



The  
*Mentoring*  
Experience



with Dr. Yannick Pauli

*Are you ready to start running a profitable ADHD wellness program while starting to position yourself as the only trusted brain wellness advisor and expert in your community?*

By joining me in the “ADHD Wellness Expert Mentoring Experience”, you will be able to run a profitable ADHD wellness program (almost) on auto-pilot in two months from the moment you start. But this ain't it. As you go through the process with me, you will start positioning yourself as the only viable natural option for anyone with a brain. You will become the benevolent trusted wellness advisor in your community.

It took me ten years of trial and error to get there, but if you come play full-out for three months with me in the Mentoring Experience, you will:

- Become THE expert on the natural management of ADHD in your community
- Position yourself as a Maven offering a unique approach no one else can match
- See an increase in new patients and word-of-mouth referrals (both in your ADHD program and in your current practice)
- Get more committed patients that will retain you as their trusted wellness advisor for years to come
- Be able to command higher price for your services and become more profitable

*... and you will get all that because you will be able to provide a tremendous service to your community that no one else is able to do at the moment.*

The ADHD Wellness Expert Mentoring Experience is composed of 8 powerful Modules delivered over 2 months.



Note: This image is a graphical representation of the extent of the content. The course is delivered digitally via a protected, member-only area of our website. You do not actually get a physical product.

So, is this for you?

The Mentoring Experience is designed for the following professionals:

- Doctors of Chiropractic who want to start seeing children with ADHD and other neurobehavioral problems.
- Doctors of Chiropractic who already see children with ADHD but who want to get more consistent results and greater clinical effectiveness.
- Doctors of Chiropractic who want to move away from being a “spine” doctor [spine first general practitioner] to someone who focuses on neurological wellness [brain first expert]
- Doctors of Chiropractic who want a step-by-step, guided system to start positioning themselves as experts in their community.

If this is you and you're ready to play a 100%, challenge yourself to expand yourself and your practice and are an action-taker, I want you to join me for this unique experience.

### *How does it work?*

The ADHD Wellness Expert Mentorship Experience is, well ... special!

It's not like a lot of the online courses out-there that dump a bunch of word documents or PDF in a few folders with no directions on where to start and what to do.

Our Mentorship Experience is based on principles of instructional design and andragogy.

Instructional design is a methodology that uses media and content to engineer a learning experience that effectively transfer knowledge and gets you to take action.

Andragogy is the science of adult learning. It takes into account the critical factors that allow adults to learn and implement what they have learned.

Using those principles is extremely important for busy professionals like you. You've got a personal and a professional life and a lot on your plate. Thanks to our unique approach you will still be able to fit your Mentoring Experience into your daily life, learn a lot and, more importantly, take massive actions.

For example, at the beginning of each Module, you will have access to the Module syllabus that will give you exactly how long each step will take so that you can comfortably fit it in your schedule.

Then, at the end of each module, you simply go through our Power Actions step. Just follow the action checklist, execute on the prescribed steps and you are on your way to massive success.

## *What do I get?*

The ADHD Wellness Expert Mentorship Experience is a 12 months (or more) mentorship program. The core content is delivered over a three month period. After that, you still have lifetime access to the content and any update I create. Your experience does not end at the end of those three months, as I will keep mentoring you for a total of 12 months from the moment you start to ensure you successfully implement everything. And then, you'll still be able to stay connected with our community of amazing, high-performing practitioners via our forum.

There are 4 Core Components to the Mentorship Experience.

### The First Component is the ADHD Wellness Expert Course

You will get access to 8 Modules, delivered in weekly webinars over a 10 weeks period. Each weekly webinar is supplemented by highly relevant complementary resources that you can access in your private, member-only area of our web platform.

You can also download the audio of the webinar and listen to it at your own convenience, such as in your car driving to work or when you go for a walk. Transcripts and slides of each webinars are available for your reading pleasure and to crystallize your new knowledge.

All is done online. No need to travel, no need to get stressed in crowded airports, no need to spend your hard-earned money on a hotel room and less-than-healthy hotel food. It's all done from the comfort of your home. If you want, you can even go through the program in your pjama or underwear!

