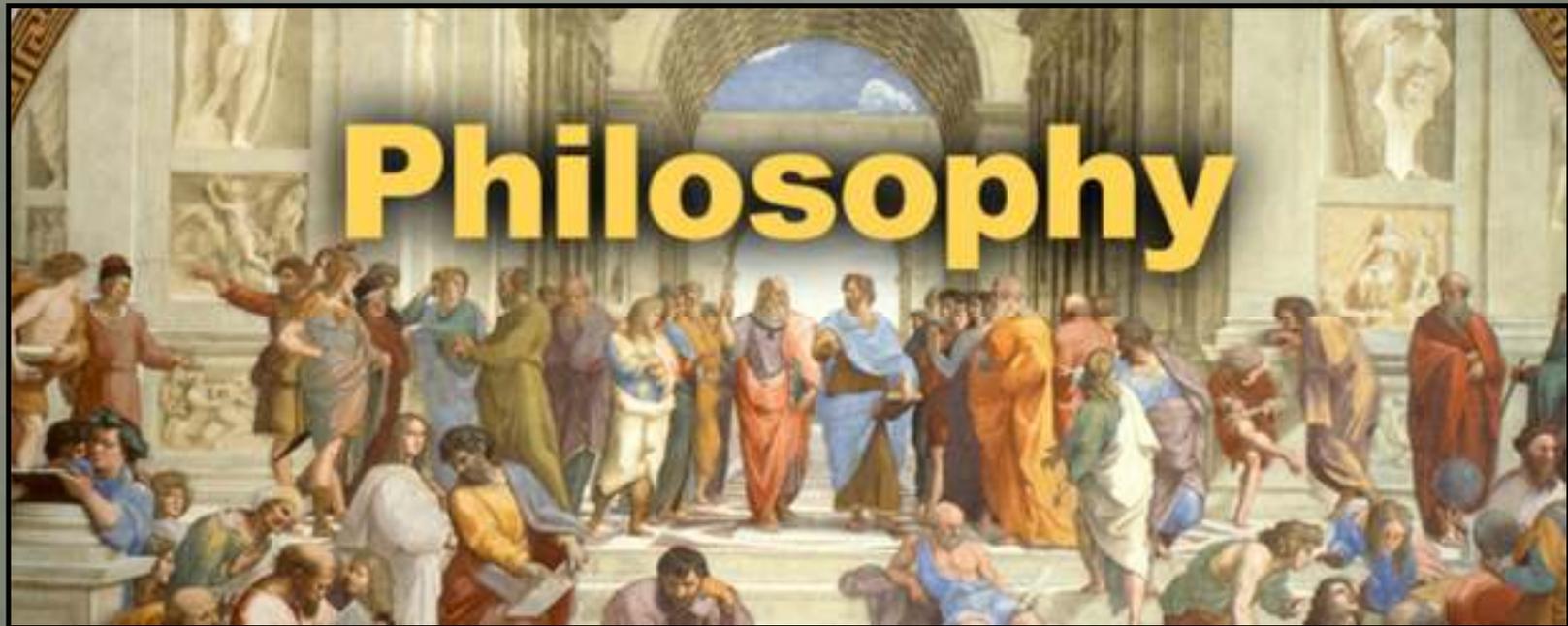


# Back To Chiropractic Continuing Education Seminars

## Chiropractic Philosophy ~ 6 Hours

This course is approved for 6 Hours of Philosophy for the Chiropractic Board of Examiners for the state of California and is also accepted in Colorado, Iowa, Michigan, Oregon and Washington.



## How it works:

1. Hint: Print exam only and read through notes on your computer screen and answer as you read.
  2. Printing notes will use a ton of printer ink, so not advised.
  3. Read thru course materials. Take exam; e-mail letter answers in a **NUMBERED vertical column** to [marcusstrutzdc@gmail.com](mailto:marcusstrutzdc@gmail.com)
  4. There is no time element to this course, take it at your leisure.  
If you read slow or fast or if you read it all at once or a little at a time it does not matter.
  5. If you pass exam (70%), I will email you a certificate, within 24 hrs, if you do not pass, you must repeat the exam. If you do not pass the second time then you must retake and pay again.
  6. If you are taking the course for DC license renewal you must complete the course by the end of your birthday month for it to count towards renewing your license.
- NOTE:** I strongly advise to take it well before the end of your birthday month so you can send in your renewal form early.
7. Upon passing, your Certificate will be e-mailed to you for your records.
  8. **DO NOT** send the state board this certificate.
  9. I keep a record of your CE courses. If you get audited and lost your records, I have a copy.

**The Board of Chiropractic Examiners requires that you complete all of your required CE hours **BEFORE** you submit your chiropractic license renewal form and fee.**

**NOTE: It is solely your responsibility to complete the course by then, no refunds will be given for lack of completion.**

**Enjoy,  
Marcus Strutz DC  
CE Provider  
Back To Chiropractic CE Seminars**

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**Marcus Sheldon Strutz, DC**  
**Back To Chiropractic CE Seminars**

Live Courses: Technique, Wellness & Physiotherapy

Online Courses: Technique, Wellness, Physiotherapy, Philosophy, History Taking & Exam Procedures

**Education:**

Doctor of Chiropractic, Life Chiropractic College West, June 1996.

GPA: 3.85. Summa Cum Laude. Excellence in Care & Honors Intern.

Bachelors in Physical Ed, San Diego State University, May 1989. GPA: 3.70. Cum Laude. Earned Distinction in Major.

Bachelor of Arts in Psychology, California State University Hayward, August 1986. GPA: 3.58. Cum Laude.

**Licensure:** Board Of Chiropractic Examiners DC 24928 – Current and Active.

**Credentials:** Single Subject Credential-PE. Supplementary Credential-Biology and Psychology. California, June 1989.

**Practice Experience:** Fort Bragg, CA 2000-2013. Walnut Creek, CA 1996-1999.

**Teaching Experience:**

Back To Chiropractic CE Seminars, 2011-present.

CE Sponsored by Life Chiropractic College West, 2002-2010.

Associate Professor: Life Chiropractic College West, 1997-2002.

Courses taught: Biomechanics of the Spine, Physio-Therapy Spinal Rehabilitation, Physio-Therapy Modalities, X-Ray Physics, Philosophy I & V, Microbiology Lab, and Systemic Physiology Lab.

Awarded Teacher of the Quarter, (10 times)

Health Center Floor Doctor. Life Chiropractic College West, 2000-2002.

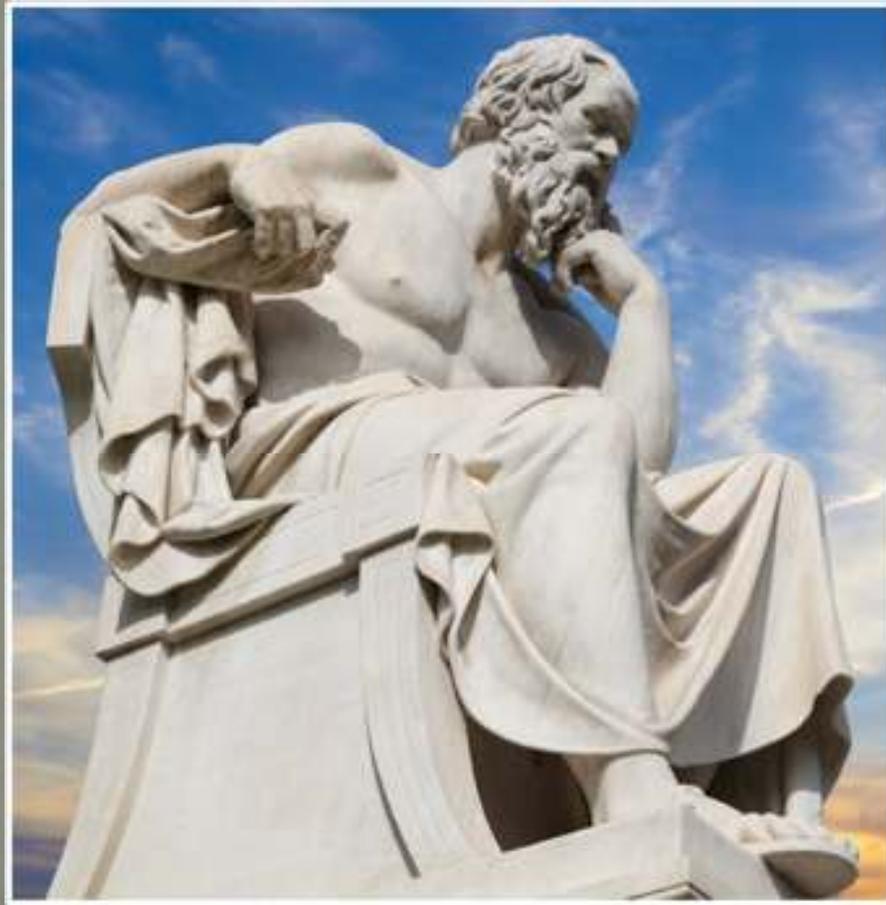
National Board Review Instructor: Irene Gold Associates, 1999-2000.

**Publications:** Life Chiropractic College West, CA 1997-2002.

Course Manuals: Biomechanics of the Spine, Physio-Therapy Spinal Rehab, Physio-Therapy Modalities & X-Ray Physics.

# Chiropractic Philosophy

## 6 Hours of CE

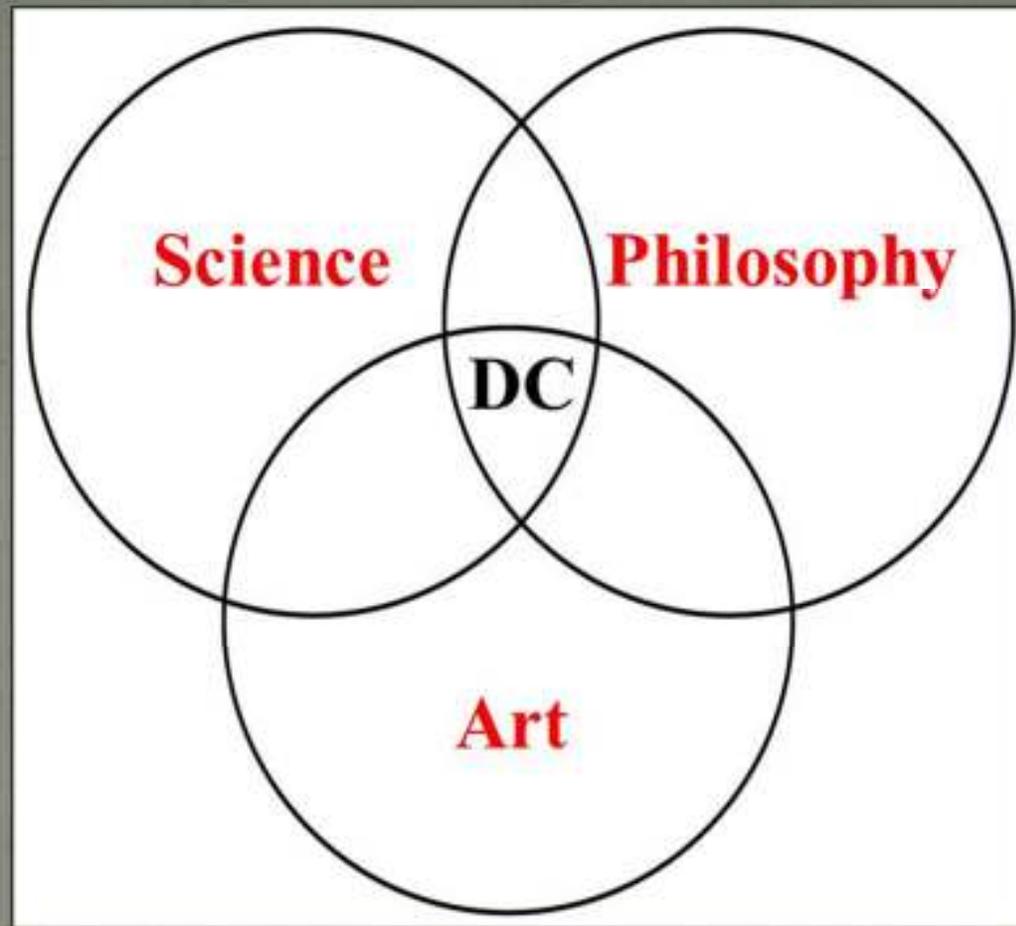


# Chiropractic Philosophy

Throughout the course I will be giving you “things to do”, brief writing assignments.

You of course do not have to do them, but as you go through the exercises and apply them to your life and patient’s lives, I am pretty sure you will find them beneficial.

Enjoy...



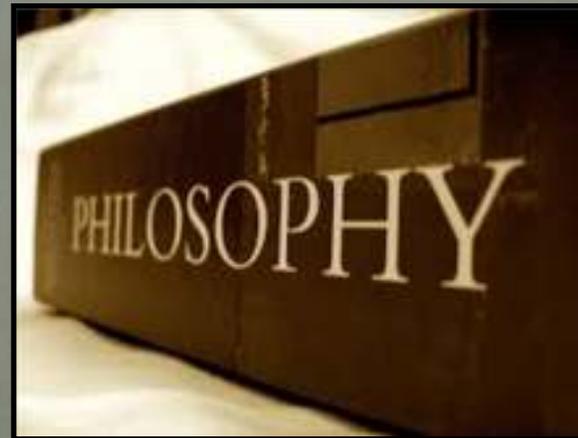
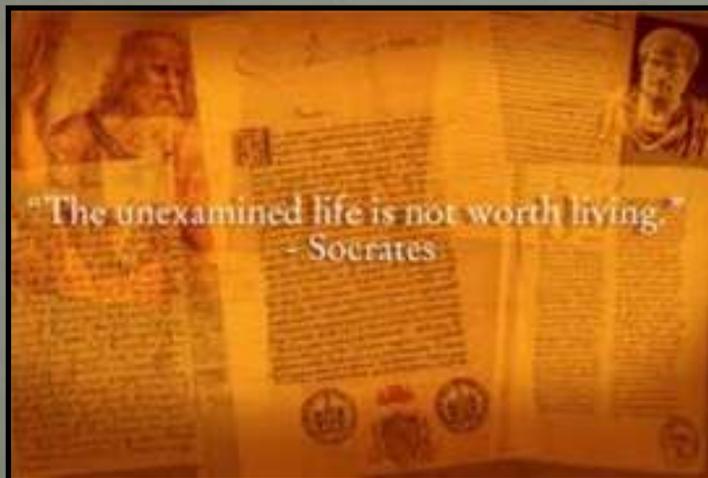
As you can see it is impossible to talk about the Philosophy of Chiropractic with out also discussing the science and art of chiropractic. Please visit our courses in Technique & Physiotherapy for more in depth information on the art & science of Chiropractic.

# What Is Philosophy?

Literally: “Love (philo) of discourse (sophos)

The study of the laws and causes under-lying reality, leading to an understanding of its fundamental nature.

