



## **Do You Want to See 50 To 250 More Visits A Week and Collect \$50,000 To \$400,000 More The Next 12 Months?**

**Would you like to master the secrets, systems, procedures, and money flow strategies REQUIRED, and that only the top 1% of DCs know.**

**Time for YOU to become a super success and dominate in all areas of life! Join WINNERSEDGE.**

**Let's start with this picture of me from 2005. How many different practice and patient education tools can you count? *Then we will focus on YOU!***

### **1. The Neuropatholator.**

Possibly the best patient education and validation tool ever invented for us as chiropractors.

The company stopped making them years ago. Any doctor who has one in good, working condition today is very lucky.

### **2. The view box and X-rays.**

A view box with a rotating batch of sample X-rays was a staple in patient education for years.

The modern digital X-ray is awesome. But X-rays on a screen don't seem to have the same impact that film X-rays did on a view box.

I miss full spine film X-rays. I even recall borrowing a portable view box from the Gonstead Clinic for when I did talks in companies or schools.

Now we can make videos of X-rays and play them on a TV or interactive display for our patients.

When, where and how you show a patient their X-rays is a critical procedure.

We teach what we call ***The Insta-Report***. It may be the fastest and most effective way for people to see their X-rays **and understand their problem with impact.**

### **3. The spine models stuck to the viewbox via their built-in magnets.**

These are the best spine model/motor units ever made. I still have these sitting on my desk today.

The gentleman who made these has since retired. Nobody has come along to make them as well as he did.

We have a source for the next best thing. Every DC should have good and bad spine models near every exam and adjusting table in the office.

Patients don't want to hear you talk, **they want to SEE you demonstrate.**



#### 4. The TV.

This was one of the first flat screen TVs ever mounted in a chiropractic office to play educational videos. It was a whopping 36". People were amazed when they saw it.

Back then a large flat screen TV was still a huge box that required you and half the wrestling team to move. And everybody still ended up subluxated!

Now we can have larger smart TVs or Interactive Displays for patient education.

#### 5. The white board.

I'm amazed how many doctors are still trying to "talk" people into starting care. One of our many secret weapons is that **we draw a detailed diagram at the report.** We call it our *Report Diagram*.

This incredible little diagram brings instant comprehension to all patients. Drawing a diagram at the report is fast and incredibly powerful.

The report must include an explanation of The **Problem**, The **Plan** and The **Payment** arrangement.

The **Problem** we handle at the *Insta Report*, then when we go over The **Plan** and draw the diagram.

**People want a graphic to help them understand, especially in today's visual world.**



#### 6. X-Ray posters.

People need to see their own X-rays, then see an objective source which reveals to them the damage in their own spine.

We have the patient take a picture of their X-rays. We then give them our X-ray *Phases of Degeneration* handouts to further educate and support our recommendations.

These handouts have matching posters and list common corrective times based on the severity of the spinal problem.

#### 7. The banner under the white board.

Here is what it says. I had it custom made.

**We Are A Lifetime Family  
Practice, We Take Care Of You  
And Your Entire Family From Your  
First Breath To Your Last Or For  
As Long As You Want To Be Well.**

I wasn't messing around! People don't mind a little attitude.

A calm, positive, confident attitude in a doctor, this is what makes people want to follow you.

Research shows that patients get better results when they are convinced the doctor is confident the patient can get better.

#### 8. The Model Spine.

Hidden behind the guy in the white shirt is a good, foam disc, bendable, "German spine." This is standard issue chiro office equipment.

It is THE tool for explaining all things chiropractic. An entire seminar could be taught on how to use the model spine to get new patients, along with how to get them to start care and become chiropractic fans.

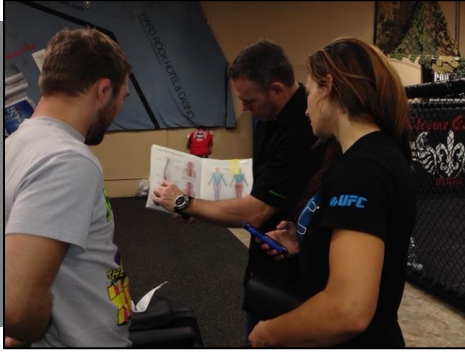
#### 9. The Anatomy Atlas.

The Netter anatomy book has pulled in more new people than I can count. I keep it by my primary adjusting area and have laminated copies of key pages in the exam room.

