

XLR8 COACHING












Exceed Your Business Goals



CJ3

C O N S U L T I N G

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Introduction



Welcome to CJ3 Consulting and the XLR8 Training Program. We are excited to share the program options for your business development needs. At CJ3, we combine creativity, innovation, and strategy to deliver exceptional solutions to empower your business to grow and thrive.

35+

Years of operations

373+

Practices Started

4127+

In-Office Evaluations Performed

11640+

Clients Worldwide



Dr. CJ Mertz
CJ3 Consulting CEO

Company Overview



About Us

CJ3 Consulting is a full-service business development group established in 1987. We have a passion for a forensic evaluation of all areas of your business and custom creating the solutions needed to take your practice to the next level. For 35+ years we have successfully served clients around the globe and across diverse healthcare industries, mapping out the specific steps needed to help them achieve their service and financial goals. In short CJ3 empowers businesses with innovative solutions that drive sustainable growth.

Mission

Our mission is to build high-performance teams through cutting edge strategies, with a focus on delivering tangible and enduring success. We do this by providing concrete pathways for teams to achieve and sustain prosperity in today's dynamic business landscape

Vision

Our vision is to continue to be globally recognized leaders in practice development renowned for our consistency, results, expertise, and unwavering commitment to our clients' overall success

Our Services

Business Development

Business development implementing a strategic battle plan that includes identifying key targets and outcomes specific to each client. This system leads you to gain insights and skills essential for navigating the intricacies of a high service - high profit practice. Using our trademarked IDEAL process in a collaborative environment, enables our members to use innovative solutions and address specific challenges in the healthcare business landscape



Strategic Battle Plan



One-2-One Calls



Weekly Online Trainings



Think Tank Q+A



Online Library
| Tools+
Solutions

Events

In Person trainings and seminar events are rooted in the IDEAL system. Every event will leave attendees both inspired and prepared with the exact tools to implement immediately to create lasting change.



Total Skills
Integration



Mastermind
Forums



Practice Mastery
Regional Trainings



In Office Evaluation



Total Life
Conditioning Camp

Our Approach



Discovery & Strategy

We begin by deep dive evaluation of your practice to create a tailored strategy.

Practice & Principles



Our team uses proven business procedures and protocols to empower you to achieve your goals & outcomes



Marketing & Promotion

We implement development strategies to increase new patients and your target outcomes.

Team Development



We continually analyze data, communicate and refine to optimize all efforts to increase results.

Case Studies



Solution

Our team conducted a comprehensive practice audit and developed a tailored strategy. This included team development, procedure updates and marketing innovations and patient service enhancements.

Challenge

Our client, a chiropractor who has a single private practice in Ohio approached us with several pressing challenges:

Inconsistent NP Flow



Our clients referral and external promotional marketing campaigns had gaps leading to limited new patient opportunities.

Memory Management



His team had poorly defined procedures leading to details overlooked, mistakes made and pressure to remember everything.

Variable Monthly Collections



The client worked harder than ever yet was experiencing a steady decline in revenue & poorly managed financial transactions

Outcome

Within twelve months, our client saw a 106% increase from 100pv/wk to over 212pv/wk. Implementing recommended marketing updates resulted in a significant boost in front doors with tangible being NP's being scheduled consistently for a full week ahead while monthly revenue saw record breaking results for six months in a row.

Client Testimonials

Process Transformation

McGowan Chiropractic



Dr. Mark McGowan
McGowan Chiropractic CEO

"Knowing what to do and how to do it was a continual struggle. I knew nothing about running a business let alone a profitable one. BIG thank you to Coach CJ for 20+ years of coaching helping me to exceed my goals."

