



CEDAR FALLS · IOWA

ESTABLISHED HOLISTIC PRACTICE · PREPARED FOR STRATEGIC CAPITAL

Business Plan 2027

Natural Healing Center of Iowa

A Legacy of Regenerative, Restorative, and Foundational Healthcare
— the strategic architecture for transitioning a founder-dependent
clinic into a durable, licensable enterprise.

FOUNDER & VISIONARY

Linda Dirlam, D.C.

VERSION 2.0 · CONFIDENTIAL

415 State St., Cedar Falls, IA 50613



DOCUMENT

Contents

Twenty-four pages outlining stabilization, growth activation, and the licensing thesis for the Cedar Valley's foremost holistic practice.

CONFIDENTIAL

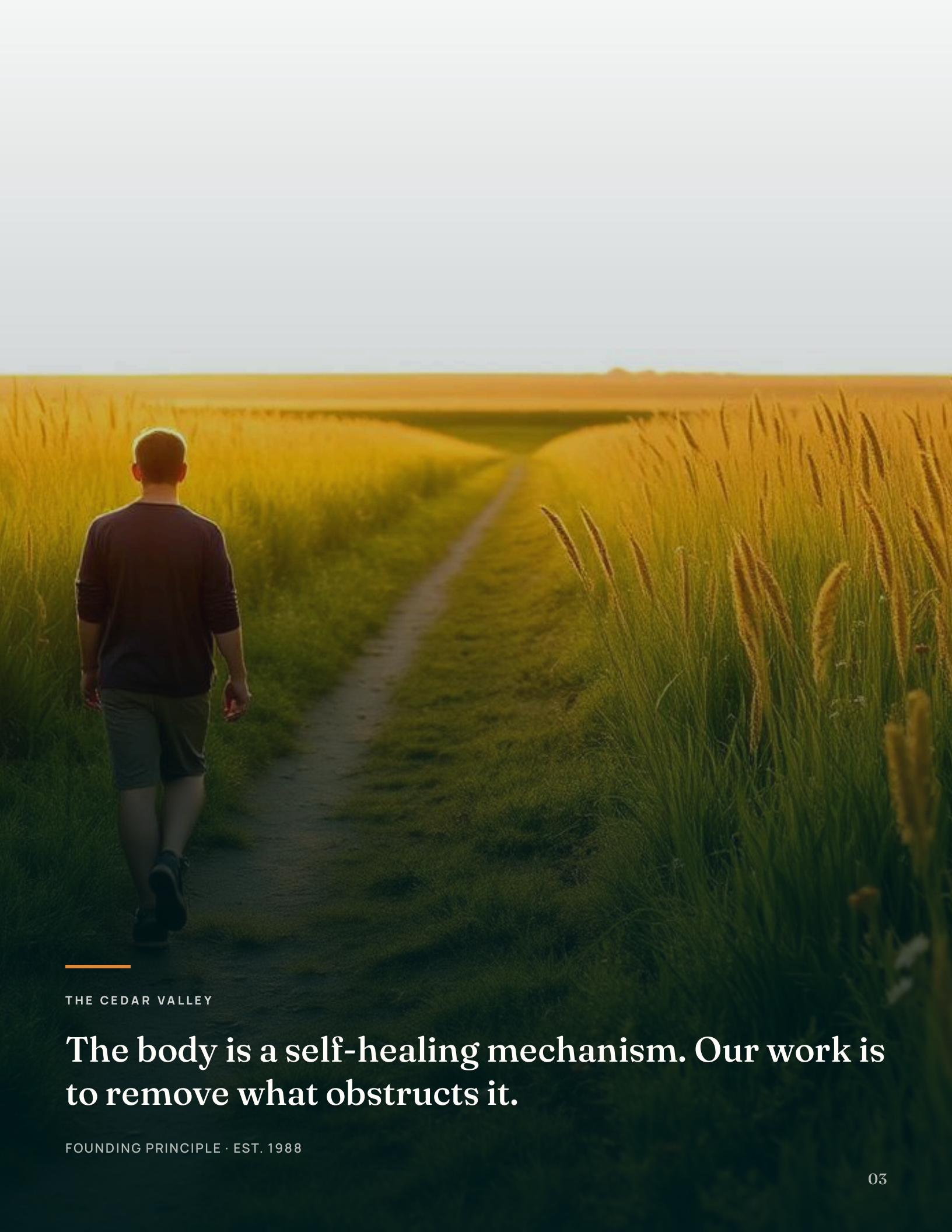
NATURAL HEALING CENTER OF IOWA

Table of Contents

—	Letter from the Founder	04
1.0	Executive Summary	05
—	Performance Dashboard	07
2.0	Company Summary	10
—	Four Decades of Practice	12
3.0	Products and Services	13
—	Service Line Architecture	15
4.0	Market Analysis	17
—	SWOT Assessment	19
5.0	Market Strategy & Implementation	20
—	Three-Phase Roadmap	21
6.0	Management Summary	22
7.0	Financial Plan	23
—	Assumptions & The Path Forward	24

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THE CEDAR VALLEY

The body is a self-healing mechanism. Our work is to remove what obstructs it.

FOUNDING PRINCIPLE · EST. 1988



— Letter from the Founder

For nearly four decades I have practiced a single conviction: the body is a self-healing mechanism, and our work is to remove what obstructs it. That conviction has carried thousands of Cedar Valley patients through recovery without unnecessary pharmaceuticals or surgery, and it remains the immutable center of everything described in the pages that follow.

What has changed is scale. The clinic today operates at capacity, sustained largely by one practitioner carrying clinical, administrative, and acquisition responsibilities simultaneously. That configuration has produced remarkable loyalty and an equally remarkable ceiling. This plan is a deliberate act of architecture: converting a practitioner-dependent practice into an institution with delegated operations, documented protocols, and transferable brand equity.

The strategy is unromantic in its sequencing and ambitious in its horizon. We stabilize first — staffing, intake conversion, and debt restructuring. We grow second — joint injections, pet wellness, Seatica Formulas, and a self-managed acquisition engine. We license third, offering a documented, high-integrity model to practitioners disillusioned by conventional medicine and searching for a defensible alternative.

