

How to maximize this training

- **Understand the structure**
- **Make this talk your own**
- **You can cut or add content**
- **Get some parts that you like for your stress talk**

OPENING

One day, there was a mother zebra, and she had a baby. The little baby zebra who was just born is rolling in the grass, checking out the surroundings, and the Mama zebra says “ c'monnnn, you have to learn to walk. RIGHT NOW.” And the baby zebra said, “c'mon Mom, I was just born like 5 minutes ago, I want to check this stuff out”. And the Mom said, “CMONNNN, you have to learn to walk and run RIGHT NOW”. The baby Zebra said, “why Mom?”, and the Mom said “because the lions are coming, and if you don't learn to run right now, the lions will eat you alive”. I know what you are thinking, “cmon doc, that's a cute story, but here in my town, in (your town) , we don't have lions running on the streets”. But guess what you do have? You have the lions of diabetes (pause), the lions of cancer (pause), the lions of heart disease (pause), the lions of preventable illnesses that cause your body to break down earlier than it should.

As a doctor, right here in **(your town)** , I see people with these types of conditions, these types of lions every single day... EVERY single day!

PRE-FRAME

Action pre-frame

Here is the question... In this community, what would be the number one, MOST important factor that determines your health? We have people who are the same age, have the same economic factors, the same everything so what separates someone who lives a healthy life without taking medication, and someone who is overweight, develops diseases, is on multiple medications, and has a lower quality of life?

Luck? Genetics?

As a doctor, and as an expert here in **(your town)** , having helped over **(number of families you helped)** families here, I would say the number one factor is ACTION. (pause) It is because people that are healthy make their health a priority... what is the word? (pause) priority! And they take massive action. Massive.....? (action)

Is it fair to say that reading about nutrition and healthy eating habits but not taking action is never going to get you healthier?

Think about that, how many of you know people, who have bought health equipment or gym memberships and do nothing with them? How many of you know someone that knows junk food is bad and poor lifestyle choices are bad, but they don't take the action to change? (yes)

Ultimately what is the most important thing you are going to do with this information? Take action! As Mahatma Ghandi states, “Action expresses priorities”.

In other words, where you take action in your life, it prospers.

Content & Big Why Pre-frame

This is the reason why I am here today. My name is (your name) , and I am a Doctor of Chiropractic and a Wellness Expert. My reason for being here with you today is not only to give you life-changing information, but also to inspire you to take action on this information so you protect your health and the health of your family. So in the next few minutes you are going to discover:

- 1) One of the leading causes of disease in America... Stress
- 2) Solutions that you can apply... TODAY, to help you increase your overall health and DRAMATICALLY... what is the word? **dramatically**... decrease the chances of needing drugs and surgeries.

Offer pre-frame

- 3) And for those that are serious about taking ACTION NOW, you will have an opportunity to get a customized health assessment, the Wellness Break-through evaluation, (I will give you more details later on), which is tailored for your specific needs.

Test-close pre-frame

By a show of hands, how many of you think that is a good use of our time today? (yes)

Acknowledgement pre-frame (longer format talks)

I want to acknowledge you all for being action takers and coming here. If you are here, it tells me you are the kind of person, that at some level, makes your health a priority and you do not allow excuses like “I do not have time” interfere from investing in yourself and improving your health.

Participation pre-frame

I have done hundreds of health workshops and I discovered that the patients that learn the most are the ones who engage during this talk. Just like going to the gym (analogy).

Rapport & Identification Pre-frame (modify to industry)

You know, in our community, we all have different roles. I know that your role as a (**calibrate for the industry you are speaking**) teacher is to educate the kids, to have the highest achieving students, and your mind is focused on creating the best future for these children. What we don't see are the struggles you have with the education system, the struggles you have with students or you have within our schools. As a population we don't see how hard you work behind the scenes. How many of you spend several week nights planning your lessons or grading papers? The stressors of meeting deadlines, testing and managing parents, or the weekends you dedicate to

the classroom. So I really want to acknowledge you for that.

