



# Posture Master's Program

Brought to you by the American Posture Institute

Become a Posture Master Practitioner to be the sought-after expert, have a waiting list practice, and get better clinical results

# About the AMERICAN POSTURE INSTITUTE

Implementing postural correction into your practice is the key to becoming the sought-after expert, having a waiting list practice, and getting better clinical results, and it's only attainable through Posture Mastery.

If you have ever struggled to grow your practice, felt uncertain of how to get the best clinical results, or are wanting more from your practice, then you are in the right place.

**The American Posture Institute is the world's leader in online post-graduate posture education for healthcare professionals. We help healthcare professionals, just like you, become the Go-To Posture Expert in your community.**

At the American Posture Institute, we have helped more than ten thousand practitioners implement postural correction into their practices with this proven system and our work has been featured at World Congresses on posture and neurology and on media outlets including ABC, NBC, CBS, and TEDx.

**The American Posture Institute teaches four postural correction certifications:**



Certified Posture Expert Program  
– Structural Postural Correction



Certified Postural Neurology Program  
– Brain Based Postural Correction



Certified Ergonomist Program  
– Postural Ergonomics for Corporations



Certified Pediatric Posture Specialist Program  
– Pediatric Postural Correction

The Posture Master's Program includes all four posture certification programs to make you the Posture Master Practitioner. It also includes monthly Posture Practice Growth trainings to grow your practice, and Posture Team trainings to train your team to have better communication for one clear message throughout your office.

**Our #1 core value is *Your Success is Our Priority*. We are 100% committed to helping you achieve success as the Posture Master Practitioner.**

MEET THE FOUNDERS



CO-FOUNDER  
**DR. KRISTA BURNS**

- Doctor of Chiropractic
- Doctor of Health Administration

CO-FOUNDER  
**DR. MARK T. WADE**

- Doctor of Chiropractic
- Doctor of Public Health

AMERICAN POSTURE INSTITUTE

# 3 Things to Expect as a Posture Master Practitioner

## 1 GAIN CLINICAL CERTAINTY AND COMPETENCY

Posture Master Practitioners have the highest level of clinical competency. They have expert level education in assessing, analyzing, and correcting postural distortion patterns.

As a Posture Master Practitioner, you will be brain based and evidence-based and have 100% certainty in getting the best results with your patients. Feel certain knowing that you can get objective results with even the most complicated neurologic patients.



## 2 GROW YOUR PRACTICE WITH EFFICIENT PRACTICE SYSTEMS

The American Posture Institute teaches healthcare professionals how to stand out as the Go-To Posture Expert in their community with modern practice growth solutions. Posture is an emerging market, expected to grow by more than 25% in the coming years. Discover how to be the expert in this emerging blue ocean market of opportunity.

As a Posture Master Practitioner, you will get monthly coaching sessions to grow your practice with a proven framework. Learn how to attract more new patients, triple your retention, and have efficient practice growth systems for sustainable growth.

Get in with corporations and generate ancillary revenue from on-site and virtual ergonomic assessments with Postural Ergonomics.

## 3 BECOME THE PRACTITIONER YOU HAVE ALWAYS DREAMED OF BECOMING

As a Posture Master Practitioner, you will be the sought-after expert, have a waiting list practice, and get better clinical results. Feel fulfilled knowing that you are evidence-based and that you have mastered the neurology of the Posture System. Get in with corporations and generate ancillary revenue.

Achieving mastery is an academic and clinical milestone that most practitioners only dream of accomplishing. You can do it in just one year! Become the practitioner you have always dreamed of becoming with the Posture Master's Program.



