

NAVIGATING THE CHIROPRACTIC WAY:  
**POST-GRAD EDITION**



*From Diploma to Dominance: The No-BS Guide to Crushing it in Practice*

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CHIROWAY®  
CHIROPRACTIC

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## Chapter 1:

# Post-Grad Choices: What's Your Next Move?

### The Crossroads of Destiny

Boom! You've graduated. The cap and gown are off, and the world's your oyster. But here's the million-dollar question: What's your next move? Before you dive headfirst into the chiropractic ocean, let's map out the waters and face some cold, hard facts.

### The Debt Dilemma:

Average Chiropractic School Debt:\*\* As of 2021, the average debt for chiropractic school graduates stands at a whopping \$150,000 to \$200,000. That's a hefty price tag for the ticket to the game.

### Default Rates:

Chiropractic graduates have a student loan default rate of around 2-3%. While this might seem low, remember, defaulting can have severe repercussions on your financial future. It's not just about the money; it's about your reputation.

### Business Failures:

According to the Bureau of Labor Statistics, 20.8% of private sector businesses in the U.S. fail within the first year. After five years, 48.4% have faltered. After 10 years, 65.1% of businesses have failed.

Most common reasons for failure? Financing/captial - meaning they don't produce enough revenue, or they don't know how to allocate what they DO make. Inadequate management, Ineffective business planning, and marketing/branding mishaps.

## Income Insights:

### Associateship:

Starting salaries for associates typically range from \$40,000 to \$60,000. With experience and bonuses, this can rise, but there's a ceiling. It's steady, but is it enough for your dreams and to pay off that student loan debt?

### Solo Practice:

Income varies widely based on location, marketing, and clientele. On average, solo practitioners can expect anywhere from \$60,000 to \$100,000, with potential for much more as the practice grows. There are many who don't make that much. High risk, high reward.

### Franchising:

Franchisees can expect earnings similar to solo practitioners, but with the added advantage of brand recognition and support, there's potential for accelerated growth. It's like getting a head start in the race.

## The Big Three: Your Pathways to Power

### 1. Associateship:

- The Lowdown: You're in someone else's arena, playing by their rules. It's a chance to learn, earn, and burn without the weight of the world on your shoulders.
- Pros: Steady paycheck, mentorship on tap, and zero stress about overheads or marketing.
- Cons: Limited freedom, capped earnings, and you're building someone else's dream.

## 2. Solo Practice:

- **The Lowdown:** The entrepreneurial dream. Your name on the door, your game, your rules. But with great power comes... you know the rest.
- **Pros:** Sky's the limit earnings, total freedom, and the pride of building something from scratch.
- **Cons:** Initial financial strain, 24/7 hustle, and the weight of every decision on your shoulders.

## 3. Franchising:

- **The Lowdown:** The middle ground. Think of it as a business-in-a-box. You get the brand, the systems, and the support. But it comes at a price.
- **Pros:** Proven systems, brand recognition, and a community of fellow franchisees.
- **Cons:** Franchise fees, less autonomy, and you're dancing to someone else's tune (at least partially).

## Your Move, Ace!

The chiropractic world is vast, and the choices are plenty. But remember, there's no one-size-fits-all. It's about finding the path that gets your blood pumping, aligns with your vision, and sets you up for a future of power moves. So, what's it gonna be?

## Chapter 2:

# Associateship: The Real Deal or Just a Pit Stop?

### Intro: The Associateship Arena

So, you're considering the associateship route. It's like being the co-pilot before you take the wheel. But is it a golden ticket to the big leagues or just a detour? Let's break it down.

### The Raw Reality of Riding Shotgun

**The Vibe:** You're in someone else's house. You play by their rules, follow their playbook, and dance to their tune. But hey, it's not all bad. There's a lot to gain if you play your cards right.

**The Grind:** Expect long hours, especially at the start. You're there to learn, to hustle, and to prove your worth. It's not a vacation; it's a boot camp.

### Pros: The Upside of the Associate Life

- 1. Mentorship Goldmine:** You're learning from someone who's been in the game. They've made the mistakes, taken the hits, and come out on top. Absorb their wisdom.
- 2. Steady Paycheck:** No stressing about overheads, marketing, or patient inflow. You treat, you earn. Simple.
- 3. Less Admin, More Action:** You're not bogged down by the nitty-gritty of running a clinic. Your focus? Pure chiropractic magic.