I see this from the other side. As a doctor, my reality is totally different from yours. I see people in this community creating more diseases, taking more medications that could have been prevented. I see the children that you teach taking 3, 4, sometimes 5 prescription drugs, getting spine surgeries and becoming obese, that is my reality. So if I speak with urgency in my voice today, it is because I have it!!! I am here to make sure each one of you, our schools, and this community is as healthy as possible and doesn't fall victim to this health calamity today. Does this make sense?

(wait for them to say yes. If their energy is low, ask the question again. 'Does that make sense gang, Yes or No!?!')

Personal story pre-frame

And I speak from personal experience. 8 years ago....(add personal story here)

BODY

PROBLEM

Are you aware that stress is one of the leading causes of death in America? Did you know that stress is the main cause of 60% of ALL, ALL human illness and disease? Chronic stress, defined as 3 months or longer increases your chance of heart disease by 40% and risk of stroke by 50%. The American Association of Psychology states that the 4 top causes of stress are money, work, family responsibilities, and health problems, AND stress causes you to over eat.

By show of hands, how many of you have ever experienced stress in 1 of these 4 areas? (**Get them to publicly admit they have had this problem**)

UNIVERSAL EXPERIENCES

I am curious, when you are stressed out at work, have you ever looked at a student or colleague, your completely glazed over, and you don't even have the mental capacity to engage in that conversation?

And once you are done at work does that stress stay there or go home with you?

Have you ever arrived home and were so exhausted, its 6/7 o'clock and your kids or family want to hang out, and you're thinking "just don't talk to me, I need to be by myself?" You aren't even emotionally available for your family? ... OR EVEN worse, your fuse is so short... you snapped at your spouse and kids even though they were not deserving of it?

Or maybe... just maybe... can you remember a time you were so stressed it caused you to eat way more then you needed?

Or when you went to bed and laid your head down only to toss and turn, get a terrible night's sleep and wake up more exhausted than when you went to bed? Can anyone relate to that?

Ultimately, stress negatively impacts how your body functions. In other words...

The more stress you have, the less function your body has, does that make sense?(YES)

Absolutely!

BODY FUNCTION

(You can show a spinal chart on the hand out)

Now, the best way for us to understand what causes stress, we need to examine quickly how your body functions.

Now I am going to teach you how the body works in 1 minute here, its a tough task, I went to school for 8 years to learn this, but we are going to do it in 1 minute.

What controls the body? (point to the brain)

Your brain

Your spinal cord

Vertebrate

Nerves

Organs

THREE STRESSES

So how is your body impacted by stress? It is impacted by 3 main types of stressors.

CHEMICAL

Chemical stress affects the nervous system. Some types of chemical stressors are pollutants in our environment, drugs, nicotine, alcohol and a poor diet. These substances can act to irritate and hinder the optimal function of the nervous system, as well as many other systems of the body, causing negative chemical imbalances.

Let's talk about food, for example. How many of you have eaten processed food out of a package or bag in the last 30 days, by a show of hands? Did you know that it is riddled with thousands of preservatives and chemicals to preserve that food from spoiling and are known carcinogens and cancer causers?

Artificial sweeteners are another example. How many of you here drink diet sodas or teas or use sweeteners in your coffee? Did you know Splenda and Aspartame were discovered accidentally in a lab when researchers were trying to make a rat poison sweeter by attaching chlorine atoms to sugar? They are known neurotoxins, carcinogens, and linked to cancers and Alzheimers.

Anyone here eat meat that's not organic? Each and everyone of those animals are injected with antibiotics and hormones to make them grow faster and reduce illness and are causing adolescents to enter puberty at 8, 9 years old and causing YOU, hormone issues such as thyroid and other hormone disruptions.

Because the nervous system runs on chemicals and electricity, when you drink diet soda, take medications, consume artificial sweeteners and processed foods... can you see how these

chemical stressors can impact your nervous system negatively?

MENTAL

Now the second type of stress is emotional and mental stress.

