

TBP PERSONALIZED BOOK PROGRAM

This agreement is between Totally Booked Practice, LLC., and:

Doctor's Name _____
Office Name _____
Office Street Address _____
City _____ State: _____ Zip Code _____
Office Phone Number _____
Office Fax Number _____
Doctor's Cell Phone Number _____
Email Address _____
Practice Web Address _____
Referred by: _____

Totally Booked Practice, LLC., referred to as TBP, will make the following products and services available to the Doctor above.

How your book is developed:

We will help you create your book. Most books run between 120 and 150 pages measuring 5 ½ x 8 ½ (standard paperback style).

- **We will conduct a phone interview from which we will create an introductory chapter to your book. We will ask questions pertaining to your decision to become a doctor, your passion in your chosen field, and a brief overview of your personal life (spouse/partner, children, and hobbies).**
- **You can select 7 to 9 chapter categories from a selected list of topics on Chiropractic, Technique & Procedures (including Laser), Conditions, and Natural Health Care topics. Over 50 different chapter ideas! These topics will become the chapters of your book.**
- **You can include testimonials from your patients. You do this by either emailing the testimonials as a word document or pdf file, faxing them into us, or providing a link to testimonials on your website. We will create a "Success Stories" chapter of your personal testimonials for your book.**
- **Your book will include a dedication page and/or acknowledgement page where you may express gratitude to the influential and important people in your life.**
- **We provide and design a personalized Front and Back Cover for you.**
 - **The front cover will include your book title and a subtitle, along with a professionally submitted photo of you, and your name as the author.**
 - **The back cover will include an additional photo of you or your family, a brief biography about you, or a list of your credentials, or a few testimonials. It will also include your practice name, location, website, and phone number. It will also include a barcode and pricing (generally \$19.95) to show the value of the book. We can also add your practice logo to the back cover of the book.**
- **We will email you a draft of your book once the above is complete.**
- **You may ask us to delete any information from our content that does not apply to your practice.**

- You will have two opportunities to ask us to remove information that is included in the original draft of the book. The first is when you initially receive the draft. The other is when you receive the final copy of your book and review it prior to going to press.
- We procure your ISBN (International Standard Book Number) and barcode.
- We print the books and ship them directly to your office (shipping charges are billable).

Additional Services Available:

- If you would like further editing of the content of our chapter topics, there is an additional fee of \$500 per chapter to include new information to the draft book. This charge permits two revisions to the content. First revision is where we update the information for you, and second revision is a request to tweak the material once you've reviewed it.
- If you add additional chapters (after the allowed 9 topics), there is a \$500 fee for each additional chapter.

Our services also include:

- *Two one-on-one teaching calls* with our new patient marketing coaches on how to boost new patient volume using your very own book. This will include a written, marketing plan for you or your staff to implement.
- *Tele-seminars* – Learn from our new patient marketing coaches and other successful doctors on different ways to utilize your book to increase your new patient volume.
- *Marketing Products* – You will be provided a 3D image of your book to be utilized on your web site, business card, and other advertising materials. There are additional marketing tools available for purchase which includes: bookmarks, gift certificates, postcards, business cards and more.

Please note: our program allows up to 150 pages. This is approximately 7 to 9 chapters, plus a biographical chapter (the introduction to you) and the success stories chapter (testimonials). If this exceeds 150 pages, there is an additional fee of \$15 per page. Additional chapters (exceeding the 9 chapter topics) or edits (additional information added to the original content) will be billed at \$500 per chapter.

PERSONALIZED BOOK PROGRAM PRICING

Please check off the payment option you want:

500 Books: (*Select your payment option*)

- \$12,997 one-time discounted payment
- \$1,155/month for 12 months

*All 12 month payment plans are calculated at 12% APR

30 Day Money Back Guarantee: 30 Day Money Back Guarantee: If you change your mind within the first 30 days of the date of this agreement contract.

Optional Custom Chapters

If you don't see a chapter on a specific topic you want, or you want to create a completely different chapter outside of our existing chapters, we will help you create your own unique chapter. This chapter will then be copyrighted solely to you. The cost for this service is \$900 per chapter. Each chapter can be up to 20 pages long (limit of 3 custom chapters with this program) before incurring a \$15 per page supplemental fee.