## Cons: The Not-So-Glam Side

1. **Capped Earnings:** There's a ceiling to what you can earn. You might get bonuses, but you won't be pocketing the big bucks.
2. **Limited Freedom:** Want to try a new technique or treatment style? You'll need the green light from the boss.
3. **Building Someone Else's Dream:** Every patient you bring in, every success you have, it's all under someone else's brand.

## The Financial Breakdown

- **Average Salary:** As of 2021, starting salaries for associates typically hover between \$40,000 to \$60,000. With experience, bonuses, and a solid reputation, this can rise. But remember, there's a cap.
- **Benefits & Perks:** Health insurance, paid leave, and maybe even some sponsored training. It's not all about the base salary.

## Making the Most of Associateship

1. **Network Like a Pro:** Build relationships, not just with your mentor but with patients, suppliers, and other healthcare professionals.
2. **Learn the Business:** Understand the ins and outs of the clinic. How do they market? How do they manage finances? This knowledge is gold for your future.
3. **Set Clear Goals:** Know why you're there. Is it to learn? To save up? To pay off debt? Have a clear exit strategy.

## Pit Stop or Destination?

Associateship isn't for everyone. But it's not just a fallback option either. It's a legit path, packed with learning and growth opportunities. But like any path, it's what you make of it. So, if you're going to ride shotgun, make sure you're in the right car, with the right driver, heading in the right direction.



## Chapter 3:

# Going Solo: The Grit and Grind of Your Own Practice

### Intro: The Solo Dream

You're thinking big. No co-pilots, no backseat drivers. Just you, the open road, and your own chiropractic clinic. It's the dream, right? But with big dreams come big challenges. Let's dive deep into the world of solo chiropractic hustle.

### The Solo Landscape: No Safety Nets

-The Vibe: This is your show. Every decision, every move, every success, and yes, every failure, is on you. It's exhilarating, but it's also terrifying.

-The Grind: Long hours? Check. Sleepless nights? Check. Constant learning, adapting, and growing? Triple check.

### Pros: The Sweet Taste of Freedom

1. **Unlimited Potential:** There's no cap on your earnings. You reap what you sow, and the sky's the limit.
2. **Total Control:** Want to introduce a new treatment? Go for it. Fancy a rebrand? It's your call. You're the captain now.
3. **Building Your Legacy:** Every patient you treat, every success story, it's all under your name. You're not just building a clinic; you're building a legacy.

## Cons: The Bumps on the Road

1. **Financial Strain:** Starting a clinic isn't cheap. Equipment, rent, marketing – the bills pile up before the patients roll in.
2. **24/7 Responsibility:** The clinic's problems don't clock out at 5 pm. Late-night emergencies, weekend admin – it's all part of the package.
3. **Loneliness of Leadership:** Decision fatigue is real. And sometimes, it's lonely at the top, especially when tough calls need to be made.

## Financial Realities: Counting the Costs

- Startup Costs:** Depending on location and scale, starting a clinic can range from \$50,000 to \$200,000. And that's before the first patient walks in.
- Break-Even Point:** On average, it might take up to a year before you start turning a profit. Can you weather the storm till then?
- Income Potential:** Once established, successful solo practitioners can pull in anywhere from \$60,000 to \$100,000+ annually, depending on location, marketing, and reputation. This, however, is highly variable and dependent on how you set up your business.

## Surviving and Thriving Solo

1. **Build a Solid Business Plan:** Know your numbers. From startup costs to projected profits, have a clear roadmap.
2. **Invest in Marketing:** In the digital age, a strong online presence isn't optional. Get on social media, build a killer website, and engage with your community.
3. **Never Stop Learning:** The chiropractic world is always evolving. Stay updated with the latest techniques, treatments, and trends.

## The Solo Journey

Going solo is a rollercoaster. There are highs, lows, twists, and turns. But for those with the grit, passion, and determination, it's a ride worth taking. So, if you're ready to take the wheel, strap in, and let's hit the road.

## Chapter 4:

# Franchising: Shortcut to Success or Selling Out?

## The Middle Ground

You've heard of the solo grind and the associateship route. But there's a third player in town: Franchising. It's like getting a head start in the chiropractic marathon. But is it the golden ticket or just a shiny distraction? Let's dive in.

## Franchising 101: The Business-in-a-Box

-The Vibe: Think of franchising as a hybrid. You get the autonomy of running your own clinic, but with a proven playbook. It's like baking with a tried-and-true recipe.

-The Setup: You're buying into a system. Branding, marketing, operations – it's all laid out. Your job? Execute with excellence. Most chiros are lone wolves. They want to do their own thing, we get it. Most chiros don't necessarily have the business chops to own their own practice, but they also want their name on the door.