A good example of how this can start is if you pour yourself a cup of coffee, you turn on the news, you open up the computer, and the first thing you do to start your day is answer emails in response mode. This is a reactive behavior. Adrenaline elevates, blood pressure and heart rate elevate, it shifts blood flow and brain activity from forebrain to hind brain which is fight or flight mode, which is really a primal, primitive, just gotta stay alive mode. This zone is only meant to be sustained for short periods of time, and its ONLY meant to help you run from a bear or any other short term threat.

Shortly after, the body's stress hormone called cortisol goes up as a response to slow your body down which is what is to blame for that "afternoon crash". You get tired, irritable, and short fused, and your patience or maybe our creativity start to decline, true? Can we be the best teachers (calibrate the industry) when we operate from that state of mind?

How many of you have children? I have _____ kids. Does anyone else worry about their safety when they go off to school and get involved with activities or is it just me?

OR... Maybe you or someone you know has been in such a high emotional state, either a loss of someone, relationship problem or family challenge and have been so stressed out that it impedes your performance?

Or found yourself so stressed out that you find it hard to get to sleep or stay asleep?

What do you think this stress does to your nervous system? What about all your muscles and tissues?

Do you think these stress hormones slow down your nervous system? Darn right they do! Do you think with your nervous system suppressed it can negatively impact your mood? Absolutely!!!

PHYSICAL

The last stress is physical. You sit at a computer or stand at a desk for 6, 7, 8 hours daily, head forward and shoulders rounded. That places a HUGE amount of stress on your body.

A few things happen... Back here sits muscles, ligaments and tendons. This is the normal curve (**use spine prop**), but this is what you look like when this happens. These muscles and ligaments are ALWAYS under stress, always under strain, they never have a chance to relax. That is going to give you neck pain, headaches, shoulder pain, "holding stress in your shoulders", and will ABSOLUTELY give you low back pain or sciatica.

Next, the 12 pound head is designed to be carried back here and weight carried on these joints. When you lose that curve and your head comes forward for 7 hours a day, the neck is NOT designed to carry weight like that, so it wears these joints abnormally, kinda like when someone wears their shoe down on one side, that's due to abnormal weight bearing, the same thing happens in the neck, its called arthritis, so if this is you, its happening RIGHT NOW! You think that effects your nervous system? Does it effect your mood?

Lastly, when you had the car accident, the sports injury or you sit at your computer all day, this shifts your spine around. They all negatively impact the spine, and most importantly the nervous system. This WILL effect how your brain can send information over these nerves. Nerves here, go to thyroid, heart and lungs. When it effects the thread, it causes fatigue, weight loss resistance, heart and lung function are compromised, rapid spiky heart beat and shortness of breath occur. These nerves here go to digestive and reproductive systems, and bladder. Interference here will cause constipation, IBS, erectile issues, menstrual problems and bladder incontinence.

Can you see how an auto accident 20 years ago or sitting at a computer for 6 hours a day can cause or increase these symptoms?

LINK TO SURVEY

Can you see NOW how these 3 stresses end up impacting your nervous system which ULTIMATELY loses function and causes your body to have the ailments you have checked off on this piece of paper? Does this make sense? (instruct CA to give the survey before your presentation starts and have the audience start completing)

SOCIAL PROOF (patient story)

Character: Man, age 45, teacher, 3 kids, lives here in town

Before (problem): condition

Impact of the problem: he could not do....

How he was trying to solve it: he was taking the drugs...

Link to the survey: we did a health break-through evaluation

During: we started helping him

After (result): now he can do (X), stopped taking medication, etc

So how can you and your family get results like this?

SOLUTION

Now, the best way I know how to gauge the amount of stress your nervous system is under is with the testing that we do in my office. It is completely individualized to you, BUT I would like to go over a few things you can do today to MINIMIZE future impact of stress although it will NOT reverse the current damage...

CHEMICAL

Chemical, 3 quick things.

One, cut out the processed foods and replace with living foods like fruits, vegetables, nuts and seeds. Nothing from a package or bag. Eat organic when possible including all meats and poultry. Ditch the canola oil and all other inflammatory oils and replace with coconut oil.