I have long structured my thinking around living in the wish fulfilled — the discipline of holding the completed outcome clearly enough that operational obstacles become logistics rather than verdicts. This document is that outcome, written down and made accountable.

Linda Dirlam, D.C.

FOUNDER & VISIONARY · NATURAL HEALING CENTER OF IOWA

READING THIS PLAN

Sections 1.0 through 3.0 establish the enterprise and its clinical offering. Sections 4.0 and 5.0 quantify the market and the acquisition strategy. Sections 6.0 and 7.0 present the organizational build and the capital request.



1.0 Executive Summary

An established, capacity-constrained holistic clinic with thirty-eight years of community trust, positioned for structured operational transition.

1.1 Company Overview

The Natural Healing Center of Iowa (NHCI) is an established holistic wellness clinic operating in Cedar Falls, Iowa. Known for high-quality care, the clinic has built a formidable local reputation by delivering drug-free and surgery-free healing alternatives to patients across the region. NHCI integrates traditional chiropractic adjustments, nutrition testing, and advanced regenerative medicine to provide complete care calibrated to the individual.

1.2 Business Concept

After nearly forty years of continuous practice, NHCI stands at a pivotal operational crossroad. The clinic currently functions as a founder-dependent practice. To capture significant unmet market demand and consolidate a lasting professional legacy, management is instituting a structured business model establishing the operational roles, marketing systems, and financial frameworks required to transition from practitioner dependency to a durable, self-sustaining enterprise.

1.3 Mission and Vision

Mission. To offer the Cedar Valley a natural place to find answers to their health concerns through effective natural methods and education, without unnecessary drugs or surgery.

Vision. To foster a community that recognizes the body’s innate self-healing mechanism, supported by a scalable, modern model of care that can be replicated across regions.

1.4 Market Opportunity

NHCI's core demographic comprises rural Iowans aged 45–75 seeking physical longevity and relief from chronic fatigue, thyroid dysfunction, and joint degeneration. This agricultural community possesses substantial disposable income and places a premium on physical capability. An emergent segment exists in post-GLP-1 metabolic recovery: patients concluding pharmaceutical weight-loss protocols who require body contouring, skin tightening, muscle tone, and whole-food nutritional support.