The content is delivered weekly following a specific sequence that prevents information overload and makes the system easy to follow.

You start each module by getting ready. You read the module Syllabus that tells you about everything you are going to learn and why, and how much time you need to book to go through the module. You then download our Roadmap and Checklist that will make it easy for you to go through the module. And you print our module Action Worksheet that will make it easy for you to take notes, jot down important action steps to be taken immediately, as well as to record ideas for strategies or tactics you may want to implement at a later date.

At the end of each module, you watch our Power Action steps video. Combined with your Roadmap and Checklist, it is a powerful tool to get you to execute. You just follow the steps, do the actions required and, three months after you start, you find yourself running a profitable ADHD Wellness Program.

If you need extra guidance, you just engage is our effective accountability system that is built in the course.

## *The Modules*

### *Module 1 – Embodying the AWE Inner Game*

By the end of this module, you will appreciate the mindset required to become an expert and the path that the Mentoring Experience will lead you through to deliver on its promise.

In this module, you will learn:

- The single most important mind-shift you need to make in order to become an expert and trusted advisor in your community.
- Why becoming an expert is the most important decision you can make in your chiropractic and business career.
- Who you need to be to start attracting ADHD children and their families.
- How to fully engage in the Mentorship experience so that you will be able to run, two months from start, a unique ADHD program almost on auto-pilot.
- How to best use all the resources the program offers you to make it as turnkey as possible.

### *Module 2 – Mastering the Science of ADHD*

By the end of this module, you will have acquired an understanding of ADHD that will not only make any medical doctor pale compared to you, but also give you the confidence you need to schedule your first ADHD Lecture.

In this module, you will:

- Get a brain transplant containing the distilled knowledge of 10 years of experience in this field, thousands of journal articles and hundred of books I have studied, as well as of the most practical gems I have extracted from dozens of seminar I have attended (Over the last 10 years, I have invested an average of 40'000 dollars annually in post-graduate education).
- Acquire a cutting-edge understanding of the most up-to-date scientific paradigm of ADHD that most medical doctors, child psychiatrists and paediatricians are not even aware of.
- Learn how to communicate that knowledge with certainty and in such a way that potential patients will see your approach as the only viable option.
- Discover the real dangers of Ritalin and other ADHD drugs and become masterful at communicating this knowledge to your community in a “non-scare” manner.

### Module 3 – Understanding the ADHD Child

By the end of this module, you will understand not only understand the multi-factorial causes of ADHD, but also get a greater depth of understanding of how unique the ADHD child is. You will be able to communicate this understanding in an empathetic way to parents so that there will be no doubt in their mind that you are the *right* person to help them.

In this module, you will:

- Learn to understand the ADHD child so well that, when describing the “average” ADHD child, parents think you are talking specifically about *their* child.
- Find out about ADHD parent’s core complex (beliefs, feelings, concerns, fears and desires) and how to clearly articulate how your approach will address, resolve and alleviate them.
- Gain an in-depth appreciation of how the ADHD child is neurologically and metabolically unique, how to assess this uniqueness and what to do about it.
- Learn about what I call the “core causes” of ADHD and how they are best managed naturally.
- The Gift of ADHD and how the child’s values affect his attention, memory and behaviour.

### Module 4 – Producing you’re A.W.E. Blueprint

By the end of this module, you will have a clear understanding of the ADHD puzzle and how to put the pieces back together into a strategic, guided, step-by-step plan of action that will allow you to take care of even the most severe cases and get results where no one else has been able to.

In this module, you will:

- Get a clear step-by-step, guided blueprint that will make managing ADHD children a “no-brainer” and prevent you from getting lost in the myriad of alternative options.
- Understand how not to fall into the trap of “green allopathy” (using natural remedies to treat ADHD symptoms) and other opportunistic, symptom-based treatments that will jeopardize your results.
- Learn how to use my “14 Keys to Overcoming ADHD naturally” to position your approach as the only reasonable option for ADHD families to get started on the road to recovery.
- Master a public talk presentation that will position you as the true expert of “ADHD causes” and get you access to ADHD support group, ADHD parent organization and even ADHD medical professionals.

