seminar (two months ago) I went from 95 PV/week to 153 PV/ week and my collection went from \$26,000 to \$40,000 last month. I recommend anybody attend his seminar.

Dr. Tom Eidson, Arlington TX



Dr. Erich,

First of all, thank you for such a great system!!!! I just got it last week, and I love it! I know that it's going to help us get to the top, and help a lot more people. My office is already becoming more efficient and effective. And, I have 2 patients wanting orthotics already. I did it just the way you showed me on the DVD and in 45 seconds they both said, "When can I get them?".

Dr. Chris Lockerman, Hiram, Ga



We have had Dr. Erich's system **only 3 weeks and we already doubled our collections.** Thank you Dr. Erich!

**Dr. John DiBiase, GA**

## South Hill SPINAL CARE

Erich Breitenmoser DC  
PO Box 1630,  
Temecula, CA 92593

January 26 2006

Dear Dr Erich,

Thanks again for making the volume system available, I am already seeing statistical results, but more importantly, I could tell from the minute I signed up that it was just what I was looking for.

Everything is so simple to use and integrate into my practice. Simplicity is beauty, right?

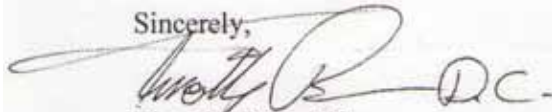
Of course I was really ready to make some major changes and I feel I have been empowered to do so.

The bonuses such as the teleconferences and newsletter along with the marketing plans keep me focused, positive, and pushing ahead

I am looking forward to the future again and am actually planning a mini vacation with my family.

I never thought I would be writing a testimonial letter like this, but I truly want to express my gratefulness for helping me get things going in a positive direction.

Sincerely,



Timothy Price DC



I was taught by another management group, to do a 3 day report of findings. Each one usually took about 20-30 minutes. I hated doing reports because they wore me out and really frustrated me when the patient wasn't even interested in my care!

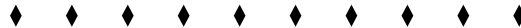
**I just started using Dr. Erich's 5 minute reports, and I no longer hate doing reports!** The first two patients I tried it on accepted care without a question. I'll never go back to doing reports the old way. Thanks Dr. Erich!

**Dr. J. Whalen, San Diego CA**



I wanted to let you know that your system is paying off. August was my best month ever. Saw more new patients and overall visits a week ever and had the best collections ever. Thanks Dr. Erich

Dr. Koehler, California



Since using Dr. Erich's Patient Newsletters I increased my retention patients are more connected to me because of the relationship that I have been able to build.

Dr. Strasser, ID



*"Two years ago, I ordered Dr. Erich's Volume System, and immediately learned how to do his Report of Findings. I was blown away. It was way too simple. I didn't think it could work, but it did. The more I used it, the more it worked. I was adjusting 150 – 170 P/V per week when I started with his system. Now I've seen as many as 500 P/V per week and as many as 136 P/V in one hour and forty-five minutes. I've cut my hours, and I'm making more money. Last month I had 68 N/P because Dr. Erich's system teaches you how to simplify your practice and your procedures so you can adjust as many people as YOU want to. I've found that if you do everything he tells you to do, your practice will explode. I'm so thankful that I took the time to study and use this system. It works. You can't help but grow if you use it."*

-Dale Smith, TN.

VILLAGE CHIROPRACTIC, Inc.,  
MARY PRESS, D.C.

48884 Madroa Road, Suite 101  
Santa Barbara, CA 93103-2867  
(805) 964-0104

May 10, 1995

Erich Breitenmoser,  
28751 Rancho California Road  
Temecula, CA 92590

Dr. Breitenmoser,

Thank you for an inspiring Saturday seminar. I appreciate your compassion for delivering chiropractic effectively.

You made the day fun for doctors and staff. Your honesty is refreshing. Convention would want all doctors to mechanically exist. Why not have fun getting the sick and injured well. Teach patients correction!

Thank you for reminding me how much I have to be thankful for. You are a magnet to greatness, Dr. Erich.

Thank you,

  
Mary Press, D.C.

I started in practice 18 years ago, and I did well with insurance in New York State, but things have changed since that time.

Over the years, I've fluctuated, as most doctors do in practice. I've seemed to go from 120 – 170 but that is my average. The thing I noticed was I had no stability in my numbers.

I just couldn't seem to grow no matter what I did. I've seen as many as 400 PV/week, but then I would drop back to 120 PV/week. I didn't have any stability.

A little over a year ago, I read your ad, and bought your Volume System. I was overwhelmed with all the information you sent me. I had to lay it down for a month because there was so much information.

I tried one or two things, and the R.O.F. was almost too easy. It was intimidating. I thought your R.O.F. couldn't be done in 5 minutes, so I just dropped it, without even trying it.

Then I went to your Boot Camp in October because I knew I had to do something different if I wanted my practice to change.

At your Boot Camp I noticed that everyone was able to talk to the presenters, and I even talked to you at length about my practice and I was able to Mastermind with all the other doctors. It was great. I walked away with a ton of ideas, but focused on one or two ideas.

One of the best ideas was the "personalized newsletters".

I used to send out a newsletter, years ago, but nothing like yours. Yours is so personal and the best part is, it gets results. It's not fancy, but it looks like I made it. And I do play with it and make it mine. It's easy, it's fun and I make it mine.

I've found that it pays for itself hundreds of times over.

For instance, I had 3 – 4 people reactivate in a week. And this is every week. I always have people that re-activate from each and every newsletter I send out. I also get new patients call, just from the newsletter.

This is the only thing I've changed, so I know it's the newsletter. People love my newsletter and they tell me how much fun it is to read. One patient came back to the office last week, after two years of being gone and complained about me not sending her a newsletter.

This week alone, I've had 5 new patients, all from the newsletters and that was in the first two days of the week.

I bought Dr. Erich's system and am a gold member. I have been open 4 months in a brand new practice, started from scratch and last week we saw 144 patient visits. This works.

Dr. Mike Vaughn, TX



**Making in a week what I used to make in a month!**

" Before using Dr. Erich's system we were collecting about \$8,000-12,000 per month. I have been using this system now for about three months and last WEEK I collected \$11,371!

We did in a week what we used to do in a month! I practice in a small town of about 2,500 people. This system works anywhere!"

Thanks & God Bless. **Dr. Caleb Braddock, Van Alstyne TX**



Dr. Erich, love the e-mails, faxes, newsletters, everything. Thanks a million. My practice doubled to about \$30K a month which may not be huge to you but it is to me. Thought you'd like to know.

Dr. Jeff King II



"Thanks for the newsletter. Since sending out your Patient newsletter I have seen a steady rise in ROP's(Return to practice patients). The first month I had a total of 4 ROP's. Now this month (February) I had 7 ROP's. I also have 3 new patients scheduled this week directly from the newsletter. It works, that's all I can say!" Dr. Jay Rugoff, NY



*"Today's seminar was great, learned a couple quick things I can implement on Monday, which will be excellent to retain patients and get more new patients into the door, Dr. Erich's stuff is really great, thank you."*

Dr. Todd Molski, McKinney TX





As a personal coach and mentor, Dr. Erich's advice and unique practice building products have inspired me to quantum levels of growth, within my professional and personal life. Endless gratitude. Dr. J. Cronin

Dr. Erich's advice and promotional products make practice fun again! His dynamic personality resonates throughout his books and tapes. Thanks again. Dr. J.

Since utilizing your audio tapes and promotional products our practice has grown at quantum levels! We look forward to future dynamic material that only a Master Chiropractor such as yourself can produce.

Your experience, inspiration and certainty have obviously propelled our practice to quantum levels of growth. Endless thanks for the advice and products you have shared with us.



DR. DANIEL F. JACOBSEN  
Doctor of Chiropractic



Dr Erich was like a "white tornado" whirling through all the forms, procedures and clutter that I have let collect over the past 9 years. He left a trail of clean clear and concise office procedures to increase patient volume and education.

Thanks for the help

Handwritten signature of Daniel F. Jacobsen, D.C. The signature is written in a cursive, flowing style.



*“This was a great seminar, I flew all the way to California from Idaho to learn the 5 minute ROF and that information alone was worth it, but I also picked up a lot of other valuable information, I took about 20 pages of notes, I am glad I came.”*

Dr. Troy Crane, ID



**I planned to take him up on the guarantee, but didn't have to because it works**

I have been in practice for 12 years and have had Dr. Erich's system for 3 months. I bought his system knowing that there was a full 12 month money back guarantee, and if it didn't work for me I could get my money back. So I decided to give it a shot and do everything he said to do to see if it worked. It worked so well indeed that I was able to more than double my collection, without adding any extra overhead or staff. The fact that Dr. Erich is still in practice makes a huge difference, he is in the trenches like me, I feel he understands what I am going through every day.

Dr. Rodney Thomas, Springfield MA



**“I have been in practice for 12 years and after using Dr. Erich's system for only 3 months, I was able to double my collections, without adding any extra overhead or staff. I doubled my collections again over the following 3 months, altogether I went from collecting \$15,000 a month to over \$45,000. The fact that Dr. Erich is still in practice makes a huge difference, he is in the trenches like me, I feel he understands what I am going through every day. Thank you Dr. Erich.”**

**Dr. Rodney Thomas, Springfield MA**

September 23, 1997

Dear Erich:

This past weekend was about re-committing and re-focussing to myself and chiropractic. As you said, we all get side-tracked from time to time. I have not been in "present time" for the better part of 8 months due to a personal relationship. Your message helped me to start cleaning up and organizing my life. For that I wanted to send a heart-felt thank you. Keep up your inspiring work!