## Pros: The Franchise Advantage

1. Proven Systems: Why reinvent the wheel? A franchise offers tried-and-tested systems that reduce the guesswork and ramp-up time. It's a blueprint for success.

2. **Brand Recognition:** With a franchise, you're not a newbie. You're stepping into an established brand with a reputation. That means trust, credibility, and a ready-made client base.
3. **Training & Support:** No more feeling lost or overwhelmed. Most franchises offer training programs, ongoing support, and resources. It's like having a safety net.
4. **Collective Marketing Power:** Franchises often pool resources for marketing. That means bigger campaigns, better reach, and more bang for your buck.
5. **Shared Innovation:** As the franchise grows and innovates, you benefit. New treatments, technologies, or strategies? You get access.
6. **Community & Networking:** Being part of a franchise means being part of a community. Share challenges, successes, and insights with fellow franchisees.

### **Cons: The Franchise Fee and Beyond**

1. **Initial Investment:** Franchising requires an upfront commitment. It's an investment in a proven model.
2. **Ongoing Commitments:** While there's ongoing support from the franchise, there are also commitments to uphold the brand's standards and reputation.
3. **Less Autonomy:** While you have more freedom than an associate, there are brand guidelines to follow. It's a balance.

## The Franchise Power Move

Franchising isn't just a middle ground; for many, it's the fast track to your goals and dreams in practice success. It combines the autonomy of going solo with the support of a bigger entity. For those looking to sidestep the pitfalls of starting from scratch and leverage the power of an established brand, franchising might just be the ultimate power move in the chiropractic world.

## Your Chiropractic Crossroads – Time to Level Up

Alright, rockstar, here's the deal: We've blitzed through the first four chapters, and you've got a taste of the big leagues. Associateship? It's like the training wheels before the Tour de France. Solo practice? That's the entrepreneurial dream with all its glory and gut punches. And franchising? Think of it as the fast track with a bit of hand-holding.

But, my friend, we're just getting warmed up.

Feeling the itch to go all-in and build your chiropractic empire from scratch? Buckle up. The next chapters are your blueprint. We're talking location scouting, patient magnet strategies, and the money game.

Leaning towards franchising? Oh, we've got the goods. Dive into the nitty-gritty of picking a franchise that doesn't suck, decoding those mind-numbing agreements, and riding the wave of a brand that's already killing it.

Ready to go deeper? Dive into our no-BS webinar series. Straight talk, actionable insights, and a play-by-play on crushing it in the chiropractic world. No fluff, just the stuff you need. Are you in?

# Chapter 5: Location, Location, Location: Where's Your Gold Mine?

## The Chiro Gold Rush

Alright, hotshot. You've got the skills, the drive, and the vision. But here's the million-dollar question: Where are you gonna set up shop? Location isn't just about a fancy address; it's about finding your gold mine. Let's break down the art and science of picking the perfect spot.

## The Big Picture: Why Location Matters

- The Vibe: Think of your location as the stage for your big show. It sets the tone, the vibe, and the audience you'll attract.
- The Reality: A killer clinic in a dead-end spot? That's a recipe for crickets, not clients.

## Scouting the Scene: The Chiro Recon

1. Demographics Dive: Who lives around? Families? Athletes? Elderly? Your services should match your crowd.
2. Competition Check: Got ten other chiro clinics in a five-mile radius? Might be a tough crowd. But competition also means demand. Find the balance.
3. Accessibility Ace: If patients need a map, compass, and a sherpa to find you, that's a problem. Easy access, parking, and visibility? That's gold.



## The Secret Sauce: Community Connection

- Local Love: Engage with the community. Sponsor a local team, host free workshops, or join community events. Be the chiro everyone knows.
- Referral Riches: Partner up with local gyms, yoga studios, or wellness centers. It's a win-win.

## Avoiding the Pitfalls: Rookie Mistakes to Dodge

1. Pricey Pitfall: That upscale location might drain your funds before you even start. Budget smart.
2. Size Slip: Too big, and you're wasting space. Too small, and you're cramping your style. Find your Goldilocks spot.
3. Neglecting Niche: If you specialize in sports injuries, setting up near a senior center might not be ideal. Match your niche.

## Strike Gold, Not Out

Location is more than just an address; it's your business's heartbeat. It's where your dream meets the real world. So, do your homework, trust your gut, and pick a spot that'll turn your chiro hustle into a gold mine.

Up next, we're diving deep into the business side of things. Think you've got the chiro game figured out? Wait till you get a load of the business hustle. Stay tuned.

