

# 4 Laws of Attraction

HOW TO FILL YOUR PRACTICE  
WITH AMAZING PEOPLE

PLAY BOOK

# Quest Coaches

## MEET THE TEAM

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Pilot



MARK POSTLES  
CEO & Pilot



GREG VENNING  
Pilot



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Pilot

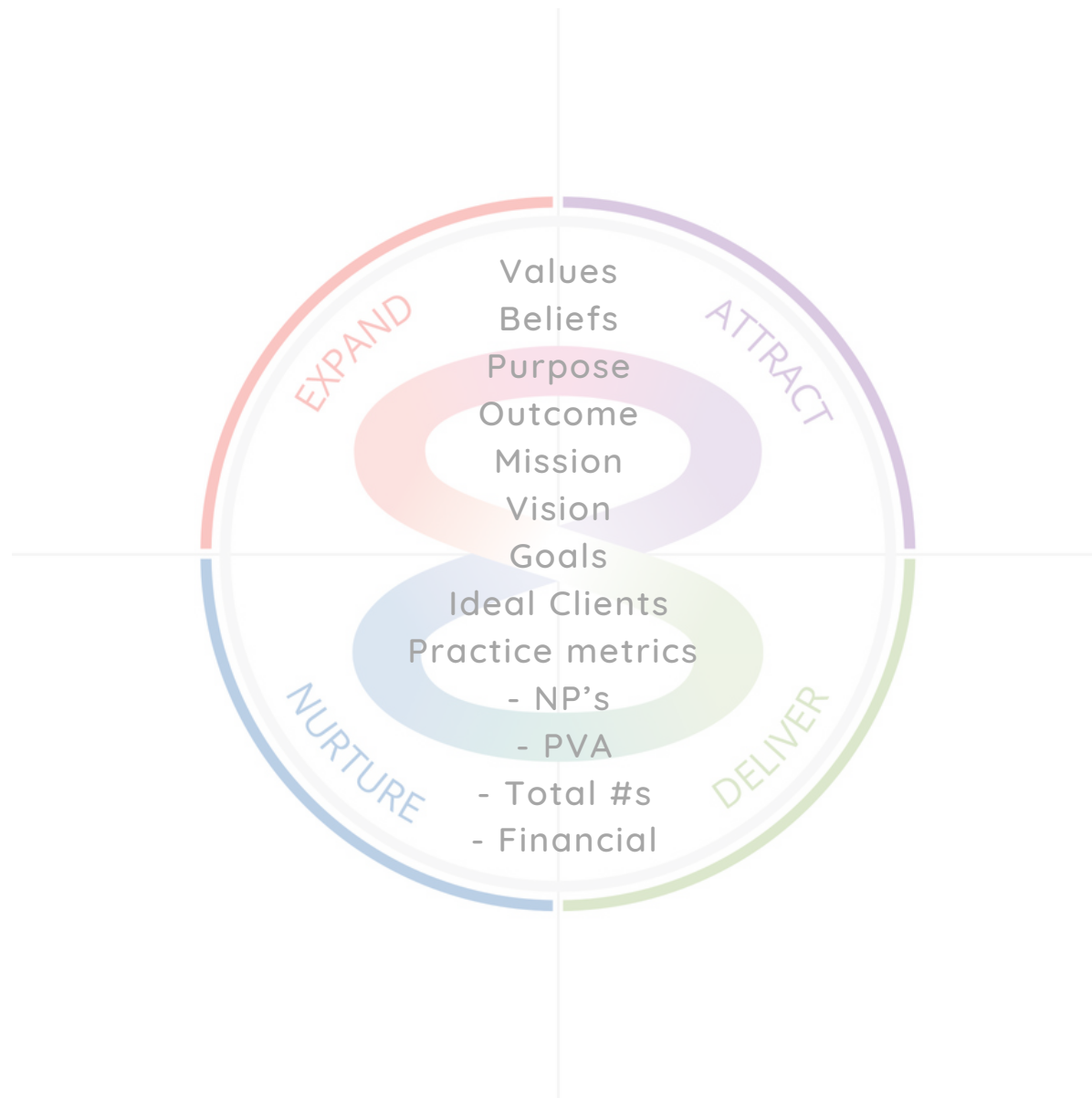


ANDREW MCCRACKEN  
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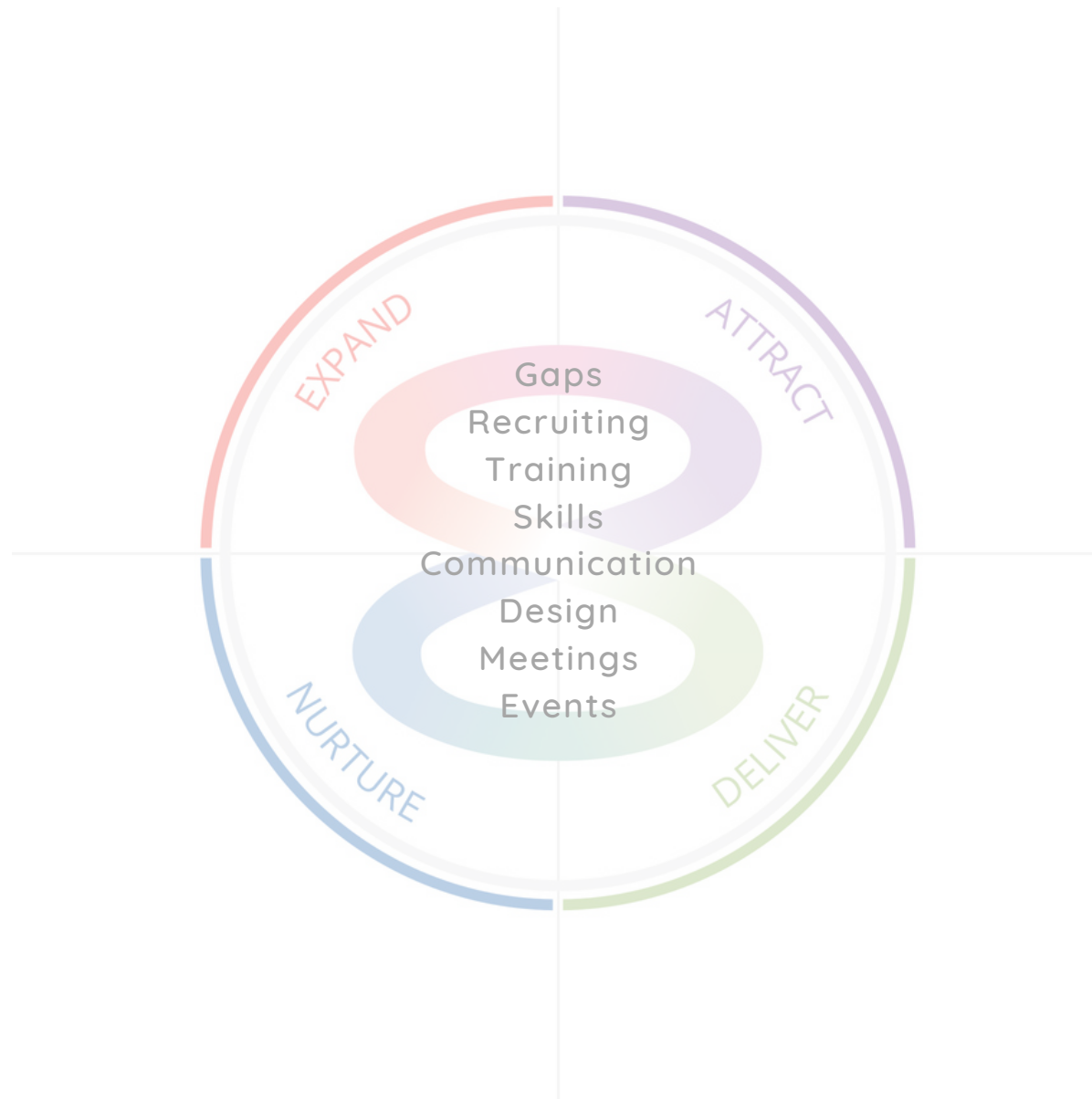
# Always Attracting