God Bless,

Steve Yip

( )

**From:** Dr Erich <breit@iinet.com>  
**To:** dr. [redacted] com <[redacted]>  
**Date:** Monday, November 13, 2000 2:56 PM  
**Subject:** Fw: ouch and smile forms

*Added to:*

*1) My Docs/DC TESTIMONIALS/  
Volume Sys. Sem.*

*2) Testimonials & Comments*

-----Original Message-----

**From:** [redacted]@pro.net>  
**To:** Dr Erich <[redacted]>  
**Date:** Monday, October 30, 2000 4:00 PM  
**Subject:** Re: ouch and smile forms

Dr. Erich, Just wanted to say to you how things have changed since hearing your ROF tape, I have seen three new patients in last 4 days and all have been given a report in your format, short and to the point, I've tried in the past to do four day reports and always had a problem with finishing them in a timely manner and also, I had trouble asking for a years payment, even if it makes sense to me. Your ROF has been liberating for me, all three of my recent patients have committed to care through the next two months, it's awesome! Can't thank you enough, got to go now, looking forward to your next product. Dr. Marc Tonti

----- Original Message -----

**From:** Dr Erich  
**To:** tontichiro  
**Sent:** Tuesday, October 24, 2000 6:35 AM  
**Subject:** Re: ouch and smile forms

Hi Dr Marc,

I'll fax you a copy, they are in my policy book.  
I'll check with Dianne I am sure we have your fax

Dr Erich

-----Original Message-----

**From:** [redacted]@pro.net>  
**To:** Dr.EB@DrBreitenmoser.com <Dr.EB@DrBreitenmoser.com>  
**Date:** Monday, October 23, 2000 12:29 PM  
**Subject:** ouch and smile forms

I rec'd your tape on live ROF's last week, and think it's wonderful, I don't use ouch or smile forms, could you direct me to who sells them if you don't. Thanks, Dr. Marc Tonti

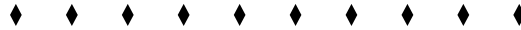
11/13/2000



### **From Multidisciplinary to high net!**

I was doing a multidisciplinary practice carrying a very high overhead and not making that much money. After getting Dr. Erich's Volume system I got rid of about 10 people in the last two months and started to collect a lot more money, especially cash over the counter. It is working great, I appreciate what you have done for me Dr. Erich.

Dr. Jeff Verhaert, Texas



*"I have had Dr. Erich's Practice Wealth system only two months and just by using a few things in the system, my collections have already gone up. Last month we **had our highest collection ever** and that's just the first month we tried it.*

*We had a great last year but now with Dr. Erich's system this year will be even better.*

*I recommend the system to anyone, I already told several of my colleagues in Arizona.*

*Thanks Dr. Erich."*

**Dr. Tad Tenney, NV**



Subject: Thank you soooo much!!

I have to say it is divine purpose that I met you and found out about your system. You certainly "over-deliver" each and every time. My practice is such an awesome place to be now that I have implemented your system. You are a true inspiration and I hope to leave a legacy much like you are for our profession.

Second note, Dinner Workshops are a huge hit. We are growing very well and my pre-pays and collections are through the roof. Better than I ever imagined. The best part of it is that people "get it" before they even come in. That really makes it more efficeint.

Thanks for all you do and have done for us.

Dr. Scott Pint, MI

[REDACTED]

**Ross D. Lyon, D.C.**  
**1618 Schadt Ave**  
**Whitehall, PA 18052**  
**FAX 610-433-1731**

Dear Eric:

I hate to be a pest, but in listening again to the monthly tape, you mentioned that you had a light (infrared) that you use. I don't use modalities much. I agree that they're time consuming. However, that instrument would be helpful at times clinically as well as financially, especially for insurance.

Do you have the number where you can get something like that? I've looked in a bunch of magazines and catalogs and couldn't find one.

Also, you are using a muscle testing device as well as the doppler. Is the muscle testing instrument the myologic device? I'd like to know where to get that as well?

I guess you're sorry you gave out that insurance tape, but it was of great help, and one of the best of monthly tapes. I appreciate your info', you are the only management person in recent years that has gotten me growing again. (I'm also using the arthrostim and percussur (G-5 hand held) and am able to go home at night without strained shoulders and arms!! Thanks for the good work.

Sincerely

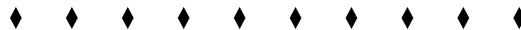
Ross



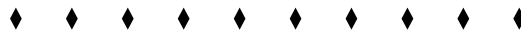


Dr. Erich's Practice Wealth system has really made a big difference in my office. We have been able to reduce the amount of time in the ROF by a lot, that has really been a god send to us. Also the simplicity of running an office, I think it is because Dr. Erich is from Switzerland. I can't thank you enough for what you are doing for us.

Dr. Kenna Vennekamp, Fort Collins, CO



I bought your practice wealth system in Oct 06 and since then my practice has transformed and I have seen an increase of \$20,000/month in collections. I have never seen this with any other management company. I am looking forward to continuing my practice growth and move to the next level for me and my family's sake. Thank you Dr. Erich.  
Dr. Marc Long, Bolingbrook, IL



***"I am in a small town in southern Missouri and got Dr. Erich Practice Wealth System and started implementing things. In about two months we completely turned things around, I went from working 4 ½ days a week to 3 ½ days a week. I was at a point where I was going to get out of chiropractic, I was thinking about becoming a farmer, didn't know what I was going to do. In the two months since I had the system, everything has changed, I doubled my collections and I am excited about practice again. Thank you Dr. Erich."*** Dr. Joe Fiorino Thayer MO



Hi Dr. Erich,

Just a quick note to tell you Daniel and I collected \$5713 in house last week and are expecting another \$3500 from insurance. Monday starts our 6th week in the new business.

We could not have done it without your system.

We are looking forward to the Houston seminar next weekend and the Arnold Classic in February.

Thank you for all your help;

Lance Ewing DC



## THE TOTAL YOU



Dr. Jason C. Tripp, D.C., N.D., M.H.  
Columbus' ONLY Naturopath / Chiropractor  
Dr. Laurie A. Tripp, M.T.H., N.D., M.H.

Dear Dr. Erich,

I am so excited about the growth I have had that I wanted to let you know in writing.

Since I began using your system I have more than Doubled: double the patients and double the collections! And, I am working less hours. I used to go in at 8:30 a.m. and leave at 7:00 p.m. Monday through Friday. Not any more. I used you as an example and now I adjust patients from 11 a.m. to 1 p.m. and 3 p.m. and 6 p.m. Monday, Wednesday, and Thursday. I also recently started taking half a day on Tuesday. Even doing reports of findings before and after hours I work less now that ever.

The biggest thing that I have learned is the high volume consciousness. Before I couldn't see myself doing what you said was possible. Now that I am in the middle of an enormous growth surge I understand.

Using your telemarketing techniques with my regular marketing we were able to attract and process 10 new patients in one day. WOW! I never would have been able to do that the old way.

Thanks a million!

Dr. Jason C. Tripp

*This just in from  
Dr. Tripp who bought  
the Volume System!*

### Columbus' Premiere Healthcare Center

- Migraine, tension, and trauma related headaches
  - Acute and chronic disorders
  - Stress-related disorders
  - Neck and Back pain
  - Carpal Tunnel Syndrome
  - Scoliosis
  - Reduced ranges of motion
  - Numbness and tingling in the extremities
- 
- Chiropractic Care
  - Nutritional Counseling
  - Christian Counseling
  - Biomechanical and structural rehabilitation
  - Sport Injuries
  - Hydrotherapy Massage
  - Power Health Program
  - Ultimate Detoxification

# LIFE CHIROPRACTIC CENTER

DR. LEONARD J. MCGILL, B.S., D.C.

Director, Author: "The Chiropractor's Health Book" / Crown Publishers, N.Y.;  
"The Self-Help Chiropractor's Health Book" / Vermilion Publishers, London

DR. JEANNE-MARIE KANE, D.C.

October 25, 2000

Dear Dr. Erich,

This letter is to thank you for the great coaching experience we began two short months ago.

At the time, I was very unhappy with the new practice I'd built over the previous year. It was riddled with procedures and attitudes that were the result of a lot of fear. I was giving away a lot of services, focusing on my patient's symptoms, and doing everything I could to please patients rather than lead them toward greater health: what a formula for success!

It hasn't been easy, but with your help I feel I'm turning a corner as a chiropractor and have begun to leave a lot of the fears and frustrations behind me.

I remember our first phone consultation. You asked me about maintenance patients and I told you I charged them \$10/visit. You hesitated for a moment, then said, "What are you doing?" That was all it took. I started asking myself, "What am I doing?" for the first time in a long time.

Thanks for your help. As you said two weeks ago, "There is no turning back now."

Best,



Leonard McGill, B.S., D.C.

"The Best Chiropractic Office On The Planet"

Specializing in the treatment of auto accident injuries, children, neck and back pain, headaches and carpal tunnel syndrome

PHONE: 916.486.8888



## **Using This System Will Make Me \$1,000,000.00 In Practice This Year Alone!**

"Before working with Dr. Erich, I was adjusting anywhere from 70 – 100 patients a week, and collecting about \$12,000 a month. I didn't think that was too bad, because some of my friends were collecting and seeing less people than I was. I didn't have any staff at that time either. I call forwarded my phones to my house, where my wife would act as my

receptionist. Three years later after getting Dr. Erich's Volume System I now adjust over 550 patients a week, and collect over \$94,000/month. Just last Monday I adjusted 245 patients, in just a few short hours. I have no associates and I am in a 1,000 sq. ft. office with two CA's working only 22 hours a week, which means I save a lot of money on overhead. Yes I was skeptical before getting the system, but decided to take the leap, It's been one heck of a ride, but it's been great. I would highly recommend this system for anyone that is willing to make some changes in their clinic, without questioning the reasons why."