- process of integrating knowledge into a useful world view
- attempt to explain phenomena using all available information



# What Is Philosophy?

philosophy (right out of the dictionary)

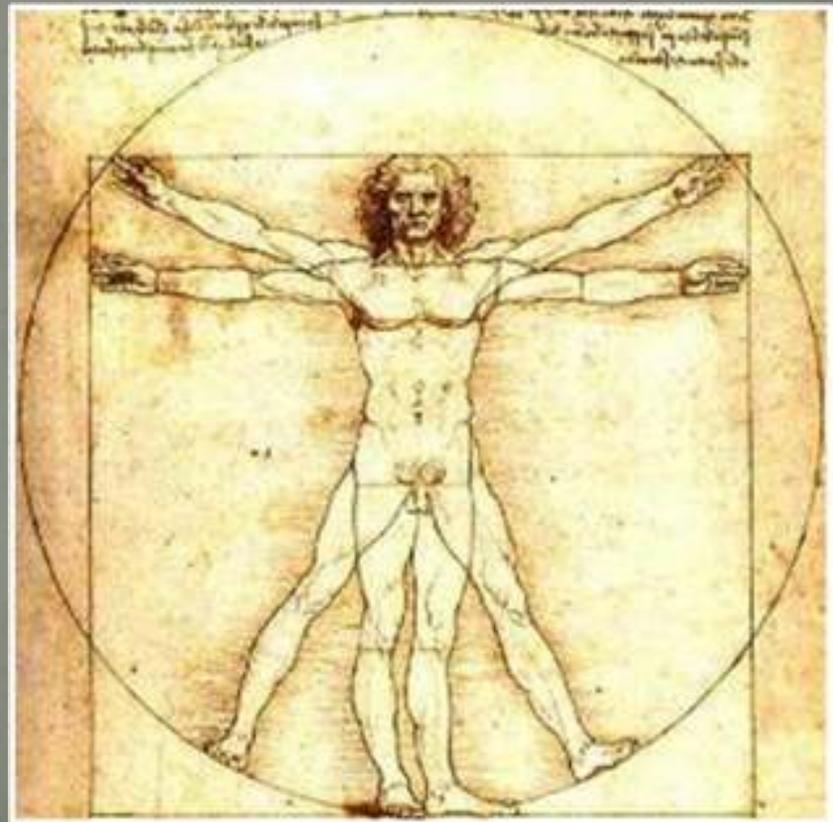
1. (Philosophy) the academic discipline concerned with making explicit the nature and significance of ordinary and scientific beliefs and investigating the intelligibility of concepts by means of rational argument concerning their presuppositions, implications, and interrelationships; in particular, the rational investigation of the nature and structure of reality (metaphysics), the resources and limits of knowledge (epistemology), the principles and import of moral judgment (ethics), and the relationship between language and reality (semantics)
2. (Philosophy) the particular doctrines relating to these issues of some specific individual or school the philosophy of Descartes
3. (Philosophy) the critical study of the basic principles and concepts of a discipline the philosophy of law
4. (Literary & Literary Critical Terms) Archaic or literary the investigation of natural phenomena, esp alchemy, astrology, and astronomy
5. any system of belief, values, or tenets
6. a personal outlook or viewpoint
7. serenity of temper

# What Is Philosophy?

This course will focus on the aspects of Chiropractic Philosophy that will be most applicable & useful in an office setting, so for our purposes we will take a look at:

3. (Philosophy) the critical study of the basic principles and concepts of a discipline  
the philosophy of **Chiropractic**
5. any system of belief, values, or tenets
6. a personal outlook or viewpoint

Philosophy in the simplest of terms is what or how you think. It shows up in every aspect of life.



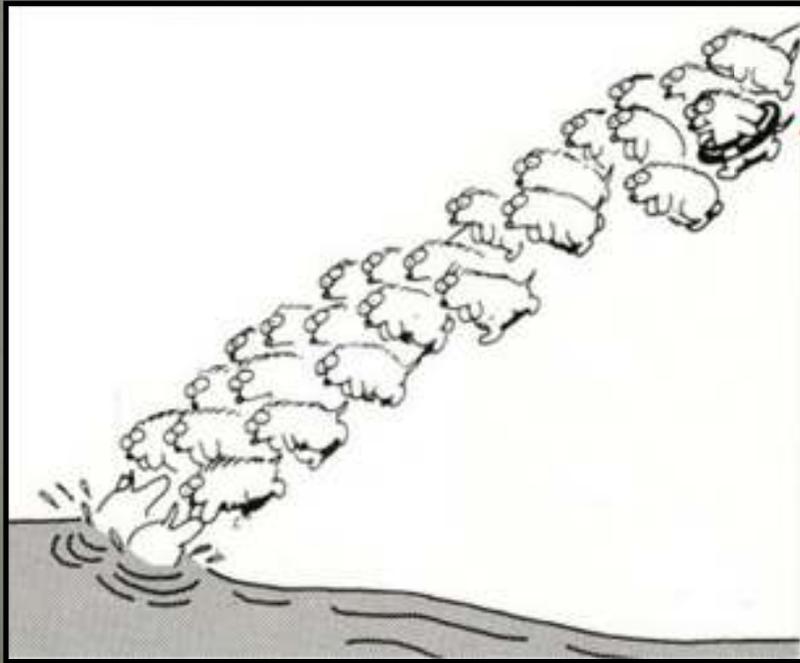
# Which Path Will You Take?

Most people take the beaten path, ask no questions and just assume that everything is okay. But you didn't! You chose chiropractic, definitely off the beaten path. You found a better paradigm for health than western medicine and you knew that a "normal, regular" lifestyle was not right. You dared to ask the question: what if we did it differently?



# Follow The Leader?

Just like lemmings marching into the ocean to their death, the American people are not too dissimilar. Most Americans over eat, take pharmaceutical drugs, and are stressed out trying to make as much money as possible. Of course that list goes on and on and on. We all follow the exact same lifestyle habits, we all get sick and we keep repeating the process, **and no one seems to even notice!** Not you, no not the chiropractor, we have found a better way. Now we have to tell the other lemmings.



Chiropractic Lemming

# Outside The Box



So it is our job to help the patients think outside the proverbial box. Explore the chiropractic principles with them. Open up their minds in all new ways. Get them excited to discover chiropractic. They can experience profound changes in their lives and that can happen right in your office!

BEFORE YOU CAN THINK OUTSIDE THE BOX, YOU HAVE TO BE SMART ENOUGH TO KNOW THAT THERE IS A BOX.



**A. Farthingsworth**

# Shift Your Paradigm!

Make a list of 10 things that you know and understand as a chiropractor, that you are pretty sure most of your new patients do not. Here we are attempting to identify the different paradigms between chiropractors and the general population. Now take that list and one-by-one strategize on how to communicate your ideas to the patient.



# So We Are Not Perfect!

List 2-4 flaws that you personally have. They can be anything, personality wise, overweight, etc. If you can't think of any flaws just ask your partner! I would be surprised if this is the first time you have noticed the flaw. I also bet you have tried correcting the flaw in the past but it persists.

For example one of my flaws is I'm impatient. I know I am, I understand that I am and even if I really focus on being patient, too often I slip back into a state of impatience.

**Try it.** Focus on one of your flaws and try changing it over the next few weeks. Hopefully you can. Most often we struggle. Whether it is smoking, drinking, eating poorly, being impatient, etc. We are very much creatures of habit and it is often difficult to change.

So when you are talking to patients always remember, they too will struggle to change from a western medicine paradigm to a chiropractic paradigm.

# 100<sup>th</sup> Monkey

A story about social change. By Ken Keyes Jr.  
(As you read through this story think about how this concept applies to chiropractic.



What number of people have to experience chiropractic to get to that coveted turning point? Don't you think once enough people knew about chiropractic that then...

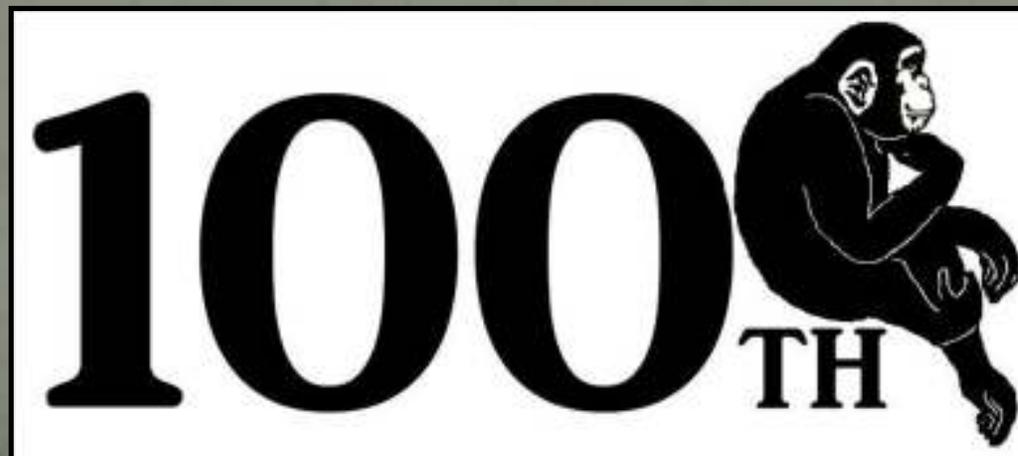
**The story.** The Japanese monkey, *Macaca Fuscata*, had been observed in the wild for a period of over 30 years.

In 1952, on the island of Koshima, scientists were providing monkeys with sweet potatoes dropped in the sand. The monkey liked the taste of the raw sweet potatoes, but they found the dirt unpleasant.

An 18-month-old female named Imo found she could solve the problem by washing the potatoes in a nearby stream. She taught this trick to her mother. Her playmates also learned this new way and they taught their mothers too.

This cultural innovation was gradually picked up by various monkeys before the eyes of the scientists. Between 1952 and 1958 all the young monkeys learned to wash the sandy sweet potatoes to make them more palatable. Only the adults who imitated their children learned this social improvement. Other adults kept eating the dirty sweet potatoes.

Then something startling took place. In the autumn of 1958, a certain number of Koshima monkeys were washing sweet potatoes -- the exact number is not known. Let us suppose that when the sun rose one morning there were 99 monkeys on Koshima Island who had learned to wash their sweet potatoes. Let's further suppose that later that morning, the hundredth monkey learned to wash potatoes.



## THEN IT HAPPENED!

By that evening almost everyone in the tribe was washing sweet potatoes before eating them. The added energy of this hundredth monkey somehow created an ideological breakthrough!



But notice: A most surprising thing observed by these scientists was that the habit of washing sweet potatoes then jumped over the sea...Colonies of monkeys on other islands and the mainland troop of monkeys at Takasakiyama began washing their sweet potatoes.

Thus, when a certain critical number achieves an awareness, this new awareness may be communicated from mind to mind.

Although the exact number may vary, this Hundredth Monkey Phenomenon means that when only a limited number of people know of a new way, it may remain the conscious property of these people.

But there is a point at which if only one more person tunes-in to a new awareness, a field is strengthened so that this awareness is picked up by almost everyone!

## Do You Get Always Get Adjusted?

So at every seminar I give I ask a real simple question, do you get adjusted even when you are pain free? Well every DC of course says yes. The general population of course is surprised by this as they always see a lack of symptoms as being healthy. Well this of course is not true, but that is what they think. So one more time we have to flip their paradigm.

A simple example is a heart attack. How is it that a person that looks perfectly fine and feels perfectly fine can just drop over dead from a heart attack? The answer of course is their heart was not healthy, but no symptoms. Very interesting!

**An assignment if you dare.** Write down all the reasons you get adjusted even when you're asymptomatic. Post them in your office, on your website, everywhere for your patients to see. This is a big task. Go for it!

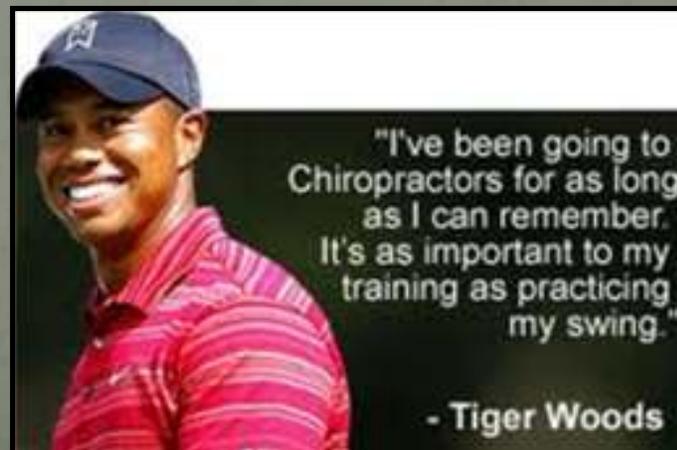


## Do You Need A Study?

Funny how sometimes science can get in the way. You hear DC's say we need more studies to support what we do. And we do. But, how many of you have seen countless patients come into your office and get amazing symptomatic relief, not to mention the often difficult to measure non-symptom based benefits.

In fact chiropractic is so effective the DC is surprised when the patient DOES NOT respond. With out a lot of money for studies our profession has always struggled to prove what we have all experienced. My suggestion is testimonials. Have your patients write down their experiences and put them in a binder in your waiting room. Or better yet take a big sheet of butcher block paper, pin it on your wall and have them write on the wall.

**YOU MUST  
ALWAYS OFFER  
EVIDENCE  
TO SUPPORT  
YOUR  
STATEMENTS.**



# Chiropractic Philosophy & Practice Styles

How should I run my practice? This is one of the most common questions for all DC's. It does not matter if the DC is just out of school or been practicing for 30 years, everyone of us is looking for the best way or a better way. And of course we should be!

We all know how the story goes. There was one DC who did nothing but cash and made a financial killing. The DC in the next town did the same thing and had to close their office down. The next DC followed a wonderful practice management company and it was unreal how well it worked. Then they told an office mate about the practice management system and they failed miserably! Another DC figured it out; Work Comp & insurance, that certainly was the way to do things, and yes that was the answer to their dreams. Another DC tried the same, and nothing. Oh wait, what if I open in a gym? Surely that will be successful. Well some are and some are not. In fact, I can't think of one practice management style that works for everyone OR one that always fails.

# Chiropractic Philosophy & Practice Styles

I personally always thought that our profession should adjust everyone. The only way I saw that working was price reduction. So I put a wood box, (nicely painted) on the wall. I let patients pay whatever they wanted and they never told me what they paid. This made perfect sense to me and I felt great about doing it. It was the idea of random acts of kindness and paying it forward.

At first the patients thought it was odd and some even were confused on why I would do that. (One patient actually got mad and said nobody liked the system and that he wanted a fixed price!) I just said I wanted to help people and not charge “an arm and a leg” for it like most medical doctors and hospitals. It was and always will be odd to me how everyone always complains about how expensive health care is, but once someone offers affordable health care then they were still uncertain and skeptical.

I'll be honest, it took some time but once they saw I was doing it from the heart they got “the big idea”. In time my practice flourished and I had the largest practice in my area and with virtually no overhead and no headache of insurance billing or reports. And it felt great to help so many people in need.

# Chiropractic Philosophy & Practice Styles

Once I had a DC visit my office and he said how long does it take to do your billing? I said zero, because I don't do it. Another DC was saying that they were making more money, (if that is indeed the goal), as they made \$40-60 per patient visit. And that I was working harder. My thoughts were that I would rather adjust 1-3 extra people then spend one single moment or dollar on billing. But that was my philosophy. Turned out I was making less gross income but keeping more net income because of low overhead. I also had minimal business stress, as I just went to the office and helped folks.

To be fair, I have had many DC's over the years go nuts upon hearing this. Some immediately felt I was cheapening chiropractic and that the adjustment was worth more than that. I felt that if helping people in need was a bad thing, well then....

I had a chiropractor argue once that people could afford care. They said "I saw a family of 4 out on Friday night, you know dinner and a movie. And that dinner and a movie had to cost at least \$100."

# Chiropractic Philosophy & Practice Styles

They were right, it probably did. But what does that have to do with chiropractic care I asked? Their point, of course, was that they had the money. I agreed. But they did not value the care as much as they did the Friday night outing! And that was that families understanding and belief structure, their philosophy. Now to be fair if they had better chiropractic education perhaps they would choose the care. Their in lies the challenge.

