

Title of Industry



Your Logo Here

List what topics you will cover in the guide here

Is your headache really a pain in the neck?

Wellness secrets of chiropractors

Test your knowledge of anatomy

Is your child being harmed by a backpack?

How your back works and why it hurts

| | |
|---|----|
| What does a [BUSINESS TYPE, e.g., Plumber, Chiropractor, Realtor, etc.] do?..... | XX |
| 10 signs/reasons you should see/call your [BUSINESS TYPE] | XX |
| How to choose/find a [BUSINESS TYPE] | XX |
| Answering your questions about [BUSINESS TYPE] services | XX |
| Things [BUSINESS TYPE] services don't fix/cover (optional) | XX |
| Common conditions treated/problems addressed by [BUSINESS TYPE] | XX |
| Techniques and tools of the [BUSINESS TYPE] trade (How we work)..... | XX |
| How your [PROBLEM AREA, e.g., Plumbing system, Back, marketing your home, etc.] works .. | XX |
| 7 ways to avoid [PROBLEMS] | XX |
| [COMMON PROBLEM e.g., burst pipes, headaches, slow home-buying market, etc.] can be a real problem | XX |
| Test your knowledge of [PROBLEM AREA] | XX |
| Preventive maintenance/Competitive advantage secrets of [BUSINESS TYPE] | XX |
| [BUSINESS TYPE] for [SPECIALIZED NICHE MARKET], too | XX |
| [BUSINESS TYPE] benefits [ANOTHER NICHE MARKET] | XX |
| [BUSINESS TYPE] Resources | XX |

Name of your Company Here

Provide information about your practice or a short bio.

Who I am:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nulla quam, hendrerit in pharetra nec, elementum eget arcu. Donec id pharetra felis. Integer eget arcu ut metus dictum posuere. Donec fringilla placerat ultrices. Etiam mi lectus, auctor ac laoreet consectetur, lacinia

My Credentials or How long I've been in business:

Integer rhoncus tortor non felis lacinia mollis id ut massa. Sed non orci quis ligula vehicula dictum eget in quam. Nam quam risus, mollis et venenatis sit amet, ultrices quis dolor.

A little more about my background and my experience:

posuere imperdiet leo pellentesque. In non arcu mi, mollis viverra odio. Praesent eros dolor, porttitor non pellentesque vitae, ultricies eget purus. Suspendisse potenti.

Insert Picture Here...

- Photo of Chiropractor
- Photo of office
- Photo of services offered

Problem we solve:

eget ante ipsum. Integer id lacus velit, nec gravida lectus. In hac habitasse platea dictumst. Fusce fermentum luctus pulvinar. Phasellus mattis, lacus vel venenatis viverra, nisi sapien rhoncus lectus, in consectetur est nisi vel nibh. Morbi quis dui in lectus ultrices congue.

Proof-awards, recognition, testimonial:

Nullam hendrerit commodo dui, et auctor nulla aliquama.

Special offer - something to buy - introductory offer link:

Donec eu est velit, vitae vestibulum nibh. Morbi aliquam quam nec eros porta pulvinar. Phasellus vitae orci ac quam ultrices consequat. Donec tellus ligula, posuere ut tempor ac, porta vel magna. Mauris laoreet congue ante, at aliquet velit interdum in. Nulla facilisis elementum quam, sit amet rutrum sem semper sit amet. Integer id purus velit. Donec arcu lectus, semper id mattis eget, elementum sit amet leo. Duis sed diam nisi, vitae facilisis eros. dui.

“What does a [BUSINESS TYPE] do?”

Q I don’t know much about [BUSINESS TYPE]. What do they do?

A Doctors of Chiropractic are health care professionals who specialize in musculoskeletal and nervous system conditions and the impact they have on a person’s overall health. Emphasis is placed on alleviating pain in the back, neck, joints and headaches—and correcting conditions that cause this pain.

Q What kind of training do [BUSINESS TYPE] have?

A The rigorous educational requirements for chiropractors are similar to the requirements for your family doctor.

Q How are [BUSINESS TYPE] licensed?

