

To Get Access To Local Non-“Hands For Heroes” Chiropractor

1. Call up the local office or check on the website to get the full details (correctly spelled name) of the principal chiropractor (i.e. the person who owns/runs the practice rather than an associate chiropractor).

If you call the office you could say something like “Hi. My name is (YOUR NAME) and I represent a group of military veterans in the (YOUR REGION) area. We are interested in finding out more about chiropractic and how it can help and I have a request I’d like to forward to the principal chiropractor. What is the principal chiropractor’s name?

How do I spell that?

Your address is XYZ, is that correct?

Thank you very much.

2. Write a letter to the principal chiropractor (see template below) and post it
3. Make a follow up call in a week:

To Chiropractic Assistant/Receptionist

“Hi (THEIR NAME if they give it) My name is (YOUR NAME) and I represent a group of military veterans in the (YOUR REGION) area. I am currently in correspondence with Doctor (THEIR NAME) and I was wondering when he/she will be free to talk about it?

To Doctor

“Hi Doctor (THEIR NAME) My name is (YOUR NAME) and I represent a group of military veterans in the (YOUR REGION) area who are very keen to find out how chiropractic may improve their health. Did you receive my letter dated (DATE OF LETTER) about the “Hands for Heroes” organisation?

IF YES “Excellent. What were your thoughts on joining the hands for Heroes scheme?”

WAIT FOR REPLY then as appropriate

“So, do you think you would consider joining as I believe it could make a real positive impact on the health of veterans in this area.”

IF NO We have recently heard about the Hands for Heroes movement and were interested in trying chiropractic care for improved health? Have you heard about the movement?”

IF YES “Excellent. What were your thoughts on joining the hands for Heroes scheme?”

“So, do you think you would consider joining as I believe it could make a real positive impact on the health of veterans in this area.”

IF NO

Hands for Heroes- Free Chiropractic Care for War Veterans is a charitable organisation formed in 2010 to provide chiropractic care to war veterans from Afghanistan and Iraq. It provides various benefits to chiropractors such as:

1. An enormous sense of satisfaction serving a very worthy cause.
2. An in-pointing link to your practice website from the very high visibility, high traffic www.handsforheroes.org website.
3. Regular teleseminars teaching you how to get thousands of pounds worth of media positioning for free or at very little cost.
4. Access to the "Hands for Heroes" foundation panel to answer your legal, fiscal, business and promotional questions on "Hands for Heroes" issues AT NO CHARGE.

YOUR NAME
Your Address
Tel:
E-Mail:

Dr {CHIROPRACTORS NAME }
Practice Address

Date:

Dear Doctor {Chiro Surname}

Subj: Hands For Heroes – War Veterans in the (Your Region) Area

My name is {your name} and I represent war veterans in the {Your region} area. We are interested in raising our health and wellbeing and have recently become aware of the UK movement “Hands for Heroes – Free Chiropractic Care for war veterans”. Full details are at www.handsforheroes.org

Is this movement one you are aware of?

I understand there are various benefits to you of being a registered "Hands For Heroes Chiropractor" such as:

1. An enormous sense of satisfaction at being an active member of an organisation with a clear vision of how to make a huge difference serving a very worthy cause.
2. An in-pointing link to your practice website from the very high visibility, high traffic www.handsforheroes.org website.
3. Regular teleseminars teaching you how to get thousands of pounds worth of media positioning for free or at very little cost.
4. Access to the "Hands for Heroes" foundation panel to answer your legal, fiscal, business and promotional questions on "Hands for Heroes" issues AT NO CHARGE.

I would really appreciate a few minutes of your time to talk to you to see how we can work together in the future. I will call you next week.

Best regards

(YOUR NAME)

{Notes:

1. Info within {} to be changed/deleted as appropriate and {} removed.

2. Hand address envelope in blue ink and salutation "Dear ..." and signature in blue ink too.