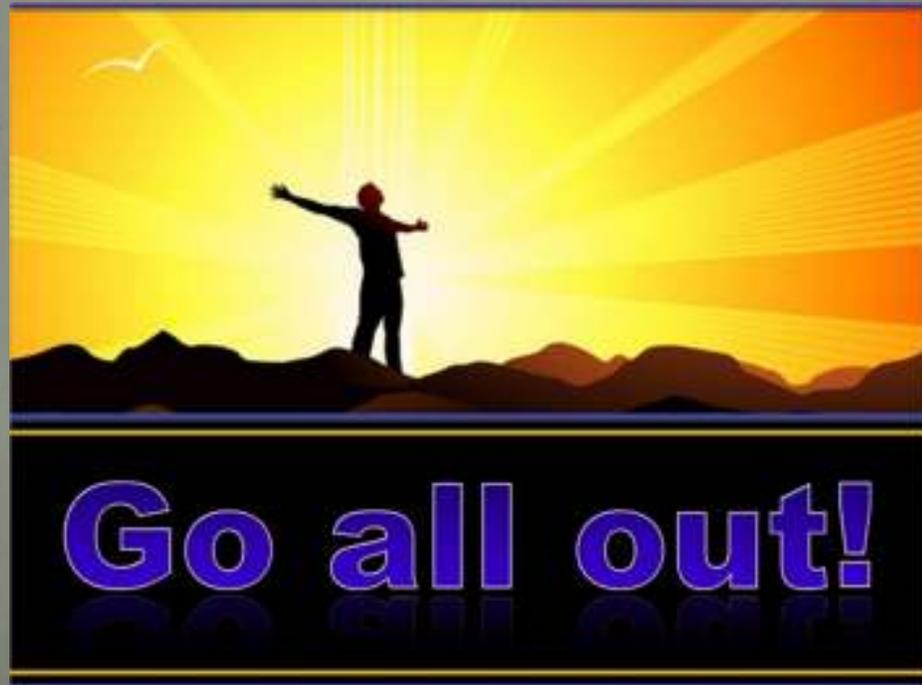
I had one DC recently telling me how hard he works at keeping up with the changes and how many of his DC colleagues struggled because they always wanted to keep everything the same. His business philosophy was to work with the system and make changes as needed and not get left in the dust. He admitted it took extra effort, but as he walked out the door, he turned to me and with a grin, he said it was worth it.

**One more note.** I think we are all aware of all the hard work we put in at chiropractic college, time, effort, money. It seems odd to me how once we are done with school how the effort stops for many DC's, we hang the shingle out and expect people to come waltzing in. Every successful practice I have seen comes from hard work and extra effort, and daily focus.

# Chiropractic Philosophy & Practice Styles

The answer seems obvious: the practice system DOES NOT matter!  
What does matter is YOU! If you are 100% all in with a particular practice style then it WILL work. If you are not sure and constantly doubting yourself or the system, then failure is waiting around the corner. Explore all styles and all the angles. Sit down and really think about what makes the most sense to YOU and then do it. The point is, whatever you choose for yourself is fine, just choose what makes sense to you and go all out, 110%!

**And as one of  
my favorite  
DC's Scott  
always says:  
“No Excuses!”**



# Chiropractic Philosophy & Technique

Okay so what technique should I use? Well this is a similar discussion as the practice management question. I have seen DC's use Network technique and be incredibly successful, but I have also seen some fall flat on their face. One DC followed the Gonstead technique and the practice was a huge success. The next DC could not make it work. Another DC was an upper cervical doc and wow, a huge practice and the DC across the street doing the same thing couldn't get anyone to come in.

Whether the DC used an activator, PT equipment, incorporated exercise and nutrition, had a multi-disciplinary approach, sold shoe inserts, had fancy equipment or just an old chiropractic bench, none of that seems to matter. I have seen every technique under the sun be super successful and I have seen everyone of them fail. The difference? Well the difference was always the DC. If the DC was 100% behind the philosophy of that technique or style then success seemed inevitable. But if that DC was unsure of what they were doing then the whole thing seemed doomed. The INTENT of that DC was the key to success.

# Chiropractic Philosophy & Technique



Every technique I have come across seems to get great results if it is applied with the proper intent and skill. The arguments we had in school about which technique was best seem a bit silly now. They all work just fine. YOU should feel that your technique is best, that is the belief system you need to make what you do successful. If uncertainty creeps in then your success will wane.



# Chiropractic Philosophy & Adjusting Skills

In regards to adjusting skills, my philosophy is simple: practice, practice, practice. Some DC's stop working on their skills as soon as they graduate, and assume adjusting patients is practice enough. Gone are the long evenings at a colleague's apartment with endless set-ups and thrusts. The in depth discussions we used to have in regards to biomechanics and how the proper adjustment should take place., gone. And the speed drills, when was the last time we did that?

I view adjusting as a sport. Think back to the times you played sports, (perhaps you are currently competing). Did you practice? Of course. In fact you probably practiced way more than actually playing "the game". Over and over, again and again, you practiced your skill set, working on the flaws in your game.



**“Practice Does Not Make Perfect. Perfect Practice Makes Perfect!” ~ Vince Lombardi, Hall of Fame Football Coach Green Bay Packers**

# Chiropractic Philosophy & Adjusting Skills

Back in the mid 1980's I was a club racquetball pro. I was not blessed with great athletic skill and at 6'5" this was "not the right sport for me", or so they said. So I gave up right away... No way, instead I practiced like crazy and got to pretty good at the game, (sponsors, won tournaments). I practiced way more then played, drill after drill after drill. At one point I wanted to improve my backhand so for 3 months that is all I did. Backhand after backhand, in games I would try to hit everything with a backhand, even at the cost of losing. Well pretty quick guess what, that backhand got to be pretty good.

So now what happened to all that practice? Time to get back into the game. Practice your technique in your office and practice with another DC or a group of DC's. Refine those skills. Explore new ways and get back into speed drills. Get fired up!

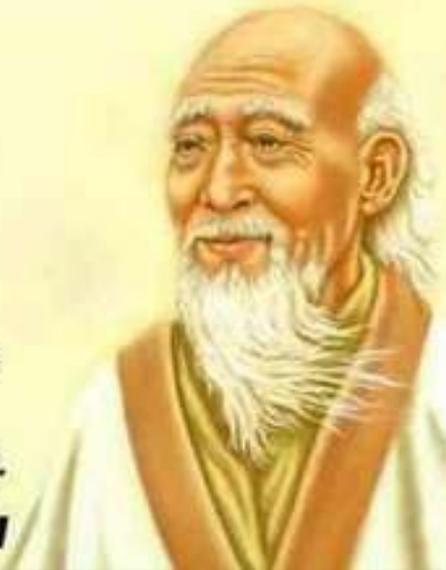


# Your Philosophy

In 2-4 paragraphs discuss how your chiropractic, health & life philosophy are different than those around you.

*Watch your thoughts;  
They become words.  
Watch your words;  
They become actions.  
Watch your actions;  
They become habits.  
Watch your habits;  
They become character.  
Watch your character;  
It becomes your destiny.*

**Lao Tzu**



# Expect Miracles!

Remember the excitement and joy we had coming out of chiropractic college? Expectations were so high. Sure we were a bit unsure and trying to figure everything out, but then one day it happened! Your first chiropractic miracle! You couldn't believe it, you had heard about them, you may have even been in the room when one had happened, but now it was your turn and the feeling of euphoria was unreal. Well now I needed another one, and than another. And so it goes. Always remember that awesome feeling of helping someone who had lost hope or perhaps they avoided surgery!

So on Monday when you go  
back to the office:

**“Expect Miracles.” ~ BJ Palmer**

*I am realistic.  
I expect miracles.*

**Dr. Wayne Dyer**



## I Saw Bigfoot?

So last weekend I was up in Northern California camping and I saw bigfoot. I am not even kidding, it was simply incredible, he came out of the woods and...

So you think I am nuts, right? Of course you do. But why? Because the majority of

people think bigfoot is not real. Even if 100 people went camping and came back with the same story, most would be thinking we got too close to the smoky fire!

**The analogy:** most people have NOT been to a chiropractor. So when they hear some of our ideas, it may sound a bit like “I saw bigfoot”. No vaccines, adjustments help with headaches, anti-pharmaceuticals, the list goes on. These ideas make perfect sense to you and me, but sound quite out of place to most lay people. So next time you are explaining chiropractic, remember you may sound like you just saw bigfoot to them!

**(by the way I did NOT see him, so please keep reading!)**

## **We Forget Every Day?**

The following slides are a sample  
(the entire presentation is about 30 slides long)  
of a group of slides that I put together.  
Sally, (my wife) and I watch it least once a day.

**The goal is to always remember and never forget how  
unbelievably fortunate we are, every day!**

I strongly recommend to sit down and create your own slide  
show, it is simply one of the best things we have ever done!  
Simply start by making a list of everything you are grateful for.  
Careful this list can get quite long, oh yeah and don't forget to  
mention the roof over your head.

# Choose To Be Happy!

Click on the link below and enjoy

## Stand By Me



**Grandpa Elliott**  
*New Orleans, Louisiana*



**Washboard Chaz**  
*New Orleans, Louisiana*



# Imagine

of course click on this link



# Choose to Be Happy!

## Patch Adams

“Laughter ↑ secretion of catecholamines & endorphins, which ↑ oxygenation of the blood, relaxes arteries, ↑ heart rate, ↓ BP, which has a positive effect on all cardiovascular & respiratory ailments, as well as ↑ immune system response.”

From the movie *Patch Adams*



Remember how we felt after these tragedies. A sense of togetherness and love. With time those feelings seem to go away and we return to “normal life”. Work hard everyday on remembering those incredible feelings.



Twin Towers 9-11



Vietnam War



Japan March 2011



Hurricane Sandy



Boston Marathon 2013

# We Are Very Fortunate!



# How Wealthy Are We?

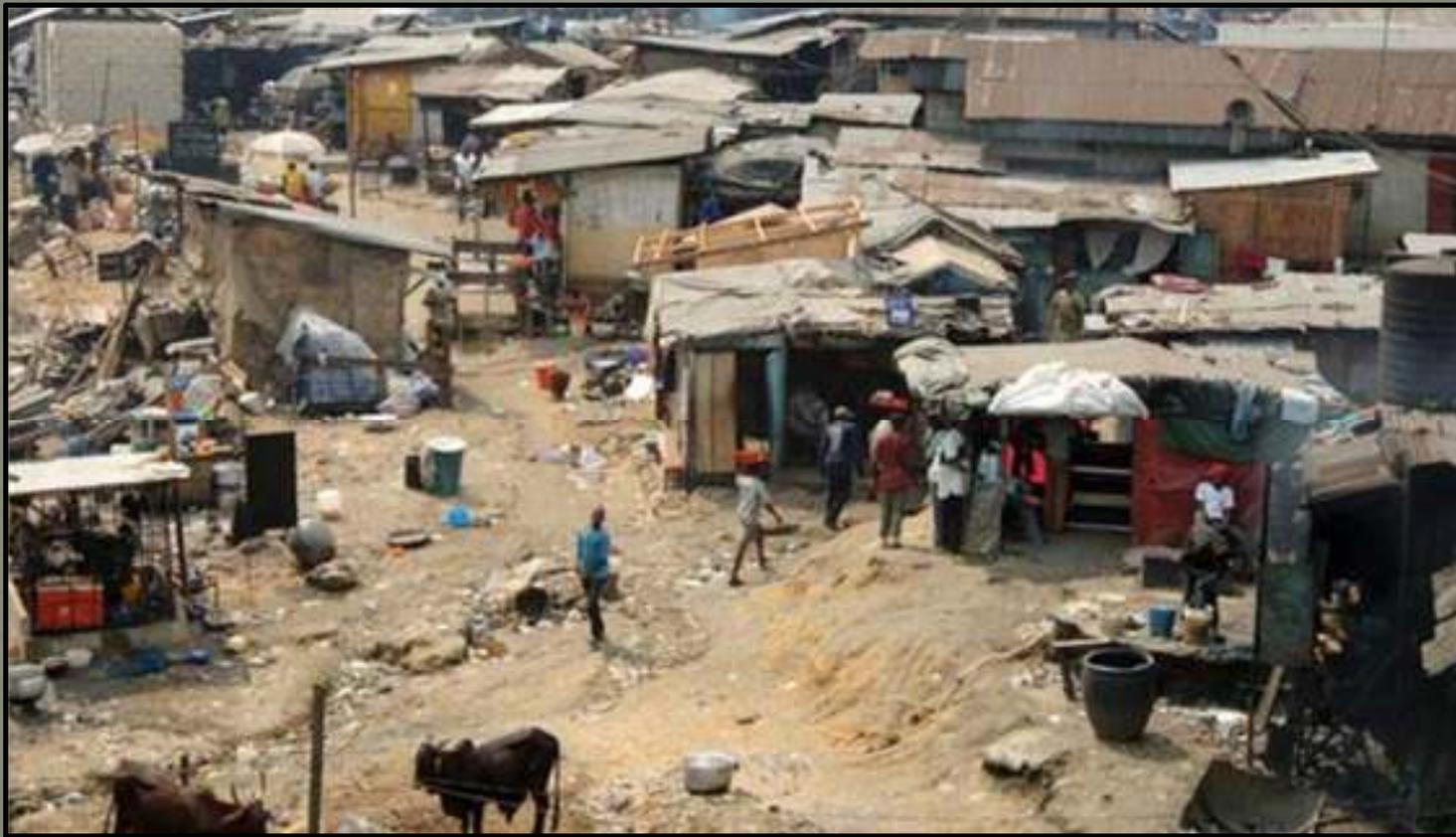


**Table 1. Average Hourly Apparel Worker Wages**

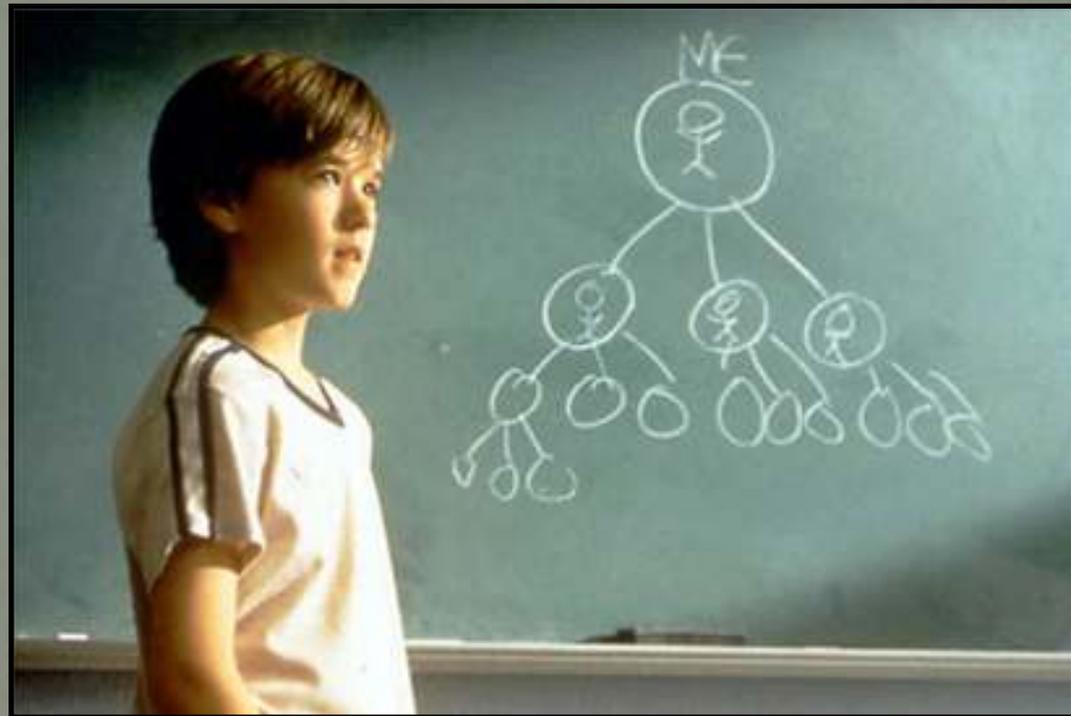
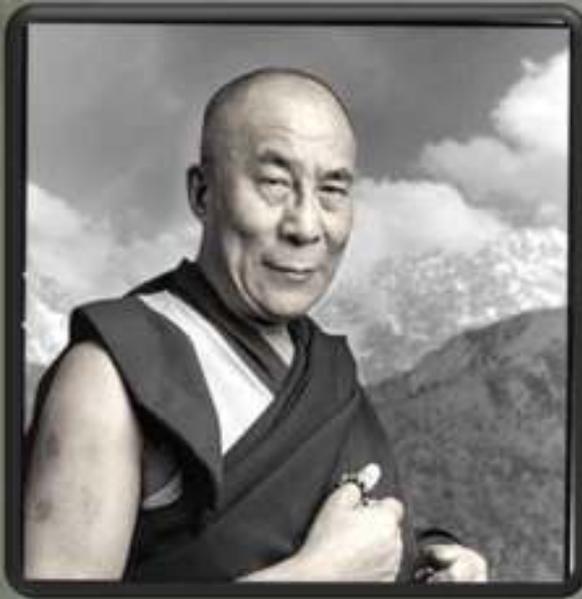
	Hourly Wage in U.S. \$
Bangladesh	\$0.13
China	0.44
Costa Rica	2.38
Dominican Republic	1.62
El Salvador	1.38
Haiti	0.49
Honduras	1.31
Indonesia	0.34
Nicaragua	0.76
Vietnam	0.26

Source: *Globalization and the Poor*, Table 7.2, p.108.