A Like most other health care practitioners, chiropractors are licensed at the state level, by a state board of chiropractic examiners. Most states also require DCs to complete a number of hours of continuing education each year to maintain their licenses.

Q What are the advantages of professional [BUSINESS TYPE] services?

A Chiropractic is non-invasive, unlike procedures such as surgery. Drugs, particularly addictive painkillers, aren’t part of the practice. Normally, the cost of treatment is far lower. And often, people who have run out of other medical options find chiropractic provides relief.

Q Are there any risks?

A No form of medical treatment is totally without risk. Because it’s drug-free and noninvasive, however, chiropractic an exceptional safety record.

The therapeutic discipline chiropractors practice is called *chiropractic*.



10 Reasons you should call your [BUSINESS TYPE]

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

How to choose a [BUSINESS TYPE]

When selecting a chiropractor, take time to find a DC who:

- Is recommended by your physician, other health care professionals or friends.
- Is licensed to practice chiropractic.
- Has experience treating your specific condition or symptoms.
- Is board certified if you need specialized care in areas such as such as chiropractic neurology, chiropractic rehabilitation, chiropractic orthopedics or chiropractic pediatrics. Board certification indicates the DC has completed studies and testing beyond those required to be a Doctor of Chiropractic.
- Is willing to work with your other physicians as part of your medical team.
- Uses diagnostic tools such as x-rays, ultrasound and paraspinal digital infrared imaging.
- Offers holistic, preventive care and counsel.
- Will provide an initial consultation free-of-charge.
- Doesn't claim that chiropractic treatment will cure an alphabet soup of medical conditions.

You also can get names of DCs in your area from the American Chiropractic Association (ACA) web site at www.AcaToday.org or by calling, toll-free (800) 986-4636. You also can contact your state's chiropractic association. State contact information is posted at the ACA web site.

Answering your questions about [BUSINESS TYPE] services

Q What is _____?

A Chiropractic adjustment, also called spinal manipulation, is a procedure used by DCs to correct misalignments of the vertebrae of your spine. Untreated, these misalignments can interfere with neurological communication between your brain, tissues and organs.

Q What happens when _____?

A After identifying your condition via examination and testing, and determining that spinal adjustment is the best treatment for you, your DC will position your body so that only the affected area is isolated. Next, your DC will manipulate the joint, freeing it from its “stuck” position. In restoring the joint’s natural movement, inflammation and pain are reduced and your tissues begin to heal.

Q Is it true that _____?

A Yes, this harmless popping sound occurs when gas bubbles in the fluid surrounding the joint are released during the procedure. Have you ever cracked your knuckles? It’s the same thing.

Q Does _____?

A Some people are squeamish about spinal manipulation if they aren’t familiar with the procedure. When conducted by a licensed DC, however, spinal manipulation is effective in reducing muscle and joint pain. Only rarely does chiropractic adjustment cause mild discomfort that typically goes away in a day or two.

Things [BUSINESS TYPE] services don’t fix/cover (optional):

- a fracture
- cancer of the bone or bone marrow
- severe spinal osteoporosis
- tuberculosis of the spine
- a disease of the spinal cord
- severe arthritis
- an infection in your bone or joint
- acute gout
- compression of your spinal cord or cauda equina (nerve roots at the end of your spine)
- uncontrolled diabetic neuropathy
- a bleeding disorder
- pain down your leg or arm with increasing weakness, difficulty walking and bowel or bladder control problems

Prior to treatment, your DC will take a detailed medical history. It’s important to give thorough answers, even if you’re not sure a health condition has any bearing on your chiropractic therapy. This will enable your DC to rule out treatments that aren’t appropriate for you.

