**How to Make Your Treatments Into an Exciting Experience**

1. Don’t make them hate you
* Wait in lobby
* Boring paperwork
* Do boring exercises they can do at home
* Leaving them alone in the gym
* Waiting in the treatment room
* Don’t say what they “can’t” do
* Don’t leave finances ambiguous (COC)
1. Personalize their experience
* Bob (social): Greet by name
* Steven (intellect): Share “why’s” and literature
* Patricia (emotional): Listen, touch, comfort
* Carol & Johnny (physical): Challenge
1. It’s in the small things
* Have fun
* Upbeat music
* Call them by name
* Share “encouraging” words