Dr. Steve Sorbera, Pennsylvania



*"I'm only 34 years old, and I've worked with Dr. Erich and his system for 3 years now. I was adjusting anywhere from 70 – 150 patients a week, and collecting about \$12,000 a month. I didn't think that was too bad, because some of my friends were collecting and seeing less people than I was. I didn't have any staff at that time either. I call forwarded my phones to my house, where my wife would act as my receptionist. Now I adjust over 550 patients a week, and collect over \$94,000/month. Last Monday I adjusted 245 patients, in just a few short hours. I have no associates and I am in a 1,000 sq. ft. office with two CA's. I only work 21 – 22 hours a week, which means I save a lot of money on overhead. I was skeptical before getting the system, but decided to take the leap, and not look back. It's been one heck of a ride, but it's been great. I would highly recommend this system for anyone that is willing to make some changes in their clinic, without questioning the reasons why."*

Dr. Steve Sorbera, PA.

**Overland Clinic of Chiropractic**

Dr. Craig Cheple, D.C.

400 Cooper Point Rd. Ste. 100

Overland Park, KS 66202

(913) 222-2259

Date: 10/23/02To: Dr. Erich BreitenmoserFax #: 909-693-4627From: Dr. Craig Cheple (Silver Member)Fax #: 303-944-2259

Comments:

This Tape of the month really helped to put me back on track.

I have been slowly drifting from your program, somewhat disillusioned as a key component had never come with my ~~top~~ first tape kit. The key component being the financial discussion tape. My copy was blank.

Your office was called a few times, a new tape was promised, still nothing.

The kit was also supposed to contain a "Spectacle Video". It too was coming at a later date, but has never arrived. (I did my own version of a spectacle anyway, and saw about 84 people in 2 1/2 hours!)

Since I'm in re-fit up mode, would you personally oversee that the ~~top~~ items which I purchased from you (but did not get) come my way?

Dr. C  
/s/

MAILED



## Gateway Wellness Center

*Our Mission: To Help As Many People As Possible, Especially  
Children, Reach Their Optimal Health Potential*

Dr. Eric M. Mintz  
Chiropractor

W. Bloomfield, MI

Phone ( )  
Fax ( )

# Facsimile

To: Dr. Erich	From: Dr Eric
Fax: 951 693 4627	Pages Including Cover
	Sheet: 2
Phone: 951 693 5777	Date: 4/4/06
Re: March 2006	CC:

☒ For Review  
☐ Please Reply

☐ Urgent  
☐ Please Recycle

Message: Got my care credit package in  
the mail today. Going to  
start offering 48 visit care  
plans now.

	March 06	March 05
Total Income	\$11,825.94	\$7,131.91
↑ 65%		



Attending Dr. Erich's Bootcamp gave me just what I needed...a quick Boot in the....camp! I had been in a state of indecision (what to do next to help my practice), and I evaluated 4 other programs in addition to Dr. Erich's Platinum-Plus program. After seeing how much focus and attention to detail Dr. Erich expends (remember, he is Swiss----his office runs like...clockwork!), and the diversity of areas that he is expert at evaluating (from marketing to technique to office procedures to finances), I did not hesitate to join his program. Don't miss attending his Bootcamp and/or his Gold/Platinum+ group and seeing what Dr. Erich can do for you!

Dr. Jonathan Lemler, DC Oxnard, Ca



NATURAL HEALTH CHIROPRACTIC CENTER

MARK A. MILLER, D.C.

Dr. Erich

Just wanted to drop a fax by and let you know how well we're doing since opening the new office 4 weeks ago.

I have 2 telemarketers working from their homes from 5-8 p.m. We have 10 New patients this week since they started on Monday. Are 4th week in practice and were seeing 120 pv a week. I just wanted to thank you for the practice procedures. Things are running smooth and efficient. Next week we will be computerized. I'm doing my second orientation Tuesday and the patients look forward to it, so do I.

Thank you

Mark A. Miller D.C.



## BELLWOOD CHIROPRACTIC CENTER

Dr. Olman Mata

4000 W. Bellwood, Suite 100, Bellwood, IL 60413 • (708) 665-1120 • FAX (708) 665-0000

February 5, 1996

Dear Dr. Breitenmoser

My staff and I would like to again express how much We enjoyed your presentation last week for the CCA Citrus Society. My CA's and I learned a great deal and we are eagerly applying many of your suggestions. I regret not having more chiropractors at that meeting. In my opinion, every chiropractor in the area who cares about his or her present and future practice should have dropped everything and been there!

Although I have not been in practice for long, it ceases to amaze me how easily many chiropractors fall in to a "comfort zone" that does not really bring them happiness. Many blame the profession as not being mainstream or lucrative, and some admit that they just can not get motivated to make things better.

I have seen these situations and I decided long ago that I would have no part of this negativity. I recognize that these attitudes are out there, however, I make it a point to never even come close to this type of mind set.

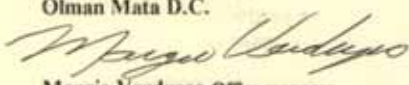
People also fail to realize the importance of having positive and successful influences/role models. It has been said that " to become a successful person, one must follow the path of a successful person." My influences are also individuals like Arnold who have incredibly inspiring stories about their lives; and doctors like yourself who have pursued and have attained their dream practice.

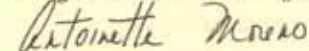
I realize the group was small that evening, but I want you to know that at least one doctor and staff, actually went to the office the next day and eagerly put your concepts to work. As you know, when starting out, doctors are not financially fit to spend hundreds or even thousands of dollars on practice management type seminars. So you can see why I appreciate seeing a person like you speak, which other wise, I probably could not because of financial barriers.

It would be an honor to visit you office some day and experience the sophisticated workings of a "Swiss watch" practice. Until next time!

Sincerely,

  
Olman Mata D.C.

  
Margie Verduco Office manager

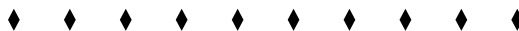
  
Antoinette Moreno C.A.





**From around \$45,000 collections a month to over \$90,000!**

Since we incorporated the Volume system our marketing has been great, a lot of amazing ideas, especially the "Spectacle". I am a lot more excited in practice, we get a lot more referrals. Our collections went from around \$45,000 to over \$90,000 a month. A huge change, I can't thank you enough Dr. Erich.  
Dr. Brian Mowl, Delaware



*Heyart Chiropractic Office*  
*Gregory R. Heyart, D.C.*

May 25, 1995

Eric Breitenmoser, D.C.  
28751 Rancho California Rd.  
Ste. 101  
Temecula, CA. 92590

Dear Eric:

Please find enclosed a letter which endorses your Chiropractic training seminars. Again, it was a pleasure having you speak to our society. I have had numerous positive comments. Hopefully, you'll be able to come back soon.

Sincerely,

Hey Dr. Eric and Monica and staff,

I have been getting your e-mails for sometime now. I attended your 1 day seminar in Atlanta 2 weeks ago. I need to say your one day was awesome. Being in practice for 13 years, I was still (of course) able to learn more ways to attract new patients and also help with retention, while also learning more back-end products.

You mentioned to all in attendance many things. One point really hit home with me was what are we (I) waiting for. You challenged all in attendance to do a dinner talk within 2 weeks, regardless of scripts, power point or essentially any materials. Take a spine and talk about what you do, just get started.

I did my dinner talk last night. 21 in attendance and 10 guests. I strengthened my bond with my patients and surely improved those particular patient's PVA. Now of the 10 guests, 11 sign-ups..YES a guest asked if they could bring a friend with them for an exam. I went in with the attitude that these people need ME, not the other way around.

Now add the fact, that I also presented World Ventures and should have 3 sign-ups from that as well.

The entire dinner cost was 360.00 in a private room in a beautiful restaurant in town. Not to mention the waitress wants to come in as a patient. How much is a new patient worth in your office?

Thank you,

Dr. Rich Sheppard

# LIFE CHIROPRACTIC CENTER

DR. LEONARD J. MCGILL, B.S., D.C.

Director, Author: "The Chiropractor's Health Book" / Crown Publishers, N.Y.  
"The Self-Help Chiropractor's Health Book" / Vermilion Publishers, London

DR. JEANNE-MARIE KANE, D.C.

Dear Dr. Erich,

Happy Holidays! And THANKS for the clock and candy!

I wanted to write and thank you for another great chiropractic year. When I hired you as my coach our clinic collected about \$170,000 for the year. This year we will collect a bit over \$400,000. Not only that, your investment advice has been phenomenal. We have our Veeba set up, we've started our own Bank, we saved about \$75,000 this year, and we are set for a great 2004. Again, thank you so much for all you've done for me and my family.

Best,

Leonard

"The Best Chiropractic Office On The Planet"

Specializing in the treatment of auto accident injuries, children, neck and back pain, headaches and carpal tunnel syndrome

PHOTO

29412



### **Your Newsletter works**

Once again your Bootcamp has exceeded all my expectations. Not only did you present a fantastic weekend on how to be successful in practice, you gave me tools on how to be more successful in life.