Mine has traveled all over the country back when I was at nearly all UFC events working on fighters.

**Patient's may not believe you, but they will always believe what they see in an anatomy book.**

One picture can save you 10 minutes of talking. More than that, one picture can save a life if it starts or keeps a person under care.



## 10. The Office Layout.

The photo we're analyzing was the first office I built in Minneapolis back in 2004. Within 36 months of opening, we were at \$223,000 a month out of this 1400 ft. space.

I have built now 7 offices for myself and designed hundreds more for doctors around the country.

My floorplans bring an increase in patient flow with zero extra effort from the doctor.

*See..*

I went to college to become an architect, then I had my first chiropractic experience, switched to business, went to chiro school, and here we are.

**Your layout is EVERYTHING since it controls the flow of people-**

Which controls your volume.

Which controls your collections.

Which controls how much you get paid.

Which affects your entire life

**"I started with Tory a year or so ago, last month we had 164 new ones with 74 referrals. I picked the right guy to be my coach!"**

-Dr. Dustin Weber *Pensacola, FL*

**11. The last, yet most important component for practice success is the YOU.**

A caring, dedicated, highly trained chiropractor is at the core of every highly successful office.

The doctor who has invested the most in themselves will be superior in all areas of practice.

*Now...*

Success can mean many different things. Getting an office open to being able to cover all the expenses to you becoming a deca-millionaire after 38 years of dedicated service.

We consider a doctor successful once they pay off all their student loans and start automatically **"saving their age."**

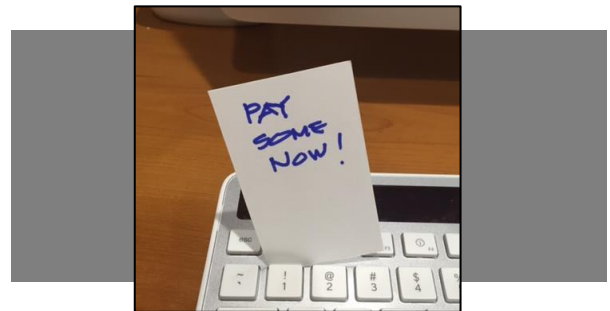
This is our starting goal for all doctors. **If we can get you to the point where your student loans are gone, you are in a great house, and you're saving your age we know we are winning the game!**

**Are all your student loans paid?**

If not, would you like to learn my system on how to do it?

**"Using Torys 'Rapid Fire' System I paid off all \$297,000 of my student loans in just under 14 months. It worked exactly like he said it would."**

-Dr. Chase O'Keefe *Clear Lake, WI*



**Are you saving your age?**

"Saving your age" means if you're 44 years old, you must save \$44,000 after tax. Increasing \$1000 each year.

This is an amazing standard that doctors have used for decades.

**"I started with Tory in 2016 and used his money systems word for word. I was able to get to saving a multiple of my age allowing me to retire at age 53. Everything Tory told me to do has worked."**

-Dr. Rich Sheppard *Hickory, NC*

Would you like to learn how to do this? If you're already are a good saver, we go after a multiple of this. Then we go after refining your schedule.

**"I am now at 13 office hours a week. I arrive 15 minutes early for my four 3-hour shifts. We see around 300-400 visits a week. Life is good. Sometimes my kids forget I even have a job!"**

-Dr. Kevin Wilmot *Kalispell, MT*

Are you living in your dream home and driving the car you like? Are you able to take First Class trips whenever you want?

Are you totally happy with all the systems, procedures and collections in your office?

Most chiropractors could use help in these areas. I know I did. I've had now over 10 coaches and spent over \$300,000 post chiro school to learn how to become a chiro success powerhouse.

All the most successful doctors I've ever known got there by being part of a chiro success group that taught them and pushed them to greatness.

**It is sooo much better to go through practice and life as part of a winning team.**

This is where I come in. My name is Tory Robson. Everyone just calls me Dr. Tory.

We all know the schools didn't teach us anything too useful for marketing or business.

**Yet, marketing and business skills are so vital to our success.**

A chiropractor must have the systems, training, belief system, business skill, accountability, confidence, and motivation that only a high-performance coaching group imparts.

No athlete practicing alone in their gym can ever compete with those training with high level coaching at the Olympic Training Center.

The best in all sports, business, and chiropractic have consultants/coaches/mentors/experts they interact with year after year.

