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Matthew: I am very lucky today to have on the call with me Dr. Jacob Brady-Walker, from the Chiropractic Place in Darwin. Jacob is a very good friend of mine that I have known for many years and he is in the process of setting up a very exciting venture called Quantum Chiropractic where he got together the leaders in the profession and he is going to be sharing all their insights through his program called Quantum Chiropractic. So we are here today to talk to him about marketing his practice though and I am sure he will give you a bit more information about that series as we go through, so welcome to the call Jacob.

Jacob: Thank you very much, it is lovely to be here, it is nice to be asked.

Matthew: Excellent and it is pleasure to have you so thank you. Do you want maybe to start by just giving the listeners a bit of background about who you are, I know that I said that you practice in Darwin at present but what got you into the profession in the first place maybe?

Jacob: I actually grew up in country Victoria in a town called Ballarat and I have been adjusted since I was about two days old, not setting any records but a lot earlier than a lot of people. My family got to chiropractic because my oldest brother had asthma as a kid, a rather normal story and they tried everything they could, they went to GPs, they went to acupuncture, they did everything they could and then the last ditch effort was to go and see a chiropractor and when they did he started getting results, the philosophy of why it was working made sense to my parents and from there they, oh yeah, mum became a CA, she worked in a clinic and became office manager there for fifteen years while I was growing up. Whenever we got a cold it was always off to the chiropractor's first result, it was just a way of life, it was a normal way of being. So then when I was in grade six my brother got into the course, he went straight from high school into the chiropractic course and I went oh, you mean I can actually be a chiropractor, of course, done, that is it, I am going to be a chiropractor.

Matthew: Cool,

Jacob: I mean, up until that point I was a little kid and loved watching those lawyer shows and everything like that and so I was sitting myself up to go study law or something like that but it was that revelation of ah, I can actually be a chiropractor, you know what, that makes sense, it has been a big part of my life. So grade six or maybe, it could have been even in grade five, I just went like that is what I am going to do and that is what I worked towards all the way through the last six or seven years of my high school.

Matthew: Excellent, that is a very common story that hear amongst most successful chiropractors is that they have that background within the profession which is wonderful. Where are you currently at, I know you are practicing up in Darwin but you guys are in your own practice and by the sound of it a very successful practice up there, do you want to tell us a little bit how you came to the situation where you are?

Jacob: Yes, so I met my wife while I was at Uni, we had a few years studying and after I graduated I needed to wait one year while she finished. We then went to Ireland for a year, that was intending to be, "that was it", we were moving to Europe and we were going to stay there for ever but that was in 2010 a couple of years after the financial crises had hit and Dublin Ireland was hit very hard, they had a big property market going and they had a giant boom and then an incredible fall when the crises hit. We thought that we would be there for the upswing and, you know, we are in 2015 and they are a still not really turned it around yet. So we bailed out of there after nine months, so in that time it worked for two employers, the first one we brought back, he had debtors on his door everyday seeing thirty clients a week, we went out, we did screenings, we were working six day weeks. We got that clinic up and booming within the next six months and then after not being paid properly, after cheques bouncing, the clinic not being run well behind the scenes we decided, right, well, we had another opportunity with someone else to go and build another clinic from scratch, at least this way we got to design our clinic and then implement. After a few months there we weren't paid a cent so we went alright, Ireland is not for us. It has not been the most pleasant experience but after six months after we left Ireland we went hmmm, we actually learnt some big lessons there and after we had gone through all our savings just to survive while we were there we had to move back to Australia and live with parents.

So we had two choices, we could go to Ballarat where I grew up and stay with my parents, Ballarat is a country town, it has got about ninety to a hundred and ten thousand people, so it is a town not a city but it is not necessarily that small but there are lots of chiropractors there. So that was one option, the other option was to move up to Darwin which is the very top of Australia, very isolated, it is about a four hour flight to any other city in Australia, we could live with my mother in law and we already had a job offer up here as well. So went, alright, let us check out Darwin, we came here and the job offer that we had was sounding very familiar from what we had just been through. So we went, alright, that is not quite what we want, then we had job offers from any every other clinic in town pretty much.

So we went ha, I think there is something going on here, I think they are crying out for chiropractors and after what we had been through we went ah, we have revived a clinic, we have designed another clinic, we don't have any money at the moment but my wife and I we have got part time jobs, I worked stacking

shelves in one of the supermarkets, my wife worked part time in one of the health food stores. So we just got some cash up, got a loan from one of the medical finance companies, just a small one and started up our clinic in a one room serviced office.