### Module 5 – Mastering History and Clinical Exam

By the end of this module, you will be a master at history taking and clinical exam. You will know how to connect with parents and ADHD children so as to elicit the crucial clinical information you need to get successful results.

In this module, you will:

- Learn how to take a health history and perform a clinical exam so that parents know without a doubt that you will be the one who will be able to help them.
- Watch videos of me going through history questionnaires, showing you where to find the gems of information that will make all the difference.
- Watch videos of me examining the child from a chiropractic, neurological and nutritional perspective, using simple-to-use examination procedures
- Learn what to say and not to say to the ADHD child and his family so as to come as a caring and compassionate individual who understand their needs.
- Discover which additional testing you might consider doing for greater clinical effectiveness.

### Module 6 – Mastering Clinical Management and Communication

By the end of this module, you will be able to either enhance the effectiveness of your current chiropractic care by using simple adds-on strategies or start a complete ADHD Wellness program that runs almost on auto-pilot.

In this module, you will:

- Discover how to assess for little known neurological interference patterns.
- How to tweak your chiropractic adjustments to take into consideration the unique neurological and brain activation pattern of the ADHD child you are taking care of.
- Discover why and how to use a “sequential” care management plan so that your patient keeps improving session after session.
- Learn why, when and how to add other natural approaches such as brain balancing exercises, dietary changes and nutritional supplementation, detoxification, stress management, lifestyle recommendations and ADHD life coaching

## Module 7 – Implementing your Turnkey ADHD Business System

At the end of this module, you will learn about the importance of creating systems for better results and lowering stress. You will – if you so desire – be able to copy and paste my own successful ADHD business system into your current office to jump-start your turnkey ADHD Wellness program.

In this module you will:

- Learn how to effectively and profitably run the “ADHD side” of your practice or your complete “ADHD Wellness Program”.
- Implement the turnkey ADHD business system that I use in my clinic.
- Find out how to create value, how to price your program at an appropriate level, and how to handle finances with patients (or let your staff do it).
- How to go about hiring someone to help you with the program.
- How to handle consultation and program waiting list, and how to position your practice as an exclusive place.

## Module 8 – Launching your Marketing, Branding and Positioning Strategy

At the end of this module, you will be ready to launch your offline and online marketing strategy that will bring you tons of new patients, while positioning you as an expert in your community and develop your own Brand.

In this module, you will:

- Create your integrated marketing and positioning strategy and plan to successfully promote your ADHD program in your community.
- Learn an effective “referral request” system to help you boost word-of-mouth referral and get quality patients you love to work with.
- Discover the single best strategy to position yourself as an expert and get flooded with new, eager to start patients (this strategy alone brought me 44 new patients, 33 of which I accepted in my program, leading to 84’150 dollars in revenue for *just* the first 3 months of care; and all that from a mere 1500 dollars initial investment)
- Harness the power of the Internet to find prospective patient and get them to know, like and trust you, and convert them first into patients, and then raving fans that will refer others just like them.



The second component of the Mentoring Experience is weekly access to me

Our chiropractic colleagues who have gone through the Mentoring Experience have told me that this component is the one that made the biggest impact on their success.

Every week, I will be available to answer any questions or challenges you may have, share my years of experience or share into your successes. Yes, you have read correctly. Each week, you'll be able to jump on the phone and access my ten years of experience running a profitable ADHD Wellness Program.

Since I am available every week, this means you are never more than 6 days away from having me help you resolve your most pressing needs.

And best of all, you don't just have access to those weekly call during the entire length of the 8 Modules, but also for 9 months after that, for a total of 12 months of Mentoring.

The format of these Q&A sessions do not only give you access to me, but also to hear what other participants are doing. We all learn together and create a sense of community.

*The Third Component is free access to the ADHD Wellness Expert Vault*

One of the participants described the Vault as the brain first expert dream's come true. It is a real Treasure Chest.