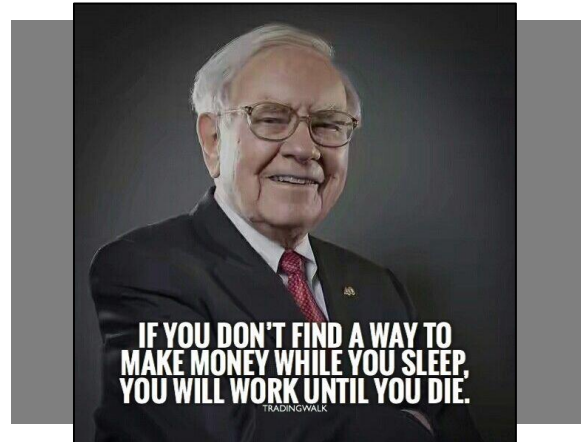
**You can too!**



**How much more successful do you want to be?**

- ✓ *How many more visits a week could you see?*
- ✓ *How much more would you like to collect every month?*
- ✓ *How much would you like to see your paycheck be?*
- ✓ *How many more new ones would you like to automatically get every month?*

- ✓ *How much smoother would you like your team to run?*
- ✓ *How good are you with treatment time?*
- ✓ *Are you sick of seeing other DCs doing so much better than you?*
- ✓ *Are you tired of family members not thinking you are that successful, or even making fun of you?*
- ✓ *How good are you with money?*
- ✓ *Has anyone ever told you to set a goal to become a multi-millionaire?*



There are more important things than money, unless of course you don't have any when you retire. You cannot retire on patient visits.

Only 10% of chiropractors retire with enough money to live an exceptional life. And it is getting worse.

Most doctors today will never pay off their student loans let alone become rich.

**Be one of the few who decided to "go for it" and join the top 10% or even top 1% of the profession.**

Hang with me and **I can show you how to get there.**

And YES, we have trainings on how and where to invest so you can make money while you sleep!

My success group is called **WINNERSEDGE.**



We have been helping doctors just like you become super successful since 2008.

Right now, we are more excited than ever for all of our events, audios, videos, Zooms and direct coaching!

## What is the number one thing bothering you the most in practice that you want me to help you with?

If you're already totally happy with all elements of your practice and financial life, then maybe this isn't for you.

But then again, this may be the day that totally changes the course of your life. Like it has been for hundreds of doctors before you.

You may already be in a coaching program that is underwhelming. Relax- We can make up for any lost time very quickly.

**"The day I got that black envelope in the mail from you was the day that changed my life. I went from 80 a week to 364 a week."** Dr. Troy Shomaker *Elk River, MN*

Is it worth paying \$50 per day to learn how to collect \$250 to \$2000 more per day?

Is it worth paying a little money to learn how to create a HUGE pile for yourself over these next several years?

### You bet it is!

DCs who aren't very successful say 'NO' too much. They then remain shackled forever.

They are unable to see value. They try to "save money" when they should instead spend it on something that brings a bigger return.

**Winners trade money for something that generates a much bigger return for themselves.**

Just one more visit a day pays for coaching. Plus all coaching fees are 100% tax deductible. Even the IRS rewards us for having a coach to grow our business.

Joining WINNESEDGE is an easy business decision. Because the return is so enormous.

The typical member here stays in for over 7 years, and many until they retire.

The big winners in this profession have learned to say YES. **Yes** to growing. **Yes** to change. **Yes** to new and better!

### You may even find yourself saying:

- ✓ *Yes, I want more!*
- ✓ *Yes, I want the systems that will make everything easier.*
- ✓ *Yes, I want to see more people in less time.*
- ✓ *Yes, I want simpler yet more effective procedures so I can collect more.*
- ✓ *Yes I want more new ones.*

- ✓ *Yes I want more quality referrals.*
- ✓ *Yes I want to be able to brag about the numbers in my office.*
- ✓ *Yes, I want to get paid more.*
- ✓ *Yes, I want to know how to crush my ugly debt.*
- ✓ *Yes, I want to learn the precise money flow plan so I can become wealthy.*
- ✓ *Yes, I want to be able to help more worthy causes.*
- ✓ *Yes, I want to be able to travel more, and in style.*
- ✓ *Yes, I want to be able to buy nicer things for myself and those I care about.*
- ✓ *Yes, I want EVERYTHING I hoped to have before I went to school.*
- ✓ *And- YES, I want all the fun, feelings, smiles, and energy that come with being more confident and accomplished!*



### Now remember..

The more successful you become, the more attractive you also become, the better you sleep, and the more generous you can be. EVERYTHING is better!

