



OCA & DALE CARNEGIE TRAINING PRESENTS: Communication Strategies for Chiropractors

NAME SCHEMA

To remember a name, associate it with an idea, story, or a similar-sounding name.

THE LIARS PARALLEL

- Too many details
- Distance (3rd person) language
- Formal

CONVERSATION STACK

- Name Plate
- House
- Window
- Work Glove
- Airplane
- Tennis Racquet
- Goal Post

GOLDEN CIRCLE

- Who – If you are someone who...
- Why – I am someone who believes that...
- How – Your unique selling feature
- What – Your business/what are you selling

MAGIC FORMULA

- Example (90%), Action (5%), Benefit (5%)
- In 2 minutes, 1 minute 20 seconds, 20 seconds, and 20 seconds

THE 5% RULE

Individuals will only remember 5% of what you say and that 5% is composed of:

- 1 fact or number
- And a general impression

PICTURE SUPERIORITY EFFECT

- One picture says more than several pictures.
- One picture is the entire message of a slide.

BELLY BUTTON RULE

Always point your belly button to where you are speaking.

SCHEMA

A slogan that helps you remember an idea.

SILENCE – Acts as an exclamation point

Use it in a speech or presentation to communicate emphasis to your point.

ANALOGY

A comparison of the similarities between two dissimilar things used to understand complex ideas.

RESPONDING TO QUESTIONS

1. RRR (repeat, respond, relate)
2. Apple Empathy (feel, felt, found)