Another Reason We Should Be Grateful!  
How lucky are we!



**Pay It Forward ~ Good Deeds**  
**Always remember to help other people!**



**Try to do at least one good deed every day!**

I Like My Office Better!



No Line At Our Starbucks!  
We enjoy a nice Latte at home  
every morning!



# Happy Dogs!



Always Happy!  
My younger brother Adrian!



# Loving Couple!



Wonderful Wife!



Okay go make your own  
presentation and reflect daily!

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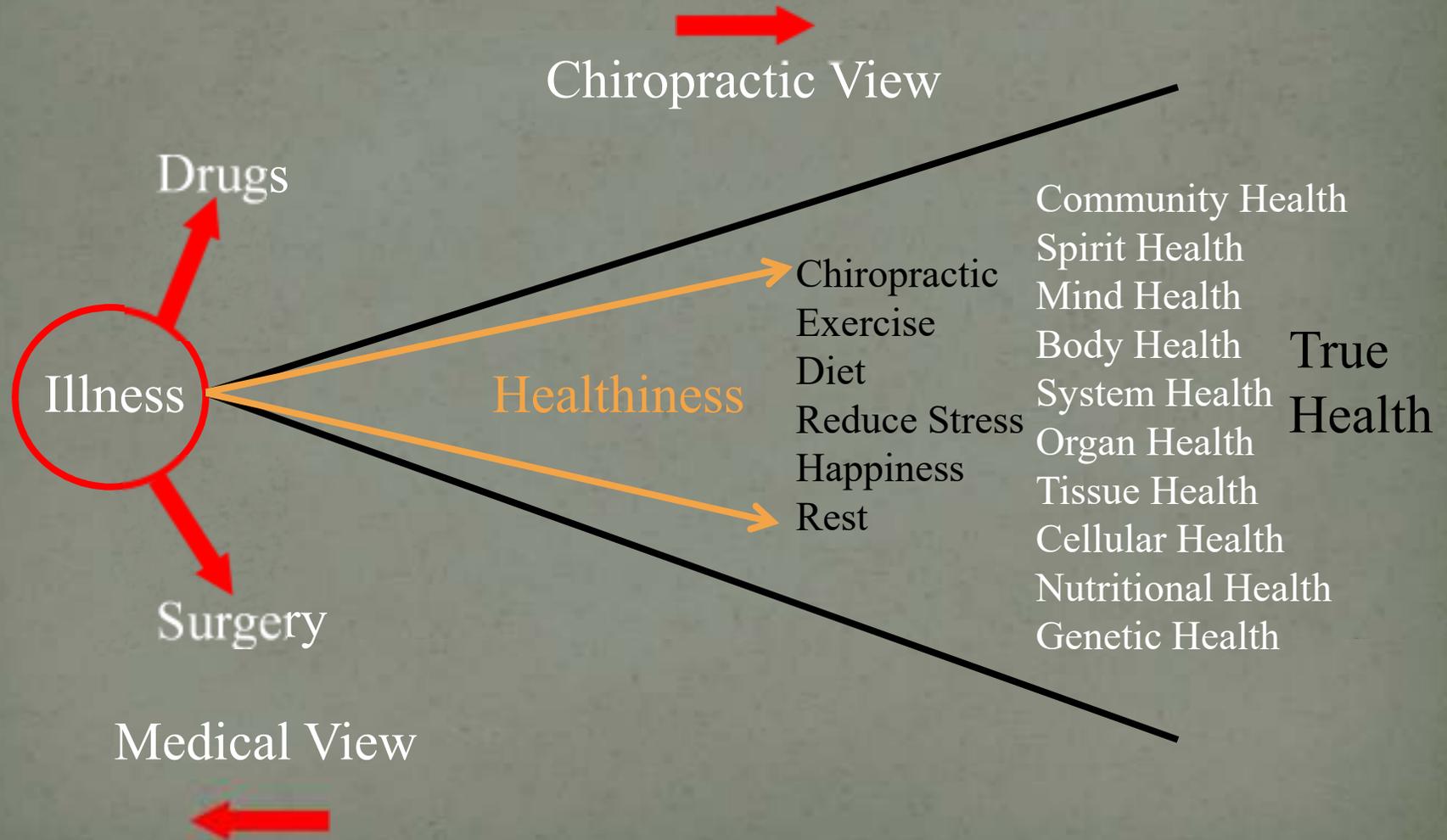
# Chiropractic Philosophy & Western Medicine

Here we go!

Health Topic	Chiropractic	Western Medicine
Base Strategy	Proactive: stay healthy.	Reactive: symptom, pain based.
Care Strategy	Whole body approach.	Focal illness approach.
Philosophy	Body is self healing with innate intelligence.	Body is machine, needs help to be fixed.
Flu Vaccine	No. Build natural healthy immunity to fight flu bug.	Yes. Use vaccine to build antibodies to fight flu bug.
Pharmaceuticals	No. Find natural ways to get healthy and stay healthy. Anti toxins in body.	Yes. Use chemistry to aid body function. Systems are weakened need assistance.
Drug Side Effects	Concerned, find alternative.	Minimizes. Feel reward overrides risk of side effects.
Surgery	No. Explore chiropractic option first.	Yes. Often seen as best option.

**Add to the chart as many as you want.**

# Chiropractic Philosophy & Western Medicine





*"I stopped taking the medicine because I prefer  
the original disease to the side effects."*

**There are no  
side effects of  
pharmaceutical  
drugs,  
only unwanted  
direct effects.**

# Salutogenesis

Pathogenesis; (pathos = suffering, disease; genesis = origin) or the origin of disease is still the base of medicine and its' research.

Salutogenesis (salus, salutis = health) or the origin of health is another way of looking at health. The concept of Salutogenesis aims on finding and examining factors which are responsible for the formation and the maintaining of health, as the healthy pole of a health-dis-ease continuum. Sound familiar?

“Salutogenesis makes a fundamentally different philosophical assertion about the world than does pathogenesis. It directs us to study the mystery of health in the face of a microbiological and psychosocial entropic reality, a world in which risk factors, stressors, or ‘bugs’ are endemic and highly sophisticated.” ~ Aaron Antonovsky

Antonovsky's ‘new’ view of salutogenesis versus pathogenesis began with his findings, that some people stay healthy despite the influence of a high number of risk factors, which raised the question of which factors kept these people healthy? For details on [salutogenesis click here](#).

# Am I Sick?

The average person has 2-6 colds per year! So often I hear DC's say they never get sick? How can this be? What are they doing differently so that they don't get sick? **Yes make a list and share it with your patients.** They should want to know why you don't get sick!

A different perspective is that we are always sick, we just don't express symptoms or they are really subtle. For example when you get up in the morning and your nose is a little clogged or you need to clear your throat a bit, yup that was your cold! It just didn't last very long. What did it take about 5 minutes of the early morning grogginess? And then you are good to go!

Of course the reason you do not get a full blown cold is because you have a strong immune system. Another thing our patients do not realize!

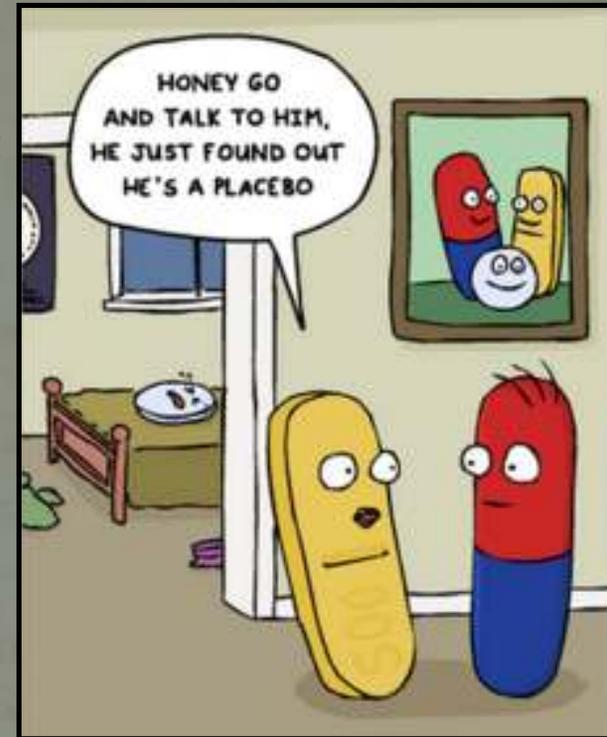


# Placebo Effect?

You have heard of the concept of mind over matter. The placebo “sugar pill” effect can be produced by inert tablets, sham surgery and sometimes patients given a placebo treatment will actually have a perceived or actual improvement in a medical condition. So do not underestimate the power of the mind.

I am not saying that it is the only factor, that would be silly and outrageous, but it is a factor.

So in your office remember how important your presence and positive energy is for that patient. You can give that patient the positive hope they have never had before, you can make it happen and be THAT difference!



# Self-image?

Just the other day I met this young lady and in the first few minutes of conversation she reflected that she was gullible. She was right. She has lived her entire life thinking she was gullible and now she has **BECOME** gullible.

Many people say they are bad at math, uncoordinated, stupid, bad with tools, can't adjust, over weight, shy, or whatever and they become that. They are simply reinforcing that **NEGATIVE** thought, which becomes their own self-image.

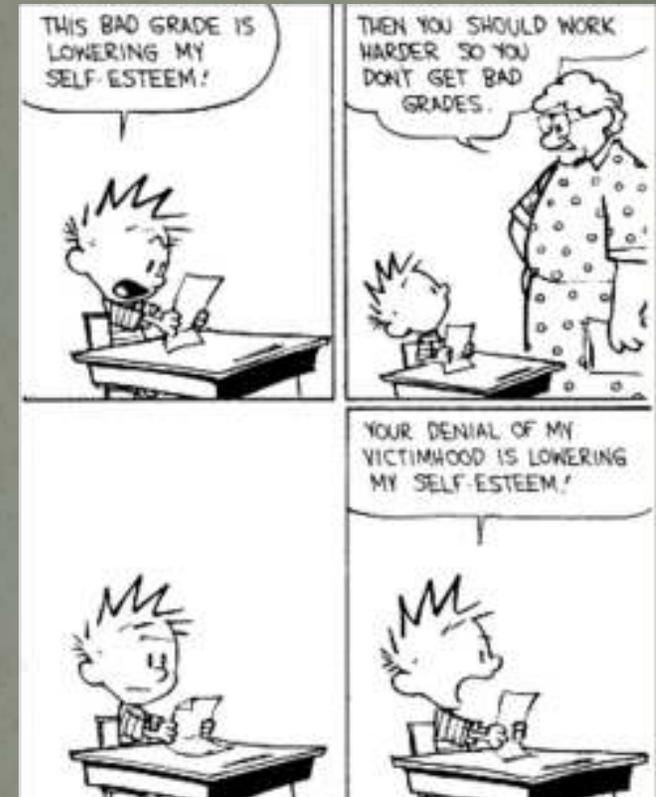
**I'm**  
**Sick & Tired**  
of being sick & tired!



# Self-image?

We see it in our DC offices all the time. A patient comes in with a diagnosis from another DC or MD. Sciatica, carpal tunnel syndrome or the dreaded fibromyalgia. During the history the patient refers to their condition time and time again. It is as if they have BECOME their condition. And in their mind they have.

Listen to people convincing themselves and reinforcing ideas: “I am sick”, “I am tired”, “I don’t feel well”, no wonder they are expressing symptoms. They simply have convinced themselves of that state of being. Ever wonder why you rarely get sick? That’s right, a big part of it is your positive self image and frame of mind. It is certainly not the only part, no you still need to be healthy in all other aspects of health (diet, exercise, sleep, etc.) but this is a big part.



# Two Wolves - A Cherokee Tale

A Cherokee is telling his grandson about a fight that is going on inside himself. He said it is between 2 wolves.

One is evil: Anger, envy, sorrow, regret, fearful thinking, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority and ego.

The other is good: Joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion and faith.

The grandson thought about it for a minute and then asked his grandfather, "Which wolf wins?"

The Cherokee simply replied, "The one I feed."



# Negative Talk!

Let's play a game. Every time you encounter someone, time how long it takes for them to say something negative. Anything counts; "it sure is cold" or "how about that traffic". You will be amazed. It is as if we are all preprogrammed to talk about negative stuff. Watch the news, crazy stuff; war, disasters, murder, gang violence, rape, fire, political mayhem, and the list goes on. We are inundated with bad news. Then you go to work and guess what everyone talks about, that's right all the bad news they saw on the news! Well, good morning!

Even in casual conversation we focus on problems, illness, car problems, slow internet, work colleagues, etc. In fact it is almost taboo to talk about good things that are happening to you. Are you kidding! Life is amazing and exciting and fun. Enjoy, share the good times and embrace your successes!

Be positive, stay happy,  
don't let the negativity or  
drama of the world get  
you down.  
SMILE !! ^ \_ ^

**NO**

**NEGATIVE SELF  
TALK, EXCUSES,  
OR GIVING UP  
ALLOWED HERE.**

# Negative Talk!

One of my New Year's resolutions was to refocus on avoiding negative talk. To become aware of it and eliminate it. When others around me become negative to point it out, and/or change the spirit of the conversation to a positive. Sounds good doesn't it. So I am telling this guy about the idea and the first thing out of his mouth was, "good luck with that". Ah yes we have some work to do.

I live north of San Francisco about 3-4 hours right on the coast, so we get our share of fog. It is unbelievable how people will complain! Oh it is foggy and cold. Yes and I love it, feels like a nice big blanket, all cozy. We can have a bonfire or light the wood burning stove, it is the best.