### You deserve it!

You paid a hefty price in time and money to go to school. You pay every day with the stress of owning a practice and seeing hundreds of patients,

Darn right you deserve the next level!

Repeat after me: **I WANT IT ALL!**

You may even scream at the top of your fed up, excited, soul shaking lungs!

**I WANT IT ALL!**

I have many who join with me a year before they graduate from chiropractic school, all the way up to my largest client who is now collecting \$350,000 per month and has a net worth over \$20,000,000.

### Why does a DC at that level need me you ask?

The more successful you become- the more complex your life becomes- the more you need an objective expert like me who you can talk and relate to.

Now..

You may be wondering, who is Tory Robson, and what is so special about his program?

No matter how successful I was as a chiropractor, I am actually an even better coach. The number of doctors I've been able to coach to my level and beyond is astonishing.

I could never be a Super Bowl quarterback or a professional golfer or welterweight fighting champion.

But, I realized I could work really hard and become a chiropractic practice champion, and now a chiropractic coaching champion.

### You can become a champion chiropractor too!

We are here to create doctors who are the best, nicest, most respected, famous for results, referral generating, richest and most generous who ever lived in their area.

If this resonates with you then we're a match!

Let's get started, there is no time to waste.

The typical doctor here grows 50 to 250 visits a week and collects \$50,000 to \$400,000 more their first year in WINNERSEDGE.



### Here's something for you that can change your life!

- Just call 952 943-2442 and get a FREE call with me to talk about your practice.
- Or just email at: [winnersedgeconsulting@gmail.com](mailto:winnersedgeconsulting@gmail.com)

### You may be wondering what happens if you join:

1. You get your passcodes into our Member Area where our 800 videos, books and booklet pdf's are waiting for you.
2. We also have our **Practice Transformation Guide**. The 12 Phases to the next level. This tells you what videos to watch in what order, it has our recommended book and audio list.
3. We will get on a call, I want to hear your entire story and lay out our initial strategy plan.
4. We will mail you our **Success Toolkit** loaded with all scripts, systems, procedures and other key items for a fast start.
5. You get added to our Member Only DC Facebook group.
6. You get my direct email to ask any questions at any time.
7. You get access to all our successful members around the country. You can now visit successful offices and have all our DCs as your personal resource.
8. You can now be on our DC and CA **Zoom** calls. *Plus they are all recorded in case you miss.*
9. You are pre-registered for all our main **Seminars**. If you miss a Seminar we make a synopsis video for those unable to attend. It includes any handouts from the event!
10. You are allowed to register for any special events we have like our incredible DC and CA **BOOTCAMPS** or **Special Saturday Trainings** or **WORKSHOPS** that we do from time to time to make sure we are keeping YOU on the cutting edge of the profession.

**YOU can have an easier practice that sees more people and collects more. Plus you can now learn all our money handling systems so you can crush debt and march down the road to wealth.**

## What about CAs?

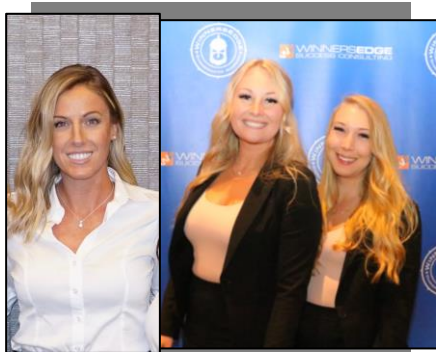
Making sure you have top flight CAs is always a priority. We have a brand new **CA Training Master Checklist** and over 100 videos for CA training plus our events always include high level team training.

CAs also have their own private Facebook group for instant answers.

Katy on the left has been with me for 12 years as a super CA and now runs all things WINNERSEDGE.

She is your point of contact for all admin concerns. You can reach out to me directly for everything else. Katy has many great CAs like Kaylee and Chastity here assisting to make all CA trainings top notch.

As you might imagine we also have many powerhouse doctors from around the country that speak and share at every event.



### You also get our “connections.”

Members get access to our Resources Page. My personal contacts that I use for everything from websites, social media, graphic design, accountants, attorneys, equipment, and more.