## THE POSTURE MASTER'S PROGRAM

# Get everything you need for clinical mastery and practice growth in one comprehensive system

### POSTURE PRACTITIONER

#### GAIN CLINICAL COMPETENCY AND CERTAINTY TO GET BETTER RESULTS

##### Posture Certifications

- Certified Posture Expert Program – Structural Postural Correction
- Certified Postural Neurology Program – Brain Based Postural Correction
- Certified Ergonomist Program – Postural Ergonomics for Corporations
- Certified Pediatric Posture Specialist Program – Pediatric Postural Correction

##### Monthly evidence-based webinars

### POSTURE PRACTICE

#### ATTRACT MORE NEW PATIENTS, TRIPLE YOUR RETENTION, AND HAVE SUSTAINABLE PRACTICE GROWTH

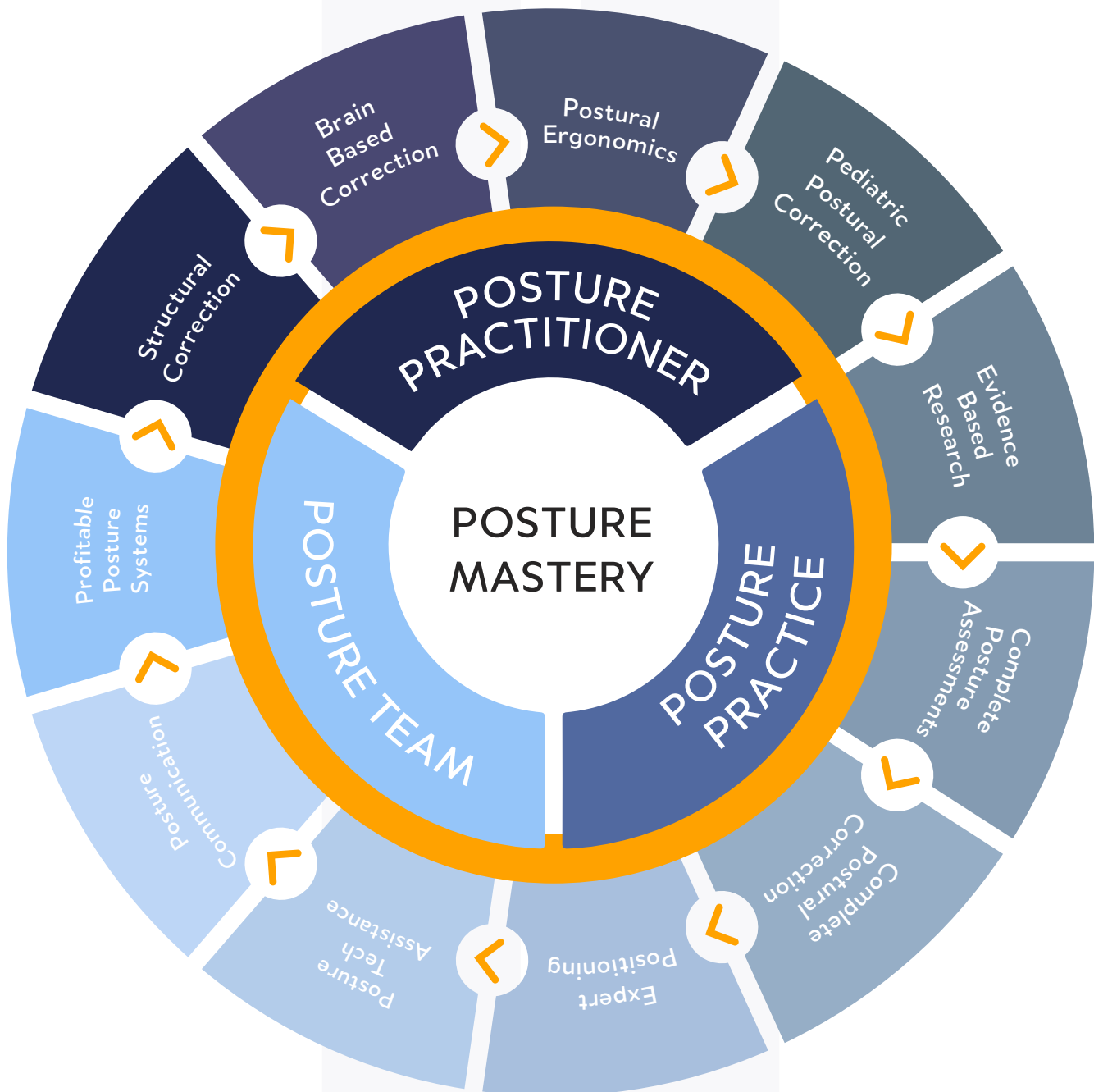
- Monthly Practice Growth Trainings
- Mentorship with Dr. Krista
- Done-for-you marketing materials, patient education videos, posture posters, practice forms, and more