People Too Weak  
To Follow Their  
Own Dreams,  
Will Always  
Find a Way To  
Discourage Yours

# Negative Talk!

One time I was giving a seminar and first thing in the morning is a wonderful time as I get to meet other DC's and chat a bit. So this one DC comes in who I know fairly well and he has a very successful practice and is as positive as you can be. The next DC comes in and immediately starts complaining. The drive was long, there was traffic, it was cold outside, it was going to be a long day, I can't believe the board increased the requirements. It was a machine gun of negativity. The positive DC walks right past them and without hesitation said, "I can see I won't be sitting next to you with that attitude", and walked out of the room. Well the negative DC was pretty positive the rest of the day! The change was made!

**PEOPLE WHO SAY  
IT CANNOT BE  
DONE SHOULD NOT  
INTERRUPT THOSE  
WHO ARE DOING IT**

Avoid negative people,  
for they are the  
**greatest destroyers of  
self confidence and  
self esteem. Surround  
yourself with people  
who bring out the best  
in you.**

# Negative Talk!

How often do you hear the excuses for struggles in practice? All the time! Oh the economy is bad, insurance has tightened their belts, the AMA is down on us, it's raining, on and on reinforcing all the doom and gloom.

So how is it the DC across town is prospering? Not every DC struggles, in fact many are doing better than ever. I just spoke with a DC yesterday who is buying a second practice because things are going so well. Avoid or help those DC's that fall into that negative space. Remind them how amazing chiropractic is!

*"An important attribute in successful people is their impatience with negative thinking and negative-acting people."*

WHEN PEOPLE UNDERMINE  
YOUR DREAMS,  
PREDICT YOUR DOOM OR  
CRITICIZE YOU,  
REMEMBER THEY'RE TELLING YOU  
THEIR STORY.  
NOT YOURS.

# Game Face & Focus

Boy did we have a rough weekend! Got into an argument with my partner, flat tire on the car, the dryer broke, one thing after another. Well you know how it goes sometimes. And now it is Monday morning and out the door we go! To our office to help patients and be the miracle worker.

One thing for sure no chiropractor will have miracles happen in their office unless they have their “game face” on. If you drag in complaining to your CA and your patients, well then we have lost the passion and everyone will feel that lack of focus, energy and magic that you normally bring with you. So when we have a bad morning or weekend we must rise above it all, get our act together, forget about all the little stuff and be focused!



# Hope

Many new patients have “tried everything” and we are their last hope. One of the greatest things DC’s can give their patients is HOPE! We have such a fresh perspective on health and dynamic “set of tools”, (never underestimate the power of the adjustment). With your unbridled energy, passion and skill the patient will get better. Never give up hope!



## I'll be happy when...

We convince ourselves that life will be better after we get married, have a baby, then another. Then we are frustrated that the kids aren't old enough and we'll be more content when they are. After that, we're frustrated that we have teenagers to deal with. We will certainly be happy when they are out of that stage.



THE HAPPIEST PEOPLE  
DON'T HAVE THE BEST  
OF EVERYTHING, THEY  
JUST MAKE THE BEST  
OF EVERYTHING.

We tell ourselves that our life will be complete when our spouse gets his or her act together, when we get a nicer car, when we are able to go on a nice vacation or when we retire. The truth is there's no better time to be happy than right now. If not now when? Your life will always be filled with challenges. It's best to admit this to yourself and decide to be happy anyway. Happiness is the way.



So treasure every moment that you have and  
treasure it more because you shared it with  
someone special, special enough to spend  
your time with...  
and remember that time waits for no one.

When life gives you  
a hundred reasons  
to cry, show life  
that you have a  
thousand reasons  
to smile.



## **So stop waiting**

**Until your car or home is paid off.**

**Until you get a new car or home.**

**Until your kids leave the house.**

**Until you go back to school.**

**Until you finish school.**

**Until you lose or gain 10 lbs.**

**Until you get married or divorced.**

**Until you have kids.**

**Until you retire.**

**Until summer, spring, winter or fall.**

**Until you die.**

**Until this seminar ends.**

There is no better time than right now to be happy. Happiness is a journey, not a destination. So work like you don't need money, love like you've never been hurt & dance like no one's watching. If you want to brighten someone's day, pass this on to someone special.

**I just did!**



## **The Important Things In Life**

**When things in your life seem almost too much to handle, when 24 hours in a day are not enough, remember the mayonnaise jar...  
and the beer.**

**A professor stood before his philosophy class and had some items in front of him.**

**When the class began he picked up an empty mayonnaise jar and proceeded to fill it with golf balls. He then asked the students if the jar was full. They agreed that it was.**

The professor then picked up a box of pebbles and poured them into the jar. He shook the jar lightly. The pebbles rolled into the open areas between the golf balls. He then asked the students if the jar was full. They agreed it was.

The professor next picked up a box of sand and poured it into the jar. Of course, the sand filled up everything else. He asked once more if the jar was full.

The students responded “yes”.

The professor then produced 2 cans of beer from under the table and poured the entire contents into the jar, effectively filling the empty space between the sand.

The students laughed.

Please recognize that this jar represents your life. The golf balls are the important things: your family, your children, your health, your friends, and your favorite passions-things that if everything else was lost and only they remained, your life would still be full. The pebbles are the other things that matter, like your job, your house, your car.

The sand is everything else, the small stuff.

**If you put the sand into the jar first, there is no room for the pebbles or the golf balls. The same goes for life. If you spend all your time and energy on the small stuff, you will never have room for the things that are important to you.**

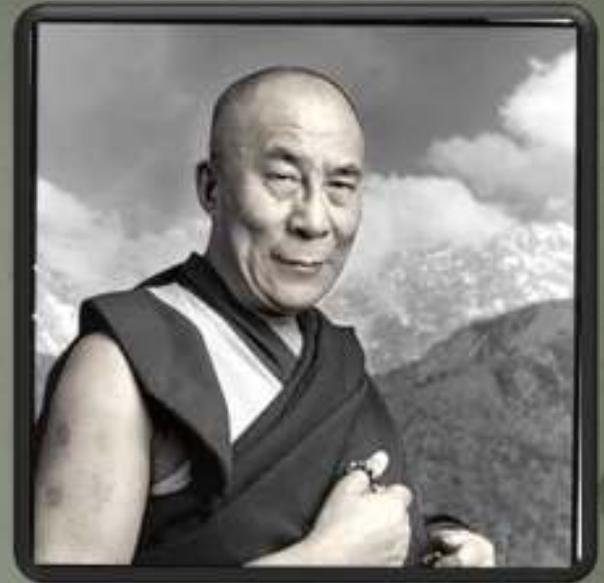
**Pay attention to the things that are critical to your happiness. Play with your children. Take your partner out to dinner. There will always be time to clean the house, and fix the disposal. Take care of the golf balls first, the things that really matter. Set your priorities. The rest is just sand.**

**One of the students raised their hand and asked about the beer. The professor smiled. I'm glad you asked. It just goes to show you that no matter how full your life may seem, there's always room for a couple of beers.**



“If you have fear of some pain or suffering, you should examine whether there is anything you can do about it.

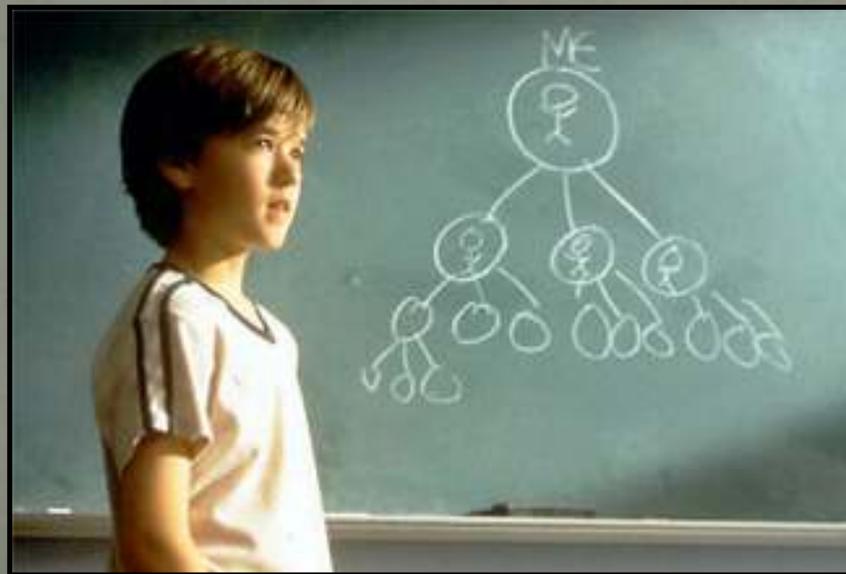
If you can, there is no need to worry about it; if you cannot do anything, then there is also no need to worry.”



**Dalai Lama**

# Pay It Forward ~ Good Deeds

Always remember to help other people! The idea is simple, help other people and in turn they will help others as well. There is a good movie about this called Pay It Forward. This middle school boy has a social studies teacher that wants the kids to come up with an idea that will change the world. Seems to be a tall order for the young kids. But this one young boy comes up with the idea of “Pay It Forward” or “Random Acts of Kindness”. He does a good deed for 3 strangers and then each one of them would in turn do the same thing and so on. The idea would spread across the world. Not bad!



# Health Benefits of Doing Good Deeds

1. Decreases effects of disease, psychological & physical.
2. Rush of euphoria, (helper's high), & an endorphin release (natural painkillers), followed by calmness.
3. Improves stress-related health problems. Reverses depression, gives social contact, decreasing feelings of hostility & isolation. A drop in stress decreases lung constriction, asthma attacks, overeating & ulcers.
4. Enhances joyfulness, emotional resilience, vigor & reduces the sense of isolation.
5. Decrease in intensity & awareness of physical pain.

# Health Benefits of Doing Good Deeds

6. Chronic hostility is reduced.

7. Health benefits & well-being return for hours or days when a good deed is remembered.

8. Increase in self-worth, happiness & optimism. Decrease in feelings of helplessness & depression.

9. Establishes friendships, love & positive bonds - these emotions strengthen the immune system.

10. An altruistic lifestyle is critical to mental health.

Allan Luks. The Healing Power of Doing Good

# Winners -vs- Losers

Something to think about.....

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## Winners

- Makes Commitments
- Never Quits
- Have the answers
- Have dreams
- Part of the TEAM
- See Possibilities
- See Potential
- Believe in Win/Win

## Losers

- Makes Promises
- Always Quits
- Have the excuses
- Have schemes
- A part from the TEAM
- See Problems
- See the Past
- Believe for them to win somebody has to lose

## Winners

- “I can do it”
- Are the Thermostat
- Are part of the Plan
- “Let me do it for you”
- “It may be difficult but it’s possible”

## Losers

- “Let me see what I can do”
- Are the thermometers
- Are part of the Problem
- “It’s not my JOB”
- “It may be possible but it’s too difficult”

# Winners

- “I was Wrong”
- Make it happen
- Sees the answer for every problem

# Losers

- “It’s not my fault”
- Watch it happen
- Sees a problem for every answer



## Winners

- “Don’t do to others what you would not want them to do to you.”

## Losers

- “Do it to others before they do it to you.”



“Although I wanted my players to work to win, I tried to convince them they had always won when they had done their best.” ~ John Wooden, won 10 NCAA national championships in a 12-year period—7 in a row—as head coach at UCLA





# WOODEN ON LEADERSHIP™

THE ART OF  
SUCCESS

## PYRAMID OF SUCCESS

### COMPETITIVE GREATNESS

"Perform at your best when your best is required. Your best is required each day."

### POISE

"Be yourself. Don't be thrown off by events whether good or bad."

### CONFIDENCE

"The strongest steel is well-founded self-belief. It is earned, not given."

### CONDITION

"Ability may get you to the top, but character keeps you there - mental, moral, and physical."

### SKILL

"What a leader learns after you've learned it all counts most of all."

### TEAM SPIRIT

"The star of the team is the team. 'We' supercedes 'me.'"

### SELF-CONTROL

"Control of your organization begins with control of yourself. Be disciplined."

### ALERTNESS

"Constantly be aware and observing. Always seek to improve yourself and the team."

### INITIATIVE

"Make a decision. Failure to act is often the biggest failure of all."

### INTENTNESS

"Stay the course. When thwarted try again; harder; smarter. Persevere relentlessly."

### INDUSTRIOUSNESS

"Success travels in the company of very hard work. There is no trick, no easy way."

### FRIENDSHIP

"Strive to build a team filled with camaraderie and respect: comrades-in-arms."

### LOYALTY

"Be true to yourself. Be true to those you lead."

### COOPERATION

"Have utmost concern for what's right rather than who's right."

### ENTHUSIASM

"Your energy and enjoyment, drive and dedication will stimulate and greatly inspire others."

*"Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best of which you are capable."*

John Wooden, Head Coach

SUCCESS

*"Failure to prepare is preparing to fail."  
"Don't mistake activity for achievement"*

ACHIEVEMENT

*"True success comes only to an individual by self-satisfaction in knowing that you gave everything to become the very best that you are capable of."*

## 12 LESSONS IN LEADERSHIP

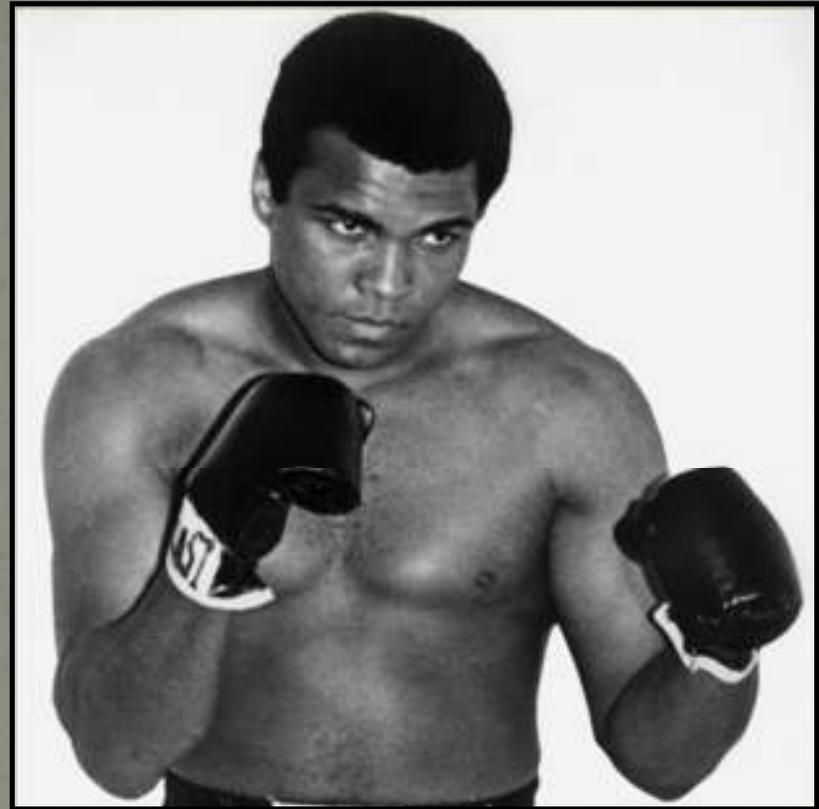
1. Good Values Attract Good People
2. Love is The Most Powerful Four-Letter Word
3. Call Yourself A Teacher
4. Emotion is Your Enemy
5. It Takes 10 Hands To Make A Basket
6. Little Things Make Big Things Happen
7. Make Each Day Your Masterpiece
8. The Carrot is Mightier Than A Stick
9. Make Greatness Attainable By All
10. Seek Significant Change
11. Don't Look At The Scoreboard
12. Adversity is Your Asset

[www.CoachJohnWooden.com](http://www.CoachJohnWooden.com)

Leadership

“Champions aren't  
made in the gyms.  
Champions are made  
from something they  
have deep inside them --  
a desire, a dream, a  
vision.”