### Look at the problems DCs have today?

- ✓ Student loans are massive. *Years ago there weren't any.*
- ✓ The cost to start and run a business has doubled.
- ✓ Taxes are crazy.
- ✓ Employees are much harder to find, pay, train and keep.
- ✓ Car prices are up, gas is outrageous.
- ✓ Home prices are up.
- ✓ Insurance companies don't pay squat.
- ✓ People are stuck in a quick-fix medical model that is shameless.

**There is no room for error today, so how do you get ahead!?**

**You need the BEST Consult, exam, report, office visit, care plans, wellness plans, debt, tax, payroll, team training, and money plan.**

**And we have it here. Proven, time-tested and ready for you to use.**



## Key Facts

**Coaches Name:** Tory Robson DC

**Alma Mater:** Montana State, BS in Business

**Military Experience:** US Air Force, 6 Years

**Chiro School:** Northwestern. Grad, Fall of '95.

**Number of Offices Built:** 7 Personally. 100s of designs or re-designs for other DCs.

**Real Estate Experience:** Commercial property and residential property owner/landlord.

**Qualifications:** 27years dedicated, 4 books, 7 Booklets, 40 audio sets, 800 videos, 100+ events taught, 50,000+ coaching calls with DCs all over the world. Designed and grew 100s of client offices over the last 14 years. Contributing author, podcasts, webinars, CE credit speaker, philanthropy. (Read his books and see CV for more information.)

**Hobbies:** Working out, training Jiu Jitsu, guitar reading, investing, playing with Dobermans, powerboating in Florida, chilling, sharing.

**Group Name:** WINNERSEDGE

**Primary Location:** Minneapolis, MN

**Secondary Location:** Sunny Isles Beach, FL

**Contact:** winnersedgeconsulting@gmail.com

**When Started:** April 10, 2008

**Number of Clients:** 181 offices 220+ DCs

**Client Capacity:** 200 offices

**Employees:** 1 full time, many part time as needed. We are the best example you will find of the efficiency principles we teach.

**Reason for Brochure:** Help DCs grow and win. Nobody is as effective at growing practices. Our systems, procedures, marketing, mindset, money handling, and fun must be shared with other DCs.

**Beliefs:** Nerve power runs all. Chiropractic 1<sup>st</sup>

**Religion:** See: 1 Cor. 15 and Eph. 2: 8-9.

**Hidden Agenda:** None other than to make you as successful as possible, as fast as possible. Help you stay healthy, happy, and get you to retirement with body, bank account, and relationships intact.

**Biggest issue with DCs today:** Doctors too lazy and weak to pay the price required to be successful. It is not their fault, the school system and chiro school breed this. We are here for the few that truly want to win.

**Money Philosophy:** Auto-give first, auto-save, pay debt, pay expenses, pay tax, have fun! Using the WINNERSEDGE money flow systems of course.

**Chiropractic Climate:** We have more doctors having a record year than any year ever. Chiropractic is on fire right now, but only if you have a simple and efficient office that offers what people really want.

## Benefits you enjoy as a member of WINNERSEDGE

- ✓ Use our faster, more powerful *Consult, Exam and X-Ray procedure*.
- ✓ Sign up more people using our *Insta Report System*.
- ✓ Skyrocket patient understanding using our *Report Diagram*.
- ✓ Get more people to stay using our *Wellness Plans* and *Re-Sign procedure*.
- ✓ Use our *Office Layout* and grow instantly due to better physics in the office.
- ✓ Make incredible friends from all over. Some will become best friends.
- ✓ Stress will vanish, you can vent and get all your practice questions handled.



- ✓ Gain someone outside family or friends you can discuss important things with.
- ✓ Enjoy rock solid confidence since you now know the proven path.
- ✓ Be part of a healthy, happy, **successful tea**. No more going alone.
- ✓ Reap the benefits of others bringing out the best in you.
- ✓ Pay off debt faster than ever using our *Rapid Fire System*.
- ✓ Accelerate your wealth creation with our *Money Flow System*.
- ✓ Never worry about taxes again using our *Tax Payment System*.



- ✓ More NPs, you have never seen a *Recall* and *Referral Procedure* like ours.
- ✓ Build the best CAs with our *CA Training*, *Team Meeting* and *Team Huddles*.
- ✓ **If you want to collect over \$100k a month as a solo DC, we teach exactly how.**
- ✓ If you want to cut back to 16 hours a week, we teach exactly how.
- ✓ A tested plan for hiring, training, paying, and keeping employees on track.
- ✓ Finally, a smart strategy to have health and money **FREEDOM** at retirement.
- ✓ Hours, vacations, overhead, PI, billing, Medicare, you name it- we have a way!



