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Lona J. Cook

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Lona J. Cook : Just Tell Me Where to Start! Insight on Blasting Into Chiropractic Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Just Tell Me Where to Start! Insight on Blasting Into Chiropractic Business:

3 of 3 people found the following review helpful. Honest and to the pointBy Danielle TregoDr. Cook is honest and real, offering up her personal experiences not just in starting a successful practice, but about success in life as well. I found it motivating and a fast read.1 of 1 people found the following review helpful. What a gift Dr. Lona has given us!By Shelby HenriksenDr. Lona Cook has given everyone who reads this book a TRUE GIFT. This is a must read for anyone considering starting their own practice or business. Dr. Lona provides a REAL account of the steps she took to become the success she is today! She is very candid about her mistakes, including lessons she has learned, which allows her readers to come beside her on this journey to greatness! The short chapters provide to the point, pertinent information which will act as a very accessible reference guide for now and in the future. This book has taken any question mark I had in regards to starting my own practice and catapulted me into action. Thank you Dr. Lona!!!0 of 0 people found the following review helpful. Chiropractor must read!By Eric L AndersonThis book is a quick, easy read that chiropractic students and current chiropractors should read. It has great information especially for those interested in starting their own practice. Dr. Lona does a great job laying out detailed information on her own journey and the steps needed to start your own business. I would have loved to have had this book as a student and am so glad she has written it to provide insight for those looking for the answers we all want to know.

Just Tell Me Where to Start is a quick hitting guide for individuals wishing to begin or grow their chiropractic practice. Based on the actual activities and results of Dr. Lona Cook DC during her first two years as a new chiropractor starting a practice from scratch, this "how to" guide tells you exactly what she did to build a successful practice in a short amount of time and experience real results. Not only did she grow her patient base and develop a busy practice, but she also earned enough to pay off \$150,000 of student loans in the first two years of practice. The information contained in this edition is useful for students who are considering entering chiropractic school, soon-to-be graduates, recent graduates, chiropractors working in other practices, and those who own their own practice but are struggling to create a successful practice. The advice is practical, realistic and proven and could be utilized by nearly any professional in the service business. Specific topics covered in this edition include preparations to make during college, identifying and working with mentors, planning for opening countdowns, leases, equipment, insurance, student loans, bookkeeping, banking, branding, techniques, coaching, marketing, employee pay, self care, personal affairs, goal setting, and management.