

A photograph of a chiropractor in a white lab coat examining the back of a patient. The patient is wearing a white t-shirt and purple leggings. The chiropractor's hands are placed on the patient's upper and lower back. The background shows a window with blinds. A dark semi-transparent box is overlaid on the top half of the image, containing the main title text.

**3 SECRETS YOU SHOULD  
KNOW WHEN CHOOSING  
YOUR CHIROPRACTOR**

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## SECRET #1:

### Chiropractic is like every other Profession; there are great Chiropractors and there are Really Bad ones.

#### The Reality:

- >> The majority of chiropractors are nice people, but that doesn't make them good at what they do. When choosing a chiropractor, make sure they have the social proof backing their name to ensure they have a great reputation when it comes to getting results.
- >> Many chiropractors offer care strictly because it's covered by your insurance provider rather than giving the care that you actually need to address your specific condition. If you feel like you're being up-sold on everything but chiropractic, perhaps it's time to reconsider your chiropractor.
- >> Recommendations of care should be specific with an end goal in mind. If your chiropractor is okay allowing for you to determine your next visit, they're not being the professional you deserve. Ultimately they're leading you towards short- term gratification which often leads to long-term pain.

Jim's Story: "I knew I was in the right place when he had done something no other chiropractor had done for me..."

I couldn't even tell you how many chiropractors I have been to in my life. My wife started care at a specific care chiropractor first and then when I continued to suffer from low back pain and the frustrations of it affecting my weekly golf, she made me see the Doctors.

I had nothing against them personally, but was tired of their profession in general as no other chiropractor has been able to fix me in the past. The difference is I used to pop in when I hurt and would get relief and then go back whenever I felt like I needed it again. I started to feel like it was a vicious cycle and that I would need them the rest of my life. I tried every pillow, traction unit, orthotic shoe inserts and nothing was helping me get back to golf.

My chiropractor was the first Doctor that made sense of my condition and I knew I was in the right place when he did something no other doctor had done for me; he actually listened to me and how my condition affected my quality of life. Rather than taking it appointment by appointment, he provided a unique game plan tailored to me that had an endpoint in mind. A proven system that was actually going to correct my low back and get rid of the pain I had fought for years. To my surprise it did actually work and I am now enjoying Golf more than I have in the past 40 years! I don't even have to think about my back flaring up. I suppose the moral of the story is that not all doctors are built equal.

## SECRET #2:

**Chiropractic has nothing to do with neck or back pain. It has everything to do w/ the spine & the nervous system.**

### The Reality:

- >> Chiropractic has helped millions of people get out of pain, but so has physical therapy, medications, and injections. If you're seeking a chiropractor, it's important that you understand that Doctors of Chiropractic specialize in the spine and nervous system. The nervous system controls every other system in the body. (i.e. immune, digestive, circulatory, etc.)
- >> Chiropractors are one of the very few doctors who focus on the overall function of the body. Now days there are specialists for every single part of the body and it is this approach that has led to the current health crisis we are facing here in America. Every chiropractor should be able to get you out of pain, however, is yours addressing your nervous system too?
- >> You can tell a lot about somebody's health base on their posture. Poor posture is frequently caused by vertebral subluxations which often lead to shifts in the spine. These postural distortions lead to physical stress on your nervous system that will not allow your body to function at its best ability. Ignoring the signs and simply treating pain is not a good long-term strategy.

### Jess's Story: "I had no idea that my low back pain had anything to do with my digestive issues."

At the age of 21 I was going to the bathroom 15+ times a day and was eventually diagnosed with Irritable Bowel Syndrome (IBS). I felt quite embarrassed and even shameful as I let my anxiety run my life. My biggest fear was to go anywhere, especially driving in the car, because I would get sudden urges to find a bathroom that I simply could not predict.

I met my chiropractor when my mom made an appointment for my low back pain. We had been to the orthopedic doctor and tried PT. No results. The pain relievers made my IBS even worse. So we decided to try chiropractic. I had never been to a Chiropractor before but I knew they were supposed to help with neck and low back pain. Before coming here, I had no idea my low back pain had anything to do with my digestive issues. Once I saw my x-rays and reviewed everything with the Doctor it made complete sense as to why my body was acting the way it was.