## Key Facts Continued

**Biggest Frustration with Members:** Some becoming successful and starting to "think they're awesome" then make mistakes. Humility is THE key for lifetime growth.

**Practice Model:** Level 1: Pure chiro  
Level 2: Chiro + IST  
Level 3: Chiro + Decomp  
Level 4: Chiro + IST + Decomp

**Technique Preference:** All techniques are in the group. We do not push any technique. We push being the best at your technique. You are the artist; we teach you how to have a fun, super successful art shop.

**Member Bests:** Visits in a 3.5 hr. shift: 172 1DC  
Visits in a day: 203 1DC  
Collection month: \$160k 1DC  
Collection month: \$223k 2DCs

**Typical Time to See Results:** Immediately even with modest implementation.

**Typical Results:** Grow 50 to 250 visits a week and collect \$50,000 to \$400,000 more your first 12 months is common and expected.

**Recommended Action:** Join and plan to learn grow, and have fun for at least 24 months. Most plan to stay in until they retire.

**Recent Successes.** Way too many to list. Successful start-ups, saved practices, records broken, millions in debt paid, millions in increased collections. In the last year, 3 of our members retired healthy, happy multi-millionaires, the oldest is 53.

**Commitment Upon Joining:** Yes, we have an agreement but it is simple, and you can get out if you have to but it rarely happens. No contract = No commitment = No growth. Contract = Commitment = Growth.

**Types of Events:** Seminars, Zoominars  
Zoom Calls, DC Bootcamps, CA Bootcamps  
Special Workshops, Talks, Podcasts,  
Webinars to other groups as time permits

**Coaching Mode:** Email, phone calls, Zooms

**Coaching Style:** Honest, direct, aggressive. There is no sugar coating here. Truth, math, facts and LOVE build people and practices.

**Availability:** 7 days a week for clients.

**Cost:** Around a thousand bucks a month. Very easy and ridiculous compared to the return. EVERY DC and new grad should be in WINNERSEDGE for at least a few years!

**Favorite sayings:** *BE FIRST.*

*He who hesitates is lost.*

*How you do anything is how you do everything.*

*Fortune Favors the Bold.*

*We love you and we can help you.*

*I care so much, I don't care at all.*

***In the end, God always gets even.***



## Here's the math on why you should join right now.

### It is very easy for us to increase your practice!

1. We add our **Wellness Plan, Re-sign System** to increase your PVA by just 5 visits (gets you \$40,000 to \$120,000 more a year).
2. Our **Office Visit System** improves your daily flow allowing for just 10 more visits a day (brings another \$50,000 to \$150,000 more per year).
3. Just one more new patient per week collects you another \$50,000 to over \$100,000 per year.
4. Engaging our **Rapid Fire Debt System** on student loans or a home normally saves \$50,000 to \$200,000 or more in interest alone!
5. Using our **Auto Saving Plan** not only accelerates your future wealth but proves to the universe that you can handle more money, so more \$\$ flows to you.

### And so much more!

Question: **How much do you have to collect to pay off a \$200,000 loan?**

Answer: *A doctor will need to collect around \$1,600,000 to then pay the overhead, then the tax, then the principal and interest on a \$200,000 loan.*

Question: **How much does a doctor need to collect in order to get paid \$5000 every week after taxes.**

Answer: *Around \$1,000,000 a year.*

Question: **How long does it take a doctor to save up \$1,000,000?**

Answer: *Sadly, most doctors never learn or are able to do this.*

Question: **How much after tax money will a million dollars saved get you per month in retirement?**

Answer: *Around \$4000 per month. Can you live on this?*

### See...

The future is coming fast. And, the fact of the matter is, you can't afford not to become a member here. Imagine ending up broke and tired, it is an utter tragedy!

If you want to have a vibrant and full life NOW (and when you get older) we need to kick it into high gear. Which means you need to learn how to grow your practice, handle money, and become debt free. ***We need to start right now.***

There is no waiting. Procrastination is simply another form of quitting.

Grow your practice and gain back the hottest commodity on earth: **Time.** More fun time, more productive time, more travel time, more time for yourself.



