

XLR8 COACHING

Exceed Your Business Goals












The logo consists of the letters 'C', 'J', and '3' in a stylized, rounded font. The 'C' and 'J' are dark blue, while the '3' is a lighter blue. The logo is centered within a light blue rectangular border.

CJ3

C O N S U L T I N G

Two thick, diagonal bars are positioned in the bottom right corner of the page. The top bar is orange and the bottom bar is blue. They overlap each other and extend from the right edge towards the bottom left.

Table of Contents

 Introduction	3
 Company Overview	4
 Our Services	5
 Our Approach	6
 Case Studies	7
 Client Testimonials	8
 Team Expertise	9
 Pricing Options	10
 Performance Timeline	11
 Client Onboarding	12
 Contact Us	13



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 that will help your business 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 rooted in the IDEAL system. Each one 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 help you 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



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

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.

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



Mikayla 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 mangament, 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

➤ **Assistant Coaches**



Jeff
Martin



Angela
O'Brien

➤ **Senior Marketing Director**



Cody
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

All pricing listed monthly | One-Time Investment \$



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 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 5 locations. [\$15,500 + Travel > Reduced to travel + seminar operation costs only]
- ✓ In-Office Evaluation | Onsite 3hr analysis with written report
- ✓ [\$5500 + Travel > Reduced \$2300 pp] Reduced pricing available for 4+ practices

Pricing Options

XLR8 | Specialized Access



XLR8 | Focus

\$987

- ✓ One-2-One Private Calls 12 times/yr
- ✓ Think Tank Directly Text Dr. Mertz
- ✓ In-Office Evaluation at Focus rates
- ✓ (1) Total Skills Integration Seminar
- ✓ Statistical evaluation + Battle plan
- ✓ Program open to WLP + XLR8 Alumni



XLR8 | Growth

\$787

- ✓ One-2-One Private Calls 4 times/yr
- ✓ Think Tank Q+A > 24/7/365
- ✓ Fundamental Mastery Day 1, 2, 3
- ✓ (1) Total Skills Integration Seminar
- ✓ Modules 1, 2, 8, 11 + 12
- ✓ Statistical evaluation + Battle Plan



XLR8 | Foundation

\$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

www.cjmertz.com



Phone

512,474.1895



E-mail

andrea@cjmertz.com



Instagram

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



HQ address

Austin Texas