Since beginning treatment, my stools quickly became more solid and the urgency almost completely stopped. I am so much less anxious about going out with friends, on dates or having long shifts at work. Along with the decreased anxiety, my physical stomach pain has gone away and the times a day that I have to visit the restroom is more like twice and with NO Urgency! For me, that is a really big deal!!!! Oh AND the low back pain is completely fixed too!

## SECRET #3:

### There is a HUGE difference between a Specific Chiropractic Adjustment, and a Gross Manipulation...

#### The Reality:

- >> The majority of chiropractors are pain based – they chase symptoms with zero intentions of correcting the actual cause of your condition. Although better than popping pain pills, long-term your condition will progressively worsen and eventually lead to a state of dis-ease.
- >> Many chiropractors perform the exact same treatment to every single patient that walks into their office regardless of why they are there. A chiropractor who performs gross manipulations is no different or better than that of a P.T. or D.O. who performs manipulation to their patients.
- >> Specific chiropractic adjustments take in consideration that every single person is unique and different. It is this specific approach that allows for these particular chiropractors to get results where other systems fail. Specific Corrective Care Chiropractic is about investing time and energy now so that you can experience quality of life later. Allowing a problem to go un-corrected and simply treating pain will catch up with you down the road.

#### Kara's Story: "Specific Corrective Care Chiropractic gave me my life back!"

I have suffered from headaches for 25 years and migraines for almost 10 years. To help combat the headaches and migraines, I have been seeing a chiropractor for over 20 years. Due to working on computers daily for work I have had to be seen even more frequently and have had to add in bi monthly visits to a massage therapist. My Chiropractor, massage therapist and daily medication, all provided quick temporary relief but no long term solutions.

Chiropractic and specific corrective care gave me my life back! I had been a patient for roughly a month and had NEVER seen better results. Even my massage therapist commented on the improvement and now I have not needed to see her in over 3 months! I never knew there could be so much of a difference in the quality of an adjustment. I am disappointed and frustrated that for so many years, what I thought to be good consistent chiropractic care, was no more than a twisting and manipulation of my spine which never fixed anything and just had me coming back for more.

I am so thankful my chiropractor for specializing in specific corrective care. I have my life back, I am no longer in fear of losing my job due to so many missed days of work and I can enjoy concerts again without feeling like my skull is cracked in half. You guys Rock!

**“The definition of Insanity is doing the same thing over and over again and expecting different results.” ~Albert Einstein**

The decision is yours. You can keep doing what you’ve been doing and getting the same results. Or...you can take action today and change your life forever.

Chiropractic care in our office doesn’t simply chase symptoms, but rather pinpoints and treats the cause of your condition. Allow for your body to function to the best of its ability so that you can live life to the fullest. Be the spouse you know your partner wants. Be the parent you know your children deserve. Be the professional you know you’re capable of being.

Take action now and call **972.346.7436** or visit **www.StraightUpChiro.com** to schedule a **FREE** Consultation and see if our doctors are able to help you.

Specific Corrective Care Chiropractic is not for everyone. With limited availability, our doctors have very specific requirements in order to be accepted as a patient in our office.

**PLEASE NOTE: We can only accept a limited amount of patient's per month.**

**Corrective Care Chiropractic is for those:**

- Hopeful and in search of a long-term solution
- Who are sick and tired of temporary relief
- That value quality of life and their relationships
- Who have the desire to take their health to an entirely different level
- Who have health goals worth fighting for

**Corrective Care Chiropractic is NOT for those:**

- In search of the next quick fix
- Who are okay with masking the pain & symptoms of their specific condition
- Unwilling to invest in themselves
- Who don’t have long-term health goals

Our doctor believes that Procrastination is the thief of health. The excuses are consistent - "Yes, I know it’s affecting my life, but I don't have the time for another doctor's appointment." "I don't have the money to take care of this right now." "My life is simply too crazy so I'm going to wait until things slow down." The excuses are never ending, but unfortunately so are the stressors of life.

Make the decision and call us today @ **972.346.7436** to schedule your Complimentary Consultation and see if you qualify to be a patient in our Corrective Care office.