Two, eliminate the artificial sweeteners. That means any diet drinks like soda, iced tea and no artificial sweeteners in your coffee. Either use real organic sugar or honey in extreme moderation.

Three, drink half your body weight in fl. oz. of water daily, and follow the 75/25 rule, 75% of your plate vegetables and 25% healthy fats and proteins.

EMOTIONAL

When it comes to mental, there are tons of things I love to do to keep my head straight!

First eliminate toxic material. Shut off the news, quit the newspaper, and create a very careful bubble in your Facebook world, unfollow or unfriend negativity and negative people.

Other things I like to fill my time with is self help books: my 3 all time must read books are: **Think and grow rich by Napoleon Hill, Awaken The Giant Within by Tony Robbins and Man's search for Meaning by Viktor Emil Frankl! If you have read these 3, then you can read The Success Principles, by Jack Canfield. Also, journaling is an awesome tool for stress reduction. I recommend you look up on youtube "how to use a journal" by Jim Rohn.**

But one of my favorite things that I have incorporated into my life is meditation. Everyone write this down, download this app... its called Headspace. There are countless studies linked to the benefits of meditation, but start doing this 5 minutes a day.

PHYSICAL

You need to exercise... DAILY, at 70% of your heart rate for 30 minutes. Not to fit into last years jeans, but because its part of our genetic requirement. Exercise decreases cortisol, lowers heart rate and blood pressure, raises good hormones and gets you out of fight or flight mode.

Lets do a quick exercise, bend your head this way, now this way, cross your arm over, the other way, roll your shoulders, other way, roll your neck, and the other way. Give the person next to you a high five!

PRE-CLOSE

Now, we all know about this but most people do not like to talk about it, but it is my job as a doctor to ask you this question. You and I have primarily 3 outcomes.

The first outcome is this, you are going to be hit by cancer or heart disease and your life will end before it should and you will leave your loved ones struggling and wondering if you could have done something about it.

The second outcome is this, you are going to grow older, live into your 90s or beyond in a wheel chair, not knowing your kids names, being dependent on someone else and being a burden for them.

And the third outcome, you are going to grow older, live into your 90s or beyond happy, mobile, and independent? You will be a blessing for your families, truly enjoying your life and their company.

I am curious. Which one are you committed to be, 1, 2 or 3? (3)

Now if you are committed to have this future, when is the time to make your health a priority?
NOW

I agree, so I hope this presentation is not the end, but just the beginning.

Part of my job when I come here, is to give you an opportunity to examine your health in detailed. Today I gave you some broad ideas BUT I would like to talk to each and everyone of you for hours, but I just don't have that kind of time today. But the first step to better health is getting out of awareness and into action.

Obviously, when it comes to your health, you can choose to do whatever you want to do.

You have all the power. You have the power of choice. Your choices have led you to your current state of health today. Whether good or bad. Whether aware or unaware.

That's the power of choice.

Today you get to exercise that power again....

Even if you know the only way you can improve your health is to take action... One choice you can make is to choose to do nothing, is that correct... Yes or No? So you can choose to do NOTHING!!!

Now, let's suppose 6 months, maybe a year from now, your condition has gotten worse because you have chosen to do nothing for your health. Wouldn't you regret when you look back at this moment and you KNEW you could have done something about it but you didn't... wouldn't you regret your decision?

That's the reason why I'm here. Suppose today you do choose to invest in your most important asset which is your health. Imagine in 6 months you are doing things that you can not do right now. Maybe 6 months from now you aren't taking any medication, and MOST importantly, you have the peace of mind that you are doing everything you can to protect your health and the health of your family... how AWESOME would that feel?

Information never changes people, action does, which is why I'm going to give you an OPPORTUNITY to take ACTION, that is why I am going to offer you a Wellness Breakthrough Examination which is priced at \$_____.

How this works is you will get a first and second consultation. What that means to you is we will learn about your health history, your age, your gender, and the impact of chemical, mental, and physical stressors on your nervous system.

We will also take any X-rays needed so we actually get to see (on the inside) how these stressors are impacting your spine and nervous system. The second day with me we will give you the detailed findings that you deserve specifically about your current health and go over your goals so that you can play with your kids again, run that road race you've wanted to, get through your day without pain, and be more physically fit.