() Custom chapters \$900 each x _____ custom chapters = \$_____

Our Library of Topics Include:

Chiropractic Specific Chapters

- Topic 1 - Century Old Secret
- Topic 2 - Chiropractic You and True Health
- Topic 3 - Chiropractors are Well Educated
- Topic 4 - Chiropractic Approach to Pain
- Topic 5 - Non-Emergency Chiropractic Including Neck & Back Pain
- Topic 6 - Chiropractic and the Rich and Famous
- Topic 7 - Mixers or Straight up Chiropractic
- Topic 8 - Chiropractic Care Is the Safest Treatment
- Topic 9 - Everyone Needs Chiropractic
- Topic 10 - How Chiropractic Ensures Wellness
- Topic 11 - Athletes and Chiropractic
- Topic 12 - Pediatric Chiropractic
- Topic 13 - Chiropractic and Multidisciplinary Medicine
- Topic 14 - Seniors and Chiropractic
- Topic 15 - Spinal Decompression
- Topic 16 - The 3 Phases of Care
- Topic 17 - Additional Therapies
- Topic 18 - Auto Accidents
- Topic 18a-What to do if you have a Car Accident
- Topic 19 - Diagnostic Testing
- Topic 20 - Rehabilitation Exercises and Chiropractic

- Topic 21 - The Chiropractic Adjustment
- Topic 22 - Soft Tissue Therapy
- Topic 23 - Kinesio Taping
- Topic 24 - Orthotics and Chiropractic
- Topic 25 - On the Job Injuries
- Topic 26 - Pregnancy and Chiropractic
- Topic 27 - Chiropractors and Pets
- Topic 28 - Chiropractic and Headaches
- Topic 29 - Manipulation under Anesthesia
- Topic 30 - Applied Kinesiology
- Topic 31 - Extremities

Laser Chapters

- Topic L1 - Low-Level Laser Therapy Part One
- Topic L2 - Low-Level Laser Therapy Part Two
- Topic L3 - Class IV Laser

Conditions Chapters (Can be used with

- Laser Book on how lasers benefit these conditions)
- Topic C1 - Conditions Affecting the Head
- Topic C2 - Conditions Affecting the Neck
- Topic C3 - Conditions Affecting the Shoulder
- Topic C4 - Conditions Affecting the Elbow/Wrist/Hand
- Topic C5 - Conditions Affecting the Mid and Lower Back

- Topic C6 - Conditions Affecting the Hips/Buttocks
- Topic C7 - Conditions Affecting the Knees
- Topic C8 - Conditions Affecting the Ankle/Foot
- Topic C9 - Conditions Affecting the Skin
- Topic C10 - Neuropathy Conditions

Natural Health Care Modalities

- Topic H1 - The Health Care Crisis
- Topic H2 - Crisis vs Wellness Care
- Topic H3 - Complementary and Alternative Medicine
- Topic H4 - Massage
- Topic H5 - Rehabilitation Exercises
- Topic H6 - Orthotics
- Topic H7 - Pain Relieving Products for Sore Muscles
- Topic H8 - Headaches
- Topic H9 - Peripheral Neuropathy
- Topic H10 - Acupuncture
- Topic H11 - Motivation for Weight Loss
- Topic H12 - Diabetes
- Topic H13 - Functional Medicine
- Topic H14 - Nutrition Vitamins and Supplements
- Topic H15 - Applied Kinesiology

Phone: 1-888-243-2661

When you need more books:

Reorder Book Prices (For books previously written with our services):

Any changes to your book when you re-order will be charged at \$120/hour in addition to the following fee. If there are no changes, there is no additional fee.

Please check off the quantity and payment option you want:

() **100 books**

- () \$1497 one time discounted payment
- () \$133/month for 12 months

() **500 books**

- () \$2497 one time discounted payment
- () \$222/month for 12 months

() **1000 books**

- () \$3997 one time discounted payment
- () \$355/month for 12 months

All 12 month payment plans are calculated at 12% APR

**TOTALLY BOOKED
PRACTICE, LLC**

Please Email Form back to: Info@TotallyBookedPractice.com or
FAX ALL Pages to 1.888.976.9464 Ref #: _____

TOTALLY BOOKED PRACTICE, LLC., PAYMENT TERMS:

Book Program: Doctor authorizes Totally Booked Practice, LLC. to charge \$97.00 for the initial book start up fee upon receipt of this order. The first payment will be charged at 30 days from the signed contract and agreement date.

Book Reorders: First payment is due upon receipt of this signed contract and agreement date.

Sales Tax/Shipment of Books: *Additional charges are Florida State tax if your office is in Florida, and/or Shipping Costs when the book ships to you.*

***Please initial here: _____ I understand I will be charged separately for shipping, when books ship at cost.

_____ Visa _____ MasterCard _____ Discover _____ American Express

Card Number: _____

Expiration Date: _____ / _____ Security Code: _____

Name on Credit Card: _____

Billing Address: _____

Billing City: _____ State: _____ Zip Code: _____

Billing Phone Number: _____

Client Signature*: _____ Date: _____

* Please note that any signature from a representative of the doctor constitutes a signed and confirmed agreement to all services, terms, and addendum to agreement.