### POSTURE TEAM

#### EMPOWER YOUR TEAM FOR BETTER COMMUNICATION AND CONSISTENT CORPORATE OUTREACH

- Team training videos for efficient practice systems
- Posture Tech Team training videos to assist with posture rehabilitation
- Strategic Operating Procedures (SOP) manual for simple implementation

# POSTURE MASTERY PROGRAM MILESTONES



# POSTURE MASTER PRACTITIONER CASE STUDIES



**DR. NAA, CHIROPRACTOR IN GHANA**

Dr. Naa became an influencer when she specialized in posture. She is invited to do ergonomic evaluations on-site monthly with major corporations, she generates new patients consistently with posture webinars, and she has won prestigious awards. Dr. Naa had a **waiting list practice within 5 months of joining the Posture Master's Program and doubled her practice in less than 1 year!** She says she is the happiest she has ever been in practice.



**DR. SIMONE, CHIROPRACTOR IN MONTANA**

Dr. Simone **increased her revenue by 80% in 11 months by offering posture programs** and switching her communication to posture. She has grown so much she brought on an associate doctor who also completed the Posture Master's Program. She has done feature interviews on the radio and podcasts as the Posture Master Practitioner.



**DR. TAMMY, CHIROPRACTOR IN NEW YORK**

Dr. Tammy, a chiropractor in the heart of New York City, nearly lost her practice during the pandemic. After joining the Posture Master's Program her practice **grew by 85% in one year.** She says that her patients "get posture!" and feels like she has a revived practice as the Posture Master Practitioner.



**DR. SUNDARDAS, NATUROPATH AND ACUPUNCTURIST IN SINGAPORE**

Dr. Sundardas **added 6 figures of revenue to his practice in just 4 months** by adding postural correction to his clinical services. Dr. Sundardas is a best-selling author, award-winning entrepreneur, and professor of natural medicine. He is leading nationwide government funded posture programs in Singapore.



**DR. MARY, CHIROPRACTOR IN CALIFORNIA**

Dr. Mary **doubled her new patient visits** as a Posture Master Practitioner. Brand new in practice, Dr. Mary had to get a bigger office space within 1 year of joining the Posture Master's Program to support her growth as a sought-after expert.

# INTERNATIONAL POSTURE SYMPOSIUM

BY AMERICAN POSTURE  
INSTITUTE



## Attend the Posture Event of the Year Live in Orlando, Florida

The International Posture Symposium is the Posture Event of the Year! Connect with your tribe of likeminded healthcare providers, enjoy clinical mastery sessions from industry leading speakers, and learn modern marketing solutions to grow your practice.

The International Posture Symposium is like 4 events in 1 featuring specialty sessions for:

1 **POSTURE**

2 **NEUROLOGY**

3 **ERGONOMICS**

4 **EXPERT POSITIONING**

The International Posture Symposium is open to all healthcare professionals. Posture Master Practitioners will get special recognition as Posture Master Scholars at the Graduation Ceremony.



# POSTURE FOUNDATIONS IS YOUR **FIRST STEP** TO ACHIEVING MASTERY

Your first step to achieving Posture Mastery is the Posture Foundations Masterclass Series.

**Get the 5-Part clinical posture course for free.**

1

## MASTERCLASS 1: STRUCTURAL POSTURAL CORRECTION

Discover how to instantly validate all Posture Images with the Wade Technique for Posture Analysis and learn the 3-component system of complete postural correction including (1) Spinal alignment (2) Posture rehabilitation (3) Posture habit re-education.

2

## MASTERCLASS 2: BRAIN BASED POSTURAL CORRECTION

Learn the neurology of the Posture System and how to perform brain-based posture assessments and brain based postural correction. See the important neurologic pathways connecting the brain, visual system, vestibular system, and the Posture System. Get implementable clinical takeaways for brain based postural correction that you can implement with your patients right away.