Common conditions treated/problems addressed by [BUSINESS TYPE]

| Condition | Common Symptoms |
|------------------------|---|
| headaches | throbbing, dull or sharp pain, pain that persists, auras (sensations such as light or warmth that often precede migraines), restricted neck motion, light sensitivity |
| herniated disk | symptoms differ per the location of the affected disk but may include lower back pain, pain in one leg, numbness in the back, chest arm or leg, muscle spasms |
| joint pain | pain, stiffness, sensation of warmth, swelling, tenderness |
| pinched nerve | sharp pain, numbness, tingling sensation, muscle weakness |
| sciatica | sharp pain that travels from your buttocks to your leg |
| fibromyalgia | widespread pain lasting longer than three months, fatigue in muscles and tendons, a number of tender spots on the body, morning stiffness, short-term memory loss, headache, insomnia |
| scoliosis | spine curves to one side, difference in height of shoulders or hip, head not centered over torso, teens and adults may have pain |
| carpal tunnel syndrome | tingling, burning sensation, pain or numbness in fingers, palm of the hand, wrist or forearm, finger stiffness in the morning, weak grasp |



Short paragraph about your [BUSINESS TYPE] service here

Techniques and tools of the [BUSINESS TYPE] trade (How we work)

Doctors of Chiropractic use more than 55 different procedures and methods. Practices you may experience include:

Chiropractic adjustments restore motion to joints, reducing pain and enabling the injured tissue to heal.

The Activator Technique involves use of a small device to apply pressure or gentle force to misaligned vertebrae.

Mysofacial treatments use massage or pressure to relieve pain from knotted muscle fibers called “trigger points.”

Flexion-Distractio n treatments use a motorized table to gently stretch and relieve pressure on your spine while your DC focuses on problem areas.

Applied Kinesiology helps balance tense or loose muscles that pull a bone out of alignment. A combination of massage and manipulation is typical of this technique.

Logan Basic Technique uses sustained, gentle pressure at the sacrum, located at the base of the spine, to correct the spine.

Cox Flexion Distraction relieves lower back pain through stretching or traction of the spine.

Did you know...trigger points aren't always painful to the touch. Often, pressing them sends pain to another part of your body.

How your [PROBLEM AREA, e.g., Plumbing system, Back, marketing your home, etc.] works and why it breaks/why it's difficult

Your back has an important job. It supports your head and torso, enables you to bend, twist and stretch and provides protection for your spinal cord. In order to perform all these tasks, your back is made of a complex maze of bones, muscles, ligaments and tendons, each being susceptible to pain and injury. When your vertebrae are out of alignment, because of injury, muscle tension, muscle spasms or loose, weak muscles, you experience pain.

Vertebrae

Your spine comprises 33 bones called vertebrae. Vertebrae contain canals for nerves, intricate joints and are attached to muscles and ligaments. Because your vertebrae are not all the same and have different functions, they're defined in the following three segments.

1. **Cervical vertebrae** in your neck are smaller and more delicate, so you can move your head freely, in a number of directions.
2. **Thoracic vertebrae** connect with your ribs and provide some flexibility.
3. **Lumbar vertebrae**, located where your lower back curves, do heavy lifting, providing support for the body and important mobility. Because they carry the bulk of the weight and have a major role in bending at the waist, they're most prone to pain and injury.

The **sacrum** and **coccyx** are actually fused vertebrae. The sacrum is the larger, shield-shaped bone that supports the lumbar vertebrae and protects the pelvic area. And your coccyx, a reminder of our very early ancestors, is a tail.

Disks

It's likely you've heard the terms ruptured disc and herniated disk. Disks are fluid-filled sacs that fit between each of your vertebra, serving as shock absorbers, holding your vertebrae together and making it easier to move. Sometimes disks slip out of position or rupture. This causes pain, particularly if it presses on a nerve.

Spinal Cord/Nerves

Made of nerve fibers, the spinal cord has the critical job of sending messages to and from the brain and the rest of your body. Sometimes these nerve fibers become irritated because of conditions such as a herniated disk, misaligned disk, injury or degeneration of the vertebrae. When this happens you may well feel symptoms like pain, headache, tingling, numbness or weakness. Your chiropractor has a number of techniques for relieving these symptoms.

7 ways to avoid [PROBLEMS]

1. Maintain good posture when sitting or standing.
2. Watch your weight; excess weight places additional strain on your back.
3. Warm up before doing physical work or exercise.
4. Stay active and follow a regular pattern of exercise to keep your muscles and joints flexible.
5. When lifting, bend at your knees, hold the object close to your body and lift from your legs.
6. Avoid sleeping on your stomach, which can strain your neck and back.
7. If work you to spend long periods of time in a chair, talk with your DC about the best ergonomic options.

