



WELLNESS FOR LIFE®

Chiropractor Program

Why incorporate Infinity Massage Chairs into Your Practice?



Low Maintenance



New Revenue Stream



Additional Treatment Option

Chart Your Course to Financial Gain

| Profit Schedule | 1 Sale / Month | 3 Sales / Month | 5 Sales / Month |
|-----------------|----------------|-----------------|-----------------|
| Monthly Profit | \$3,300 | \$10,485 | \$17,475 |
| Yearly Profit | \$39,600 | \$125,820 | \$209,700 |

Infinity SmartChair X3 Pricing

| Color Options | Qty. | MSRP | Per Chair |
|---|------|---------|-----------|
| Classic Black and Chocolate Brown | 1 | \$6,295 | \$2,995 |
| | 2+ | \$6,295 | \$2,800 |

Infinity cannot guarantee any minimum quantity of sales per month, or minimum income levels. The chart above, based on industry standards, provides an estimated projection of possible income only.

Chiropractor Program Tips & Tricks

Making a Profit with Infinity Massage Chairs

Welcome to the Infinity Massage Chairs family! Now that you've joined our Chiropractor Program, there are a few ways you can start making a profit:

Direct Sell



Let your patients experience your SmartChair X3 floor model, then sell them their very own. With features like 3D technology, an intuitive remote, several automated programs, Bluetooth® compatibility, and the most effective decompression stretch in the industry, it won't take much convincing.

Most comparable chairs cost between \$8,000 and \$10,000. Your cost for the SmartChair X3 is \$2,995 and the retail price is \$5,595. *That's a \$2,600 profit!*

Referral Program



If you feel you don't have the capacity to sell Infinity Massage Chairs directly or you have a patient who cannot pay up front, simply send them our way and let them know about our 0% interest 36 month financing. We'll do the work, and you'll receive a reward with each successful referral!

Treatment Method



Many of our chiropractic partners choose to charge for usage of their Infinity Massage Chair in one of two ways:

- Charge per minute (usually \$2-3 per minute)
- "Punch Card" Program: Create a punch card or similar membership program through which you sell patients a set number of massages for a flat rate (e.g., 10 10-minute massages for \$100).

Chiropractor Program Tips & Tricks

Massage Chair Terminology

Below are some of the primary features and terms you should be familiar with in order to make the most of your patients' Infinity experience:



- **Zero Gravity:** Established by NASA, this position elevates the knees above the heart, which allows the spine to decompress, provides a sense of weightlessness, and maximizes the effects of the massage rollers.
- **S-track:** Infinity's S-track design matches the natural shape of the spine in order to hit all areas of tension and properly realign the body from the neck down to the lumbar region.
- **L-track:** In addition to following the natural shape of the spine, the L-track covers from head to thighs, ensuring the user receives the most comprehensive massage.

- **Quad Rollers:** Massage mechanism containing four rollers that move up and down the back
- **2D Rollers:** Massage roller mechanism that moves up, down, left, and right
- **3D Rollers:** Massage roller mechanism that moves up, down, left, right, in, and out. This type of roller allows users to adjust the depth (intensity) for either a light or deep pressure massage.
- **4D Rollers:** Some manufacturers advertise their chairs with 4D rollers; however, this is the same as 3D.
- **Inversion:** Position in which the chair back reclines 180 degrees and decompresses the spine (Extension program).
- **Body Scan Technology:** Ensures the massage rollers hit the user's unique pressure points by adjusting the position of the rollers and tailoring them to your body.
- **Reflexology:** Replicating thumb and finger techniques of reflexology, the massage chair's foot rollers attend to vital pressure points on the feet linked to other areas of the body.



Social Media Guide

In order to help you maximize your reach, we strongly recommend using social media to spread the word of your new product offering. Whether you're new to the social media scene, or you've already established a good following, check out our guide below for some fun and helpful ideas.



Social Media Platforms

We recommend Facebook, Twitter, and Instagram as the primary social media platforms for our chiropractor partners. If you haven't already created profiles for your business on each of these sites, go for it! These outlets are likely best suited for your audience.

You can also create/ utilize Google+, LinkedIn, and Pinterest profiles if you are comfortable managing these platforms. The more social outlets you use, the wider your reach—just be sure you're using each channel appropriately.

Content Suggestions

Are you wondering how to begin marketing Infinity Massage Chairs via social? Here are a few content ideas to help you get started:

- Original photos of our chairs on display or even being used in your location
- Fun facts and/ or photos related to massage, back health, and wellness
 - Benefits of massage/ owning a massage chair
 - Why do your patients specifically need an Infinity Massage Chair?
- Articles, studies, or other educational sites relating to massage or massage chairs
- Your own blogs, reviews, or video demos of our chairs
- Infinity Massage Chair reviews from your customers (Nothing beats word-of-mouth advertising!)
- Coupons or sales when applicable
- Seasonal themes, benefits, or offers

Remember to follow us on all of the above social media sites for some great ideas, and don't be afraid to share our own posts!

Frequency & Schedule

The frequency and schedule of your posts varies on a case-by-case basis, and will take some trial and error. Get to know your audience and what they enjoy. Use the analytics insights tools on each social media platform to see what works and what doesn't. Should you post every day, or every other day? We advise avoiding weekend posts, as they don't typically see a lot of engagement—but this could be different for you!



Best Practices

- Don't be constantly selling! Social media audiences prefer informational and entertaining content.
- If you can convey your message with a relevant photo or video, do so! Images and photos perform significantly better on social media outlets than basic texts and link posts.



 603.910.5000

 www.infinitymassagechairs.com

 info@infinitymassagechairs.com

 @InfinityMassageChairs

 @infinitymassagechairs

 @Infinity_Chairs

 Infinity Massage Chairs

 +Infinity Massage Chairs

 Infinity Massage Chairs