3

## MASTERCLASS 3: PEDIATRIC POSTURAL CORRECTION

See the impact of Tech Neck on “Generation C” and how postural distortion patterns impede neurodevelopment. Modern children are seated, slumped, and sicker than ever before. Discover pediatric postural correction solutions to help more children lead healthier lives within your community. This masterclass will help you work with whole families and generate more new pediatric referrals.

4

## MASTERCLASS 4: POSTURAL ERGONOMICS

Get your foot in the door with major corporations and serve business in-person or virtually with ergonomic assessments. Every patient is an ergonomic patient. Postural Ergonomics gives you the confidence to expand your impact beyond 1-on-1 patient care, to helping businesses and corporations 1-to-Many. Discover how to generate ancillary revenue with Postural Ergonomics.

SCAN HERE

to get the Posture Foundations  
Masterclass Series







## MEET YOUR GUIDE

# Dr. Krista Burns DC, DHA

Dr. Krista Burns is the founder of the American Posture Institute, author of the textbook *The Posture Principles*, TEDx Speaker and the host of the International Posture Symposium. Dr. Krista has two doctorate degrees as a Doctor of Chiropractic and a Doctor of Health Administration with an emphasis in global health policy. She is leading the charge against postural decline.

Dr. Krista has been featured on media including ABC, CBS, NBC, Fox News Radio, and Global Woman Magazine. She is an international speaker and has spoken on prestigious stages including the World Congress of Neurology and Neurological Disorders and the World Congress of Falls and Postural Stability. She was recognized by the Global Summits Institute as a top 100 Doctor.

The American Posture Institute has helped more than 10,000 healthcare professionals implement postural correction into their practices in more than 20 countries worldwide. Dr. Krista will lead you through your advanced clinical posture education and mentor you to grow your posture practice and ascend to Mastery level as the Posture Master Practitioner.

## THE POSTURE MASTERY ASCENSION PATH



# ENDORSEMENTS FOR THE AMERICAN POSTURE INSTITUTE

**JJ VIRGIN, CELEBRITY HEALTH AND FITNESS EXPERT**  
**4X NEW YORK TIMES BESTSELLING AUTHOR**

“Dr. Krista is someone I highly recommend if you are looking for someone to over deliver and inspire.”

**DR. FABRIZIO MANCINI, DC**  
**PRESIDENT EMERITUS OF PARKER UNIVERSITY**

“If you want the best speaker to deliver posture, then Dr. Krista is your speaker.”

**DR. ERIK PEPPER, PHD**  
**POSTURE RESEARCHER AND PROFESSOR AT SAN FRANCISCO STATE UNIVERSITY**

“The American Posture Institute hosts impressive events, has outstanding presenters, provides a remarkable learning experience, and has a significant presence in the field of posture. Dr. Krista’s recall and presentation style is remarkable.”

**DR. BRIAN STENZLER, DC**  
**CONGRESS OF CHIROPRACTIC STATE ASSOCIATIONS, 2ND VICE PRESIDENT; PRESIDENT, CALIFORNIA CHIROPRACTIC ASSOCIATION 2014-2016**

“Dr. Krista is a prepared and inspiring speaker. Her enthusiasm for posture and neurology resonates with chiropractic audiences.”

**DR. ROBERT J. MELILLO, DC, DACNB**  
**BESTSELLING AUTHOR AND FOUNDER OF THE MELILLO METHOD**

“I have worked with Dr Krista Burns of the American Posture Institute several times doing a variety of lectures and seminars on line. I have found that the American Posture Institute is extremely professional from the organization, marketing and the delivery of the material to their attendees. They have always had high quality professionals who are leaders in the field and this is exhibited by the quality of the events they have. I highly recommend American Posture Institute and am always happy to be a part of any event that they have.”





# GET THE POSTURE FOUNDATIONS 5-PART CLINICAL MASTERCLASS SERIES FOR FREE



SCAN THE QR CODE

to get the Posture Foundations Free Clinical Posture Course sent to your inbox

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