

20. No 'Tu Fu Nu' for you

The story line is as old as time. A starry-eyed kid gets the crazy idea to really make a difference for good, and while battling the odds and pursuing the dream, finally has to face the bully in a fight where *everything's* at stake.

The struggle causes the kid to wonder whether they have what it takes for success. Riddled with self-doubt, they worry they'll let everyone down and fold up like a wet paper bag, spilling everything they have worked for onto the street in one big mess.

Then, at just the right moment, the kid hears somebody say, “Hey, it’s just your entire life and everything you’ve ever dreamed of and worked for. No pressure.”

Pretty dramatic, right? This might surprise you, but as a chiropractic practice coach, I run into this on a regular basis. It’s all there: the dreams, desires, struggles, fears, real danger, courage, and triumph. Sometimes the stories include the tragedy of broken dreams and loss.

Quite honestly, it’s pretty exciting stuff. In my job I root for the heroes and heroines every day. I get mentally and emotionally involved in what and who they care about. I tense up when things get scary – and they *do* get scary.

Insert your favorite movie title here but, since this is real life, chiropractic coaching is *better* than a movie. Still, let me make my point as if I’m pitching a movie to a film producer in some overpriced snooty restaurant in West Hollywood. Ready? Follow closely now. Here’s the pitch.

Okay, we’ve got a young kid, somewhere between thirteen and sixteen years old (a young Brad or Angie, Toby or Kristen – doesn’t matter) who has a life-changing experience with chiropractic, courtesy of the old neighborhood DC (think Chris Lloyd in “Back to the Future” – God rest him).

The DC spouts all that philosophy stuff and practices because he loves it and people need him. He’s driven by what he knows about chiropractic. We’ll call him ‘Doc.’

Doc tells the kid he or she could be a chiropractor too and really help people. The kid's stunned 'Me? Really?' They lie awake nights, fantasizing about it.

The kid goes off to chiro school and into a zillion dollars of debt. Hey, let's throw the grandparents in here. They mortgage their house to help the kid. The kid's smart, studies hard, and gets out of school with the national and state board exams.

The kid gets a break on small, modest office that doesn't need much remodeling. In the script, the kid's dad helps with the build out. You see it? The whole family's in on this - everyone's pulling for the kid. The audience will love it.

Now the romance and the tension: If our kid's a guy, his girlfriend is being pestered by a third-year med student who keeps asking her when she's going to give up on the 'loser quack chiropractor' boyfriend. (You really hate this guy.)

If our young DC's a girl, we'll give her the same jerk med student guy! It's perfect! Everyone hates him right away. He wants to know when she'll give up on that loser quack garbage chiropractic. The audience will be yelling at the screen, 'Dump that creep!'

Okay, the small open house that Mom catered before the practice grand opening is just clearing out as Dad walks by the appointment book. He looks, but sees no patients except the family. Dad asks the kid where the new patients come from, and the kid looks scared. 'They never taught that in school.'

"Then this evil-looking guy walks in to the kid's new office and says, 'You don't know how to get any new patients, do you? I'm going to close you down, kid. You'll go broke, lose all your family's money, and end up cleaning carpets at night for your brother-in-law!' Then he says, 'Allow me to introduce myself,' and just like a super villain straight out of a Bruce Lee movie, he offers his name as Tu Fu Nu – that is, too few new patients (evil laugh here)."

Too melodramatic for you? Sorry, but it's my movie and this is the concept I've been playing with for years. More great chiropractors get beaten up by not having enough new patients than anything else I know. That's why I've given this problem a name: "too few new" (Tu Fu Nu).

So how does the movie end? The kid goes to Doc, who got him or her interested in chiropractic in the first place. Doc's advice is good: "Honestly kid, it's different today than when I started. You need to do everything from Internet to screenings to talks – everything. But you need to *learn* this stuff, not just wing it."

The kid decides, then and there, to learn to get the chiropractic message out of heart, head, and office into the community, no matter what it takes! And THAT's when the excitement starts.

By the way, did I tell you there's a sequel?

Star in your own movie. Learn to kick Tu Fu Nu's butt and your reality will be more fun than any fantasy.