The Vault is everything done for you. Everything that I use in my own ADHD Wellness Program. All my power point presentations, patient-magnet articles, customizable ebooks, educational kit, testimonial, press release, intake questionnaires, evaluation forms, sample reports, clinical protocols, business systems, marketing strategies ... everything. All you need to do is download them and customize to your needs. It contains:

- *My Power Point Pack*, with the 3 Power Point presentations I use most in my marketing. For each, you get a screen capture of me doing it, the audio, and the Power Point slides and the transcripts. You even get the flyer I use to promote those talks. Each power point sells for 197 USD.
- *My Positioning Kit* with my 2 new-patient magnet articles. Those are the two articles that bring me the most word-of-mouth patient referrals and have allowed me to rank number 1 in Google for several keywords, driving hundreds of people to my site. The Kit also contains my attention-grabbing Patient Letter and ADHD Program Flyer and Program Description. The Kit sells for 67 USD.
- *My ADHD Educational Kit*. Contains dozens of press clippings discussing the benefits of chiropractic care and the danger of Ritalin. More than 180 pages of great resources to educate your patients. This kit sells for 54 USD.
- *My royalty-free customizable Ebooks*. You get the "ADHD Medication Ebook", the "ADHD and Chiropractic Ebook" and the "7 Tips to Overcome ADHD Ebook". Customize them to your needs and use as you wish to promote yourself in your community. Each ebook sells for 27 USD.
- *My Testimonial and Case Studies Pack*. You receive 10 testimonials to get you started as well as 6 case studies you can use to tell amazing success stories in your Lay Lecture. This pack sells for 97 USD.
- *My Press Release and PR Strategy*. It will teach you how to leverage the power of press releases and how to create relationships with influencers in your community. It sells for 97 USD.
- *All my office forms*, including my complete intake questionnaire, ADHD rating scales, clinical evaluation forms, basic lab work order forms, advanced functional medicine order forms, preliminary ROF forms and sample patient reports. Valued at 197 USD, this pack is not for sale anywhere else.
- *All my clinical protocols*, including my History and Clinical Mastery Guide, Brain Wellness Lifestyle Guide, At-Home Neurological Brain-Balancing Guide, At-Home Unritalin Diet Guide, In-Office Neurological Brain-Balancing Guide, In-Office Metabolic Balancing Guide, and Clinical Compasses. Valued at 297 USD, this pack is not for sale anywhere else.
- *All my ADHD Wellness Program Business and Marketing Systems*, including my ADHD Patient Follow-up System, Valuizing and Pricing workbook, Staff Hiring and Training System, Referral Request system and policy form, Testimonial request system, Marketing and Positioning Guide (Marketing workbook), my Ultimate Marketing Tactic, and a done-for-you press release to inform your community about you becoming an ADHD expert. Valued at 197 USD, this pack is not for sale anywhere.
- *Library* of dozens of relevant scientific articles.



The fourth component of the Mentoring Experience is our community

For the entire duration of the Mentoring Experience, and as long as you wish afterward, you get access to the ADHD Wellness Expert Forum where you can ask your questions, share your application of the material, get and give ideas, and interact with other members.

Your AWE Mentoring Experience is not just a time-limited training. It is also your opportunity to join a movement and community of dedicated and like-minded practitioners whose purpose is to position chiropractic and chiropractors as the only viable option for the million of children who are affected by the neurobehavioral disorders epidemic and who do not know where to turn for safe, natural and effective solutions.

The AWE Mentoring Experience is part of a bigger vision for our profession and is closely tied to another project – The Unritalin Solution – designed to educate the lay public about the role of chiropractic and natural strategies in the management of special needs children.

By joining the AWE movement, you will have the ability to get involved in something bigger than yourself and your practice and make a major contribution to humanity.

And if that's not enough, I have some additional bonuses for you (see next page)...

