

THE WORLD OF CHIROPRACTIC



What does it mean to be a chiropractor?

- ❖ It means living a fuller, more successful life than you ever dreamed possible (and we're not just talking about the money).
- ❖ It means never hating the office – or your boss.
- ❖ It means starting and ending each day with passion and gratitude.
- ❖ It means using your own two hands to unlock the incredible power of the human body.
- ❖ It means reimagining boundaries, realizing dreams and transforming lives...

...starting with your own.

Why We Are Here

Some people are content to go to work, bring home a paycheck and look forward to the weekends. Others are constantly pushing themselves toward the next promotion, the bigger office, the higher rung on the ladder. And then there are those rare individuals who know that all the money and all the glory and all the vacation time in the world is worthless if it comes without a pure, passionate sense of purpose. If you are reading this, chances are you are one of those fortunate few who aspire to a calling, not a career, and who have what it takes to create lives of significance, not mere existence (at Life University, we call this our “Lasting Purpose”).

In other words, you have what it takes to become a chiropractor.

The Vital Health Revolution

Up until a few years ago, the popular conception of a typical health care visit looked something like this: you would walk into the doctor’s office, wait your turn, be put through a series of examinations, and have the cure for all your ills presented to you on a little slip of paper, accompanied by a very official and serious-sounding explanation you weren’t expected to fully understand, but were expected to trust without question.

These days, we’re starting to do things a little differently.

Today, more of us are more likely to think of doctors and other health professionals as “health care consultants” or coaches; partners in our larger efforts to meet our own personal wellness goals. From millennials to baby boomers (who together make up more than one half of the entire U.S. population), Americans are demanding more power over their own health. People want to feel and

live better, and they want to do it with less drugs, radiation and surgery.

This idea goes hand-in-hand with what chiropractors have been teaching and practicing with their patients for decades.

The Big Idea

If you’ve never been to a chiropractor, you probably haven’t heard of “The Big Idea.” It’s a term chiropractors use (coined by B.J. Palmer, one of the founders of Chiropractic) to describe the foundation of all they do.

Doctors of Chiropractic understand that the body is a dynamic, self-organizing, self-maintaining, self-healing organism, and that our job – chiropractors and patients alike – is to simply remove the interferences that suppress that process and let the body do what it was innately, perfectly designed to do. Doctors don’t heal people – people heal themselves. Can you imagine anything more self-empowering than that?

Beyond Backaches

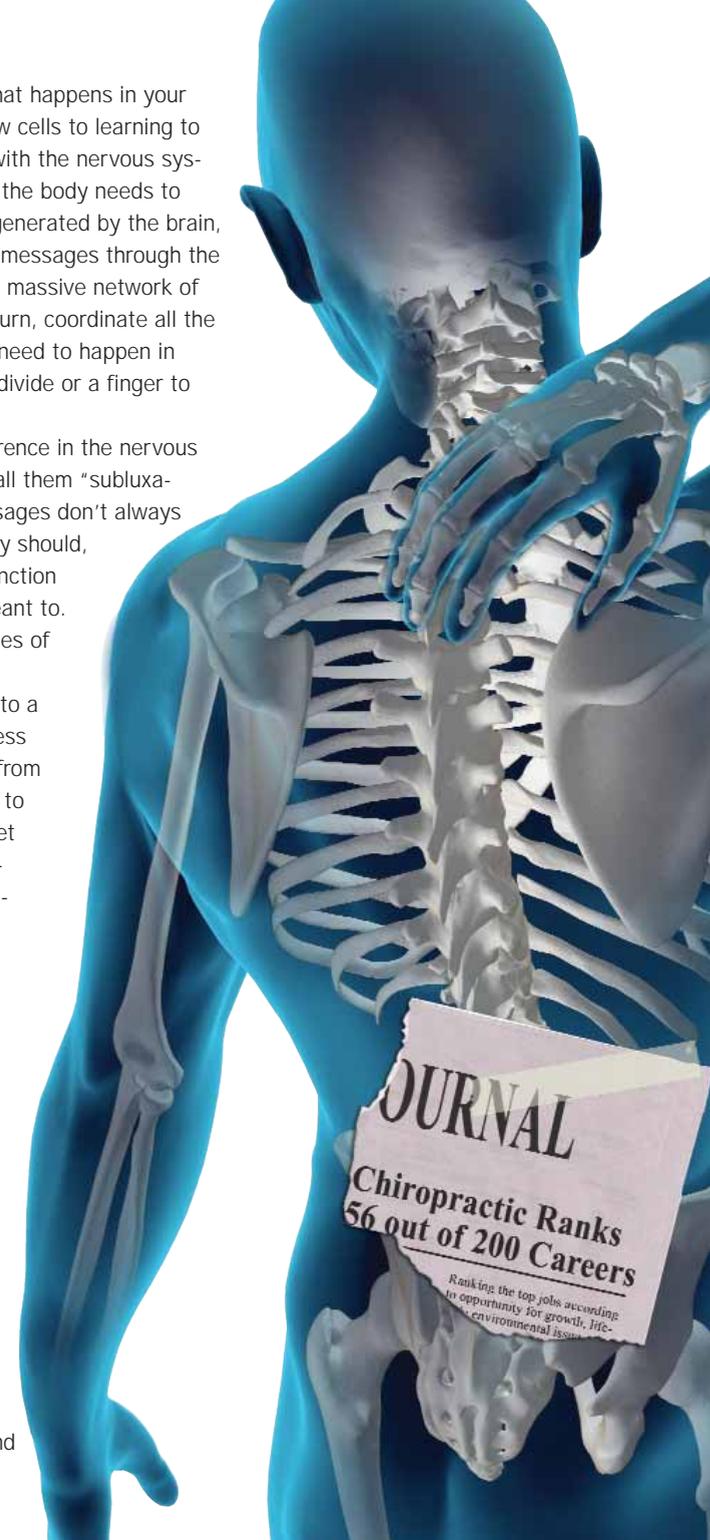
It’s true that chiropractors can provide the most specialized care for people struggling with back pain (the second leading cause of hospitalizations after childbirth) and other musculoskeletal conditions. But ask just about any chiropractor or chiropractic patient and they’ll tell you that chiropractic care is so much bigger than that.