~ Muhammad Ali



# The 100 Meter Dash

Great story. Great Lesson. So at the Special Olympics these young girls are running the 100 meter dash and as they are nearing the finish line one girl is way out in front of all the rest of the children. Her coach is cheering her on, pushing her to go faster and faster. But just before the finish line she just stops. She then turns and watches the rest of the girls catching up to her. Meanwhile her coach is urging her to start running again and finish the race. But she doesn't, she continues to wait. The coach is now thinking she may not win, so he starts screaming at her to start running. No response. But once the other girls catch up, she then finally turns and crosses the finish line with all the others. After the race the coach asked her why she stopped. She replied, "I wanted to wait for all my friends and finish with them!" If that doesn't tug at your heart!

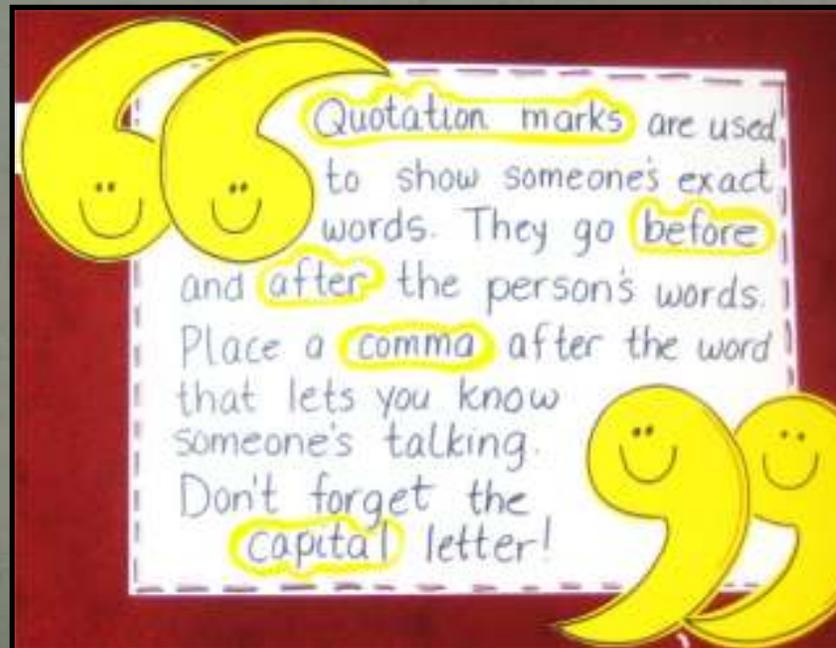


## The Quotes

I have already use many quotes and stories. The rest of the seminar are quotes from famous people. The first ones are from chiropractors including the 33 principles of chiropractic. Please take the time to compare and contrast the chiropractic quotes to the others and I think you will find a common thread that is quite interesting.

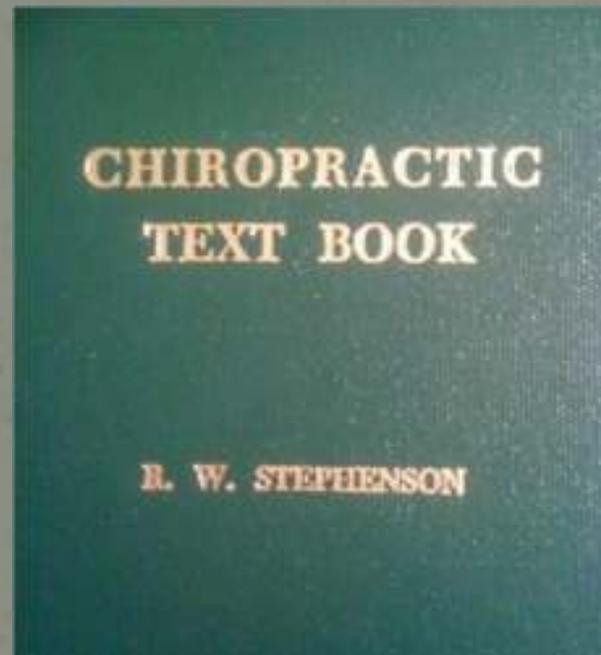
I recommend putting your favorite quotes up in your office and share them with your patients. Use them as inspirations and reminders.

If I have missed one of your favorite people simply go online and search their name and quotes.



## The Thirty-Three Principles

BJ Palmer's philosophy, described by RW Stephenson



Chiropractic Text Book, 1927

## The 33 Chiropractic Principles

1. The Major Premise – A Universal Intelligence is in all matter and continually gives to it all its properties and actions, thus maintaining it in existence.
2. The Chiropractic Meaning of Life – The expression of this intelligence through matter is the Chiropractic meaning of life.
3. The Union of Intelligence and Matter – Life is necessarily the union of intelligence and matter.
4. The Triune of Life – Life is a triunity having three necessary united factors, namely: Intelligence, Force and Matter.
5. The Perfection of the Triune – In order to have 100% Life, there must be 100% Intelligence, 100% Force, 100% Matter.
6. The Principle of Time – There is no process that does not require time.
7. The Amount of Intelligence in Matter – The amount of intelligence for any given amount of matter is 100%, and is always proportional to its requirements.
8. The Function of Intelligence – The function of intelligence is to create force.
9. The Amount of Force Created by Intelligence – The amount of force created by intelligence is always 100%.

## The 33 Chiropractic Principles

10. The Function of Force – The function of force is to unite intelligence and matter.
11. The Character of Universal Forces – The forces of Universal Intelligence are manifested by physical laws; are unswerving and unadapted, and have no solicitude for the structures in which they work.
12. Interference with Transmission of Universal Forces – There can be interference with transmission of universal forces.
13. The Function of Matter – The function of matter is to express force.
14. Universal Life – Force is manifested by motion in matter; all matter has motion, therefore there is universal life in all matter.
15. No Motion without the Effort of Force – Matter can have no motion without the application of force by intelligence.
16. Intelligence in both Organic and Inorganic Matter – Universal Intelligence gives force to both organic and inorganic matter.
17. Cause and Effect – Every effect has a cause and every cause has effects.
18. Evidence of Life – The signs of life are evidence of the intelligence of life.

## The 33 Chiropractic Principles

19. Organic Matter – The material of the body of a “living thing” is organized matter.

20. Innate Intelligence – A “living thing” has an inborn intelligence within its body, called Innate Intelligence.

21. The Mission of Innate Intelligence – The mission of Innate Intelligence is to maintain the material of the body of a “living thing” in active organization.

22. The Amount of Innate intelligence – There is 100% of Innate Intelligence in every “living thing,” the requisite amount, proportional to its organization.

23. The Function of Innate Intelligence – The function of Innate Intelligence is to adapt universal forces and matter for use in the body, so that all parts of the body will have co-ordinated action for mutual benefit.

24. The Limits of Adaptation – Innate Intelligence adapts forces and matter for the body as long as it can do so without breaking a universal law, or Innate Intelligence is limited by the limitations of matter.

25. The Character of Innate Forces – The forces of Innate Intelligence never injure or destroy the structures in which they work.

## The 33 Chiropractic Principles

26. Comparison of Universal and Innate Forces – In order to carry on the universal cycle of life, Universal forces are destructive, and Innate forces constructive, as regards structural matter.
27. The Normality of Innate Intelligence – Innate Intelligence is always normal and its function is always normal.
28. The Conductors of Innate Forces – The forces of Innate Intelligence operate through or over the nervous system in animal bodies.
29. Interference with Transmission of Innate Forces – There can be interference with the transmission of Innate forces.
30. The Causes of Dis-ease – Interference with the transmission of Innate forces causes incoordination of dis-ease.
31. Subluxations – Interference with transmission in the body is always directly or indirectly due to subluxations in the spinal column.
32. The Principle of Coordination – Coordination is the principle of harmonious action of all the parts of an organism, in fulfilling their offices and purposes.
33. The Law of Demand and Supply – The Law of Demand and Supply is existent in the body in its ideal state; wherein the “clearing house,” is the brain, Innate the virtuous “banker,” brain cells “clerks,” and nerve cells “messengers.”

## The Secret

The Secret by Rhonda Byrne is an amazing book! Please reread the book and integrate the ideas into your life. We must practice these ideas daily. In our routine lives it is often not easy, but there in lies the challenge.



(As you read these quotes write down the ones that resonate with you the most. Put them up in your office or in a slide presentation.)

Here are some of the best quotes from The Secret:

1. If you can think about what you want in your mind, and make that your dominant thought, you will bring it into your life.
2. Through this most powerful law, your thoughts become things in your life.
3. As you think of yourself living in abundance, you are powerfully and consciously determining your life through the law of attraction.
4. The only reason why people do not have what they want is because they are thinking more about what they don't want than what they do want.
5. The law of attraction is the law of creation. Quantum physicists tell us that the entire Universe emerged from thought!

## The Secret

6. What you are thinking now is creating your future life.

7. Your thoughts are seeds, and the harvest you reap will depend on the seeds you plant.

8. Whether you have been aware of your thoughts in the past or not, now you are becoming aware. Right now, with the knowledge of The Secret, you are waking up from a deep sleep and becoming aware!

9. Decide what you want to be, do, and have, think the thoughts of it, emit the frequency, and your vision will become your life.

10. The law of attraction is a law of nature. It is as impartial and impersonal as the law of gravity is.

11. Your feelings are your greatest tools to help you create your life.

12. Your thoughts determine your frequency, and your feelings tell you immediately what frequency you are on.

13. You can purposefully use your feelings to transmit an even more powerful frequency, by adding feeling to what you are wanting.

14. There is no greater power in the Universe than the power of love.

## The Secret

15. The feeling of love is the highest frequency you can emit.

16. There is a truth deep down inside of you that has been waiting for you to discover it, and that Truth is this: you deserve all good things life has to offer.

17. You get to choose what you want, but you must get clear about what you want.

18. Asking is the first step in the Creative Process, so make it a habit to ask.

19. You must believe that you have received. You must know that what you want is yours the moment you ask.

20. In the moment you ask, and believe and know you already have it in the unseen, the entire Universe shifts to bring it into the seen.

21. Claim the things you want by feeling and believing they are yours.

22. How it will happen, how the Universe will bring it to you, is not your concern or job. Allow the Universe to do it for you.

23. Ask once, believe you have received, and all you have to do to receive is feel good.

## The Secret

24. If you have an intuitive or instinctive feeling, follow it, and you will find that the Universe is magnetically moving you to receive what you asked for.

25. Remember that you are a magnet, attracting everything to you.

26. It is as easy to manifest one dollar as it is to manifest one million dollars.

27. Create your day in advance by thinking the way you want it to go, and you will create your life intentionally.

28. It is impossible to bring more into your life if you are feeling ungrateful about what you have.

29. When you give thanks as though you have already received what you want, you are emitting a powerful signal to the Universe.

30. The reason visualization is so powerful is because as you create pictures in your mind of seeing yourself with what it is you want, you are generating thoughts and feelings of having it now.

31. Everyone has the power to visualize.

32. To use the law of attraction to your advantage, make it a habitual way of being, not just a one-time event.

## The Secret

33. To attract money, you must focus on wealth.

34. The only reason any person does not have enough money is because they are blocking money from coming to them with their thoughts.

35. When you need money, it is a powerful feeling within you, and so of course through the law of attraction you will continue to attract needing money.

36. The shortcut to anything you want in your life is to BE and FEEL happy now!

37. Your wealth is waiting for you in the invisible, and to bring it into the visible, think wealth!

38. "I am a money magnet."

39. "I love money and money loves me."

40. Giving is a powerful action to bring more money into your life, because when you are giving you are saying, "I have plenty."

41. Prosperity is your birthright, and you hold the key to more abundance – in every area of your life – than you can possibly imagine.

## The Secret

42. The key is your thoughts and feelings, and you have been holding the key in your hand all of your life.

43. When you do not treat yourself the way you want others to treat you, you can never change the way things are.

44. When you make feeling good a priority, that magnificent frequency will radiate and touch everyone close to you.

45. People are responsible for their own joy.

46. Focus only on things you love, feel love, and you will experience that love and joy coming back to you – multiplied!

47. Treat yourself with love and respect, and you will attract people who show you love and respect.

48. To make a relationship work, focus on what you appreciate about the other person, and not your complaints.

49. Healing through the mind can work harmoniously with medicine.

50. All stress begins with one negative thought.

51. Love and gratitude can part seas, move mountains, and create miracles.

## The Secret

52. Illness cannot exist in a body that has harmonious thoughts.

53. Start thinking happy thoughts and start being happy.

54. Just the simple process of letting go of negative thoughts will allow your natural state of health to emerge within you.

55. Laughter attracts joy, releases negativity, and leads to miraculous cures.

56. You have the ability to give so much to the world by emitting feelings of love and well-being, despite what is happening around you.

57. When you feel good you uplift your life, and you uplift the world.

58. You are the master of your life, and the Universe is answering your every command.

59. Your ability to think is unlimited, and so the things you can think into existence are unlimited.

60. When we open our minds to the unlimited creative power, we will call forth abundance and see and experience a whole new world.

61. There are no limits to what you can create for You, because your ability to think is unlimited!

## The Secret

62. The Universe offers all things to all people through the law of attraction.

63. You have the ability to choose what you want to experience.

64. When you are praising or blessing you are on the highest frequency of love.

65. Instead of focusing on the world's problems, give your attention and energy to trust, love, abundance, education, and peace.

66. The law of attraction says like attracts like.

67. You are energy, and energy cannot be created or destroyed. Energy just changes form.

68. As you ask and feel and believe, you will receive.

69. When you emit the perfect frequency of what you want, the perfect people, circumstances, and events will be attracted to you and delivered!

70. When you say "I am," the words that follow are summoning creation with a mighty force, because you are declaring it to be fact.

71. When you conceive something in your mind, know it is a fact, and that there can be no question about its manifestation.

## The Secret

72. You are a genius beyond description, so start telling yourself that and become aware of who you really are.

73. All your power is in your awareness of that power, and through holding that power in your consciousness.

74. The real secret of power is the consciousness of power.

75. Be aware of everything around you, because you are receiving the answers to your questions in every moment of the day.

76. To not love ourselves can keep what we want from us.

77. To attract the things we love we must transmit love, and those things will appear immediately.

78. We are all connected, and we are all One.

79. The Secret is within you.

80. The more you use the power within you, the more you will draw it to you.

81. The time to embrace your magnificence is now.

82. See yourself living in abundance and you will attract it.

## The Secret

83. The law of attraction is always working, whether you believe it or understand it or not.

84. Your thoughts become things.

85. The emotions are an incredible gift that we have to let us know what we're thinking.

86. Our feelings are a feedback mechanism to us about whether we're on track or not, whether we're on course or off course.

87. Life can be absolutely phenomenal, and it should be, and it will be, when you start using The Secret.

88. You will attract everything that you require.

89. You can start with nothing, and out of nothing and out of no way, a way will be made.

90. Asking the universe what you want is your opportunity to get clear about what you want.

91. Receiving involves feeling the way you feel once your desire has manifested.

## The Secret

92. When you want to change your circumstances, you must first change your thinking.

93. Gratitude is absolutely the way to bring more into your life.

94. The daily practice of gratitude is one of the conduits by which your wealth will come to you.

95. When you visualize then you materialize.

96. Expectation is a powerful attractive force.

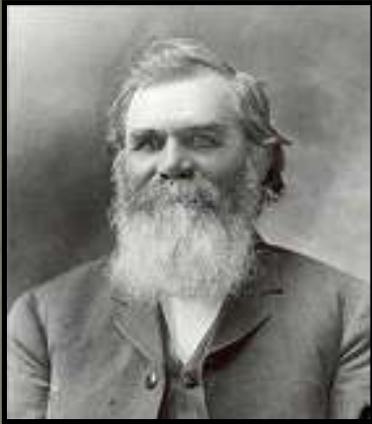
97. Success comes from within, not from without.