## *Bonuses*

And to make it even more valuable for you, I have added three special bonuses:

### *Bonus 1 – Accountability System*



I can give you the greatest information, advice and knowledge in the world, but if you don't act on it, it will make you no good. Executing on what you have learned is crucial to your success. This is why the Mentorship Experience comes with an easy-to-follow quick start guide, as well as action check lists for every module. You'll know exactly which task you need to do every week and how you're progressing. And if that isn't enough, I'll even pick up the phone to scream at you if I need to!!!

In fact, the ADHD Wellness Expert Mentoring Experience is a "turnkey" system. Everything is pre-done for you. All you need is to follow the steps and implement the material. At the end of three months, you will literally "wake-up" and be amazed at what you have accomplished.

### *Bonus 2 – Three months Free access to "AWE Monthly"*



As an expert, you must remain on top of everything ADHD. But don't worry, I'll be the library rat for you. Each month, you'll get an audio and file to keep you updated. In it, I review:

- Relevant scientific research
- Relevant popular press (and you get the news clipping)
- Updates and advances on the way I manage my children
- Monthly marketing strategy or tactic to further advance you on the road to being an expert
- Specific topics in-depth webinars (every two months)

You get the three first months for free with your Mentoring Experience. After that, if you like it, you can subscribe to it.

Bonus 3 – One-on-one coaching call (only available to eligible doctors)



And because I am a believer in taking actions, I think fast action-takers need to be rewarded. Depending on the offer, doctors who act quickly and join the Mentoring Experience may be eligible to get a free 30-minutes one-on-one coaching call with me.


So...

... by now, I can only see three reasons why you haven't contacted me yet to sign-up for the Mentoring Experience:

1. You have no interest what-so-ever in helping kids with ADHD and change their life, their family's life, their teacher's life and their classmate's life. And you don't want to become an expert in your community either. Fair enough, I appreciate you reading this far.
2. You have a very severe brain disorder that prevent you from being in you're right mind and making clear decisions. In fact, it must be so severe and advanced that even I and my brain wellness program couldn't help!!!
3. You're wondering how much it will cost you... (ok, check out next page)

## The investment

So let's do a little math to get a feel for the value of what you get

Program Component	Actual Value	Mentorship Experience
8 Modules x 249.60 \$	1997 USD	1997 USD
5 Months weekly access to me	2400 USD	80% off today!
A.W.E Vault	1708 USD	Free today!
Bonus 1 3 months "AWE Monthly" x 49\$	147 USD	Free today!
Bonus 2 Accountability system	47 USD	Free today!
Bonus 3 One-on-one coaching (limited)	150	Free today! (for those eligible)
Total	6649 USD	 2497 USD*

\*In my own ADHD Wellness Program, people pay 2500 USD for the first 3 months of care. Get at least one new patient and you have reimbursed your investment!!!

**Act now!**

Here is how to register your spot:

1. Go back to the Mentoring experience page at:  
<http://www.adhdwellnessexpert.com/me>

Or

2. Fill the application form (found at the end of this document), and fax it back to 01141 21 646 52 13

Or

3. Sent me an email to [drpauli@neurofit.ch](mailto:drpauli@neurofit.ch), with "AWE" in the subject line, letting me know you are interested. We will then organize for you to fill out the application form.

## *Your Mentor - Dr. Yannick Pauli*



Dr. Yannick Pauli is a chiropractor who has advanced education and training in functional neurology, nutrition, functional medicine and chiropractic pediatrics

He is the Director of the Centre Wellness NeuroFit in Lausanne, Switzerland.

It is in this clinic that he runs "Brain Potential", a holistic brain-based balancing program that integrates various approaches around chiropractic to help children suffering from ADHD, dyslexia and learning disorders, as well as other developmental disorders such as autism.

Dr. Pauli has long been a CLA client. In fact, he attributes staying within the chiropractic profession to attending Drs. Kent and Gentempo's "Chiropractic without a Doubt" seminar. He "graduated" from Total Solution in March 1999, while still a student. He likes to joke about the fact he had an Insight, but no patients to perform it on!

Dr. Pauli has served as an expert on chiropractic, as well as on alternative and complementary medicine at the World Health Organization.