38+	45–75	\$50K
YEARS OF CONTINUOUS PRACTICE	CORE PATIENT AGE COHORT	TARGET MONTHLY REVENUE

1.5 Competitive Position

NHCI occupies a distinctive position by combining foundational holistic primary care — chiropractic and Nutrition Response Testing — with technology-enabled therapies such as Trifecta near-infrared red light and whole-body vibration, alongside precision medical procedures including TruDOSE™ platelet therapy and stem cell protocols. This multi-layered architecture addresses the physical, biochemical, and energetic dimensions of health simultaneously, producing differentiation that competitors cannot replicate through single-modality practice.

1.6 Strategic Priorities

Immediate managerial focus is fourfold: secure daily operations management support — an Implementer to partner with the Visionary founder; hire dedicated intake personnel; certify the clinical nurse practitioner in joint injections; and launch a high-return, self-managed customer acquisition engine.

1.7 Growth Opportunity

Four high-margin growth levers are ready for near-term activation:

Clinical joint injections. In immediate, articulated demand from the existing patient base and restorable through nurse practitioner certification.

Pet wellness. Leveraging the founder's thirty-eight-year history in animal care by bringing a holistic veterinarian on-site two days per week.

Seatica Formulas. A proprietary botanical line addressing emotional frequency and the energetic substrate of chronic illness.

Direct commerce. E-commerce and package sales integrated into the clinic's modernized digital platform.

THE CENTRAL THESIS

Demand is not the constraint. Capacity, delegation, and conversion discipline are the constraints — and each is solvable with modest, well-sequenced capital.

Performance Dashboard

The operating targets that govern every initiative in this plan. Each figure below is a commitment, not an aspiration, and each is traceable to a named owner in the implementation roadmap.

\$40K–\$50K TARGET MONTHLY REVENUE BAND Stabilizing at a consistent \$50,000 per month	25% LEAD-TO-APPOINTMENT CONVERSION Introductory session to structured care package
\$39 INTRODUCTORY OFFER Red light therapy and vibration plate session	4 REVENUE-GENERATING UNITS Injections · Pets · Seatica · Direct commerce

SEQUENCING

PHASE I	PHASE II	PHASE III
Stabilize	Grow	License
0-90 DAYS	3-6 MONTHS	6-12+ MONTHS



1.8 Financial Overview

To underwrite this expansion, NHCI has established a target monthly revenue range of \$40,000 to \$50,000, stabilizing at a consistent \$50,000. Achieving this objective requires optimizing the lead-to-appointment conversion process, expanding service delivery capacity, and restructuring existing operational debt to secure durable cash-flow stability.

1.9 Key Success Factors

Long-term success is contingent upon three determinants: dissolving the operational bottleneck created by the founder’s administrative workload; recruiting dedicated personnel for intake and program management; and documenting clinical and business processes to produce a replicable, high-equity brand model.