Within about four months I think it was we had outgrown that clinic and we had to find another clinic which we did, we found one just around the corner and it has three treatment rooms, a big boardroom, so we have got plenty of space to move and the biggest different is that we actually have street frontage on here, so we can put signs up and people actually know that we are here.

Matthew: Excellent, yes it always makes a big difference, doesn't it.

Jacob: Absolutely. So from there we grew and grew and grew, sixteen months into our business we won a Telstra Business Award which for anyone overseas, Telstra is like AT&T or Vodafone, it is one of the biggest telecommunication providers in Australia and they hold big business award every year and we won the start-up category for our State. So that was sixteen months in and then we are four and a half years into our business now and we have just been growing steadily since then.

Matthew,: Yes, it is great isn't it?

Jacob: Oh yeah, things that made it really fly fast is we had our first child two and a half years ago and these two and half years have just gone like that.

Matthew: My next question to you, and I know you have covered some of the challenges that you faced but what has been the biggest challenge that you have faced in building that practice, has it been time with having a young child or is there been others?

Jacob: Yeah, that is definitely part of it. When we didn't have Asha we both spent all that time in the clinic, like we built ourselves a clinic that we loved to be in. So I think that is one of the things to do is to build a space that you are actually comfortable in and you like being there because, yeah, we practically had no life work balance, I think it is bit of a myth especially with chiropractic that you get a work life balance. Chiropractic is one of those things that kind of takes over your life. So it was a matter of finding a bit of a balance where not finding barriers and structure to work it all.

Matthew: Sort of working there amongst yourselves

Jacob: Because we take our work home with us like if you own a business you don't necessarily switch off.

Matthew: Now that is a very common

Jacob: It is just one of those things

Matthew: Yes partly because if you are running a business there is certain passion there isn't there for running that business and in some ways it stops being work and starts being fun.

Jacob: Exactly, the other thing is that if you are going into chiropractic you know that it is a minority profession, if you have done any research you know that it is constantly under attack, we are under threat from these organization or this one, there is always something going on. So I think it takes a certain personality to sign up for it and it tends to be an all or nothing person, someone who is not itching for a fight but they are up for if it is there. And I think that is the same personality that wants to own a business and do things their own way anyway.

Matthew: Yes, willing to storm the barricades and take no prisoners

Jacob: Exactly. I think chiropractors in particular we do have that in us so it is so easy for take our work home and just not necessarily switch off as well as we could or should, which you know, it works for me in the end because we both own the business, we both work in the business, we feel that because of this passion that we have got with our work that is what we are going to encourage our daughter to do, not chiropractic but something that gives her this drive, something that gets her out of bed and gets her fired up.

Matthew: Yes, and if she wants to be a chiropractic I imagine you are not going to dissuade her at all?

Jacob: No I am not going to dissuade her at all. One of the other difficulties that we have found is especially in Darwin we are quite isolated so as I said we are about four hours away by plane to anywhere else in Australia, so for a lot of the time up here we have felt like we are at the ends of the earth but one of the ways that I have dealt with that especially recently is to actually get on the phone and to start talking to other chiropractors. That is part of what the Quantum Chiropractic Series is about, it is about being inspired by other chiropractors stories and getting different ideas and one of the things that I noticed on Facebook is that in Melbourne chiropractors are catching up and meeting up, they have got this group, they have got that group, they are getting involved with the universities and helping students and it has got this real sense of community and action whereas as soon as you get away from that it is easier to sort of just go through the motions.

Matthew: That in some way sort of leads into perhaps what my next question to you would be, what do you feel is the biggest challenge facing new chiropractors today as they are getting into the profession?

Jacob: Isolation absolutely. If you are not constantly talking to other chiropractors who are at various stages of their journey, like you need different mentors, you need contact with you peers because otherwise you get complacent. We graduate from, all the colleges have their own strengths and lots of them focus on various techniques or give you a broad range and it is easy to just go well I have got that under my belt, that is what I am going to do and you can, absolutely but I think it limits your potential.

Matthew: Do you feel the challenges facing new chiropractors are different today from what they were say ten or fifteen years ago?

Jacob: I do, I think when I was growing up in the 80s and early 90s when I was a little kid and seeing chiropractors and mum was the office manager at that clinic it was on the tail end of the golden years of chiropractic in Australia. So the golden years are what I call it, in the 70s and 80s it seemed like chiropractic was this brand new thing in Australia and everyone wanted to get on to it and, you know, it is the one where all the coaches tend to come from that era where they studied in America then they came back to Australia, had amazing booming clinics and that is what we keep hearing about. I think what we are graduating into in the past ten years or so, it is a different climate, we have got lots of people looking up Dr. Google and coming up with preconceived ideas they, you know, sometimes people have heard of what chiropractic is and they come to it with their preconceived ideas.