Thank you, Dr. Erich.

Dr. Jay Rugoff Albany NY



Dr Erich,

I just wanted to give you an update. We did our spectacle last Saturday and it was the best one yet.

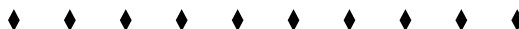
We changed it up and did a BBQ Bash from 10:30 - 12:30. It was so worth it. Here are the stats. We had over 180 people in attendance, I adjusted over 80 patients in two hours, and my staff tallied today that we

have had over 60 referrals( not all new patients but just referrals) since starting the promotion.

This thing is awesome

and if people are not doing two a year they are crazy. We now have so much momentum built for the summer everyone is asking what's next. Thanks again.

Dr. James Fowler TX.



I want to personally thank Dr. Erich. I have been a silver member for a number of years and I enjoy all the CD/DVD and newsletters to make my practice simple and complete. I enjoy practice much more. I have been to a lot of practice management seminars over the last 28 years and since I met Dr. Erich back in 1999 and have been using his ROF. I have not bothered with anybody else as far as practice management is concerned. Dr. Erich is right on. He also helped me making the office the vehicle to support my lifestyle outside of the office. I want to thank you from the bottom of my heart for all you have done for me.

Dr. Steve King, CA

## South Hill SPINAL CARE

Erich Breitenmoser DC  
PO Box 1630,  
Temecula, CA 92593

January 26 2006

Dear Dr Erich,

Thanks again for making the volume system available, I am already seeing statistical results, but more importantly, I could tell from the minute I signed up that it was just what I was looking for.

Everything is so simple to use and integrate into my practice. Simplicity is beauty, right?

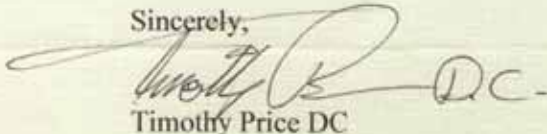
Of course I was really ready to make some major changes and I feel I have been empowered to do so.

The bonuses such as the teleconferences and newsletter along with the marketing plans keep me focused, positive, and pushing ahead

I am looking forward to the future again and am actually planning a mini vacation with my family.

I never thought I would be writing a testimonial letter like this, but I truly want to express my gratefulness for helping me get things going in a positive direction.

Sincerely,



Timothy Price DC



The Practice Wealth system helped me streamline my practice, get rid of the hassles in practice, it's a great system for anybody that wants to grow. The bootcamp he puts on is outstanding, there are so many great speakers, so much you can take home and implement on Monday, thank you Dr. Erich for all your help.

Scott Murray, Chandler Az



I would like to personally thank you for the best information on chiropractic management I've been exposed to. I love the way everything is streamlined and efficient. I would recommend your system to any chiropractor that wants to reach more people, have more fun and get paid for it.

Dr. Christopher Meiners, Georgia



### **In 20 years heard it all until...**

"I have been in practice for twenty years and have 'heard it all'. Dr. Breitenmoser is different; he doesn't just tell you how to do it, he does it himself. Don't waste time and money making your own mistakes. Learn from the man who has devised the most efficient system in our profession."

Dr. Thomas Webb, California



### **Increased Patient Visits By 300%!**

"I live in the Midwest and started out seeing between 150 – 200 patients a week. I saw an article in a chiropractic journal and decided to call about it. I talked with Dr. Erich and within 6 weeks after ordering his system, I was up to 350 patient visits a week. For the last 2 years I've maintained 600 patient visits a week (getting paid for every visit) and I'm only working 21 hours a week" Dr. Chuck , Midwest





**LONGIE**  
**CHIROPRACTIC HEALTH CENTER**

Chiropractic Health Care for the Entire Family

8/14/02

Ernie,

Thanks for your prompt answer.

Practice is good. July was a record  
Month for us in Murfreesboro.

Collected \$86,000

Service 83,999<sup>00</sup>-

Sales 1542 PUs with  
52 NPS

Were up this year \$116,000 over  
last year at same time



Dr. Erich has been there every step of the way in coaching us with the system we purchased. The system has given us an immediate new perspective of how to handle things. We've had immediate success with this system.

Dr. Brett Nadal, Georgia



I did my first Dinner Workshop LAST NIGHT. I went to your one day seminar back in February and the next day scouted a location to do it. Then I started inviting people and realized that I had to reschedule it after not enough people were going to be able to attend. So I sent out a mailer to 110 people, called them, e mailed them, confirmed them and had 15 patients scheduled to attend plus their guests. Then people started dropping off at the last minute but we still had 24 people in all come to the workshop. I did just like you said. The \$100 grand prize drawing, the pink referral cards, and the extra \$25 gift cards hidden in the room at the end of the evening. We got 33 leads for future workshops and 8 new patient appointments.

I am happy. I waited until after Tax Season was over so people couldn't give me the excuse "Oh I had to do my taxes" for not showing. My next workshop will be in a month and as I gain momentum start doing them more often. Also I listen to your CD's in my truck on the way to work and on the way home. It's like the Dr. Erich channel, All Dr. Erich, All the time! The 5 minute report of findings is working for me, except in Colorado case fees are not as high as in California. I'm ranging between \$1,000 and \$1800 for 24-40 visits. I'll keep you posted on further success and interest in your program.

Dr. Robert Ebeling



Having a great time at Dr. Erich's Bootcamp, the speakers are terrific. I met with a lot of high energy doctors that are really focused on success. And I learned strategies and techniques today that I am going to implement on Monday that are going to increase my effectiveness and raise my practice profitability. Thank you Dr. Erich  
Dr. James Pizzadili, Anchorage AK

# LIFE CHIROPRACTIC CENTER

DR. LEONARD J. MCGILL, B.S., D.C.

*Director, Author: "The Chiropractor's Health Book" / Crown Publishers, N.Y.  
"The Self Help Chiropractor's Health Book" / Vermlion Publishers, London*

DR. JEANNE-MARIE KANE, D.C.

July 7, 2005

Dear Elisha and Dr. Eric,

First of all, thank you for flooding me with so many ideas on how to make money each month. The CD's and other information are just incredible...I look forward to opening your newsletter/CD more than any other piece of mail I receive.

Just to update you, we just had our best collection month ever, collecting close to \$45,000 last month.

I've been wanting a lazer for the past two years, and this sounds like the best deal I've seen, but I have a question:

1.) I'm a little unclear about the "enhancers"...are you saying that the basic Q1000 won't work on bones, ligaments, tendons and nerves--just muscles? Most of the other lazars I've looked at included everything you need in the one unit. I'd like to get a photo and more information on the Q1000 and the two enhancers...please have someone fax it to me at 843/795-4870.

I love the idea of having someone here on Friday afternoons and Saturday mornings, when I'm not here, doing lazer treatments. Are any of your docs doing this, because I'd like to hear more about how they set up this kind of procedure in their offices.

Your flyer on the mangosteen did not come with an application in my packet. I'd like to get in on this, so please call me or fax the information to me so I can order some product.

Thanks again!

LEONARD

see enclosed!  
call Linda, or me  
before you register!

Thanks for the kind comments! Dr. El

"The Best Chiropractic Office On The Planet"

*Specializing in the treatment of auto accident injuries, children, neck and back pain, headaches and carpal tunnel syndrome*

PHONE: [REDACTED]

call Kip at 605 342 5669

he'll  
explain  
more  
CT  
how to  
use it.  
Also ask  
Kip about it.

very simple, schedule them w/ the CT and train

THE TOTAL YOU FAMILY HEALTH CENTER

5405-A ORCHARD DRIVE \* COLUMBUS GA 31904 \* 706-653-2225

Dr. Erich Breitenmoser  
28751 Rancho California Rd., Ste#101  
Temecula, CA 92590

Dear Dr. Breitenmoser,

I was so excited about what is happening in my clinic that I had to sit down and write you this letter. I ordered your advanced system. The results have been astronomical! Within the first week of implementing your system I reached my highest week ever in patient adjustments. I have had the system for a month now and am continuing to reach higher and higher personal bests each week. I have no doubt that in the next few months I will double or triple the number of patient visits.

Thank you so much for sharing your wisdom and knowledge. The best thing about the whole system is that I have been able to change my thinking process about chiropractic and even more importantly about running a successful business. My income is growing more and more each day. I have learned so much from you and your system. There is no way calculate how much you have taught me is worth. I think that every chiropractor regardless of technique or location should invest in this system even if it means borrowing the money to do it.

I also ordered the daily patient education volume one. This information is wonderful! My patients love getting the information and I love giving it to them. I know that each week when they read the handouts they learn more and more about chiropractic and are quickly becoming lifetime chiropractic patients.

Dr. Jason Tripp

p.s. Studying your course material motivated me to take some extra time for my family. I decided to close an extra day, Friday – so I could have a long weekend. I was able to do this in the middle of the month that I was reaching my personal best ever. Thanks for the freedom to take time with my family!





*It is only lunch time at Dr. Erich's Customer appreciation Seminar and I already have a number of things I am going to do when I get back to my practice. Thanks Dr. Erich.*

Dr. Nick Wise  
Spartanburg, SC



Since working with Dr. Erich we had our best quarter in 26 years.

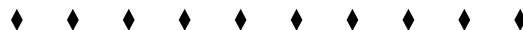
**Dr. James Engler, Chico CA**



I have subscribed to Dr. Erich's Practice Wealth Newsletter for over 3 years. I can tell the information I receive from Dr. Erich has changed the way I practice. I have a lot better retention, the marketing ideas are phenomenal, the financial information and staffing issues he addresses have helped me be more streamlined, my office is now very efficient.