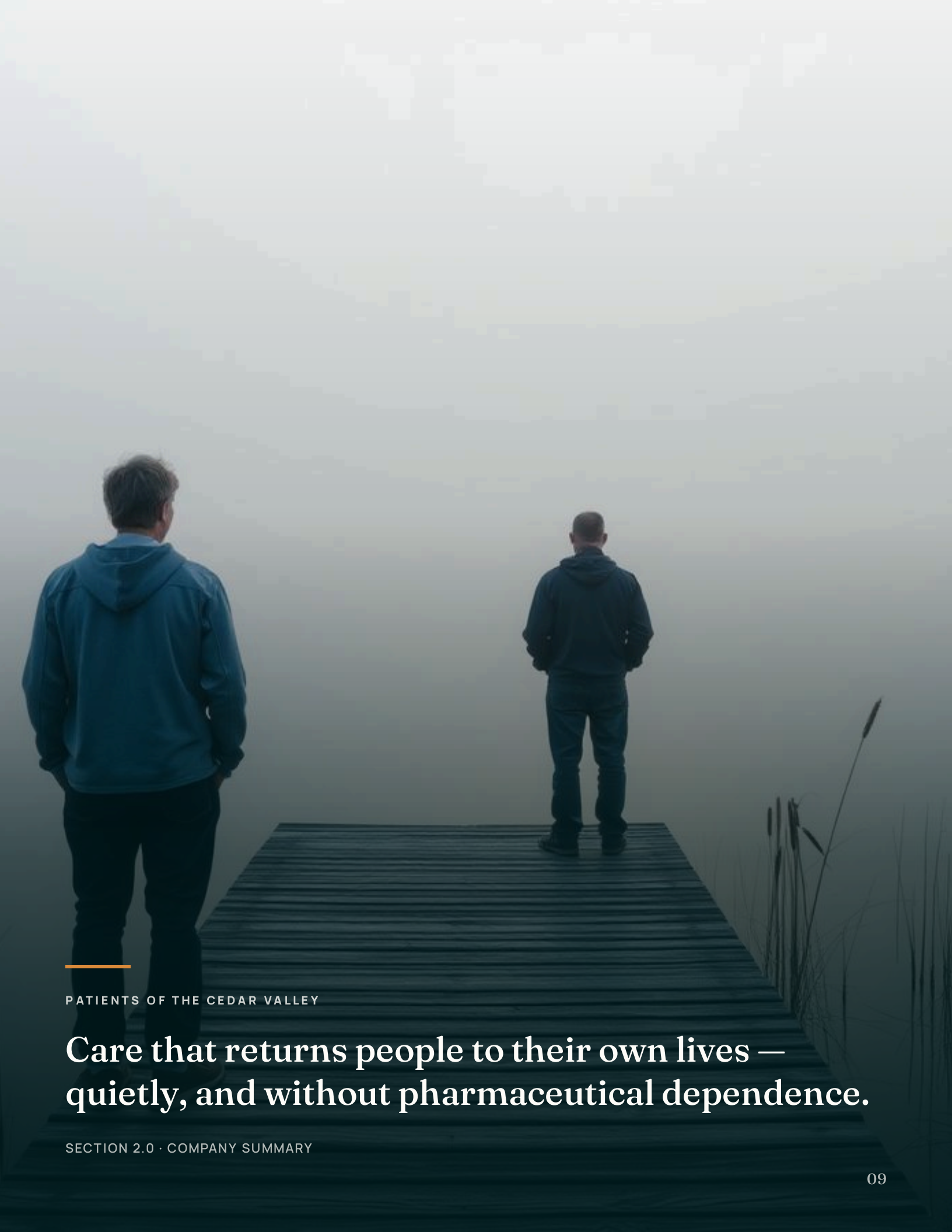
1.10 Plan at a Glance

This plan details a phased implementation. First, stabilize operations through appropriate staffing and debt restructuring. Second, grow by activating high-demand services and disciplined digital marketing. Third, license the documented brand model to holistic practitioners and disaffected medical professionals seeking an independent, evidence-informed alternative.

HORIZON	STRATEGIC OBJECTIVE	DEFINING OUTCOME
0–90 Days	Operational stabilization and delegation	Implementer seated; intake conversion at 25%
3–6 Months	Service line activation and acquisition	Revenue stable above \$40K monthly
6–12+ Months	Documentation and regional licensing	First licensee secured; playbooks complete

CAPITAL DISCIPLINE

No component of this plan requires company-owned physical expansion. Growth is engineered to be capital-light, personnel-led, and protocol-driven.



PATIENTS OF THE CEDAR VALLEY

Care that returns people to their own lives —
quietly, and without pharmaceutical dependence.

SECTION 2.0 · COMPANY SUMMARY

2.0 Company Summary

A practice built on clinical conviction, now formalizing the operational scaffolding that conviction alone cannot supply.

2.1 Company History & Founder's Journey

The Natural Healing Center of Iowa was established by Linda Dirlam, whose career in natural health was catalyzed by a friend attending Palmer College of Chiropractic in Davenport, Iowa. Motivated by a determination to understand and support the body's natural self-healing capabilities, she undertook a rigorous chiropractic education. Across nearly thirty-eight years of continuous clinical practice she has guided thousands of patients toward natural recovery. While the business dimension has presented financial challenges, this plan represents the milestone at which operational debt is resolved and long-term viability established.