# Chapter 6: Business 101: No B.S. Guide to Chiropractic Hustle

## The Real Grind Begins

Alright, champ. You've picked your spot, set up your clinic, and you're ready to roll. But here's the kicker: being a top-notch chiropractor is only half the game. The other half? Running a tight ship. Welcome to the business hustle of chiropractic. Let's dive in.

## The Foundation: Business Basics

- The Blueprint: Every successful clinic starts with a solid business plan. It's your roadmap, your strategy, your playbook. Don't wing this.
- Legal Lowdown: Licenses, permits, insurance. Sounds boring? Maybe. Essential? Absolutely.

## Money Matters: The Financial Fitness Regime

1. Budget Bootcamp: Know your numbers. From rent to salaries, from equipment to marketing. Track every dime.
2. Pricing Power Play: Too low, and you're selling yourself short. Too high, and you're scaring folks away. Nail your pricing strategy.
3. Cash Flow Crunch: Money in, money out. Keep the cash flowing, and avoid the dreaded droughts.

## Team Talk: Building Your Dream Squad

-Hiring Hacks: You want A-players, not benchwarmers. Know where to look, what to ask, and who to onboard.

-Culture Craft: Your team's vibe sets the tone for your entire clinic. Build a culture that rocks.

## Operational Ops: Running a Smooth Operation

1. Tech Tools: From booking systems to billing software, get the tech that makes life easier.

2. Supply Chain Swagger: Stay stocked up. From equipment to consumables, ensure you're never caught off guard.

3. Feedback Flow: Listen to your patients. Feedback is gold. Use it to refine, improve, and elevate.

## Master the Hustle, Dominate the Game

The chiropractic world isn't just about cracking backs; it's about cracking the business code. Master the art of running a clinic, and you're not just a chiropractor; you're a chiro mogul. Own it.

Next up, we're diving into the world of marketing. Think you're ready to get your clinic buzzing? We've got the strategies to get patients knocking down your door. Stay locked in.

## Chapter 7:

# Marketing Mastery: Dominate the Game and Get Patients Lined Up

### The Art of Attraction

Listen up, future chiropractic legend. You've got the skills, the spot, and the business savvy. But what's a clinic without patients? It's time to dive into the world of marketing, where we turn your clinic into the talk of the town. Let's get those seats filled.

### Branding Brilliance: More Than Just a Logo

-Identity Impact: Your brand is your clinic's soul. It's the vibe, the feel, the promise. Craft it with care.

-Visual Victory: Colors, logos, design. Make sure everything screams 'YOU' and resonates with your target audience.

### Digital Domination: The Online Arena

1. Website Wonders: Your digital storefront. Sleek, user-friendly, and packed with info. No compromises here.

2. Social Media Swagger: Instagram, Facebook, TikTok. Be where your audience is. Engage, educate, entertain.

3. SEO Secrets: Want to be found on Google? Of course, you do. Optimize, rank, and reel in those organic leads.

## Offline Ops: Old School, But Gold

- Local Love: Host workshops, give talks, sponsor local events. Be the chiro celebrity in your community.
- Referral Riches: Happy patients are your best marketers. Incentivize referrals and watch your patient list grow.

## Content is King: Educate and Elevate

1. Blog Boss: Share insights, tips, and updates. Position yourself as the go-to chiro expert.
2. Video Victory: Demos, testimonials, behind-the-scenes. Videos engage, inform, and convert.
3. Newsletter Know-How: Regular updates, special offers, and a personal touch. Keep your patients in the loop and engaged.

## Ads Attack: Amplify Your Reach

- Paid Power Plays: Google Ads, Facebook Ads, Instagram promotions. Targeted, tested, and tuned for max ROI.
- Promo Punch: Special offers, discounts, first-time deals. Give them a reason to choose you, now.

## Marketing Magic = Full Waiting Rooms

In the chiropractic game, marketing isn't an option; it's a necessity. It's the bridge between your skills and the people who need them. So, flex those marketing muscles, dominate the game, and watch your clinic thrive.

Ready for some real-life inspiration? Up next, we've got tales of triumph from the titans of the franchise. Real stories, real success. Dive in and get inspired.

## Chapter 8:

# Franchise Legends: Real Stories, Real Success

Ever heard the phrase, "Success leaves clues"? It's time to dive deep into the journeys of those who've walked the path, crushed the game, and emerged as legends in the chiropractic franchise world. Buckle up; these tales are about to light a fire in you.