It also has helped me to cut back on the hours I now have a very low stress practice with a high net income.

Dr. Scott Gedye, Az



### **28 year old Chiropractor Collecting over \$55,000 a month**

Using Dr. Erich's system I have been able to totally transform my practice. I work 20 hours a week, I am only 28 years old and last month we broke all our records, the best part was that we collected \$55,852.38. I did all this without adding any staff. I only have two full time staff. Also I like the fact that Dr. Erich not only teaches me how to run a high net chiropractic practice, but he has also helped me with my finances and because of that my wealth accumulation is increasing at an accelerated rate. Thanks Dr. Erich

Dr. David Cox, Little Elm TX



Had 33 people at my last dinner workshop, 17 were guests of which 15 made an appointment for the new patient exam. Love it. Dr. John Quackenbush, CO

## TESTIMONIAL

Please let us know what you think about Dr. Erich's Report of Findings and his coaching services ...and... how it has helped you succeed in your practice. Please be specific and share any office numbers you are willing to share. Dollar amount, increases in practice or percentages, also PV numbers or new patients are great because people can relate to numbers!

Your Name: MICHAEL CEREFIN

Where You practice: INDIANAPOLIS

(GOT THE CD IN THE MAIL ON FRIDAY. LISTENED TO IT 2-3 TIMES & REALIZED HOW FAR I HAD STRAYED AWAY FROM DR. ERICH'S ROF TAPE THAT I HAD MEMORIZED 4 YEARS AGO. I'M BACK ON TRACK & CLOSED 6 OUT OF MY LAST 6 PATIENTS IN 2 DAYS! PREPAYS & COMMITMENTS TO 6 MONTHS OF CARE AT \$6 VISITS. ONE PATIENT WAS UNEMPLOYED, CAME IN ON THE KILLER AD & ENDED UP PAYING FOR \$6 VISITS THEN CARE CREDIT! I DIDN'T REALIZE HOW IMPORTANT IT IS TO BRUSH UP ON SOME OF THE BASICS, THANK GOD DR. ERICH CAME OUT WITH THIS NEW CD! IF YOU'RE NOT USING THIS ROF "VERBATIM" THEN I GUARANTEE YOU ARE LOSING THOUSANDS OF DOLLARS EACH WEEK. NOW I KNOW WHY I'VE KEPT DR. ERICH AS MY COACH FOR 4 YEARS. ~~AND~~ HE CAN STILL MOTIVATE ME TO STEP UP TO THE NEXT LEVEL. MEMORIZE THIS ROF! IN & OUT IN 5 MINUTES! 90% CLOSE RATIO! AWESOME! DO THE MATH: 6 PATIENTS AT \$6 VISITS AT \$56 A VISIT. OVER \$12K IN 2 DAYS AT A TOTAL OF 5 MINUTES PER PATIENT!

Your signature gives us permission to share your success story with other doctors.

Signed: [Signature] Date: 6-27-05

Fax to: 951-693-4627

An electronic version can be e-mailed to [info@practicewealth.com](mailto:info@practicewealth.com)

\$12K FOR 30 MINS! HOW COMMITTED ARE YOU?!



5-20-06

Chicago  
cust. ~~agreed~~  
seen

Erich,

Forgot to tell you  
on the testimonial

Our per visit ave fee  
has gone from \$18  
to \$48 over a

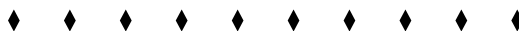
12 month span &  
we have made ~~\$~~\$82,000  
more in a year. From 140  
to 222,000. We are  
already up 30,000 this yr.

Bill Tich



*"I have been a Gold members of Dr. Erich's for two years now, and I went to the one day seminar in Philadelphia. Wow it is only the morning and I already have a couple very powerful strategies I will implement Monday morning that will make me more money in practice. This seminar is awesome. I am glad I came. Thanks Dr. Erich."*

Rodney Thomas, Springfield MA



*"I have had Dr. Erich's Practice Wealth system only two months and just by using a few things in the system, my collections have already gone up. Last month we had our highest collection ever and that's just the first month we tried it.*

*We had a great last year but now with Dr. Erich's system this year will be even better. I recommend the system to anyone, I already told several of my colleagues in Arizona. Thanks Dr. Erich."*

Dr. Tad Tenney, NV



Thanks Dr. Erich.

My husband and I came to Dr. Erich's one day seminar. I learned so much about dealing with patients, the accounts and systems where we can collect more money. We really learned a lot and want to thank Dr. Erich for his help.

Terri Kesler CA, Kansas City KS

JAY L. RUGOFF D.C., PLLC

Chiropractor

785 Washington Avenue  
Albany, New York 12206  
Tel. (518) 489-2628  
Fax (518) 489-6516

Dr. Erich:

Just a note to say thank you!  
The newsletters and conference calls  
are extremely helpful. They keep me  
on track and give me new ideas.  
It's been about 2 months since  
I started using the program and  
slowly things are changing. I realize  
that the "hold up" is Doctor +  
Staff attitude. we have to change  
the "insurance + limited visit concept"  
to the "CASH" and "you need to  
come in based on treatment needs  
concept." This is gradually happening  
and more people are willing to pay.  
You have the "Big idea" and I am  
starting to get it! KEEP IT COMING  
Thanks

Dr. S



I came to the one day seminar, it is better than any 3 day seminar that I have been to. There is so much information packed into one day, so many effective marketing strategies, patient management techniques and money making ideas. I am glad I came.

Dr. Ron Branvold, CA



Got the Practice Wealth system 2 months ago, it has totally revolutionized my practice, visits are up collections are up and everything is working better. Thank you Dr. Erich

I recommend the system to anybody who wants to make more money.

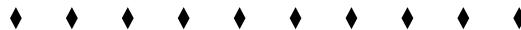
Dr. James Fowler TX

*"Since incorporating your system in my practice, my revenues have continued to increase. Before I was collecting on average 20-25 K a month. We are now collecting on average \$32,000.00-36,000.00 per month (and I have only been using the system since November that's two months).*

*I have been with several coaching groups in the past and this is definitely the simplest, most straightforward information I've received.*

*Thanks again."*

**Dr. Paul Patterson, Spring Hill, TN**



*"Since using Dr. Erich's system I cut my ROF's from 27 minutes to 8 minutes with a greater conversion rate. I no longer have to sell patients in the ROF, which is a great relief. I used to run a multidisciplinary clinic with a staff of twelve. That was way too much stress. I now only have 2 staff members and actually take more money home. I was even able to cut my hours to 3 ½ days (21 hours total) and my per visit average has increased by \$10 per visit."*

Dr. Neil Brodbeck, New York

TO: DR. ERICH

9/3/02

FROM: DR. KOEHLER

DR. ERICH,

I wanted to let you know that your few months of coaching me has began to pay off. August was my best month ever. I have seen more WK camp visits + New Patients than I ever had in the Past, I have had my best collection month ever, and also my best patient visit week ever.

I AM EXCITED!

Thanks Dr. Erich! TALK to you Soon.