2.2 Core Philosophy

The foundation of NHCI is that the human body functions as a self-healing mechanism when supplied with correct physical, nutritional, and energetic support. Rather than masking symptoms with synthetic pharmaceuticals or invasive intervention, NHCI combines physical chiropractic treatment with biochemical rebalancing through Nutrition Response Testing and energy-based therapies employing light and sound frequency. The founder structures her strategic vision through Neville Goddard's philosophy of *living in the wish fulfilled* — sustaining focus on successful health and business outcomes as a method of navigating operational adversity.

PHILOSOPHICAL CONTINUITY

Every expansion described in this plan is required to be philosophically consonant with drug-free, surgery-free, restorative care. Service lines that conflict with that principle are declined regardless of margin.



2.3 Current Business Position

The clinic currently operates in a condition of sustained high demand, routinely functioning at capacity. NHCI is transitioning to a modernized website and online scheduling system integrated with a merchant account at US Bank to support online package and supplement sales. Concurrently, marketing is migrating away from external lead-acquisition vendors toward digital campaigns managed by a dedicated professional.

2.4 Location and Service Area

NHCI operates from its central facility at 415 State Street, Cedar Falls, Iowa 50613. The clinic principally serves the Cedar Valley, drawing patients from both metropolitan and rural agricultural areas. The farming community of rural Iowa constitutes an exceptionally strong, stable, and routinely overlooked market segment: these families possess significant disposable income and place a high premium on physical longevity in order to sustain demanding agricultural operations.

2.5 Strategic Direction

Management has established an unambiguous strategic path. Rather than deploying capital into physical, company-owned clinic expansion — an approach shelved under current resource constraints — the company will concentrate on building a scalable hub in Cedar Falls. Once operations, staffing, and clinical protocols are documented and optimized, NHCI will pursue regional licensing of the brand to holistic practitioners and disaffected medical professionals, establishing a high-margin, capital-light advisory revenue stream.

DIMENSION	PRESENT STATE	TARGET STATE (2027)
Operating model	Founder-dependent practice	Delegated hub with documented protocols
Administration	Absorbed by the practitioner	Intake specialist and business manager
Acquisition	External lead brokers	Self-managed digital engine
Expansion path	Deferred physical build-out	Regional brand licensing

Four Decades of Practice

Longevity is the asset that cannot be purchased, replicated, or accelerated by a competitor.

1988**Practice founded**

Chiropractic doors open in the Cedar Valley following Palmer-track education.

1990s**Nutritional integration**

Nutrition Response Testing and whole-food protocols added to the adjustive core.

2010s**Clinical technology**

Heart Sound Recorder, vitamin infusion, and regenerative procedures introduced.

2023**Patient-funded capital**

Long-term patients finance the Trifecta red light system — an unusual proof of trust.

2026**Digital modernization**

New website, online scheduling, merchant processing, and campaign ownership.

2027**Structured enterprise**

Delegated operations, activated growth levers, and the licensing framework.

TRUST

Patients financed clinical equipment on the strength of relationship alone.

BREADTH

Foundational, nutritional, technological, and regenerative care under one roof.

REPUTATION

Referral density accumulated across two generations of Cedar Valley families.

3.0 Products and Services

A vertically integrated clinical offering spanning structural, biochemical, technological, and regenerative care.

3.1 Core Holistic Services

Foundational care is rooted in the clinic's chiropractic adjustive core, which restores physical nervous system function. This is complemented by **Nutrition Response Testing (NRT)**, a non-invasive neurological muscle-testing protocol used to identify specific nutritional deficiencies and design whole-food supplement programs. Cardiovascular wellness is evaluated using the **Heart Sound Recorder**, a specialized low-frequency microphone that records the acoustic performance of the heart to guide targeted nutritional support.

3.2 Advanced Restorative Medicine

To address complex chronic conditions, the clinic provides advanced regenerative procedures. These include **TruDOSE™ Platelet Therapy**, a precisely engineered blood platelet treatment delivering targeted, individualized doses to promote deep cellular repair, together with stem cell procedures designed to aid tissue recovery and joint health.

