

Easter Egg Promotion



This internal promotion is easy, low cost, and generates a few new patients each time it is done.

Here's what to do: go to your local Dollar Store, drug store, or wherever there is Easter decorations and candy. Purchase enough plastic, hinged Easter eggs so that you can fill a large bowl at your reception counter.

Edit and print out tags from the attached document on pastel paper and cut them along the lines so that you have 36 or so "coupons". You can edit these so they have chiropractic "facts", or services that you offer in the clinic.

Fill the eggs with one of the tags. Some eggs will have jelly beans or dark chocolate, some will have a \$1.00 bill, some will have "clinic cash", which the patient can use as cash in your office for services or goods.

You can get creative and have fun with what you put in the eggs.

Every time a patient comes in, they get to draw an egg and they get the prize that is inside. Keep and recycle the eggs, of course. Each day, or at the end of the shift (depending on how many patients you are seeing) refill the eggs with more tags.

The idea is to have fun with this, to reward your patients, and to encourage referrals and additional purchases in your office.



\$5 in Clinic Cash

Happy Easter!
from Sample Chiropractic

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Happy Easter!
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\$10 off a one-hour massage

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\$10 in Clinic Cash

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**One Free Nutrition
Consultation with Shannon**

Happy Easter!
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Consultation with Shannon**

Happy Easter!
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**FREE FAMILY MEMBER
1st VISIT (EXAM & XRAY)**

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\$5 off a half-hour massage

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**1 FREE HYDROTHERAPY
TREATMENT**

Happy Easter!
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TREATMENT**

Happy Easter!
from Sample Chiropractic

**\$5 off a support
or supplement**

Happy Easter!
from Sample Chiropractic

\$5 in Clinic Cash

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**\$5 off a support
or supplement**

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\$1 Cash

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**FREE FAMILY MEMBER
1st VISIT (EXAM & XRAY)**

Happy Easter!
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Jelly Beans!

Happy Easter!
from Sample Chiropractic

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