Team Development

True Chiropractic



Mikala Hubbard
True Chiropractic CFO

"Since beginning training with Dr. Mertz we have streamlined our process, increased our team satisfaction while increasing our revenue 43% in the last 8 months"

System Management

Rivertown Chiropractic



Dr. Edward Bickmeyer
Rivertown Chiropractic CEO

"Coach CJ's directions and systems are easy to follow. Simple clear steps have allowed my team to implement and create change resulting in increased visits, increased revenue and decreased stress"

Team Expertise



Our team comprises experts in various fields, including business development, practice management, patient outcomes, client service, web design, development, SEO, and digital marketing. We bring a wealth of experience and knowledge to every client



CEO and Head Coach



**CJ
Mertz**



CFO



**Andrea
Mertz**



Client Service Director



**Katrina
Casey**



Client Training Director



**Jeanine
Graykowski**



VP of Business Development



**Gage
Huber**



Senior Marketing Director



**Cailyr
Mertz**

Pricing Options

XLR8 Mindset | Full Access



1st Practice

\$1287

- ✓ One-2-One Private Calls 12 times/yr
- ✓ Think Tank Q + A > 24/7/365
- ✓ Weekly Online Seminar Training
- ✓ Total Skills Integration Seminars
- ✓ Live Q + A sessions 2 times per month
- ✓ Statistical Evaluation + Battle plan



2nd+ Practice

\$1047

- ✓ One-2-One Private Calls 12 times/yr
- ✓ Think Tank Q + A > 24/7/365
- ✓ Weekly Online Seminar Training
- ✓ Total Skills Integration Seminars
- ✓ Live Q+A sessions 2 times per month
- ✓ Statistical Evaluation + Battle Plan

Multiple practices must be owned by same company with a current XLR8 Mindset contract in place



Multiple Practice | Additional Services

- ✓ Personalized Onsite Seminar Training available for practices with more than 4 locations. [\$18,500 + Operations] >>> Reduced \$8900 + Operations + Travel
- ✓ In-Office Evaluation | Onsite 3+hr analysis with written report
- ✓ [\$5500 + Travel > Reduced \$2800 + Reduced pricing available for 4+ practices

Pricing Options

XLR8 | Specialized Access



XLR8 | Focus

\$987

- ✓ One-2-One Private Calls 6 times per yr
- ✓ Think Tank | Direct Text Dr. Mertz
- ✓ In-Office Evaluation at Focus rates
- ✓ Total Skills Integration Seminars
- ✓ Statistical Evaluation + Battle plan
- ✓ Program open to WLP + XLR8 Alumni



XLR8 | Alumni

\$487

- ✓ Prowebinar Training 1 / month
- ✓ Think Tank Q + A > 24/7/365
- ✓ Full Online Library Access > 24/7/365
- ✓ Total Skills Integration Seminars
- ✓ O2O Calls Available at \$325 each
- ✓ Statistical Evaluation + Battle Plan

Alumni | Clients who have completed 3+ years of XLR8 or WLP consulting programs



XLR8 | Momentum

\$87

- ✓ Fundamental Mastery Day 1, 2, 3
- ✓ Modules 1 - 12
- ✓ Monthly ProWebinar
- ✓ Online + Ondemand
- ✓ (1) Total Skills Integration for DC
- ✓ Print It | Scripts, Resign, Marketing
- ✓ Online Library
- ✓ ProShop | 50% Discount

Performance Timeline



Quarter 1

Target Call + New Client Orientation



Discovery & Strategy



Quarter 2

System Evaluations



Practice & Principles



Quarter 3

Market and Financial Research



Marketing & Promotion



Quarter 4

Process and People



Team Development

Client Onboarding




1 Target Call

 We schedule a private call to discuss your goals, needs, and expectations.


2 New Client Orientation

 Client Service Director call where all intricacies and program details are reviewed

3 One-2-One Calls

 Dedicated team member will assigning a specific time each month for you to call in for private training with Dr. CJ Mertz

4 Consistant Training

 We provide access codes to regular monthly calls and trainings for both doctors and teams.

5 Event Registration

 Scheduling team registration for TSI events and trainings

6 Ongoing Support

 We offer post-launch support and assistance as needed.



Dr. CJ Mertz



Contact Us



Website

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E-mail

success@cjmertz.com



Instagram

[@cjmertz.com](https://www.instagram.com/cjmertz.com)



HQ address

Austin Texas