98. Your joy lies within you.

99. The Universe is a masterpiece of abundance.

100. You can change your life and you can heal yourself.

So here is the challenge. Can you practice these ideas everyday? Most people read through the book, and say that was a cool book and then go back to the way they were. Choose to change and we can!



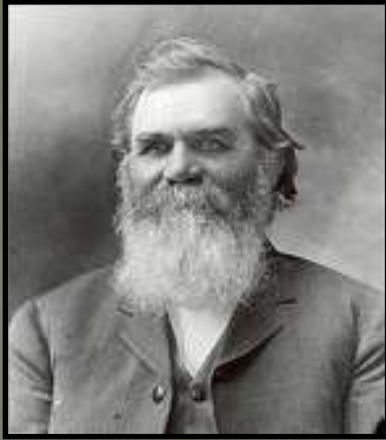
## Quotes from DD Palmer:

“I desired to know why one person was ailing and his associate, eating at the same table, working in the same shop, was not. Why? What difference was there in these two persons that caused one to have various diseases, while his partner escaped?”

“The philosophy of chiropractic is founded upon the knowledge of the manner in which vital functions are performed by innate in health and disease. When the controlling intelligence is able to transmit mental impulses to all parts of the body, free and unobstructed, we have normal action which is health.”

“Displacement of any part of the skeletal frame may press against nerves, which are the channels of communication, intensifying or decreasing their carrying capacity, creating either too much or not enough functioning, an aberration known as disease. The nature of the affection depends upon the shape of the bone, the amount of pressure, age of patient, character of nerves impinged upon and the individual makeup.”

“I claimed to be the first person to adjust a vertebra by hand, using the spinous and transverse processes and levers. I developed the art known as adjusting, and formulated the science of chiropractic, and developed its philosophy.”



## Quotes from DD Palmer:

“Life is the expression of tone. In that sentence is the basic principle of Chiropractic.”

“I feel it my bounden duty to not only replace displaced bones, but also teach others, so that the physical and spiritual may enjoy health, happiness and the full fruition of our earthly lives.”

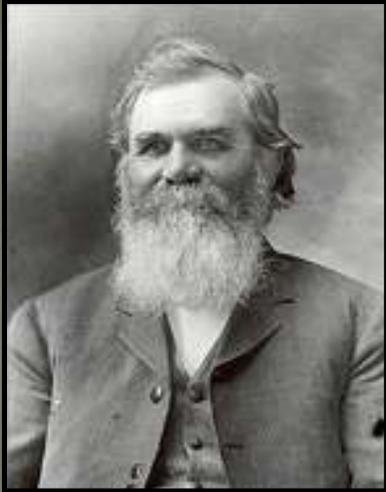
“The basic principle, and the principles of chiropractic which have been developed from it are not new. They are as old as the vertebrae... I am not the first person to replace subluxated vertebra, for this art has been practiced for thousands of years.”

“To be specific, is to exhibit a knowledge of the principles and art of adjusting; a comprehension of facts so systematized that they are available for the relief of disease.”

“Chiropractors correct abnormalities of the intellect as well as those of the body.”

“Many patients imagine that they have tried everything. True, they have used many remedies, but they have never had the cause of their infirmity adjusted.”

“That which I named ‘innate’ is a segment of that intelligence which fills the universe.”



## Quotes from DD Palmer:

“Life is but the expression of spirit through matter. To make life manifest requires the union of spirit and body.”

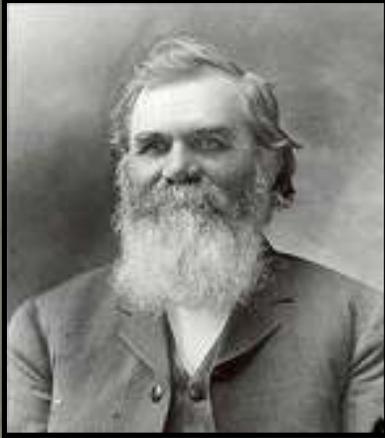
“Innate is a segment of the All-Wise; Educated is an offspring of innate, a servant for its lifetime only. Educated continues with and lasts as long as life exists; Innate is eternal, always was and always will be.”

“Disease is a disturbed condition, not a thing or entity.”

“Disease is the abnormal performance of certain functions; the abnormal activity has its causes.”

“Innate directs its vital energy through the nervous system to specialize the coordination and sensation and volition through the cumulative and vegetative functions.”

“Pressure on nerves causes irritation and tension with deranged functions as a result. Why not release the pressure? Why not adjust the cause instead of treating the effects? Why not?”



## Quotes from DD Palmer:

“Do not forget that chiropractors did not treat diseases. They adjust causes, whether acquired, spontaneous, or the result of accident.”

“Drugs are delusive; they do not adjust anything.”

“Compulsory vaccination is an outrage and a gross interference with the liberty of the people in a land of freedom.”

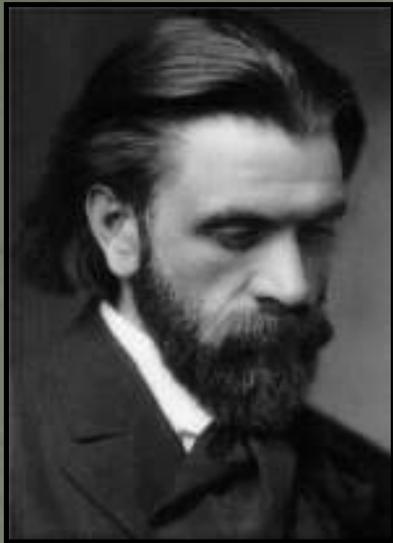
“Chiropractic is a science just so far as it is specific.”

“The only failure one man should fear, is the failure to do his best.”

“There is a vast difference between treating effects and adjusting the cause.”

“Chiropractic is founded upon different principles than those of medicine.”

“I laid the foundation and built thereon, the science of CHIROPRACTIC.”



## Quotes from BJ Palmer:

“We make a living by what we get. But a life by what we give.”

“Chiropractic is health insurance. Premiums small. Dividends large.”

“We appreciate the power of being able to be useful to mankind.”

“An obstacle is what you see when you take your eyes off the goal.”

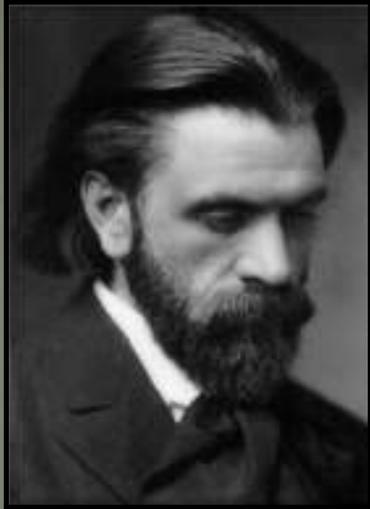
“It takes 65 muscles to frown and 13 to smile. Why work overtime?”

“Smile and smile often. Smile regularly. Smile when you don’t feel like it and you will feel like it when you smile.”

“Every organ in your body is connected to the one under your hat.”

“Miracles are manifestations for which science has no definition, no analysis.”

“Expect Miracles.”



## Quotes from B.J. Palmer:

“Keep Smiling.”

“The power that made the body heals the body.”

“It is better to light one candle than curse the darkness.”

“Many of us take better care of our automobiles than we do our own bodies... yet the auto has replaceable parts.”

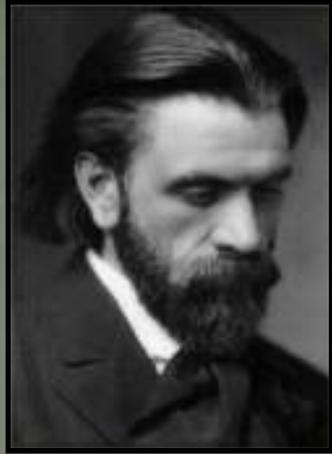
“We never know how far reaching something we think, say, or do today will affect millions of lives tomorrow.”

“Healing takes time.”

“Get the Big Idea. All else follows.”

“Education is a national asset. Vaccination is a national liability.”

“Following the paths of least resistance is what makes rivers and men crooked.”



## Quotes from BJ Palmer:

“Think! Speak! Act, Positives! I Am! I Will! I Can! I Must!”

“I would rather be a has-been than a never was, because a never-was never was, and a has-been has been.”

“The only people who enjoy hearing your troubles are lawyers who make money patching ‘em up; doctors who get paid for ripping ‘em out and preachers who accept gratuities for praying ‘em away.”

“Where there is no vision, people perish.”

“If the ‘germ theory of disease’ were correct, there’d be no one living to believe it.”

“If you are in the right, you can afford to keep your temper. If you are in the wrong, you cannot afford to lose it.”

“The love you give away is the love you keep.”

“Man is a great big soul carrying around a little stubborn matter.”



## Quotes from B.J. Palmer:

“Of course the lions didn’t eat Daniel – he was all backbone.”

“Is life worth living? That depends on the liver.”

“‘Early to bed, early to rise,’ Work like hell- and advertise, ‘Makes a man healthy, wealthy, and wise.’”

“A man is clean outside and in; he neither looks up to the rich nor down to the poor; he can lose without squealing and win without bragging; he is considerate of women, children, and old people; he is too brave to lie, too generous to cheat, and he takes his share of the world and lets others have theirs.”

“Rule No. 9- Don’t take yourself too damn seriously.”



## Quotes from Clarence Gonstead:

First: “Spend all the time necessary to carefully and precisely find and correct a patient’s problem. Don’t be in a hurry. Check and recheck your x-ray, palpation, instrumentation, motion palpation, and visualization.”

Second: “Remember that Chiropractic always works. When it does not seem to, examine your application, but do not question the principle.”

Third: “Be prepared when demand for Chiropractic care increases. Study the spine and the nervous system every chance you get.”

“Find the subluxation. Accept it where you find it. Correct it. Leave it alone.”

“It is amazing what one adjustment can do if applied right.”

“X-rays will not show nerve pressure.”

“X-rays will not show subluxation.”

“X-rays will show misalignment that might cause subluxation that causes nerve pressure.”

“Reposition the vertebra to take pressure off of the nerve and you will get sick people well.”



## Quotes from Clarence Gonstead:

“If there is no nerve pressure to any gland or organ, the body can produce any drug it needs.”

“There is no such thing as a slipped disc; it’s impossible because it is attached to the vertebrae above and below. What is possible is the vertebra slipping on the disc.”

“I want you to be chiropractors, not manipulators.”

“The right number and kind of adjustments can set the stage for nature to heal; too many in the wrong place can undo any good that was done and slow down the healing mechanism.”

“You have to find the pinched nerve. You have to find the vertebra causing it. You have to have a scientific application to reposition the vertebra to take the pressure off of the nerve.”

“ONE of the most important skills a chiropractor needs to develop is the ability to find nerve pressure –to find it exactly, specifically, where it is on each patient. If a chiropractor is not removing this pressure, he is not practicing chiropractic. The science and art of removing nerve pressure, and the results obtained, will stand the scrutiny of even the most resolute opponent.”



## Quotes from Clarence Gonstead:

“The principles of the Gonstead Method are the simple principles of chiropractic put to work; how to understand what causes nerve pressure, how to find it on the patient, how to achieve a corrective setting of the offending vertebra, and how to know when the chiropractor’s job is done, and nature’s begins.”

“Are you qualified to be a Specialist? If chiropractic is to survive, every chiropractor must be the specialist he is trained to be. The chiropractic specialty is removing nerve interference; it takes skill, precision, knowledge, and experience. It means understanding what causes nerve pressure, the ability to pinpoint nerve pressure and reducing the nerve pressure by correcting the subluxated vertebra.”

“A Gonstead correction of nerve pressure is more than just an adjustment . . . it is a scientific “setting” of the affected vertebra ONTO the disc below. It is of the utmost importance to be specific in the application of philosophy and especially the adjustment.”

“Practice. Practice. Practice. Never stop.”

“Our future will be our results.”



## Quotes from Hippocrates:

“It is more important to know what sort of person has a disease than to know what sort of disease a person has.”

“Keep a watch also on the faults of the patients, which often make them lie about the taking of things prescribed.”

“Healing is a matter of time, but it is sometimes also a matter of opportunity.”

“Let food be thy medicine and medicine be thy food.”

“If we could give every individual the right amount of nourishment and exercise, not too little and not too much, we would have found the safest way to health.”

“A wise man should consider that health is the greatest of human blessings, and learn how by his own thought to derive benefit from his illnesses.”

“Natural forces within us are the true healers of disease.”

“Whenever a doctor cannot do good, he must be kept from doing harm.”



## Quotes from Hippocrates:

“Cure sometimes, treat often, comfort always.”

“Walking is man's best medicine.”

“Science is the father of knowledge, but opinion breeds ignorance.”

“Everything in excess is opposed to nature.”

“It's far more important to know what person the disease has than what disease the person has.”

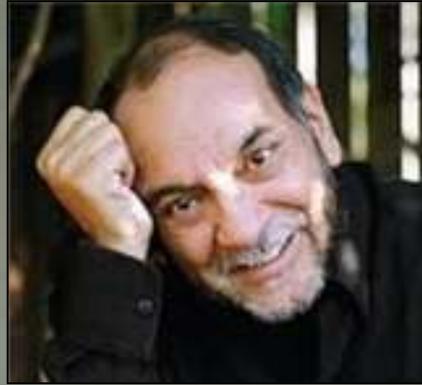
“Extreme remedies are very appropriate for extreme diseases.”

“Prayer indeed is good, but while calling on the gods a man should himself lend a hand.”

“There are in fact two things, science and opinion; the former begets knowledge, the later ignorance.”

“To do nothing is also a good remedy.”

“What medicines do not heal, the lance will; what the lance does not heal, fire will.”



## Quote from Miguel Ruiz:

### The Four Agreements

#### 1. Be Impeccable With Your Word

Speak with integrity. Say only what you mean. Avoid using the word to speak against yourself or to gossip about others. Use the power of your word in the direction of truth and love.

#### 2. Don't Take Anything Personally

Nothing others do is because of you. What others say and do is a projection of their own reality, their own dream. When you are immune to the opinions and actions of others, you won't be the victim of needless suffering.

#### 3. Don't Make Assumptions

Find the courage to ask questions and to express what you really want. Communicate with others as clearly as you can to avoid misunderstandings, sadness and drama. With just this one agreement, you can completely transform your life.

#### 4. Always Do Your Best

Your best is going to change from moment to moment; it will be different when you are healthy as opposed to sick. Under any circumstance, simply do your best, and you will avoid self-judgment, self-abuse and regret.”

## Quotes from Tony Robbins:

“If I’m committed, there is always a way.”

“Demand more from yourself than anyone else could ever expect.”

“All personal breakthroughs begin with a change in beliefs.”

“The secret to life is.....to raise your standards.”

“The way you make a lasting change is you make identity change.”

“The path to success is to take massive, determined action.”

“Lack of emotion causes lack of progress and lack of motivation.”

“The only thing keeping you from getting what you want is the story you are telling yourself about why you don’t have it.”

“If you treat people at the end of the relationship like the beginning, there won’t be an end.”