Now, where is Bob? (the person that invited you to come here)?

Bob, I know you all have your mission to educate and help the students here (connect to their industry), but you went one step beyond today. I want to acknowledge you for your leadership for bringing me here and for caring about your team and their health. Can everybody give a quick round of applause to Bob! (energy up)

I want to encourage you to invest in your healthy today! Why...? (you can also connect with your story)

I want to tell you about a family that I know. They had a family tradition, that every year, for their birthdays, they would write out a list of wishes that corresponds to the age they are turning. So if they were turning 15, they would write down 15 wishes and share with the family. If they were turning 30, how many wishes would they have? (30). One year the Dad was turning 40, they were all eating chocolate cake, and Dad pulled out this HUGE list of wishes he wanted that year... I want to bring the entire family to Disneyland this year, I want to do a triathlon this year, every Sunday we will have Sunday Dinner with the family. Everyone in the family is cheering and clapping and is super excited. The next year, Dad is turning 41, they throw the party, they eat the chocolate cake, and Dad pulls out a long piece of paper and reads of 41 things he wants... Next year when dad turned 42, he pulled a piece of paper that just had 1 thing on it... it read: My Health.

You see, the Dad had cancer. When you have your health, you have many wishes, when you lose

your health, you have... just... ONE. As a Doctor, you see my mission in life, my wish to you is that everyone in this room, in your family, in this community, have their health, so I CAN HELP YOU have and fulfill as many..wishes.. as.. you.. want.

That is why I encourage you to invest in your health now! Because you see, heart disease doesn't wait, stress doesn't wait, diabetes doesn't wait, arthritis doesn't wait. Does this make sense? Who is responsible for taking care of your health? You are!

Special offers (consult compliance and state laws)

PAUSE

And I open this up to your family, your spouse, your children, your friends, even if they aren't here.

PAUSE

However cost isn't the only obstacle I face when it comes to your health, the other factor that I CANT control IS procrastination, and procrastination is the thief of health. After all you learned today, if this message resonates with you, if you want better health... TODAY is your day! When you procrastinate, your health suffers.

PAUSE

I don't bring business cards, I bring **(your CA or helpers name)**, where are you ____ ? **There she is. ____ is my business card, I bring her SO I can be really clear, when I leave, the offer leaves with me, its good for today until she leaves the room and it is good for 2 weeks. Again, I do that to help you stop procrastinating . ____ is here, (DOES EVERYONE HAVE THIS PINK PAPER, PLEASE WRITE TODAYS DATE IN THE TOP RIGHT CORNER) she will get the day, date, and time, she will collect the \$ ____ and you get a history exam and xray.**

CLOSE

Look, as Mahatma Ghandi once said, one of my favorite quotes, "Action expresses priorities". Which means, where we take action every day, determines where you place priority. As a doctor, I feel this squeeze down on my heart every single day, Monday thru Sunday. People walk in my door with conditions, with medications, with impending surgeries, their spine is deteriorating, they see me as their last resort, and I know that I could have helped them avoid their situation. I just know if they had made health a priority, a year, two, ten years ago, they would be in a better state of health. As a doctor and a human being, as a father and a husband, I encourage you, I pray, that you and your loved ones make your health a priority today. The reason I speak to you here is so that in a year, two, or ten years you can avoid these struggles that I see every day. Because when you do that, you will have the future and the lifestyle that you deserve. And if you want to have a future where you are drug free, condition free, when do you have to make health a priority? Yes, RIGHT NOW.

How many of you are going to make health a priority today, everybody? Please grab this form. This is a priority form. If you are ready to make health a priority, take this "Priority Form",

(assistant) is here, sign up with ____ . Again, we also take care of lots of children (yes we take your insurance) and can help with attention problems, ear infections, asthma and allergies, so I suggest making a day for them to come in as well. Its only \$____ which goes for all of your family and your friends so I suggest making an appointment for your spouses as well.

Sign up with (assistant)