### **ChiroWay of Maple Grove - Drew Fautsch, DC**

"Joining ChiroWay was my best decision ever. It empowered me to achieve my chiropractic goals: a thriving practice serving my community, ownership without exhausting 70-hour workweeks, and a predictable, client-friendly billing system. Plus, the support of a like-minded chiropractic tribe. ChiroWay Franchise transformed my professional and personal life!"

### **ChiroWay of Duluth - Danielle Berger, DC**

"I joined ChiroWay to open my own practice, gain support from experienced chiropractors, and serve multiple communities. ChiroWay empowered me to be my own boss, set my schedule, and create a positive impact. The franchise and fellow franchisees provided the confidence and support I needed. This proven business model works wonders if you're committed and focused on personal growth. Don't miss out on owning a flexible, successful practice in high demand!"

## ChiroWay of Menomonee Falls - Nick Lundbohm, DC

"The ongoing support of fellow chiropractors, like-minded individuals, and state-of-the-art technology made opening my ChiroWay location during COVID possible. Without this support, managing a wellness center and growing a successful business in such challenging times wouldn't have been as achievable while still enjoying family and friends."

## ChiroWay of Eagan - Bryce Hill, DC

"Introduced to ChiroWay in chiropractic school, I knew it was my path after shadowing and meeting the team. The hassle-free business model, in contrast to insurance woes, resonated with my goals. As one of ChiroWay's first interns, their guidance during my final semesters was invaluable. With their support, I opened my practice right after graduation. Having a dedicated team by your side is a game-changer, especially for new graduates. If you're looking to shift to a cash-based wellness practice and ditch insurance, ChiroWay is a must-consider!"

## Your Legend Awaits

These aren't just stories; they're roadmaps, blueprints, inspirations. Every legend started with a decision, a step, a leap. The chiropractic world is vast, and within the ChiroWay family, legends are born every day. Are you ready to be the next?

As we gear up for the final chapters, we're diving deep into crafting your own legacy. Whether you go solo or join the big leagues with a franchise, the game's rules remain the same. Up next: Your game, your rules. Stay with us.



## Chapter 9:

# Final Thoughts: Your Game, Your Rules

### The Endgame Insight

Alright, future chiropractic superstar. We've journeyed through the ins, outs, ups, and downs of the chiropractic world. From the crossroads of post-grad decisions to the legends of the franchise realm, it's been one heck of a ride. But here's the thing: this isn't the end. It's just the beginning. Let's wrap this up with some final firepower to ignite your path forward.

### The Chiro Chessboard: Every Move Counts

-Strategic Play: Whether you're diving into associateship, going solo, or joining the franchise fam, every move on the chiro chessboard counts. Think long-term, play smart.

-Adapt and Advance: The chiropractic landscape is ever-evolving. Stay nimble, keep learning, and be ready to pivot when needed.

### The Power of Choice: Forge Your Path

1. The Decision Dynamo: Every choice, big or small, shapes your journey. From where you set up shop to how you market, the power of choice is in your hands.

2. Risk and Reward: No guts, no glory. Whether it's investing in new tech, trying a fresh marketing tactic, or expanding your services, embrace risk as a stepping stone to reward.

## Community and Connection: Beyond the Clinic

-The Human Touch: Beyond the adjustments and alignments, remember the human element. Connect, empathize, and build genuine relationships.

-Giving Back: The true mark of success? Making a difference. Whether it's community workshops, charity drives, or mentorship, find ways to give back.

## Your Legacy: More Than Just a Practice

1. The Impact Imprint: Your clinic isn't just a business; it's a legacy. Think about the impact you want to leave, the lives you want to touch.

2. The Continuous Climb: Success isn't a destination; it's a continuous journey. Celebrate the wins, learn from the losses, and keep climbing.

## The World is Yours

The chiropractic world is vast, dynamic, and filled with opportunities. With the knowledge, insights, and stories packed into this guide, you're armed and ready. But remember, while guidance is great, the real magic lies in you. Your passion, your drive, your vision. So, step out, play your game, set your rules, and dominate the chiropractic world. The stage is set; the spotlight's on. Go on, make your mark.

# Want to Learn More?

Want to learn more about ChiroWay Franchise. Visit

[Franchise.ChiroWay.com](https://franchise.chiroway.com)

Contact us with any questions you may have at

<https://franchise.chiroway.com/contact-us/>



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This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction. Franchise offerings are made by Franchise Disclosure Document only. Notice to prospective franchisees protected by the New York Franchise Sales Act: This is not an offering. An offering can only be made by prospectus first filed with the State of New York Department of Law, and such a filing does not constitute approval by the department. MN Registration F-7005.

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