3.3 Technology-Enabled Healing

The clinic operates the FDA-cleared **Trifecta Near-Infrared Red Light Therapy** system, utilized for fat loss, body contouring, and total body recovery. Through an unconventional patient-led financing model, long-term patients funded the acquisition of this equipment, which the clinic repays over time. Trifecta sessions are paired with whole-body vibration therapy to maximize lymphatic drainage and circulation. Clinical support further includes **Liquivida Vitamin Infusions**, delivering intravenous nutrients directly into the bloodstream.

INTEGRATION ADVANTAGE

Because modalities are sequenced rather than siloed, a single patient relationship can progress from a \$39 introductory session to structured nutritional, chiropractic, and regenerative care without ever leaving the practice.

3.4 Emerging Revenue-Generating Units

Seatica Formulas. Management is introducing Seatica Formulas, a proprietary line of botanical and essential-oil-based solutions designed to address personal emotional and relational patterns. Using muscle testing, practitioners identify specific formulas — such as *Alchemy*, developed to resolve financial and emotional blockages — to shift energetic frequencies and clear the underlying emotional roots of physical illness.

Pet Wellness. NHCI is extending its thirty-eight-year history of animal care by introducing an on-site holistic veterinarian two days per week. The Cedar Falls facility features dedicated rooms with back-door access, allowing animals to be treated without interacting with human clinical spaces — a structural advantage most competitors cannot accommodate.

3.5 Customer Experience and Onboarding

NHCI employs a deliberately low-friction introductory offer to attract and onboard patients: a \$39 red light therapy and vibration plate session. During this appointment the clinical team educates the client on the comprehensive service architecture, systematically converting high-interest visitors into structured chiropractic, nutrition, or medical platelet packages.