D. Koehler.

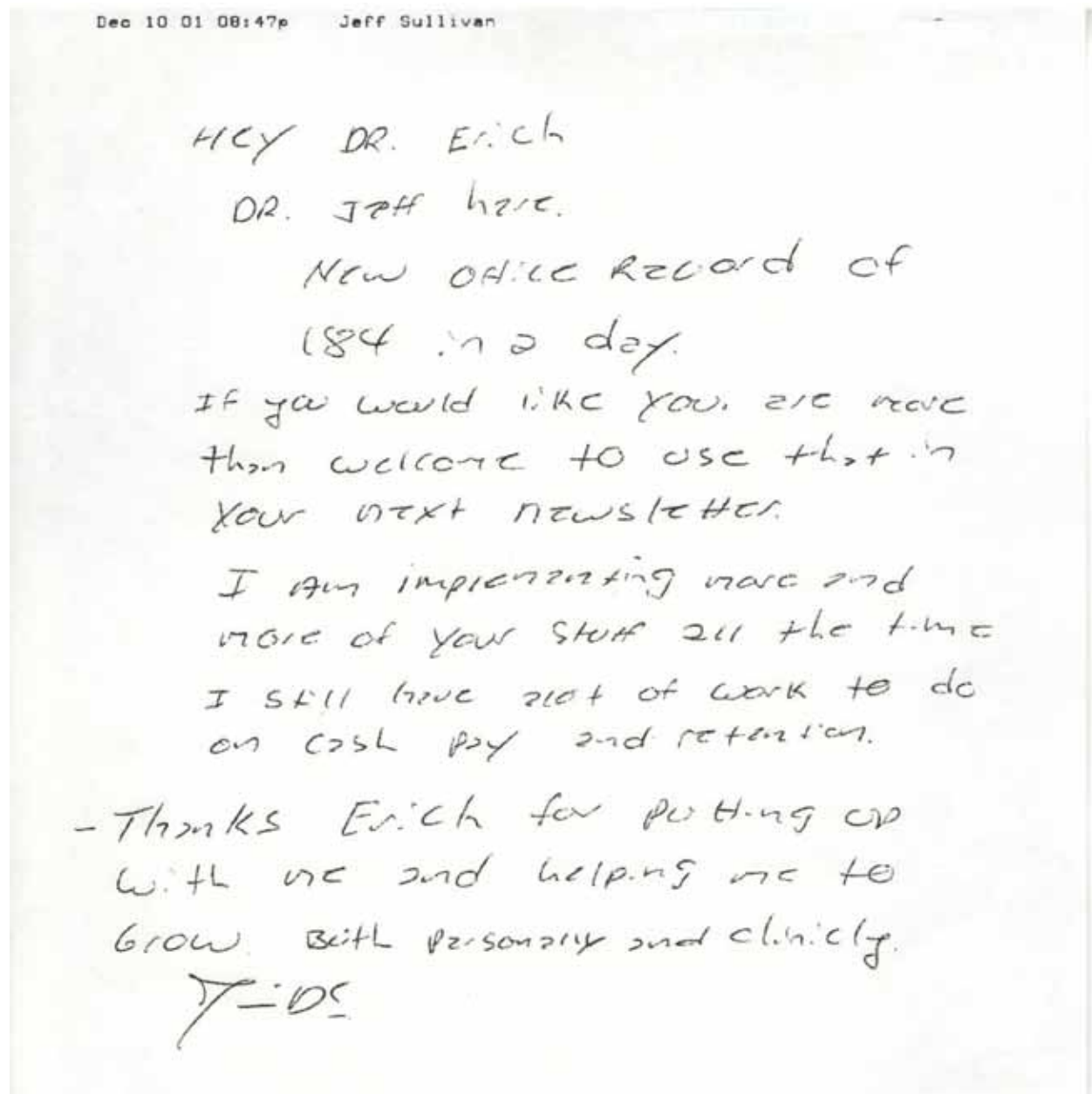




I opened a new practice 2 1/2 months ago in a different town. I purchased Dr. Erich's Practice Wealth System 1 month before I opened up so I could hit the ground running.

It worked. I am now in my third month and am already seeing 125 PV a week and collected over \$20,000.00 by the 18<sup>th</sup> of this month. We'll be over \$40,000 this month, (3<sup>rd</sup> month in practice) Thank you Dr. Erich.

**Dr. Jon Nordquist, Gig Harbor WA**







**Edling**

**CHIROPRACTIC & REHABILITATION**

**Clinic**

Dr. Steven J. Edling D.C., C.C.S.P.  
Certified Chiropractic Sports Practitioner

Phone

FAX

4/18/18,

Dear Dr. Breitenmoser,

You were on fire in Minneapolis a couple weeks ago!

My staff loved you. It has helped w/ moral and attitude and the AODS Principle.

We had our first New Patient orientation and it went well. I forgot how inspirational it is to talk about Chiropractic and the Innate. People do want it.

I'm working on my Confrontational stuff & trying not to buy in to all the crap people have. Like you said you can't change people, all you can do is improve yourself.

Again, thanks for being such an inspiration.

See you soon! Focus on the flowers not the weeds!

God Bless!

Steve Edling D.C.

P.S. The only tape I have in my car is your N.P. cassette. It's the only tape any Chiro needs. It's Awesome!!!



### **Doubled collections and helped us live lifestyle we dreamed of!**

Went from collecting \$18,000 a month to over \$36,000 a month. I sold that practice and moved to a new location. Within a month and a half in the new practice we are up to \$24,000 collections a month. Dr. Erich has helped us to be where we want to live and the lifestyle want to live. So we thank you Dr. Erich.

Ryan Helms, Colorado

**breit**

From: Dr. Wayne Barker  
To: Dr. Erich Breitenmoser  
Subject: Thanks  
Date: Sunday, July 19, 2009 10:26 AM

Hi Dr. Erich,

I thought that I would write and tell you about the success that I have been having since I bought your Advanced Volume System. I went through all your material as soon as I got it. I saw that I was not educating my patients in the proper way. I watched your report of finding videos a few times and started to duplicate it the following Monday morning. To my great surprise the patients really responded and became much more interested with their care. The first week I had generated 2 in office referrals, these were PI cases, so I have already made my money back. I personally believe that chiropractic is the greatest health care system in the world, it works and makes sense. What I was not doing however, was telling the chiropractic story. I started to focus on telling everyone the story, patients, lawyers, business people who are friends of mine, and you what? I started getting referrals, lots of referrals. I have had 16 new patients in 3 weeks. This is very exciting for me. My practice energy is up, I am more focused on removing subluxations and I am having alot more fun!

Your forms and materials are very well done. I have cut my new patient paperwork by 6 sheets of paper. My staff loves it and it no longer takes the patient 40 minutes to fill out paperwork.

I am trying to implement 1 new procedure per week and I am happy to say that it is working. I look forward to speaking with you again soon.

Adjusting in health,

Dr. Wayne

104 A Hollingsburg Place Danaworth, PA. 19005 614-685-3728  
FAX 614-685-2158

**SORBERA  
CHIROPRACTIC  
CENTER**

# Fax

To	Dr. Erich	From	SORBERA CHIROPRACTIC CENTER
Page	909 693-4627	Page	1
Phone		Date	3/27/01
Re		CC	

☐ Urgent 
 ☒ For Review 
 ☐ Please Comment 
 ☐ Please Reply 
 ☐ Please Recycle

Dr. Erich  
 Talked to Dr. Schunicher today and  
 we can make it for the seminar. Talked to  
 him before about how your system turned  
 around the practice. When we started  
 the system the last week in January we  
 saw 52 patients for the week - 3 new.  
 The week of March 19th (last week) we saw  
 158 and 17 new patients in the practice, with  
 myself and 1 telemarketer, no C.A. Now looking  
 for a C.A and want to attend the seminar  
 too take it up another level.

Thanks, Dr. Steve Sorbera

MMJ/BSJ

D.L. Testimonial

Steve Sorbera Testimonial  
3-27-01



*This has been an incredible seminar, one thing we learned is taking testimonials like this one on video and it is one thing I want to work on Monday in my office, because I think it is an incredible tool to use and I want to say thank you for that.*

Dr. Jeff Deys, OK



**Dr. Erich got me to make over a million dollars a year in practice!**

Dr. Erich's ROF changed my life, I was in practice 18 years before I got exposed to Dr. Erich's ROF and it has revolutionized my practice. It got me to making well over a million Dollars a year in practice.

Dr. Rob Bigbie, Lexington SC



Dr. Erich, thank you so much! **I doubled my practice in a month.** I am finally achieving my dreams. My life has totally changed thanks to your practice wealth system. I have been with 4 other consultants with little to no help. You ROF is so quick and simple my efficiency has really improved. Thank you.

**~Dr. Jeff King II**



"I have been using Dr. Erich's 'Done For You' newsletter for about a year now. I used to write my own, but it was time-consuming and didn't generate the awesome response that I get every month from Dr. Erich's newsletter. Last month I was a week late getting it mailed and I had a patient get on to me because he loves it so much he sends to his family back home each month. I had to print him one off of my home computer for him! There's simply no better way to stay in touch with the herd. Thanks for this great tool, Dr. Erich!"

David Cox, D.C. Little Elm Chiropractic, TX



**JAY L. RUGOFF D.C., PLLC**

Chiropractor

100 West 42nd Avenue

New York, NY 10036

Tel. (212) 693-1111

Fax (212) 693-1112

Dr. ERICH:

JUST a note to say thank you!  
The newsletters and conference calls  
are extremely helpful. They keep me  
on track and give me new ideas.  
It's been about 2 months since  
I started using the program and  
slowly things are changing. I realize  
that the "hold up" is Doctor +  
staff attitude. we have to change  
the "insurance + limited visit concept"  
to the "CASH" and "you need to  
come in based on treatment needs  
concept. This is gradually happening  
and more people are willing to pay.  
You have the "Big idea" and I am  
starting to get it! KEEP IT COMING  
Thanks

Dr. S



I've had Dr. Erich's system for only 2 months and I already collected and additional \$13,000.00 over the previous month. Thank you Dr. Erich.

**Dr. Andrew Johnson, MD**

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

3/3/98

Healthy Life Chiropractic  
Dr. Ted Cunningham

[REDACTED]  
Milford, WA 98933

Dr. Erich Breitenmoser  
BREITENMOSER CHIOPRACTIC  
28751 Rancho California Rd. #101  
Temecula, CA 92590

Re: Arnold

Dear Dr. Erich:

Your talk last night was phenomenal. I admire your honesty, extraordinary knowledge, drive, and obvious work ethic. The information you put together was really helpful to me.

I'm serious about going to Schatzi's on Main for one of Arnold's cigar dinners, please call me when you next attend one.

You inspired me to *make the perfect location* for me, at a nearby shopping plaza, become my reality. For this I greatly Thank-You.

Yours in Health,

*Dr. Ted*

Ted Cunningham, D.C.  
Chiropractor



## THE TOTAL YOU



Dear Dr. Erich,

I am so excited about the growth I have had that I wanted to let you know in writing.

Since I began using your system I have more than Doubled: double the patients and double the collections! And, I am working less hours. I used to go in at 8:30 a.m. and leave at 7:00 p.m. Monday through Friday. Not any more. I used you as an example and now I adjust patients from 11 a.m. to 1 p.m. and 3 p.m. and 6 p.m. Monday, Wednesday, and Thursday. I also recently started taking half a day on Tuesday. Even doing reports of findings before and after hours I work less now that ever.

The biggest thing that I have learned is the high volume consciousness. Before I couldn't see myself doing what you said was possible. Now that I am in the middle of an enormous growth surge I understand.

Using your telemarketing techniques with my regular marketing we were able to attract and process 10 new patients in one day. WOW! I never would have been able to do that the old way.

Thanks a million!