### Frequently Asked Questions

**Can I talk to Tory before I join:** You bet! Just call and we will get him on the line with you!

**Is there a guarantee?** If you promise to do what we teach we promise you will grow!

**Do I have to sign a contract with you?** Yep

**How long are coaching calls?** 15 minutes but can be longer or Zoomed if needed.

**Can I call whenever I want to?** Sure, if Tory is free I will put him on. Otherwise, he'll call back.

**Do you visit my office?** Tory does a limited number of full-day in office trainings for a fee.

**Can I contact other members?** Of course, we are all a team, but be respectful of their time.

**What makes you different?** Look at our books, audios, videos, variety of events, client success, not to mention Tory's superior teaching ability and care, you'll see we have no competition.

**Do you coach insurance or cash practices?** We see it all. Big PI practices to pure chiro to decompression to high volume family practices.

**Do you push scripts and systems?** We push what has been proven to work thousands of times. There is a better way and we have it.

**Do you teach technique?** We teach tableside manner that applies to all techniques. There are many techniques in the room, find who does what you like then learn and share with them.

**Do you teach business?** Yes, we are very good at this. Probably the best ever.

**Do you teach marketing?** Yes! We have a plan for everything from direct mail to social media.

**Do I need to buy all the product sets?** The doctors who do are more successful than the ones who don't.

**Do you coach married couple offices?** Yes we have now 19 married DC couple practices in the group. One just collected \$129k in a month.

**Do you coach multi location DCs?** Yep

**Where are your events held?** Primarily Minneapolis and Ft Lauderdale, FL as Tory has a home there. But we like other locations too.

**When should students join?** A year before graduation is ideal.

**What if I am buying a practice?** Join now.

**What if I am selling a practice?** Join now.

**Are all events included in the fee?** No, we have some extra events with limited seating that require a fee. The 5 man seminars are included.

**Can I bring my staff to events?** Of course!

**Can I bring a spouse, kids or dogs to events?** Spouses love seminars, sorry no kids or dogs allowed ant any events.

**What exactly happens after I join?** We get to work and an explosion of next level awesomeness happens for you!

## Here's our books and booklets that you get for FREE when you join.

**The ULTIMATE Chiro Success Guide** 229-pages: Book on all key elements of practice survival and success.

**MONEY Chiropractic and You** 149-pages: The title says it all. This book changes lives.

**The Science of Getting Rich** 144-pages: Special version of iconic 1910 book re-written especially for chiropractors.

**WE Members Guide** 53-page booklet: What you need to know for maximum success as a WINNERSEDGE Member.

**WE Scripts** 67-page Booklet: The main practice scripts in the order you will use them.

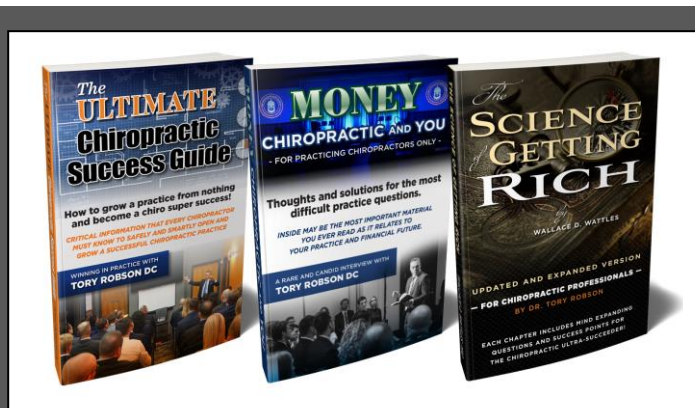
**WE Affirmations** 41-page booklet: All our doctor, CA and team affirmations for achieving goals and ongoing success.

**WE Ultimate Wisdom** 47-page booklet: All key Bible verses relating to laziness, work, money, and eternity.

**Chiro Office Essentials** 68-page booklet: Foundational office systems for the high-performance chiropractor.

**Chiro Business Essentials** 30-page booklet: Foundational business elements for all DC business owners.

**Pro CA Essentials** 32-page booklet: Fantastic booklet for CAs on running a chiro office.



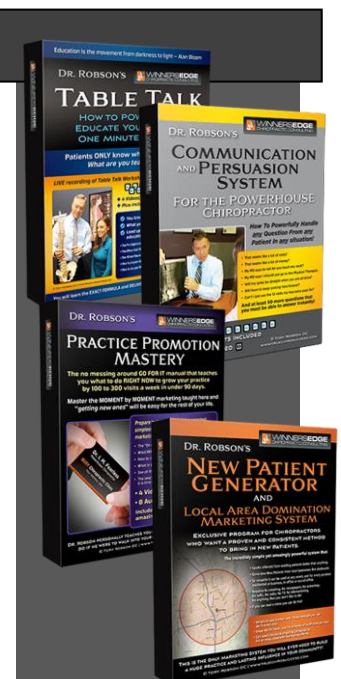
To grow requires reading, listening, watching and doing. *We have it all here for you!*



