



The Chiropractors' Edge Spinal Screening Checklist



1. 10ft x10ft Outdoor Canopy Tent

- a. Most events will only allow you to use a size 10x10. You may be tethered to other vendors.
 - i. You can choose to put your logo on it, however some events require white tents only. Be sure to check with your event coordinator ahead of time.
 - ii. ***Pro-Tip - The vendors beside you are your best clients and referral sources. Be the same for them. Be friendly, offer a spinal check during a lull, help them clean, set up or take down their space if they need it, etc. This is how relational capital is built.

2. Tent Corner Weights

- a. There are multiple options to choose from, and you'll want one on each corner. Any wind at all makes your tent a parachute. Visit www.TheChiropractorsEdge.com/equipment to view what we recommend.

3. 1-2 Portable Chiropractic Tables - For spinal checks.

4. Foldable Table (3x6 or 3x8) - For paperwork and display purposes.

5. Table Cloth

- a. Your office logo can be printed on it for advertising/marketing. We typically recommend a black color, which hides dirt and makes it easier to store everything loose underneath it.
- b. ***Pro-Tip - Fitted table cloths work best in the wind.

6. Lights/lanterns

- a. If your event is outside at night, near dusk, or in poor lighting, you'll need battery operated string lights or lanterns for the tent. LED are brightest and work best.

7. Gift Card with your offer on it, such as a \$49 gift card they can *only* purchase at the event

- a. The discount creates scarcity - this is one of the rare times we recommend lowering your prices.
 - i. ***Pro-Tip - Collecting payment during the event gives people skin in the game and means they will be more likely to keep their appointment.

8. An app or payment system that allows you to collect payment at the event

- a. *Square* works great if you can't connect to your main billing software.

9. \$150 in small bills for those that may pay in cash and need change

10. Informed consent forms

- a. Every person who wants to get checked must sign one.
- b. We have included these in the PDF. Feel free to add your own logo, but for your own protection, the legal jargon should stay.
- c. ***Pro-Tip: Collect leads during screenings. Names and emails, on paper or through the app/system you save data to.

11. 6 to 10 Pens

- a. For informed consent forms
- b. For the doctors to write brief findings on the back of the informed consent form
 - i. (Be sure to include something personal about them that will help you connect later).

12. Cooler, Ice & Drinks

- a. For yourself - stay hydrated! Also, grab yourself some snacks while you're at it.
- b. TO GIVE AWAY. Everyone loves a person with cold water on a hot day.

13. Your New Patient Schedule

- a. If you have cellular data or WIFI on a device that connects to your EHR or scheduling app, bring it. If not, print a calendar of all available New Patient times and schedule patients at the event.

14. Banners

- a. We recommend at least one, 2ft x 10ft plain white banner with black letters that reads “ FREE SPINAL CHECKS TODAY” to hang in the back of your tent.
- b. Be sure to order the kind with metal brackets in the corners. Hang them on each side of your tent with zip ties.

15. Scissors

16. Medium to Long Zip Ties

- a. Bring a bundle to hang lights, banners or whatever else you may need.

17. Disposable Face Paper Squares for Chiro Tables.

18. Cleaning Wipes for Tables.

19. Business Cards of Each Doctor.

20. Sandwich Board/Advertising Board

- a. We put this out front, slightly away from our booth where people are walking.
- b. We write on one side “Free spinal checks today”. On the back we will write something witty or funny that catches their attention.

21. Garbage Sacks

22. 4 to 6 Clip Boards

- a. For guests to fill out their paperwork

23. 1 to 2 Model Spines

- a. To help explain where their misalignments are after the spinal check and give a visual representation.

24. 2 to 4 Chairs

- a. For people waiting to sit in. Camping or folding chairs work great.

25. Helpers/Team

- a. While you're doing spinal checks, at least one member of your team should be answering questions/cleaning/helping guests fill out paperwork/etc.
- b. ***Pro-Tip - It's much more difficult to focus on your guest while you are distracted. Have a meeting with your helper(s) before the event to discuss possible scenarios. When team members are trained well, events run much smoother.

26. Chiro Stickers - Or something small to give kids

- a. ***Pro-Tip - Talk to kids. Most will want to know about your spine model or why you are looking at people's backs. Kids have open minds, and often create great opportunities for

27. A Smile

- a. It may sound cliché, but having a smile and positive attitude goes a long way and has a tendency to draw people in to you. Just, you know, don't be creepy about it.

Final Thoughts

Don't just sit there and wait for people to come to you. Be friendly, interested, and helpful to others.

If you feel overwhelmed, breathe deeply, center yourself and envision the event having a positive outcome.

***Pro-Tip - Have an abundant Mindset. Are there 5 other Chiropractic tents right next to yours? Amazing! Now even more people can learn about Chiropractic! Is it pouring rain? Even better - invite everyone to come sit in YOUR chairs under YOUR tent! Think abundantly. Always.

Visit www.TheChiropractorsEdge.com/equipment to view our recommendations for all items listed. Also, feel free to reach out on Facebook or by email at Connect@TheChiropractorsEdge.com if you have any questions!