Dr. Jason C. Tripp

### Columbus' Premiere Healthcare Center

- Migraine, tension, and trauma related headaches
  - Acute and chronic disorders
  - Stress-related disorders
  - Neck and Back pain
  - Carpal Tunnel Syndrome
  - Scoliosis
  - Reduced ranges of motion
  - Numbness and tingling in the extremities
- 
- Chiropractic Care
  - Nutritional Counseling
  - Christian Counseling
  - Biomechanical and structural rehabilitation
  - Sport Injuries
  - Hydrotherapy Massage
  - Power Health Program
  - Ultimate Detoxification

Wow!! Dr. Erich's Bootcamp was GREAT!

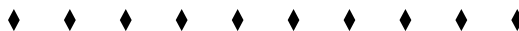
I learned so many valuable and new marketing ideas. Just Gems!

Dr. Ballerini and I have been involved with at least 5 different well know consulting groups and yours is the first time we received information that is vital to out practice, especially the marketing concepts.

These concepts I had never heard of them till now.

Dr. Erich did such a great job gathering top professionals that could really help expand any chiropractic office no matter where they are located. Thanks so much!

Judy Dr. Ballerini's wife in Tustin CA



Using Dr. Erich's System I doubled the amount of patients I am seeing and what's even better I tripled the collections. Dr. Erich's newsletter and CD's keep me focused and on purpose. Thank you Dr. Erich for all you have done for me.

Dr. Timothy Price, Spokane, WA



*"Since using Dr. Erich's system for the last 4 months **we are now collecting over \$100,000a month**, that's double from before.*

*I cut the ROF from 45 minutes to 5 minutes and increased **my conversions**. Dr. Erich's system really works and I am really thankful*

*For your teachings."* **Dr. Hoon Lim, Escondido, CA**

## TESTIMONIAL


Please let us know what you think about Dr. Erich's Report of Findings and his coaching services ...and... how it has helped you succeed in your practice. Please be specific and share any office numbers you are willing to share. Dollar amount, increases in practice or percentages, also PV numbers or new patients are great because people can relate to numbers!

Your Name: Rick Wells, D.C.

Where You practice: PALMYRA, VA

I purchased the advanced volume system in mid July 2005 and started using it the 1<sup>st</sup> of August. I had (2) people sign up for prepayment immediately. I had a record breaking week and month in August. My goal for September is to double collections meanwhile raising my weekly patient visits... The kicker is - my visits in August went down just a bit but I got paid for my services + my PVA went from 33 to 48 and climbing. I used to give my services away to see the volume and was getting burnt out. Now I get paid and have started turning some patients away (ok of negative energy about my treatment plans). I've been in my own practice since Dec 2003 almost 2 years and the largest jump in collections I've seen this far has been due to your FANTASTIC EOF. I can't wait for the super conference and the motivation I've been needing to get my practice where it needs to be. THANK YOU!

Your signature gives us permission to share your success story with other doctors.

Signed:  Date: 9/13/05

Fax to: 951-693-4627

An electronic version can be e-mailed to [info@practicewealth.com](mailto:info@practicewealth.com)

Dr. Erich -

Success goes to the man with a plan. Before the bootcamp last weekend in Dallas, my thoughts were extremely scattered - so much that I was in analysis paralysis and getting nothing done, and had been that way over three years with nothing more than a break even practice for that long. That much inaction leads to depression, anxiety, malaise and thoughts of quitting.

Your bootcamp did many wonderful things for me - many introductions, new ideas and new patient systems that I had never before been exposed to, but in the short term, the major thing your program has done is break the barrier and **allow me to bring back my focus**. Problem is, I don't even know what the barrier was - it was just fuzzy - like a plate of translucent sheet glass above my head never allowing me to get up and go where I wanted to go. It was just there - taunting and aggravating me - never allowing me to see what the problem was. I still don't know what it was and don't care. All I know is that the barrier is gone and the focus has returned.

Anyway, I've had 16 new patients since bootcamp last weekend - the best 8 day stretch in months. With more new patients comes more visits and more money - and I haven't had time to implement a single thing you've taught yet. It's just happening because my focus has changed.

Your Practice Wealth System is a new light at the end of tunnel that became very dark for me for a while. With new focus - watch out 'cause I'm going back to the old days of helping a lot of people - - and making some real money doing it!!!! I would hate to be my competition! I only wish I would have joined your program five years ago when I was first exposed to you.

**For anyone experiencing the same dog days I was experiencing, my advice is simply this:**

Just join Erich's program.

Be prepared for renewal!

Be prepared for the lights to get brighter, sounds to become more crisp, colors to become more intense, and relationships to improve - that's because hope will return.

Be ready for your thoughts to become more clear - leading to easier action steps.

Don't contemplate it!

Don't put it down and think about it later!

Don't think about passing Erich's program up - - **don't even think about thinking about it!!!**

You are not a loser - so stop losing!!!

**Rather - Just Do It! Sit inaction and doubt to the side.** Don't think it is another rip off management program whose most workable system is to take your money and give you little to nothing in return. I've been there too, and you have every right, but don't think it is more of the same old, same old, because it isn't. Erich's program is about making you money!

**If you want success, sign up with Dr. Erich NOW! NOW! NOW! NOW! NOW!**

For those of you wondering, this was not a testimonial I was asked to write. I wrote it from my own initiative simply because it is well deserved.

Thanks, Erich!!!!

Jack Adrian, D.C. - OHIO

Coach,



## DrBreitenmoser

---

From: Steven Baca D.C. <~~sbaca@cleanlink.net~~>  
To: <Dreb@DrBreitenmoser.com>  
Sent: Friday, February 01, 2002 5:54 AM

Dr. Erich

I just wanted to let you know that I have been using your products now for about a year and they have improved my clinic. My collections are up and my write-offs are down and I can't believe the change! I think I was in a rut with these "Let's make a deal" patients. But with your guidance and the knowledge you have instilled in me, I have NO more of those types of patients.

Since you have shared so much with me, I felt I better share this with you. I don't know if you deal in nutritional supplements but I have come into contact with a new nutritional company called ADVOCARE. They have "prescription grade" nutritional products with four main lines in Weight Management, Peak Performance, Wellness and Energy. They are a Dallas based company and have been in existence for 9 years and they continue to grow because their products work, and when they work, they sell. They have many World Class Athletes that endorse their products all of these being non-paid endorsements. What I feel makes this company so special is not only that their products work but they also have a medical and scientific board that has 250 years of experience combined. One of the is Nikolai Volkov, the "Father of Creatine".

I felt that I should pass this on to you since you have shared so much with me. If you need any additional information you can use [www.advocare.com](http://www.advocare.com) or you can feel free to contact me.

Thanks.



*"We started our practice 6 months ago from scratch, using your system  
we are seeing over 180 Patient visits a week and  
I can't believe we collected over \$40,000 in our 6th month!!  
Thank you so much!"*

**Dr. Jon Nordquist, WA**

# *Spinal Rehabilitation Center*

Darrell M. Blain, D.C., D.A.A.P.M.

---

TO: Dr. Erich Breitenmoser

FROM: Dr. Darrell M. Blain

DATE: July 11, 1995

Dear Erich:

I attended your May 20th Atlanta Seminar and thought that you might like to know of our clinic's progress since.

Our June stats show a 40% increase in New Patients with an increase of patient visits by 18%. We also had an incredible 21.15% increase in services rendered for the month of June. This is somewhat amazing since June is usually our slowest month of the year.

Erich, my staff and I are PUMPED UP!

Yours Truly,

Darrell



FROM

RONALD DE SANDRE

JUL. 22. 94

11:17AM P.001

**Ronald A. DeSandre, D.C.**

Telephone

Fax

July 22, 1994

Spending the day with Dr. Erich was similar to being inside a giant vacuum. The phone was ringing off the hook, new patients were coming from no where, the energy level was intense. He stretched our concepts of what is possible. He took us from thinking we had to be exhausted at the end of a 30 patient day, to wondering what it is we used to do all day that prevented us from seeing twice that much.

Our main stop used to be the paperwork. We are now getting a firm handle on that by transferring much of the work to the office staff. We are now booking 50% to 100% more patients in the same block of time. We are working on increasing total patient volume but in the mean time by concentrating all adjusting in shorter time spans we are finding time to attack other blocks to the clinic volume.

Dr. Erich left us with a 30 step list of suggestions specifically tailored to our office. Some were implemented immediately, some will be slowly phased in over time. He left us with plenty of food for thought, stretched our reality as to what was possible, and was well worth the expense and time involved!

Thanks Erich!  
Jimmie DeSandre



*"I have had Dr. Erich's System for 5 months, before using the system we collected an average of \$12,000-\$15,000. Last month we collected \$31,000 and went from 70 Pv a week to 150 PV a week. Thank you Dr. Erich."*

Dr. James Fowler, Rowlett TX



I wanted to let you know how everything was going: We started our practice 6 months ago using your system, we began our first day with 16 new patients and haven't looked back, we have gone from 0-180+ patient visits per week, and everyone is paying. Our collections are skyrocketing! Aug. \$18,715, Sept. \$29,383 and Oct. \$41,411.02. I can't believe we collected over \$40,000 in our 6th month!!!

Thank you so much!

**Dr. Jon Nordquist, D.C.**



I recently started up a new practice in different state with no contacts and following Dr. Erich's Volumes System and advice we saw 82 patient visits the second week in practice and had over 30 new patients in 2 weeks.