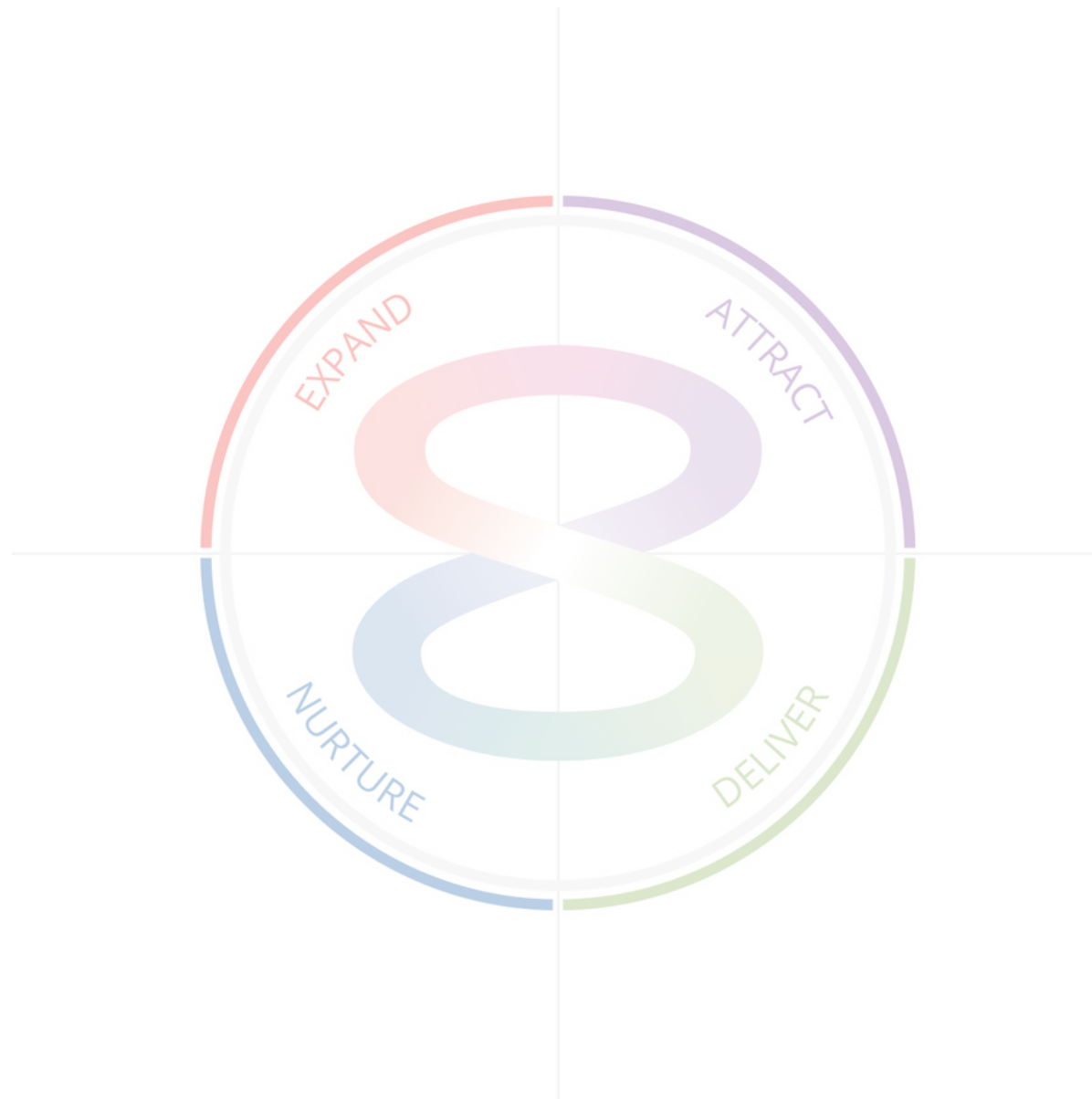




# Break

TAKE SOME  
TIME OFF









# Break



# Energising Expansion

## Statistics

### Revenue for last month \*

Total amount of money collected including products sold

### New People (ROF visits) for last month \*

A new person is someone who starts care, easiest measured as number of Report of Findings visits (ROF)

### PVA (6 month rolling average) \*

### Total Visits for last month \*

All visits including initial consults



Clients: Submit your monthly stats here: [www.questercenter.com/theocean/resources](http://www.questercenter.com/theocean/resources)

# Reflections Reflections on Last 8 weeks and 2022

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Past	Present	Future
<p>What are you most proud of?</p> <p>Wins   Why</p>	<p>What are you most confident about?</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<p>What are you most excited about?</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
<p>What's worked and hasn't worked?</p>	<p>3 Wins</p>	<p>3 Lessons</p>



Leg:

Begins:

Ends:

