

# The **WAL★MART** Report



**TOP SECRET**

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**“Finally Revealed...A Super, Duper, Top Secret Method To Getting Inside Of Any Wal-Mart, Easily, Without Hassle, Or Having To Wait For “Corporate” To “Approve” You, So You Can Do A Killer Spinal Screening That Will Blow The Roof Off Your Practice!”**

# **WARNING**

**(Less Than 1% of All Chiropractors Have Even Heard of This Top Secret Method...It Gives You An Almost “Unfair” Advantage Over Every Chiropractor In Your Town...Act Quickly Before They Intercept This Report And Sabotage Your Mission!)**

If you are thinking about walking into Wal-Mart and talking to the manager about doing a screening out front or in the little air conditioned walkway between the sliding glass doors, let me stop you right there. I can save you so much time and wasted effort. Trust me I have been there done that and spent countless hours on the phone, mostly on hold, with all of the “upper management” that supposedly has the authority to grant that kind of request. Only to get to the last person on the authority list and have them tell me in not so many words... NO!



No! You cannot do a health screening here...Corporate Policy!!

## **Intelligence Briefing For Your Mission.**

### **...Should You Choose To Accept It.**

If you really want to set up a screening or any kind of event at your local Wal-Mart you have to read the rest of this article. I will show you step by step how to secure your very own screening/event inside Wal-Mart. In order to get into your local Wal-Mart you have to be a little, well shall I say covert. They are such a large organization they are not going to just let some Chiropractor walk into their place and set up whatever kind of booth he or she would like. Not unless you live in some little poe-dunk town and you are best buds with the owner-operator of your local Wal-Mart store.

So, going through the front door to get into Wal-Mart is not the best way in any more. We need to set something up by going in the side door. Here is what I mean; with in the last 10 years Walmart has opened its doors to many different types of businesses. As they should, why not rent out real estate inside your store to pay for the overhead you have. I think that is a great idea. You can now do your shopping, get your hair done, shop for car insurance, play the arcade games, get your nails done, your eyes checked and have a big Mac all in one fast visit to the local Wal-Mart.

I don't know if you are catching on yet, but I will just tell you it is a lot easier to set up an event or a screening with an eye care center, insurance company, or a hair salon than it is a major public traded power house like Wal-Mart. That is our sidedoor. We now have 5-7 different businesses to hit up compared to one major Wal-Mart chain store. Don't even waste your time trying to set up a screening with Wal-Mart.

Go straight for the small businesses that are leasing space at the front of every Wal-Mart now.

We now have anywhere from 3-7 businesses that we can go to set up our screenings with. If one business turns us down we can go to the next and so on and so on.

A little deeper into this article I will give you my recommendations on which stores to start with first and how to approach them to give you the best chances possible for getting a YES to your quest for a Chiropractic Spinal Screening set up.

This will be even better than setting up a screening or event with Wal-Mart itself because you won't have to be outside in the hot sun all day. Your booth will be set up in the very front of the store where every person will see you wither he/she is coming in or going out. There is no way they can miss you. If you have your booth set up like we recommend in the Screener Kit then you will no doubt draw them right into your booth and sign many people up for a full exam in your office.

Just imagine how many people go through Wal-Mart every single day that could use your help. Not only use your help



but you know that Chiropractic could change their lives forever and the lives of their children. You not only need to set up a spinal screening at Wal-Mart, you have to set up a spinal screening at Wal-Mart. If you care about your community and you want to change the

lives of thousands of people in your area you need to start

implementing the lessons that you are learning right now in this article.

Here is the step by step process that has gotten me and my friend's screenings and events inside the Wal-Mart store and has saved so many lives through Chiropractic.

- 1) Go to your local Wal-Mart and scout out the different businesses that are renting office space in the store. You may notice an eye center, hair care salon, nail salon, McDonalds, or many other businesses. Each Wal-Mart is a little different but most of them have several different businesses that rent space from them. Almost all of the have at least an eye care center. Make a list of the businesses and put them in order of which one you most want to do a screening in - to the one you least want to do a screening in.

- 2) I recommend you put the eye care center 1<sup>st</sup> on your list. Many Chiropractors have gotten right in by going to the eye care center first and talking to them about setting up spinal screenings inside their business area.



- 3) If you are turned down by the eye care center then go to the next place of business on your list and start talking to them. You may want to try the insurance agency next then go to the hair or nail care salons. Don't give up until you have gone to every business inside that Wal-Mart and talked to them about working with them.
- 4) Here is a very, very valuable key to setting up screenings with any place of business. Always keep in mind that they want to know what's in it for them or what's in it for their customers! They don't really care what you want so don't walk up to them

and ask if you can do a screening in there store. Always build up what you are doing in a light that benefits them and their customers. Also, start with the goal in mind of having a win, win situation. Tell them you would like to set something up that would benefit their office and yours as well. Tell them that you know some of your clients need their services and that some of their clients may need your services also.

You may want to tell them that you will put up their information in your office or hand it out to all your patients in exchange for you do a screening in there store. Ask them if there is something that they do that might benefit your existing clients.

If you will just implement the valuable lessons in this short article you will not only secure a screening event a Wal-Mart and explode your practice, but you will change the lives of hundreds of families and change the health of your community. Good luck with your ventures. If I could give you one more bit of advise it would be to stay persistent and don't give up until you get what you want and what your community so badly needs. Sometimes the only difference between a failure and a success is one NO that you did not take for an answer.



Above-Down-Inside-Out,

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