



# ***WHAT ARE THE BENEFITS OF JOINING CHIROWAY FRANCHISE***

## **The benefits of joining ChiroWay is within...**

- **The Systems**
- **The Branding**
- **The Training**

ChiroWay has developed a system of doing business that produces effective results in the chiropractic profession. One of the greatest results we are creating is the value we are building within our market. We focus our time and energy inward, we consistently train, mentor and lead each other towards operational efficiency.

**ChiroWay Systems were developed from the ground up: by a Chiropractor and for Chiropractors.**

Every step in the operations of doing business at ChiroWay is designed for the support of the chiropractor. For example, the hours of operation, to more challenging systems such as compliance within the chiropractic profession.

**The benefits of being able to have systems in place that support the chiropractor to run a high volume, wellness focused practice are the foundation and advantages of being part of ChiroWay.**

The vast majority of ChiroWay Systems are incorporated into ChiroWay Cloud, our company owned software that is part of doing business. It houses all client record keeping and communications, and features custom designed tools that benefit our clients experience such as automatic emails and push communications with a touch of submit button.

The first impression is the only impression. Your brand is vital in the first impression you make with your community engagement. Your brand includes ChiroWay, but it is more than the logo, colors and decor: it's the messenger who's sharing the same message as the brand.

**If you stand behind ChiroWay, you are ChiroWay. You the messenger are the brand!**

Your brand is enhanced in who you are, with areas like your personal background, the community organizations you're involved with, as well as professional experiences. Building your brand is accomplished through connecting with people in your community. ChiroWay's logo, color and decor is anchored on positivity and making our care available to the next generation.

ChiroWay opens the door and conversations for more like minded consumers in your practice. It gives you the confidence to educate your community on the positive benefits of chiropractic for all ages. The more people you can connect with, the more impactful your brand becomes. Sharing your brand includes a complete and thorough story on social media, emails, brochures and apparel. Utilizing social media channels in promoting your brand should have a story that shows your community who you are as a person and a professional.

What are powerful systems without certainty in them? Consistent training and accountability are the foundation to any powerful organization.

**ChiroWay's training programs are designed to keep you, the chiropractor, up to date on the most successful methods to running the business and leading the community towards regular chiropractic.**

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