**Vision** • What are our targets for the year ahead?

**Focus** • What's our focus for this 8 Week Cycle?

**Services/month** • Flag target for the next intensive:



**Impact & Effect** • Why is what we do so important? What effect does it have on people?

**Behaviour** • How will we show up?

**Consequences** • What will we do to make good?

**Reward** • What will we give ourselves to celebrate?

# THE VOYAGE CHART

PV /Month	Income /Month	Income /Year	ATTRACT	NURTURE	DELIVER	EXPAND
1500	87,000	\$1 mil+	<ul style="list-style-type: none"> <li>Curiosity</li> <li>The Next Iteration</li> <li>Collaborative Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Operations Manager</li> <li>Publish</li> <li>Scientific Contribution</li> </ul>	<ul style="list-style-type: none"> <li>Optimisation of Resources</li> <li>Clinical Contribution to Profession</li> <li>Wayshower Governance</li> </ul>	<ul style="list-style-type: none"> <li>Political Influence</li> <li>Growing Legacy</li> <li>Equity Sell-Offs</li> </ul>
1300	75,400	\$900k	<ul style="list-style-type: none"> <li>Completion</li> <li>Generative Sessions</li> <li>Patterns</li> </ul>	<ul style="list-style-type: none"> <li>Impact on Profession</li> <li>Playing the Long Game</li> <li>Board of Directors</li> </ul>	<ul style="list-style-type: none"> <li>Branded by Technique</li> <li>Chiropractic Finishing School</li> <li>Internal Mentoring</li> </ul>	<ul style="list-style-type: none"> <li>Multiple Income Streams</li> <li>Compensation</li> <li>Business Model 301</li> </ul>
1100	63,800	\$760k	<ul style="list-style-type: none"> <li>Community</li> <li>Congruence</li> <li>Events Driven Practice</li> </ul>	<ul style="list-style-type: none"> <li>Profitability</li> <li>Team Empowerment</li> <li>in8model - Associates</li> </ul>	<ul style="list-style-type: none"> <li>Team Ascension</li> <li>Executive Assistant</li> <li>Personal Care - 301</li> </ul>	<ul style="list-style-type: none"> <li>Communication - 301</li> <li>Financial Contribution</li> <li>Recurring Income</li> </ul>
900	52,200	\$625k	<ul style="list-style-type: none"> <li>Redesign</li> <li>PM Ascension</li> <li>Attracting Associates</li> </ul>	<ul style="list-style-type: none"> <li>Practice Layout</li> <li>Associate Driven Practice</li> <li>OPM - Expand</li> </ul>	<ul style="list-style-type: none"> <li>Transferable Protocols</li> <li>Contact Hours/% of Income</li> <li>Personal Care - 201</li> </ul>	<ul style="list-style-type: none"> <li>Free Up A DAY</li> <li>Investment Strategies</li> <li>Seeding Practices</li> </ul>