As you read this, [Fun Fact goes here].



[COMMON PROBLEM e.g., burst pipes, headaches, slow home-buying market, etc.] can be a real problem

Very often the pain you feel as a headache is actually referred pain from your neck. Referred pain is pain that develops in one part of the body but is felt in another. A common example of referred pain is the arm pain many people feel before or during a heart attack.

Pain that originates in your neck can have a number of causes.

Stress is the top culprit, causing muscles and ligaments in the neck to tighten. When this happens, your vertebrae can be thrown out of alignment, and nerve fibers and blood vessels that are connected with those in your head may become inflamed. Ouch!

Poor posture is another cause of neck and head pain. Although your head and spine have a natural alignment that provides maximum support, many people have a tendency to lean forward, especially when looking at a computer or television screen, driving, or compensating for the heft of a backpack. When you lean forward, the weight of your head—somewhere between 12 and 15 pounds—strains muscles of the back of your neck and can pull your spine out of alignment.

Arthritis in your neck (the cervical section of your spine) causes headaches, neck and back pain. This is due to degeneration of the vertebrae, which is common when we age.

Signs that _____ :

- You have regular headaches of varying length and degrees of pain, with no consistent cyclical pattern.
- Pain is felt on one side of your head.
- Your headache is preceded by pain in the neck or shoulders.
- You have a history of neck injury, such as whiplash.

FACT TITLE GOES HERE

Fact you want your audience to know about... something you can help them resolve

Test your knowledge of [PROBLEM AREA]

1. **T or F** Dimples of Venus is the name of a scallop dish served frequently in Italy.
2. **T or F** You have 206 bones in your body; ¼ of them are in your feet.
3. **T or F** You can take a horse with an aching back to a veterinary chiropractor.
4. **T or F** Don't crack your knuckles! It will give you arthritis.
5. **T or F** The first cervical vertebra is called atlas, named for Atlas, of Greek mythology, who carried the world on his shoulders.
6. **T or F** Giraffes have seven neck vertebrae, just like a mouse, whale or human.

(Place answers upside down, in small type—or on another page)

Answers to Quiz: Test your knowledge of anatomy

1. **False** The Dimples of Venus are the two small indentations on your lower back.
2. **True** In fact, half of your bones are in your hands and feet.
3. **True** More than 1,200 veterinary chiropractors worldwide treat horses, dogs, cats, farm animals and more.
4. **False** That knuckle-popping sound is simply the release of gas bubbles due to a change in pressure.
5. **True** Zeus punished Atlas by making him carry the earth and skies on his shoulders.
6. **True** All mammals, except the two-toed sloth and the manatee have seven vertebrae.

Preventive maintenance/Competitive advantage secrets of [BUSINESS TYPE]

- Sure, you've heard the healthy lifestyle mantra before. But following good wellness practices such as maintaining a healthy weight, eating a balanced diet, getting regular exercise and getting enough sleep can add more than a decade to your life and improve your quality of life, too.
- Mom knew what she was doing when she said, "Stand up straight!" Good posture can help prevent or alleviate a host of bone and joint problems.
- Reduce stress. Stress has a negative impact on our physical and mental health. Explore methods of managing stress that are effective for you. Common steps include:
 - regular exercise, walking, yoga, working out at the gym—all ease your stress
 - learn relaxation techniques such as deep breathing, meditation, visualization or yoga
 - make time to do something you enjoy—reading, playing the piano, playing golf, working on the stamp collection, daydreaming—it's your choice
 - laugh often and spend time in the company of friends

Get Relief From that Aching Head

Use acupressure for temporary headache relief: Using a circular motion, gently massage at the bottom of the bones behind your ears. Pinch the skin just above your nose and push up so you feel pressure at eyebrow level. With your thumb and index finger, squeeze the plump pad between thumb and index finger on the palm of your other hand.