Please Email Form back to: Info@TotallyBookedPractice.com or
FAX ALL Pages to 1.888.976.9464 Ref #: _____

ADDENDUM TO AGREEMENT

Totally Booked Practice, LLC (“TBP”), and the Doctor are entering into this Agreement for the purposes of completing a book hereinafter referred to as the “Work.” As such, TBP and the Doctor agree to the following provisions:

- Warranties: Doctor warrants that all information provided to TBP is his/her own unique work and does not infringe on any copyright, violate any property rights, or contain any scandalous, libelous, or unlawful matter. Doctor further warrants that there are no errors or omissions in the information provided to TBP that might harm the user or reader of the Work. In addition, any views or opinions presented in this book are solely those of the author and do not represent those of the publisher.
 - Compliance with laws: Doctor represents that he/she will, at his/her own expense, obtain all licenses, pay all fees, and comply with all federal, state and local laws, ordinances, rules, regulations applicable to Doctor's practice. Doctor acknowledges that TBP makes no warranty, representation, or guaranty that the Work complies with federal, state, or local statutes, regulations, or rules.
 - Indemnification: Doctor agrees to indemnify, hold harmless, and defend TBP, and its officers, employees, and representatives, from and against any and all claims, actions, or demands, including reasonable court costs and legal fees, arising out of: (1) the publication or use of the Work, or (2) any breach of the warranties, representations, and acknowledgments contained herein. This includes, but is not limited, to indemnification relating to any infringement of copyright, trademark, patent or other intellectual property rights, and indemnification relating to any errors or omissions in the Work. TBP shall promptly provide notice to Doctor of any such claim or proceeding, and Doctor shall assist TBP, at his/her own expense, in defending any such controversy.
 - All books must be ordered through Totally Booked Practice, LLC. to protect the integrity, professionalism and copyright of our intellectual property.
 - All chapters derived from the Totally Booked Practice Library are copyrighted and owned by Totally Booked Practice, LLC.
 - All chapters created from the joint effort of Totally Booked Practice and this doctor or works originated by Totally Booked Practice and customized by the doctor are owned and copyrighted by Totally Booked Practice, LLC.
 - Any chapters written solely by the doctor will be copyrighted to the doctor and remain the property of the doctor and cannot be used by Totally Booked Practice for any other purposes.
 - This agreement shall be governed in accordance with the laws of Florida.
 - This agreement begins on the date this agreement is signed by the Doctor or representative of the doctor.
 - After 30 days, this agreement is non-cancellable by the doctor.
 - It is the responsibility of the doctor to get all required information and photos to TBP within 6 months of signing this agreement. If doctor does not provide required information and photos within this time period, TBP reserves the right to expire this contract. At expiration of contract, there will be no refund of prior payments by the doctor, and there will be no additional payments charged to the doctor.
 - If the doctor does not approve or edit the draft book within 2 months of receiving it, a 30-day warning notice will be sent informing the doctor that they have 30 days to resume work on the book. Doctors who do not comply may have the balance of this contract voided where there will be no refund of prior payments to by the doctors and no additional payments charged to the doctor.
 - If payments due are declined by credit card on file, a late fee of \$35 (per instance) will be assessed unless alternate arrangements are made in advance.
 - If payments due are declined by credit card on file, and doctor does not rectify the matter after numerous contacts by our staff, a termination letter providing a 30-day warning notice will be sent informing the doctor that they have 30 days to update their payment information. If the doctor does not resume payments, or return calls or notices within the 30 day grace period, the balance of this contract will be voided and there will be no refund of prior payments to by the doctors and no additional payments charged to the doctor. There will be no additional work provided by TBP.
 - If this contract goes to collections, all attorney and court expenses will be the responsibility of the doctor.
- Copyrighted Material
- This agreement acknowledges and binds the doctor to the following terms and conditions. The Doctor will not copy, reproduce or have printed or transmitted in any format, physical or electronic, copyrighted materials from Totally Booked Practice, LLC. Unless provided for by a supplemental agreement.
 - The Doctor agrees that there is no specific claim made as to any results or forward looking outcomes to readers of their book.
 - The Doctor agrees that Totally Booked Practice, LLC. can use any information, including names, pictures, likenesses, or trademarked information provided to it for any legal purpose.