Matthew: There is certainly no shortage of chiropractic bashers out there on the internet.

Jacob: Yes, exactly

Matthew: Yes, where everybody has the ability to put their voice forward in a way that is completely different from what it was ten fifteen years ago and that is great for us but at the same time the people who are, you know, those people are putting out their perspectives which are very often not based on fact and that is one of the big challenges that we find is working with clients if they have heard any negative press through other sceptical organizations that so that can be having a dramatic impact on their practice.

Jacob: Absolutely. So I think we have got a lot of that out there, the other good thing is that we do have a lot of good information out there, I mean that potential to have the negative press, the negative reviews and all that also gives us the potential to spread ideas and great ideas about what we do just as easily.

Matthew: Absolutely

Jacob: So it can work to our advantage. I think graduates now are also much more savvy with the way the internet works and how they can do that. So it is different

but they don't paint it as this doomy, gloomy sort of thing but it doesn't have to be.

We have also reached an age where tribes are sort of the new things, like you have got, I am going to use Crossfit as an example, I love Crossfit as an example of many things but one of the things that they do really well is that they don't call it twenty, fifty or a hundred people all coming in doing the same workout and they build this comradely where they help push each other and they help each other grow. Sometimes it can go too far but mostly they are just part of a community which tends to be all that functional movement which in my books is good, maybe pushing it a bit too far sometimes but, you know, it is a step in the right direction and they get this group mentality which tends to be healthier and they tend to go with someone will start on Paleo Diet or something more natural, less processed and everyone else goes haa, that is a great idea. That is one example of a tribe.

Matthew: Yeah, so that ties in with what we were discussing before we started recording, that how you will become or be very heavily influenced by the five people that you spend the most time with.

Jacob: Absolutely. So if you are able to create a tribe in your clinic then you can make a huge impact on your community because you are almost creating your own community and being a leader of that means that you will be able to have a larger impact and people tend to bring in like-minded people, which, you know, you can just adjust them and send them on their way or you can help build a community that empowers each other that helps build and grow. I think that is a great recipe for building a great clinic and a busy thriving bustling clinic by having everyone buying into it because it becomes a way of life.

Matthew: From that respect in terms of creating communities like that and so forth have you found that the internet has changed the way that you have marketed your practice?

Jacob: It has, when we were in Ireland there was no internet marketing done for that one, when I was working in Ballarat and Melbourne with my brother's clinic we didn't do any of that either. When we came to Darwin though we were actually the first clinic in Darwin to have a website, so it meant that people were able to find us easily. After that we started up a Facebook page which, I think we are on fifteen hundred likes, something like that, it is not giant but it gets engagement and if we see something that resonates with us, so I love Robin Sharma's work, he wrote The Monk Sold His Ferrari in the 0:19:39.3 without a title. I love his work and so I follow him on Facebook and so he has got great quotes and just in the last few days I have shared a couple of his quotes and it is because they are congruent with what we are trying to do with the clinic and is little things that can help our clients take control of their own lives because that is what we

are really about, like sure we can treat back pain, we can treat headaches or whatever you want but it is about health choices and taking ownership of your health, so we are able to help get that message out really easily through digital marketing.

Matthew: Have you found that you have managed to leverage any of the review sites that are out there, things like Whitecoat and Google+ and things like TrueLocal and so forth, I know as registered health professionals we have a very fine line that we have to trade between, sort of encouraging your patients to leave positive reviews but at the same time they are not allowed to make any clinical based comments on those and you have to be careful that you don't solicit testimonials in fact.

Jacob It is tricky in Australia and I think we are one of the only countries in the world that has that sort of ruling, our biggest one has been Facebook, we do advertise on Google, we have someone else who manages that and we have got everything taken care of that way but it is Facebook that, it is the word of mouth but not in your face, actually it is quite literally in your face but we have had a few clients who go, no no, my friend likes you on Facebook and then I went oh, I like that and it is that constant top of the mind effect.

Matthew: I think Facebook has a lot of strengths in that respect in that if your friend like your page then that is social proof and that social recommendation in much the same way as a normal word of mouth referral you get endorsement from their friends. So it is working out of the way to leverage that effectively is certainly the challenge for a lot of practice owners.

Jacob: We haven't noticed much from review sites like Whitecoat or any of the others and honestly we haven't really tried very much though so I don't know how successful or unsuccessful that would be.