Simply put, Chiropractic unlocks and supports the body’s innate power to express its optimal level of health. The way chiropractors accomplish this is by caring for the nervous system, which starts with the brain and spinal cord and runs throughout every part of the body. The nervous system is the body’s control and communications system; it tells all the other cells, tissues, organs and systems of the body what to do, and when and how to do it.

Every single thing that happens in your body – from growing new cells to learning to play the piano – starts with the nervous system. All the information the body needs to accomplish any task is generated by the brain, which then sends these messages through the spinal cord and across a massive network of spinal nerves which, in turn, coordinate all the chemical reactions that need to happen in order to cause a cell to divide or a finger to strike a key.

If there is an interference in the nervous system (chiropractors call them “subluxations”), then these messages don’t always get through the way they should, and the body doesn’t function as beautifully as it is meant to. When any of the 33 bones of the spine, for instance, become misaligned due to a physical or chemical stress (which can be anything from slipping on the sidewalk to eating an imbalanced diet to feeling constant emotional strain in a relationship) these subluxations can distort the flow of information from the brain to the body, causing or contributing to any number of undesirable outcomes and ultimately keeping the body from functioning at its best.

Chiropractors spend years and years learning to detect misalignments and correct them using a specific adjustment, allowing the body’s communication and



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control system to return to its naturally functioning state. And although advanced technology does play its role in detecting and correcting subluxations, the only tools a chiropractor really needs are his or her own two hands.

The Right Profession, Right Now

Chiropractic is one of the fastest-growing, most sought-after and highest-ranked professions in the nation. CNN and *Money Magazine* recently listed "Chiropractor" 14th among the Top 50 Best Jobs in America for 2010, while the *Wall Street Journal* ranked it 56th out of 200 top jobs, based on such factors as environment, income and employment outlook. The profession is expected to grow by 20 percent – or about 10,000 DCs – by 2018 (according to the Bureau of Labor Statistics). That's faster than just about any other career in America.

With the passage of the Affordable Care Act in March 2010, the issue of health care reform is on the minds of nearly every American citizen. Regardless of their views on the bill itself, it's clear people are taking a closer look at the way they manage their health, and the kinds of care they seek. This is an unprecedented opportunity for chiropractors, who are

already in high demand, to solidify their role as the unchallenged leaders in non-invasive, non-medical, natural health care.

And there are no limitations based on who you are or how you look. Anyone with a passion for and dedication to helping people realize their own innate potential for health can find success in Chiropractic. Chiropractors are men and women of all ages and from all ethnic and academic backgrounds. In fact, 44 percent of LIFE's chiropractic students are female, nearly thirty percent come from minority backgrounds and almost one quarter are over the age of 30.

If ever there was a perfect time to realize your potential as a chiropractor, that time is now.

A Life of Success, Significance and Balance

Being a Doctor of Chiropractic means different things to different people. For some, it means being able to teach or to serve in other valuable professional roles in chiropractic institutions all over the world. For others, it means dedicating themselves to research that can help to advance the profession and its mission to care for patients in the most natural, effective ways possible. For most however, being a chiropractor means entering private practice.

Whether they are solo practitioners or part of a group practice, chiropractors have nearly unlimited freedom to practice where they want, when they want and how they want.

From sleepy little towns to metropolitan cities; from large, 100-patient-a-day offices to small, part-time practices; from working alongside other natural health providers such as dietitians and life coaches to offering mobile services or

establishing franchises – as small business owners, chiropractors are free to create "workstyles" that complement their lifestyles.

Though everyone has a slightly different definition of what it means to be successful, most chiropractors report a high level of success in private practice. Nearly half see patients for about 40 hours per week, with average solo-practice earnings netting \$94,454 per year, according to a 2009 survey by *Chiropractic Economics*.

By far the most successful chiropractors tend to be those who fully invest themselves in their communities; reaching out to patients as well as other businesses, and establishing themselves not simply as chiropractors, but as leaders who care for their communities on multiple levels.