700	40,600	\$490k	<ul style="list-style-type: none"> <li>Communication 201</li> <li>Cultivating Chiropractors</li> <li>Team Centered Mission</li> </ul>	<ul style="list-style-type: none"> <li>Debt Reduction</li> <li>Operational Cascade</li> <li>OPM -Deliver</li> </ul>	<ul style="list-style-type: none"> <li>Time &amp; Motion</li> <li>Meetings that Matter</li> <li>Tech CA</li> </ul>	<ul style="list-style-type: none"> <li>Statistics</li> <li>Wealth Building</li> <li>Business Model 201</li> </ul>
500	29,000	\$350k	<ul style="list-style-type: none"> <li>Physical Marketing</li> <li>Culture</li> <li>Client Centered Mission</li> </ul>	<ul style="list-style-type: none"> <li>3rd Phase - Optimisation Care</li> <li>in8model - Business</li> <li>OPM - Nurture</li> </ul>	<ul style="list-style-type: none"> <li>Educational Plan</li> <li>Internal Referrals</li> <li>Personal Care 101</li> </ul>	<ul style="list-style-type: none"> <li>Default Diary</li> <li>Holidays</li> <li>Congruence</li> </ul>
300	17,400	\$210k	<ul style="list-style-type: none"> <li>Annual Marketing Plan</li> <li>The Journey - QPFLTC</li> <li>Automated Lead Generation</li> </ul>	<ul style="list-style-type: none"> <li>2nd Phase - Regenerative Care</li> <li>Storyboards</li> <li>OPM - Attract</li> </ul>	<ul style="list-style-type: none"> <li>Clinical Clarity</li> <li>State Control</li> <li>Communication - 101</li> </ul>	<ul style="list-style-type: none"> <li>The Super CA</li> <li>Management</li> <li>Business Model 101</li> </ul>
200	11,600	\$140k	<ul style="list-style-type: none"> <li>Purpose, Outcomes</li> <li>Bay 5 - Mission</li> <li>Bay 1 - Beliefs</li> </ul>	<ul style="list-style-type: none"> <li>1st Phase - Stabilisation Care</li> <li>Bay 6 - Strategy</li> <li>Bay 2 - Organisation</li> </ul>	<ul style="list-style-type: none"> <li>Visits 1&amp;2</li> <li>Bay 7 - Design</li> <li>Bay 3 - Engagement</li> </ul>	<ul style="list-style-type: none"> <li>Money</li> <li>Bay 8 - Leverage</li> <li>Bay 4 - Empowerment</li> </ul>

\* Based on per visit of 58

## The 8-Week Project Filter

Problem   What problem are we solving?
Impact   What difference will it make?
Outcome   What does "done" look like?

WHAT ARE THE (1-6) BIG CHUNKS OF WORK TO DO?

WHAT ARE THE (1-3) NEXT ACTIONS TO GET STARTED?