[BUSINESS TYPE] for [SPECIALIZED NICHE MARKET], too

Always on the go, kids are magnets for falls, sprains, strains and sports-related injuries. Chiropractic is an invaluable therapeutic option for children because it's noninvasive and medication-free. In fact, chiropractic is used so commonly with kids that a survey conducted by the National Center for Health Statistics revealed that approximately two million children receive chiropractic or osteopathic manipulation each year.

Pediatric chiropractors have post-doctorate training and experience in working with children. They use techniques that are gentle and age-appropriate. The pediatric chiropractor shouldn't replace your child's regular pediatrician. Instead, the treatments should complement each other.

Is your child getting the attention they deserve?

You've probably picked up your child's backpack and wondered if it was full of rocks. What you may not know, however, is that a heavy backpack can be harmful to your child.

Almost 6,500 kids are taken to the emergency room each year because of backpack-related injuries, according to the U.S. Consumer Product Safety Commission. And emergency room physicians are seeing more than just back pain caused by heavy backpacks. Injuries are almost as common in the knee, leg, ankle, shoulder, wrist, elbow, hand, head and neck.

Following are ways you can make your child's backpack less of a burden on his or her body.



- The weight of the backpack should be no more than 10 percent to 15 percent of your child's weight.
- Remind your child to always use both straps.
- Select a backpack with a waist belt or frame that places the weight of the pack on your child's pelvis, rather than the shoulders.
- Tighten the straps so the pack is held close to the body.
- Make sure the straps and the side of the backpack that rests against the child's back are well padded.
- Pack heavy items at the bottom of the pack and balance the load as much as possible.
- Choose a backpack with wheels for pulling.

[BUSINESS TYPE] benefits [ANOTHER NICHE MARKET]

It's no secret that as we age, our bodies change dramatically. Muscles shrink and react more slowly. We have less of the fluid the body needs to remain supple and strong. Bones lose mass and become more fragile. We're more susceptible to musculoskeletal injury. When we are injured, it takes longer

to heal. Yet, when we seek treatment, we're more sensitive to medications and surgery carries greater risk.

Given this set of circumstances, medication-free, noninvasive chiropractic treatment is ideally suited to most older people. In working with the elderly, DCs use gentle techniques appropriate to the aging body. Ongoing wellness and preventive care are important elements of treatment. This may include recommendations on exercise, nutrition and lifestyle modifications.

Chiropractic care can help alleviate pain, improve joint function, boost mobility, increase balance and coordination, and decrease stiffness. Although it's not a fountain of youth, chiropractic can do wonders in improving your comfort and quality of life.

Hot or Cold?

Ice is effective in reducing pain and inflammation. Use heat when you want to relax aching muscles.

Pick a specific problem area for this niche and address how you can help here

The carpal tunnel is a passageway through your wrist. Nerves and muscles from your hand and fingers pass through this tunnel and up the arm. Sometimes, however, the important median nerve that supplies motion and feeling to your fingers and hand gets pressed or squeezed. When the nerve function is impaired by this pressure, you have carpal tunnel syndrome (CTS).

The symptoms of CTS are numbness, burning, itching or tingling in your hand or fingers. In severe cases, carpal tunnel syndrome can make it difficult to grasp objects or to feel hot or cold. Women are three times more likely to have the condition than men. It is rare in children.

What causes CTS? Many people believe too many hours spend a keyboard cause CTS, however, a study at Mayo Clinic found this is not the case. In fact, any number of factors can cause the condition, including:

- Carpal tunnels that are naturally narrow
- Injury.
- Arthritis
- Retention of fluid during pregnancy
- Diabetes
- Thyroid conditions
- Obesity
- Regular use of vibrating hand tools
- Inadequate work ergonomics

Your chiropractor can diagnose and treat CTS. He or she may prescribe resting the hand and wrist for a period of time, applying a splint to immobilize the wrist, stretching or strengthening exercises, icing the wrist or joint manipulation.

Resources

Your client's Web site or Blog URL HERE www.yourclientsdomian.com 800-555-6655

The American Chiropractic Association www.AcaToday.org (800) 986-4636.

Chiropractic America, LLC www.YourSpine.com

International Chiropractic Pediatric Association www.ICPA4Kids.org

www.ChiroWeb.com