

Beyond Sessions

How to build longterm client relationships

Dr. Tony Lawther



Why Retention Matters More Than Leads

- Better retention = better results
- Better experience = more reviews/referrals
- New clients cost more than keeping current ones
- Retention creates predictable income
- Strong retention reduces burnout

Why Clients Really Leave

We assume clients leave because:

- Lack of knowledge
- Poor workouts
- Bad experience

They actually leave because:

- The plan isn't clear
- Progress isn't visible
- They don't feel connected

The Retention Framework

Three Pillars of Long-Term Retention:

1. Clear Expectations
2. Visible Progress
3. Consistent Connection

Pillar #1: Clear Expectations

Clients stay longer when they know:

- Where they are
- Where they're going
- How long it will take

Use timelines, phases, graphs, objective measures, etc

Pillar #2: Visible Progress

Measure what matters:

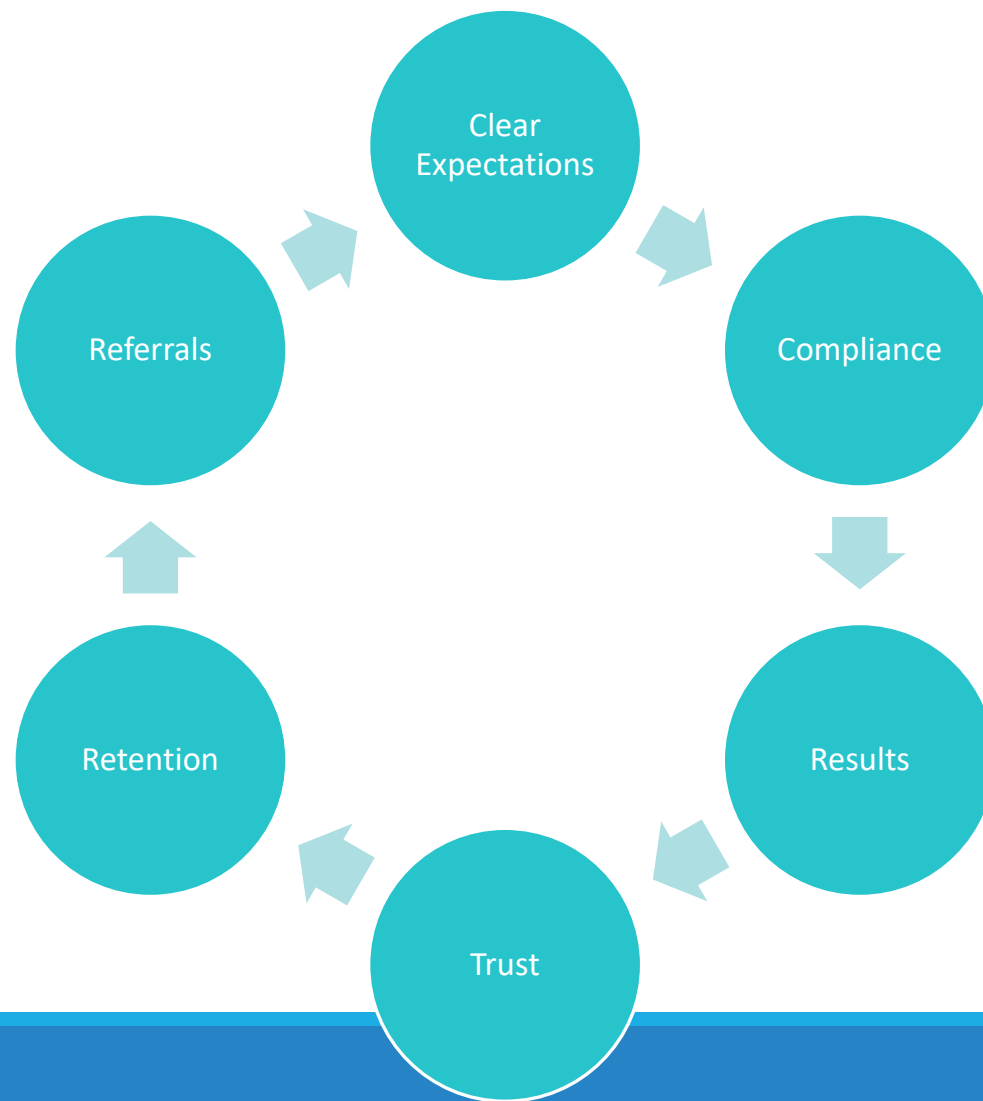
- Strength & mobility
- Body composition
- Energy & confidence

Review progress monthly or quarterly

Pillar #3: Consistent Connection

Retention increases when clients feel seen:

- Check in between sessions
- Celebrate wins
- Invite to events
- Acknowledge missed sessions
- Remember life stressors



The Retention Flywheel



Closing Thought

People don't stay because workouts are perfect.
They stay because they trust the process and the person guiding them.



Essentials of Life Chiropractic

Thank you!

On behalf of the Team at Essentials of Life Chiropractic, we appreciate the opportunity to partner and help improve the health and well-being of this community.