Matthew: Yes and in my experience in dealing with Sensis of taking over Yelp in Australia I believe

Jacob So they have yeah

Matthew: And they tend to do particularly well in their own platforms in personal experience so there is hope that they may just slide quietly away I think and I think the Whitecoat thing produced quite a bit of fear amongst the profession unfortunately for something which had the potential to be quite positive but thankfully I think that died a bit of a quiet death as well and really it comes down to Facebook is probably the main place that you need to be doing and like you quite rightly said yes.

Jacob: That is what we found anyway.

Matthew: We have sort of talked about new chiropractors coming into the profession but do you think that there is particular challenges facing older chiropractors within the profession today whether it will be aspects of digital marketing, it is no longer the golden age of chiropractic like you said in many respects. Do you think there are unique challenges facing those older practitioners.

Jacob As I said when we first got to Darwin no one had a website, this is only four and a half years ago, so this was 2010, no 2011 we started our clinic and no one had a website, I don't think they see it as necessary, a lot of these clinics they have established through well, they are nice and busy, everyone is comfortable. So I think when you get comfortable it is easy to get complacent and stop noticing what is going on around you and, you know, the digital age is here, I think if you don't acknowledge that then you are in strife, I mean, everything might be going quite well at the moment but what happens when the next wave comes, what if someone comes and sets up down the road and they have got an amazing digital presence and anyone in my age bracket or below is looking for people online, you are going to lose entire generations just because you are not keeping up with it. Which is why we actually set up the website because that is what we do, we moved to Darwin and went right, so what have we got in Darwin, let us get on Google, let us see what is going around. Can we find any chiropractors, can we find any good cafes, can we find restaurants and Darwin festival is one of those, you know, it happens for two weeks every year and we found that out by doing a search on the internet. If you are not there for me it is almost that you don't exist. I was just travelling for a month around Australia while my wife was on tour for her book and every time we went somewhere new we went alright, well where are we going to eat, where is our local coffee sport going to be and it was through the internet that we found them and we do go by in her reviews and one of them had four point six stars out of five, great let us go give that a try. And by doing that in Brisbane we found out in a nice and central suburb but still very very residential we found this little strip of shops and in that strip there three or four different cafes, so we had a week there and we had to try each café and figure out which one is the one that we keep going back to but we wouldn't have found that if they weren't on the internet.

Matthew: It is absolutely vital these days for people to have an effective presence and one thing I see a lot is that you people may well have, particularly if you have never been in Sydney and overseas in bigger cities people have a website that they may not have updated it for sort of five to six years in much the same way like you said people get very complacent, they can become complacent online as well and so in the same way that their clinic can start looking very dated0:26:40.9 and the magnolia walls and the beige couch and all this sort of stuff starts looking very dated and when you are in the practice working with it you don't notice it. Your digital presence can suffer in that same way as well.

Jacob: Absolutely. So for clinics that have been around for while so you need to get online if you are not already, the other thing is that I have got a coach and if you don't have a coach then I think it is easy again to just get stuck in the day to day, just going through the motions and if you don't have someone who is questioning you and pushing you and who can talk about, questioning you about the day to day stuff and bigger picture ideas again it is easier to get complacent. One of the books that you actually put me up to when we first met was the The E-Myth by Michael Gerber, one of the principles that still sits with me from that is that nothing is in a state of stillness, everything is always contracting or expanding and that goes for businesses you are either growing or you are shrinking and if you don't work on it, if you do let yourself just get in a rush that is easy for it to start shrinking because you can't pick up on it.

Matthew: I think we have chatted about this before, haven't we and if nothing else given the current environment where our government tells us that the inflation rate is three to four per cent but in reality when you look at what is happening with the electricity charges and rent charges and all these types of things for running a business, if you are not growing it five to ten per cent a year you are realistically going backwards and contracting like you are saying, so I think you have got some very good points there.

Jacob: I think that even if you don't want a coach, you need to have a support group over the chiropractors and you push each other, you have to.

Matthew: Like an accountability group in fact. This month I aim to get X number of patients in through the door or we want to get this particular task done in the practice, paint the reception area or do up the website or whatever, somebody to hold you accountable when in four to six weeks' time you haven't done anything about it, it gets rather embarrassing when you stand up in front of your peers and you have to say that

Jacob: Actually I didn't do anything this month

Matthew: Right, next.

Jacob: And actually that is one thing that we did earlier on when we were building our clinic, we were part of a networking group and it was fantastic because it measured everything and it gave you that accountability to other people to actually perform. And you need that and it can't be internal because unless you have the most amazing self-discipline you are going to let yourself up off the hook.