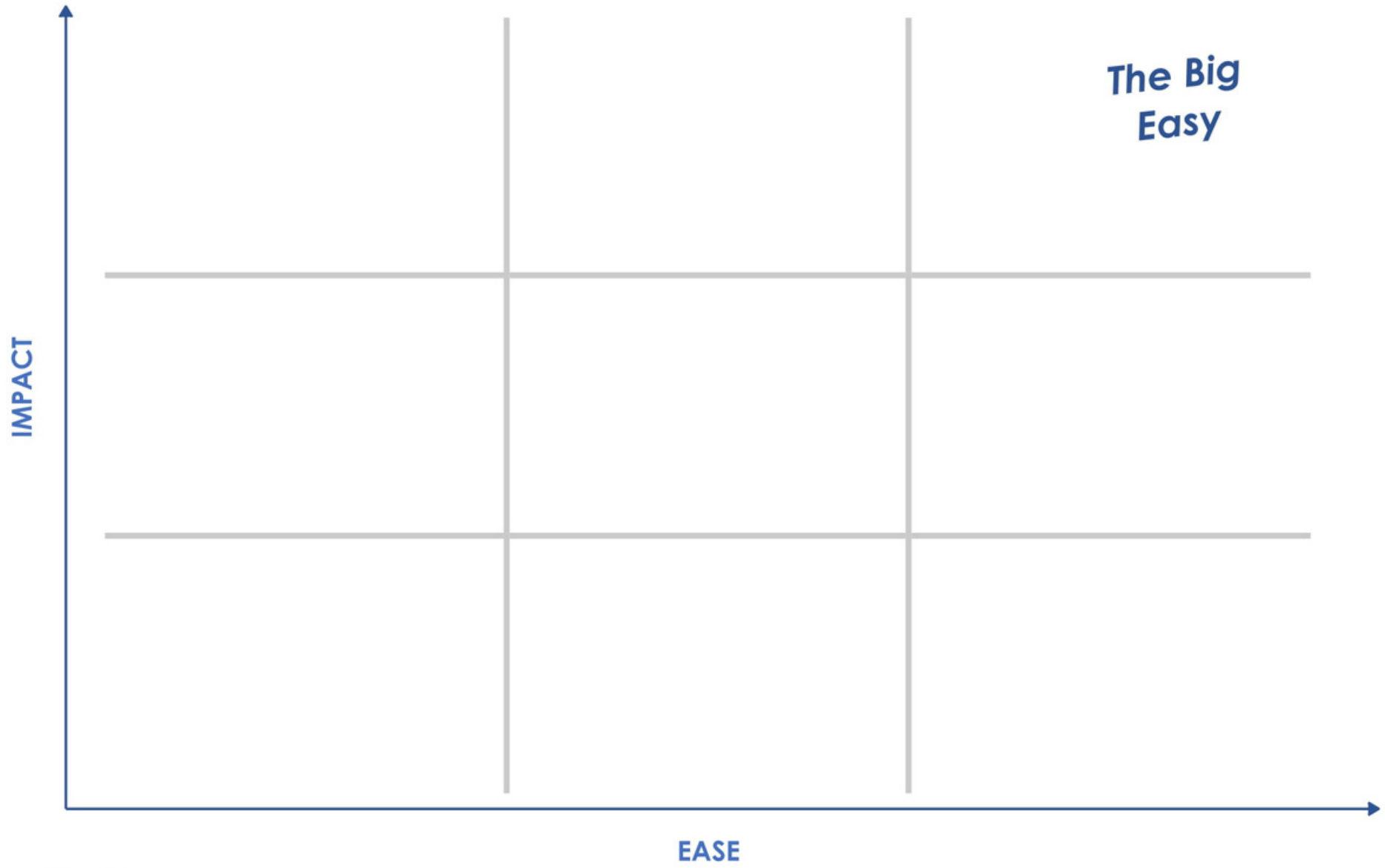
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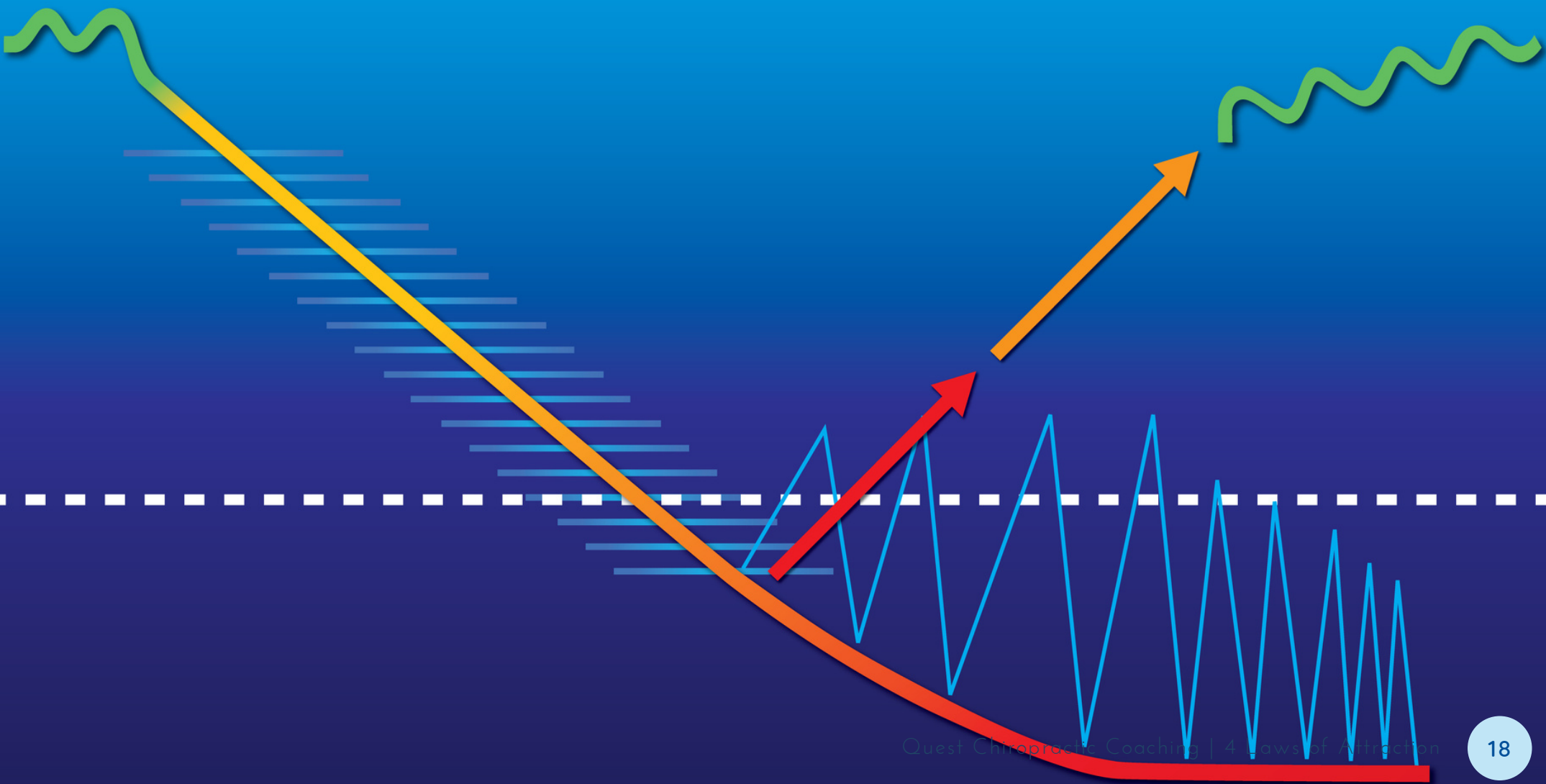


# The Impact Planner



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# SESSION 2: WHERE TO IN THE NEXT 8 WEEKS



## SESSION 2: CONSEQUENCES & REWARDS

### Integration - Key Things You're Going To Implement Into Your Practice

NOTES:





**Break**



# Clarity Of Direction

## SESSION 3: CLARITY OF DIRECTION

NOTES:

# Get in Touch

FOR QUESTIONS AND FEEDBACK

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## THE FACEBOOK GROUP

<https://www.facebook.com/groups/theocean.quest>

## THE DAILY CALLS

<https://www.facebook.com/groups/theocean.quest/events>

## THE 20'S

<https://questcoaching.as.me/the20>

## MAYDAY CALLS

<https://questcoaching.as.me/maydaycall>

## NAVIGATION INTENSIVES

Every 8 weeks



<https://questcoaching.as.me/claritycall>