But it's not just about the financial rewards, or the level of autonomy, or the flexible schedules, or the comfort and positivity of their offices. Chiropractors love what they do because they want more than the stereotypical picture of success; they want a life of significance and Lasting Purpose (turn the page for more details). They want to touch lives; to help bodies heal, grow and exceed limitations; to change the way people think about their health and their world. And that's exactly what they do.

Top Jobs in America
Chiropractic ranks 14th among
2010 Best Jobs in America

NXIOUS PARENTS of
teenagers often ask me

Jobs in America® on cnmone.com
But the beauty of accounting as a
flexibility. A
nati



Why LIFE?

Life University is not like other chiropractic universities. For one thing, LIFE is the largest such institution in the world. For another, we have a stunning, sustainable campus just minutes from bustling Atlanta, Georgia. More than 100 acres of rolling hills and forest (complete with a stream and waterfall) are anchored by a blend of modern and historic buildings housing everything from a state-of-the-art Wellness Center, to a sustainable café, to student and public clinics.

But what really sets Life University apart is our philosophy. We believe great people make great chiropractors. That's why the LIFE experience is founded not only on

some of the best clinical education in the world, but on the LIFE Movement; a portfolio of four key principles and philosophies that drive everything we do at LIFE:

The Eight Core Proficiencies is a series of values we believe are crucial to realizing one's personal and professional potential (like Integrity and Citizenship, Leadership and Entrepreneurship, Philosophy of Human Existence and Health Care, and more). The "Eight Ways to Great" are touchstones to guide our students toward a life that is truly successful, in every sense of the word.

The Wellness Portfolio is the lens through which we explore and apply definitions of health and how we experience it. It relies on a six-dimensional definition of total wellness as a synergy of physical, intellectual, emotional, social, environmental and spiritual health.

Vitalism is the understanding and the principle that the human body is a self-organizing, self-maintaining and self-healing organism. (Remember The Big Idea?) It's a philosophy centered on the truth that all life possesses its own innate, guiding intelligence, and that it is this vital force – and nothing else – that gives us the power to heal, grow, adapt and live lives of optimal performance and significance.

Lasting Purpose represents a commitment "To Give, To Do, To Love, To Serve out of a Sense of Abundance." It calls upon us to act from a place of gratitude, and to use our gifts for the benefit of others. When we give, we receive, and then we give more. Living a life of Lasting Purpose creates a cycle of good that is continually perpetuating and amplifying itself.

Ready to Learn More?

If all this has got you thinking about where your life is headed, we encourage you to dig deeper. One great resource you can turn to are the chiropractors in your very own community. The Life University Enrollment Department is happy to provide you with a list of LIFE alums practicing near you. Talking directly to local chiropractors about why they do what they do and how they got where they are can really help you get a sense of



The Life Movement

core proficiencies

wellness portfolio

vitalistic philosophy

commitment to lasting purpose

what to expect from a chiropractic career and lifestyle.

We also encourage you to contact Life University. Browse our web site at www.LIFE.edu for the basics, then give us a call, toll free, at 800-543-3202; or 770-426-2884. You can also email us at Admissions@LIFE.edu. Our enrollment staff will be glad to answer all your questions, as well as schedule a visit to our beautiful campus, so you can experience LIFE for yourself.

If every fiber of your being is shouting, "There's got to be something more to life than this!" It's time to stop, listen and look.

Stop settling and making excuses.

Listen to that inner voice. And take a closer look at Chiropractic.

Your calling is waiting.



WOULD YOU LIKE MORE INFORMATION?

Call 770.426.2884 or 800.543.3202 | Admissions@LIFE.edu | www.LIFE.edu

RETURN TO:

LIFE UNIVERSITY, Office of Admissions
1269 Barclay Circle, Marietta, GA 30060-9855

Please Send Information on These Areas of Interest:

GRADUATE DEGREES AND PROGRAMS

- D.C. Doctor of Chiropractic
 Pre-Chiropractic (non-degree to complete Doctor of Chiropractic pre-requisites)
 M.S. Sport Health Science
 M.S. Clinical Nutrition

BACHELOR'S DEGREES

- B.B.A. Business Administration B.S. Psychology
 B.S. Biology B.S. Biopsychology
 B.S. Nutrition B.S. Health Coaching
 B.S. Exercise Science B.S. Dietetics
 B.S. General Studies
 B.S. Computer Information Management

ASSOCIATE DEGREES

- A.S. Life Coaching
 A.S. Computer Information Management

Name _____

Address _____

City/State/Zip _____

Home telephone _____ Cell _____

Best time to call _____ Email _____

High school or college now attending _____ Expected graduation date _____

Special Interests _____

How did you hear about Life University: chiropractor friend family student other _____

Preferred method of contact: email home phone cell phone _____

LIFE University is regionally accredited by the Southern Association of Colleges and Schools (SACS) to award four-year undergraduate and graduate degrees in a variety of health care science, business and general studies areas and also has programming accreditation through the Council on Chiropractic Education (CCE) and the Commission on Accreditation for Dietetics Education (CADE).



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MAKE YOUR MARK