Matthew: And even if you have got a nice and self-discipline there is aspects that as individual you can't be fully aware of I think

Jacob: Yeah, absolutely.

Matthew: So just that outside objective is a big help.

Jacob I just saw an Einstein quote yesterday or the day before 'the world we live in is a result of the way we think or have been thinking, to change the world you need to change the way you think'. It works exactly the same on a grand scale or a clinical scale or just on the scale of one.

Matthew: Yes, well I think we have covered most of what I wanted to ask you today. Is there anything in particular that you would like to share with people? Normally I ask if you have got one gem of advice for a chiropractor wanting to build their practice today what it would be but I think we have covered a lot of that. So maybe perhaps if you could tell us what would be a book that you would recommend that a chiropractor should read today, what is the one that you feel has either being most instrumentally in guiding your thinking as you got a lot or something that perhaps you are reading at present that you think people would really benefit from or both.

Jacob: I really like Tim Ferriss's book the Four Hour Work Week. I work a hell a lot of more than four hours but there are some great principles in there one of the ones is about the eighty twenty rule where eighty per cent of your results will generally come from twenty per cent of your clients and at the same time eighty per cent of your problems will come from another twenty per cent of your clients. So he has got some great ideas on how you can fine tune your time management and even just attitudes and processes without losing results. And actually his podcast is fantastic as well, Tim Ferriss, it has some great interviews.

Matthew: Yeah, I think the Tim Ferriss podcast, I think it is called, has some amazing individuals there that just do all sorts of crazy things and it is not just business related, it is health, it is training, it is languages,

Jacob Arnold Schwarzenegger and a personal trainer who designs the strength programs for the US Navy Seals, some really diverse group but you just listen to it and go right, I can use that here, I can use that there and it is often a way of thinking about problems that helps, just puts some clarity and some easy steps together. So his work has been fantastic and it is through his work that, because anyone who has got kids realises that when that first baby arrives it kind of puts things in perspective.

Matthew: Yes

Jacob: And for me it was alright what was my goal when I was getting into chiropractic, I wanted to help people, I wanted to help them with their health and chiropractic for me is the way to do that and it was, you know, that played on my mind for years without having a way of scaling that to be on a big in a big way beyond the hands on clients, one on one. So that played on my mind and then it was Tim Ferriss's book that opened up this whole new world and always different resourced which

is then why I started the Quantum Chiropractic Series because as we talking about isolation is a big problem with chiropractors and if you are not getting inspired by people generally you get stuck on your own.

Matthew: You have got some pretty big names that have taken part in this Quantum Chiropractic Series Do you want just maybe give the listeners a quick run there on who they are

Jacob I have got John Dimartini, Patrick Gentempo, I have got you in there, I have got Mark Postles, Ari Diskin, I have got Russ Rosen, Ted Koren, I have got Laurence Tham, Josh Wagner. I have recorded just over twenty sessions already and I have still got a few more to squeeze into the next week or two before we launch. It has been phenomenal, the response that I have had from these big names in their profession who are used to leading and they haven't come onto it because they want to help me, they have come onto it because they want to help the profession. They want to help you, they want to help anyone listening through this podcast because we all know that chiropractic is the way to help improve peoples' health without any surgery, without any drugs, without anything external, that is the way to help people increase their health and reach their optimum and we all know that we can do that, we all know that chiropractic can be and should be playing a bigger role in that and I believe that by helping other chiropractors and by keeping that inspiration up instead of letting it die down I think that that is how we can encourage chiropractors to stand up and lead their communities and build their own communities and make a bigger difference and help grow chiropractic.

Matthew: Yes, we will definitely put a link in the show notes to the Quantum Chiropractic Series and people can pop along there, I believe you have got a sign up form in their for people to express their interest?

Jacob: Yeah, it is right there, the live dates are from the 15th of June, so it is coming up shortly.

Matthew: It is coming up very fast.

Jacob I am getting very excited.

Matthew: Yes, we will have to get this podcast edited up and put up soon so that people have got plenty of time to sign up though it is open for a little while, isn't it?

Jacob: It is, it goes for a couple of weeks and then there will be extended access.

Matthew: Good, thank you so much for your time, I really appreciate it

Jacob You are very very welcome.

Matthew: Yes, you have been very generous with the information you have shared.

Jacob: It has been my pleasure

Matthew: Excellent and best of luck with the launch of that Quantum Chiropractic and I am sure it will go really well.

Jacob Thank you very much.

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