He has also served on the Board of Directors of the CCP Guidelines.

In 2004, he received the "Chiropractor of the Year" Award from the World Chiropractic Alliance.

Dr. Pauli has published research on the effects of chiropractic on children suffering from dyslexia, as well as the effect of Network Spinal Analysis on the ability of adults with ADHD to concentrate.

He is the founder and current president of the Swiss Chiropractic Pediatric Association.

In 2009, Dr. Pauli launched [www.unritalinsolution.com](http://www.unritalinsolution.com), the go-to source for information about the natural management of ADHD. Dr. Pauli is the creator of the "[Unritalin Solution](#)", a home-based, step-by-step program that helps families overcome ADHD naturally.

He has written [hundreds of articles on ADHD](#) and his [videos about ADHD](#) have been seen by thousands of people.

Dr. Pauli is married with Cecilia and has two children: Noah and Megan.



# Mentoring Experience Application Form



Yes, Yannick, I want to start changing families' life in my community by taking care of ADHD children and positioning myself as a trusted brain wellness advisor.

## Personal Information

Full name : \_\_\_\_\_

Business name : \_\_\_\_\_

Mailing address : \_\_\_\_\_

City : \_\_\_\_\_ State : \_\_\_\_\_ Zip : \_\_\_\_\_

Country : \_\_\_\_\_

Business phone : \_\_\_\_\_ Home phone : \_\_\_\_\_

Primary email : \_\_\_\_\_ Website : \_\_\_\_\_

## Billing information (not necessary if paid by Internet directly)

Credit card type: \_\_\_\_\_ Name on credit card: \_\_\_\_\_

Credit card number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

3 digit security code: \_\_\_\_\_

I hereby allow Dr. Yannick Pauli's Centre Wellness NeuroFit to process my credit card for a one time payment of USD 2497.

Signature: \_\_\_\_\_

FAX THE COMPLETED FORM TO 01141 21 646 52 13

## Professional background

Year and school of graduation? \_\_\_\_\_

How long have you been in practice? \_\_\_\_\_

How many visits do you see per week? \_\_\_\_\_

Percentage of children? \_\_\_\_\_

Number of hours seeing patients per week? \_\_\_\_\_

Number of managerial hours per week? \_\_\_\_\_

Do you currently see ADHD children?  No  Yes, how many? \_\_\_\_\_

Describe your adjusting style: \_\_\_\_\_

Do you have a specialty practice? \_\_\_\_\_

Do you use the Insight Subluxation Station? \_\_\_\_\_

Check the box that most define your objectives with the program?

1.  Start seeing ADHD kids or  
 Getting better results with ADHD kids
2.  Seeing ADHD kids in my chiropractic practice (chiropractic only), or  
 Seeing ADHD kids in my chiropractic practice while adding other natural strategies,  
or  
 Launching a complete "ADHD Wellness Program"
3.  Keep doing what I do and attract more ADHD children  
 Want to become a true "brain wellness" advisor and maven in my community.

Please describe the current marketing strategies you are using consistently in your office:

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Do you use any Internet strategies to market yourself? (describe which and how effective):

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FAX THE COMPLETED FORM TO 01141 21 646 52 13

## Goals, motivation and productivity profile

Describe the number one reason why you want to join the Mentorship Experience?

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Describe the 3-5 major goals you would like to achieve with the Mentorship Experience (include one financial goal):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Describe the reason(s), constraint(s) or obstacle(s) that would prevent you from playing at 100% in the Mentoring Experience:

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Describe why you feel you deserve to be part of the Mentoring Experience:

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Describe what you think you can bring to the table (personal assets) for the Mentoring Experience participants:

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List 3-4 "mentors" who have shaped your thinking and who you are:

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Select what best describe you:

- I am a disciplined self-learner and action-taker
- I usually learn and act when someone holds me accountable
- I start things but have a hard time getting them done or finishing them.

List any other comment you would like to add that would allow me to know you better and serve you better:

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FAX THE COMPLETED FORM TO 01141 21 646 52 13