



The E-Myth Chiropractor

By Michael E. Gerber, DC. Frank R. Sovinsky

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As you know, running a successful chiropractic practice is a juggling act. You need clinical expertise to provide impeccable care to your patients. You also need the know-how to run a small business. You've probably been well prepared by your education and experience for the technical ins and outs of chiropractic practice. Yet what training has prepared you to run a business?

The E-Myth Chiropractor fills this knowledge gap, giving you a complete toolkit for either starting a successful practice from scratch or maximizing an existing practice's performance. Loaded with practical, powerful advice you can implement easily, this one-stop guide enables you to realize all the benefits that come with a thriving chiropractic business.

Combining the wisdom of renowned business development expert Michael E. Gerber and the chiropractic expertise of Dr. Frank Sovinsky, The E-Myth Chiropractor equips you to:

- Rethink your practice, shifting from tactical thinking (working in your business) to strategic thinking (working on your business)
- Liberate yourself from the predictable and often overwhelming tyranny of unprofitable, unproductive, and time-consuming routines
- Manage those processes through which people get things done, which becomes your Management System - for everything you do
- Implement innovative systems to produce consistent results as your practice grows
- Create the story about your practice; this story becomes the heart of your practice

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Editorial Review

About the Author

FRANK R. SOVINSKY, DC is Co-Founder and CEO of DC Mentors, a client-centered practice-management company dedicated to transforming the way chiropractors grow their practices. His passion and genius for understanding human behavior and motivation, combined with his pragmatic approach to the business of chiropractic, are the reasons his clients are thriving. He lives with his wife, Cathy, in Tahoe City, CA.

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