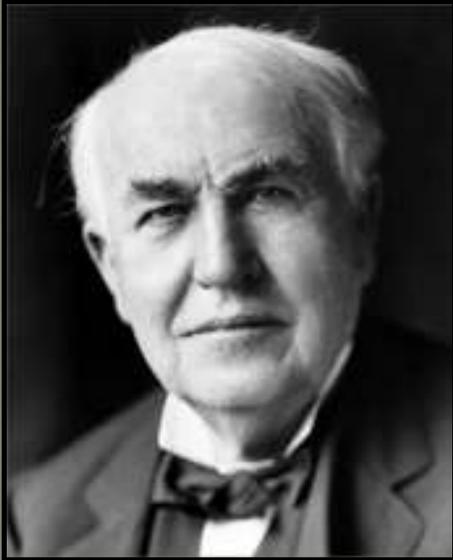
“Everybody’s life is either rewarding or an example.”

“The path of least resistance will never make you proud.”

“People are rewarded in public for what they do in private.”

“Progress is happiness.”





## Quote from Thomas Edison:

“The doctor of the future will give no medicine but will interest his patients in the care of the human frame, in diet and in the cause and prevention of disease.”

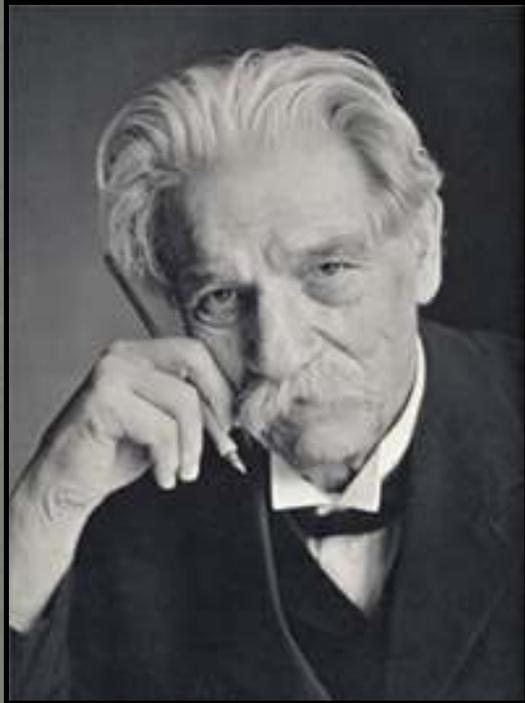


## Quote from Marcus Tullius Cicero:

“The competent physician, before he attempts to give medicine to the patient, makes himself acquainted not only with the disease, but also with the habits and constitution of the sick man.”



**Quote from Napoleon Bonaparte:**  
“Medicine is a collection of uncertain prescriptions, the results of which taken collectively, are more fatal than useful to mankind. Water, air and cleanliness are the chief articles in my pharmacopeia.”

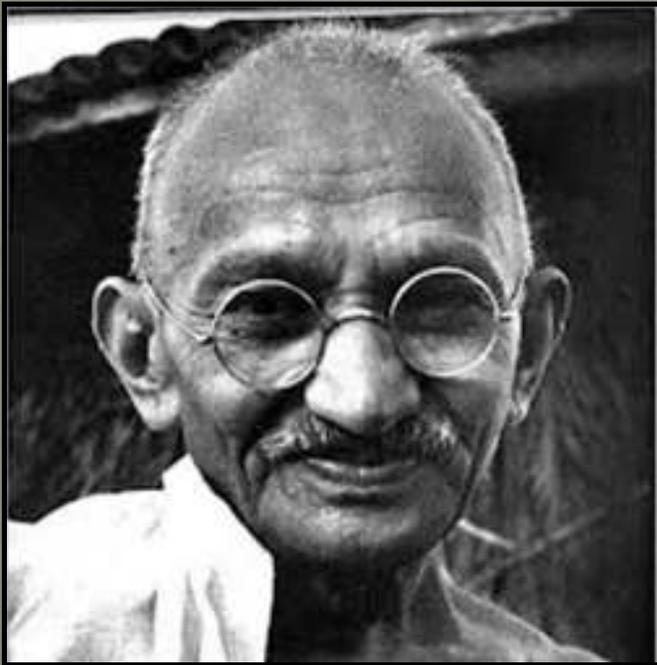


Quote from Albert Schweitzer:  
“The greatest discovery of any generation is that human beings can alter their lives by altering the attitudes of their minds.”

## Quotes from Mahatma Gandhi:

“Strength does not come from physical capacity.  
It comes from an indomitable will.”

“You must be the change you want to see in the world.”

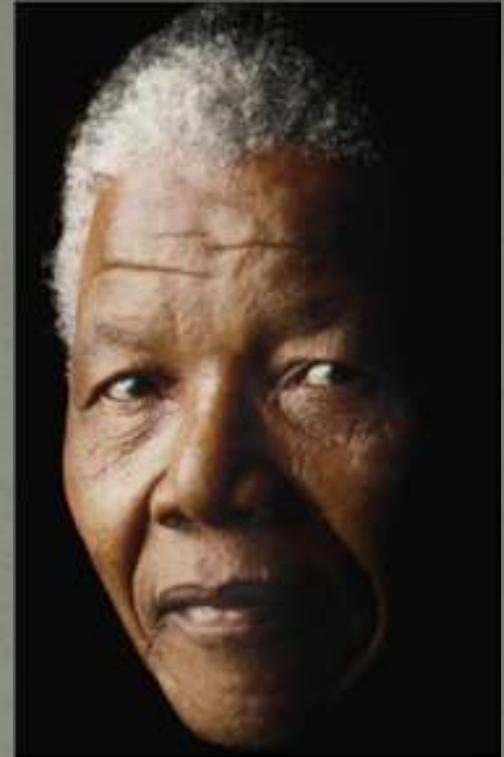


## Quotes from Nelson Mandela:

“I learned that courage was not the absence of fear, but the triumph over it. The brave man is not he who does not feel afraid, but he who conquers that fear.”

“It always seems impossible until it's done.”

“Do not judge me by my successes, judge me by how many times I fell down and got back up again.”



## Quotes from Mother Teresa:

“It's not how much we give, but how much love we put into giving.”

“Kind words can be short and easy to speak, but their echoes are truly endless.”

“Let no one ever come to you without leaving better and happier.”

“Life is an opportunity, benefit from it. Life is beauty, admire it.  
Life is a dream, realize it. Life is a challenge, meet it.  
Life is a duty, complete it. Life is a game, play it.  
Life is a promise, fulfill it. Life is sorrow, overcome it.  
Life is a song, sing it. Life is a struggle, accept it.  
Life is a tragedy, confront it. Life is an adventure, dare it.  
Life is luck, make it. Life is too precious, do not destroy it.  
Life is life, fight for it.”





**Quote from Epictetus:** “How long are you going to wait before you demand the best for yourself and in no instance bypass the discriminations of reason? You have been given the principles that you ought to endorse, and you have endorsed them. What kind of teacher, then, are you still waiting for in order to refer your self-improvement to him? You are no longer a boy, but a full-grown man. If you are careless and lazy now and keep putting things off and always deferring the day after which you will attend to yourself, you will not notice that you are making no progress, but you will live and die as someone quite ordinary.

From now on, then, resolve to live as a grown-up who is making progress, and make whatever you think best a law that you never set aside. And whenever you encounter anything that is difficult or pleasurable, or highly or lowly regarded, remember that the contest is now: you are at the Olympic Games, you cannot wait any longer, and that your progress is wrecked or preserved by a single day and a single event. That is how Socrates fulfilled himself by attending to nothing except reason in everything he encountered. And you, although you are not yet a Socrates, should live as someone who at least wants to be a Socrates.”



Quote from Stephen R. Covey:  
“It comes from within.”

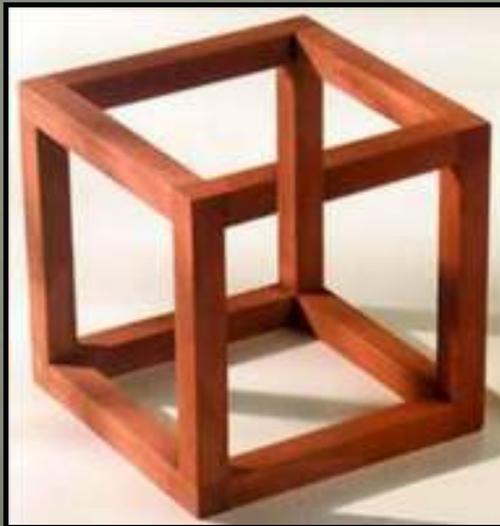
The 7 Habits of Highly Effective  
People: Powerful Lessons in  
Personal Change

## Final Words

The paradox of our time in history is that we have taller buildings, but shorter tempers, wider freeways, but narrower view points.

We spend more, but have less, we buy more, but enjoy less.

We have bigger houses and smaller families, more conveniences, but less time.



**We have more degrees but less sense,  
more knowledge, but less judgment,  
more experts, yet more problems, more  
medicine, but less wellness.**

**We drink too much, smoke too much,  
spend too recklessly, laugh too little,  
drive too fast, get too angry, stay up too  
late, get up too tired, read too little,  
watch TV too much, and pray too  
seldom.**



**We have multiplied our possessions,  
but reduced our values.**

**We talk too much, love too seldom,  
and hate too often.**

**We've learned how to make a living,  
but not a life.**

**We've added years to life,  
not life to years.**



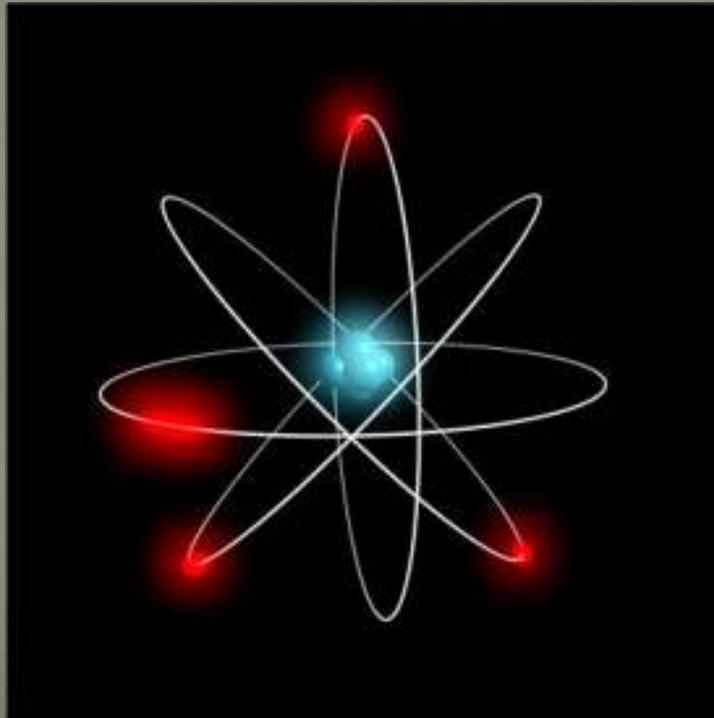
**We've been all the way to the moon and back, but have trouble crossing the street to meet a new neighbor.**

**We conquered outer space, but not inner space.**

**We've done larger things, but not better things.**



**We've cleaned up the air, but polluted the soul.  
We've conquered the atom, but not our prejudice.  
We write more, but learn less.  
We plan more, but accomplish less.  
We've learned to rush, but not to wait.**



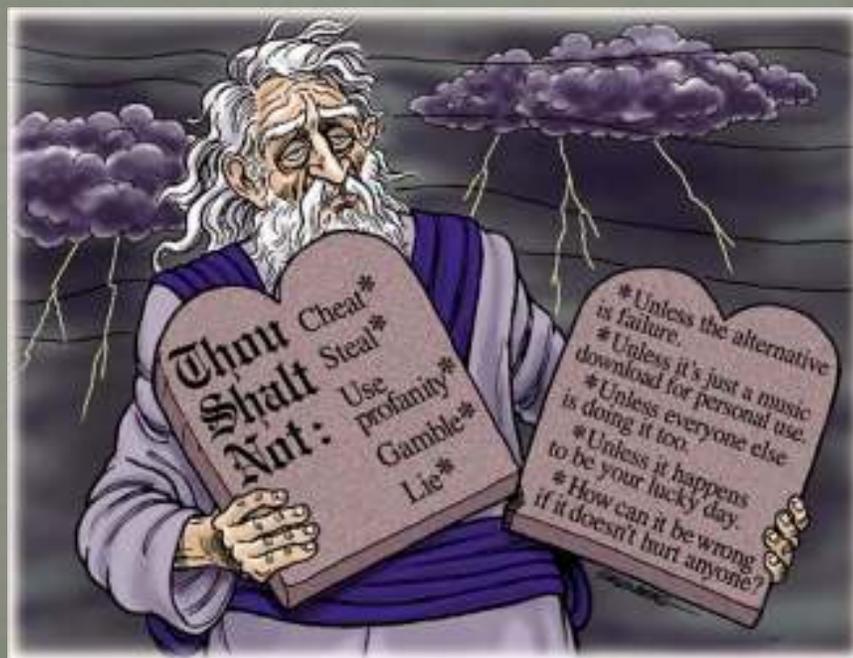
**We build more computers to hold more information, to produce more copies than ever, but we communicate less and less.**

**These are the times of fast foods and slow digestion, big men and small character, steep profits and shallow relationships.**



These are the days of two incomes but more divorce, fancier houses, but broken homes.

These are days of quick trips, disposable diapers, throw away morality, one nightstands, overweight bodies, and pills that do everything from cheer, to quiet, to kill.



**Spend some time with your loved ones, because they are not going to be around forever.**

**Say a kind word to someone who looks up to you in awe, because that little person soon will grow up and leave your side.**

**Give a warm hug to the one next to you, because that is the only treasure you can give with your heart and it doesn't cost a cent.**



Say, "I love you" to your partner and your loved ones, but most of all mean it. A kiss and an embrace will mend hurt when it comes from deep inside of you.

Give time to love, give time to speak, and give time to share the precious thoughts in your mind.

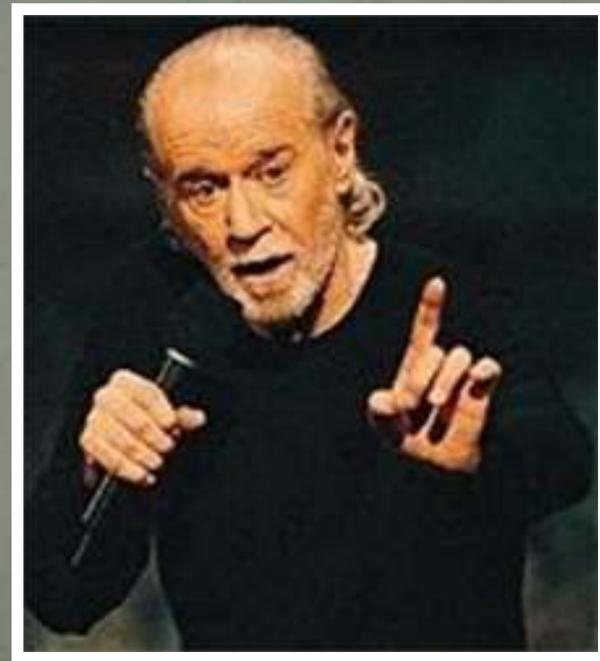


**And Always Remember:**

Life is not measured by the number of breaths we take, but by the moments that take our breath away. If you don't share this with others....

who cares?

**-George Carlin**



I hope this course helped inspire you!

Now please return to the website: [backtochiropractic.net](http://backtochiropractic.net)  
Click on the exam next to the Philosophy course and  
answer the questions.

Then email your answers in a **numbered vertical column**  
To: [marcusstrutzdc@gmail.com](mailto:marcusstrutzdc@gmail.com)

Your certificate will be emailed back with-in 24 hours.  
Thanks for taking our courses, hope you return.

Be Well

Marcus Strutz DC

Back To Chiropractic CE Seminars