Dr. Robert Meyer, Hayden ID



Dr. Erich,

We have been turning and burning so far this month. 35NP, 26K Collections and it's only the 11th. So far we have done a dinner talk, 4 teacher appreciations, and are in the middle of a month long spectacle.

Last month we saw 77NP and collected 63K. A new record for us. Thanks for your guidance,

See you at bootcamp.

Dr. Fowler

## South Hill SPINAL CARE

Erich Breitenmoser DC  
PO Box 1630,  
Temecula, CA 92593

January 26 2006

Dear Dr Erich,

Thanks again for making the volume system available, I am already seeing statistical results, but more importantly, I could tell from the minute I signed up that it was just what I was looking for.

Everything is so simple to use and integrate into my practice. Simplicity is beauty, right?

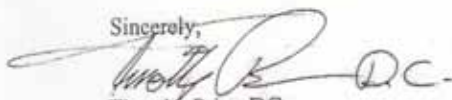
Of course I was really ready to make some major changes and I feel I have been empowered to do so.

The bonuses such as the teleconferences and newsletter along with the marketing plans keep me focused, positive, and pushing ahead

I am looking forward to the future again and am actually planning a mini vacation with my family.

I never thought I would be writing a testimonial letter like this, but I truly want to express my gratefulness for helping me get things going in a positive direction.

Sincerely,



Timothy Price DC



Hello Dr. Erich,  
 Thanks for a great seminar yesterday. I truly enjoyed it.  
 I came there thinking that I would leave at lunch time and  
 attend a christian men's seminar. The information was so  
 powerful that I had to stay.

You also inspire me to really get serious about my body  
 building passion at 54. I look forward to being one of your  
 students who can retire in 4-5 years should I want to.

Thanks again for your passion and love for chiropractic and  
 chiropractors.

Sincerely, Dr. Thomas Miller, NJ



Dr. Erich,

Thanks to you and Ray P. I'm off to Hawaii this weekend to test my surfing skills against  
 the best waves in the world. If I survive I'll be in touch when I get back at the end of the  
 month.

Dr. Leonard McGill, Charleston SC



Dr Erich is one of the most brilliant no B.S. Chiropractors I know. His Ideas and  
 disciplines have made millions of dollars. I say disciplines because that is his  
 strong point! He does what he says. The biggest difference in practice comes  
 from the doing. Thank you DR Eric for making such a huge difference in my  
 practice and my life. DR Ken Graham, Oceanside CA 20 years in practice



Just recently attended Dr. Erich's Seminar. It has been  
 unbelievable, just in the first couple hours I learned so much on  
 all the different techniques on how to build a practice and how  
 to market, it's been outstanding.

**Dr. Kenna Venekamp Fort Collins CO**

Brian A. Darrow, D.C.

## 2001 Stats

	NP	ADJs	TU	Charges	Collected
January	11	409	34	\$11,979.00	\$8,837.00
February	5	431	93	\$13,886.00	\$9,214.71
March	5	413	88	\$12,492.00	\$11,155.24
April	8	374	50	\$11,019.00	\$11,334.76
May	3	311	36	\$8,138.00	\$9,494.65
June	12	471	86	\$15,841.75	\$12,238.97
July	11	534	123	\$20,149.00	\$14,402.34
August	16	501	114	\$18,652.00	\$17,637.00
September	51	650	37	\$25,925.00	\$23,428.19
October	44	1086	15	\$32,439.00	\$29,970.61
November	38	1086	5	\$37,689.20	\$31,345.87
December	34	979	7	\$32,487.40	\$28,687.22
Yearly Totals:	238	7245	688	\$240,697.35	\$207,746.56
Jan-May Totals:	32	1938	301	\$57,514.00	\$50,036.36
Jan-May Average	6	388	60	\$11,502.00	\$10,007.27
June-Dec Totals	206	5307	387	\$183,183.35	\$157,710.20
June-Dec. Aver:	29.4	758.1	55.3	\$25,115.99	\$22,530.03
Sept.-Dec. Aver:	41.8	950.3	16	\$32,135.15	\$28,357.97

average 10 V

DETROIT SEMINAR

2,248

\$ 28.60 PVA  
30 ret

ELICH  
HERE'S THE STATS  
YOU WERE ASKING FOR  
Brian

P.01

3174828078

DR. BRIAN A. DARROW

JAN-30-02 09:39 PM





"I tell you what, just the info on handling the phone to get new patients in the door has been worth the seminar, thank you very much Dr. Erich."

Dr. Tim Henderson Lake Kiowa, TX

SEP-13-2005 11:04 AM LAKE CHIROPRACTIC

P. 01

## TESTIMONIAL

Please let us know what you think about Dr. Erich's Report of Findings and his coaching services ...and... how it has helped you succeed in your practice. Please be specific and share any office numbers you are willing to share. Dollar amount, increases in practice or percentages, also PV numbers or new patients are great because people can relate to numbers!

Your Name: Rick Wells, D.C.

Where You practice: PALMYRA, VA

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Your signature gives us permission to share your success story with other doctors.

Signed:  Date: 9/13/05

Fax to: 951-693-4627

An electronic version can be e-mailed to [info@practicewealth.com](mailto:info@practicewealth.com)



104 A Hollingsburg Place Danville, PA 19201 814-893-5728  
FAX 814-893-5728

SORBERA  
CHIROPRACTIC  
CENTER

# Fax

To	<i>Dr. Erich</i>	From	SORBERA CHIROPRACTIC CENTER
Page		Page	<i>2</i>
Phone		Date	
Ref		Ch	
<input type="checkbox"/> Urgent <input type="checkbox"/> For Review <input type="checkbox"/> Please Comment <input type="checkbox"/> Please Reply <input type="checkbox"/> Please Recycle			

*Best Day in Sdo Practice*

*65 patient visits*

*4 New Pat.*

*4. RoF*

*Thanks,  
Dr. Steve*

---



"I have been using your system for over a year now. I had a dinner workshop last night with 58 attendees, 40 new patient appointments were made.

I collected over 93,000.00 in Dec 08 while taking a full week off!"

Dr. Adam Burke MN (24 year old chiropractor)

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆

Dr. Erich,

I just wanted to let you know that we just had our best month ever. We have currently collected over \$28,000 for September...ALL CASH...and we still have one afternoon to go! I have been in practice for a year and a half and I was struggling mightily earlier this year. I attended your One Day Seminar in Dallas and bought your system. I also attended your Bootcamp. I can honestly say you and your system have saved my practice. Every week we are setting new records. You have helped me realize that there really are no limits! We're going for \$40,000 in October. See you in L.A.

Sincerely,

Dr. Patrick

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Dr. Erich,

Just wanted to give you a quick update.

Today we have seen 15 new patients in one day.

In fact we saw 8 of the 15 in one hour. How is that for efficiency.

The only reason we are able to handle this many new patients is due to your system and procedures. Its very simple and easy.

Thank you for your help and hard work in creating a great system.

We look forward to the day when we get 30 in one day.

Thanks,

Dr. Ken Wilson, Allen TX



## Schollmeyer Family Chiropractic

Dr. Charles W. Schollmeyer

Dear Dr. Erich,

I've waited long enough to share this with you. I can't hardly believe it because it's been so easy, but figures don't lie.

Since I started using your consulting service a few months ago, I've kept my net income stats. From January of this year until June 8<sup>th</sup>, my collection for this year has been \$226,158. Last year the same five months only produced \$89,965.

Figuring this on my calculator shows that this is an increase of \$139,193. The nice thing about your system is that I've also been able to lower my overhead, work less hours, and increase my income. In fact my net income has increased by 799%.

I plan on doubling or tripling my income using your techniques. It's hard to believe that most of the chiropractors around me are in recession, while I've never had this kind of income.

Your stuff is awesome and so easy to implement. Thanks! I'll see you at the next seminar. I can't wait!

Sincerely,

*Chuck Schollmeyer DC*  
Chuck Schollmeyer, D.C.



*"I have **known Dr. Erich for over 2 decades**. He is one of the greatest chiropractors on the planet. **He is an amazing master, teacher and mentor**, take advantage of his teaching whenever you can."*

**Dr. John Demartini**, Bestselling Author, International speaker and Philosopher, appeared in the movie "The Secret"



Hiya Dr Erich, I did a quick re-write of the stress handout. Thought I'd share my perceptions a bit. Talking to Dr David for our first phone training in 20 minutes; I've actually got "butterflies" I'm so psyched. Viewed all dvd's and listened to all cds you sent me last week. I've already experienced a shift in consciousness - awareness w/ regard to devastating ramifications of low self worth. This is truly a blessing. Be well, Dr Scott / Jersey Shore

PS I haven't written a handout in 6 years. Now I can pop one out in 15 minutes. I'm plugging in to Universal Creativity again. Thank you.

Dr. Scott White

*"I sat on your Dinner Workshop for 6 months. When I joined Diamond my coach made me get off my butt and do something, which I did. He told me exactly what to do and I had a 100% conversion rate on my first Dinner Workshop. This is working great"*

**Dr. Andrew Shepherd TX**

***"Since using Dr. Erich's system I cut my ROF's from 27 minutes to 8 minutes with a greater conversion rate. I no longer have to sell patients in the ROF, which is a great relief. I used to run a multidisciplinary clinic with a staff of twelve. That was way too much stress. I now only have 2 staff members and actually take more money home. I was even able to cut my hours to 3 ½ days (21 hours total) and my per visit average has increased by \$10 per visit."***

**Dr. Neil Brodbeck, NY**



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**Phone (951) 693-5777**

**Fax (951) 693-4627**