## Here's a list of the success products in our store.

- Table Talk
- CA Training Mastery
- The New Patient Generator
- Practice Promotion
- Be a New Patient Magnet
- Start Up Essentials
- DC Fails and Foolishness
- Pro Chiro Talk II
- Recharging Your Practice
- The 5 Plays
- Adjusting Extremities
- Day 1 Excellence
- Get People To Start
- Multi DC Office Secrets
- Communication and Persuasion
- How to Build a Huge PI Practice
- Overhead and Practice Money Mastery
- Treatment Time Mastery
- Become a Re-Sign Master
- Double Your Referrals Overnight
- Pro CA Essentials
- Promo and Marketing That Works
- Report Mastery
- 20 To Dos For Super Success
- Seated Cervical Adjusting
- 1<sup>st</sup> Ever Live Zoom
- Winning with Decompression
- Office Visit Talk- Office Forms
- Chiro Survival and Success Guide
- Technique Mastery
- 7 Pillars of Personal and Pro Success
- Chiro Prosperity Secrets
- Double Your PVA
- Pro Chiro Talk I
- Prosperity Affirmations
- Save Money Crush Debt Become Free
- The Million Dollar Practice
- Live and Inspired Live Talk
- Low Back Excellence
- Decompression Success Summit

**Products here don't cost money, they make you money!**



## Yes, you can do this!

Warren Buffett is the greatest investor in the world. I took his advice starting in 1996 and invested in myself.

From all this, I've received millions in return. I estimate at least an 8000% return on what I paid for coaching, consultants and success materials.

*You can too!*

**You must overcome the conditioning by schools and society to keep you average. Break free from this and join today!**

How many visits do you really want to see per week? \_\_\_\_\_

How much do you want to collect per month? \$ \_\_\_\_\_

How many hours a week do you really want to work? \_\_\_\_\_

How much \$ would you like to have when you retire? \$ \_\_\_\_\_

**Your new and better life is waiting!**



***Yes Tory,* I want to talk to you about my practice!**

**Let's jump on a call!**

**Email:** [winnersedgeconsulting@gmail.com](mailto:winnersedgeconsulting@gmail.com)

**Or call: 952 943-2442**

**Katy here will get you all set up!**



**On your **FREE** success call you can ask any questions you like!**

Marketing, systems, staff, overhead, accounting, money flow, debt, saving, layout, equipment, how to do anything, scheduling, wellness, buying, starting, selling, growing, expanding!

**There is a better way to do everything and we are 100% confident we have it.**

This is your chance to get an opinion that can change the course of your life.

If you want more information about our success program, you can ask that too!

Tory normally doesn't spend much time with DCs outside his group so take advantage of this!

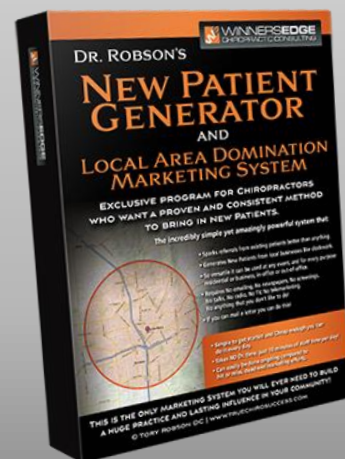
**One call can literally be worth millions in increased collections and FUN for you.**

## Success Action Bonus!

DCs who join within 7 days of this **FREE** success call will also get for **FREE** our incredible ***New Patient Generator!***

Our ***New Patient Generator System*** is raking in new ones every day around the country. A must have for ALL DCs!

Every chiropractor needs the promotional tool that can be used in the office, outside the office, **and as a mailing piece to local homes and businesses!**



[winnersedgeconsulting.com](http://winnersedgeconsulting.com)