01

Attract

\$39 introductory
session

02

Assess

NRT and Heart Sound
Recorder

03

Prescribe

Structured multi-modal
package

04

Sustain

Supplements, e-
commerce, renewal

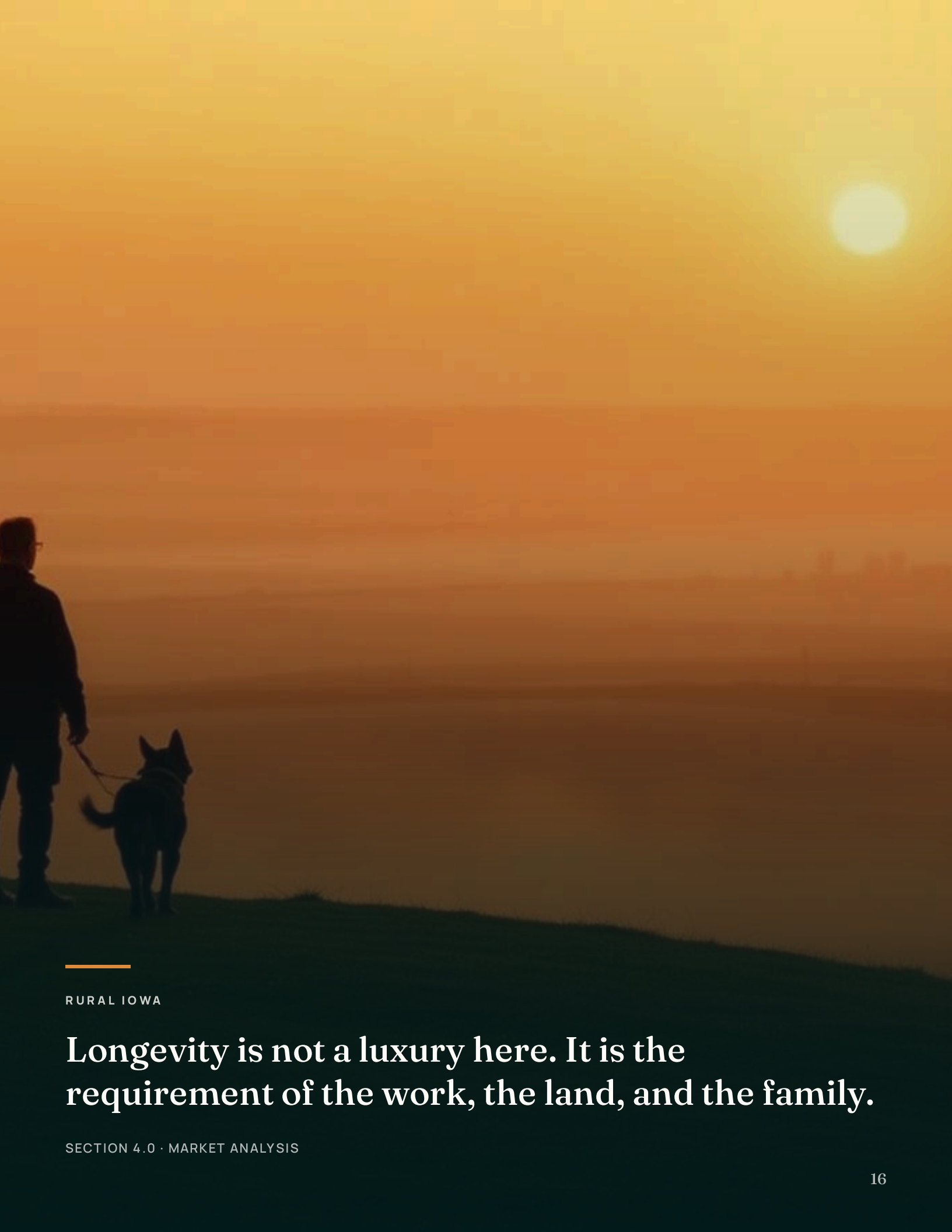
Service Line Architecture

Each line is classified by its clinical function, its contribution to margin, and its readiness for activation within the 2027 planning horizon.

SERVICE LINE	CLINICAL FUNCTION	MARGIN PROFILE	STATUS
Chiropractic care	Structural and nervous system restoration	Foundational	Active
Nutrition Response Testing	Biochemical deficiency identification	High	Active
Heart Sound Recorder	Cardiovascular nutritional guidance	Moderate	Active
Trifecta red light + vibration	Contouring, recovery, lymphatic flow	High	Active
Liquidiva infusions	Direct intravenous nutrient delivery	High	Active
TruDOSE™ platelet therapy	Precision regenerative cellular repair	Premium	Active
Stem cell procedures	Tissue and joint restoration	Premium	Active
Joint injections (NP-led)	Targeted articular intervention	Premium	Awaiting certification
Seatica Formulas	Emotional and energetic resolution	Proprietary	Launch pending
Pet wellness division	Holistic veterinary care, two days weekly	High	Launch pending
Direct commerce	Supplements and packages online	Scalable	In build

ACTIVATION SEQUENCE

Certification-dependent and launch-pending lines represent the near-term revenue delta. None require facility expansion; each requires personnel, protocol, and promotion.



RURAL IOWA

Longevity is not a luxury here. It is the requirement of the work, the land, and the family.

SECTION 4.0 · MARKET ANALYSIS

4.0 Market Analysis

A structural migration away from allopathic dependence, occurring within a demographic that can afford to act on it.

4.1 Industry Overview & Market Trends

The healthcare landscape is undergoing an accelerating patient departure from conventional allopathic medicine. Consumers are actively seeking natural, non-invasive, restorative models of care. Management anticipates that within a decade, traditional drug-dependent models will substantially diminish, displaced by energy-based, restorative, and remote healing methods. NHCI's integrated approach aligns directly with these macro shifts.

4.2 Target Market Definition

The primary market comprises men and women aged 45 to 75 residing in the Cedar Valley and surrounding rural Iowa. This demographic is characterized by active lifestyles concentrated in the agricultural sector; persistent chronic ailments, specifically thyroid dysfunction, chronic fatigue, and joint degeneration; solid financial stability with high disposable income; and a strong cultural valuation of stamina and longevity in support of family operations.

4.3 Post-GLP-1 Metabolic Niche

A high-value emergent segment exists among patients concluding pharmaceutical GLP-1 weight-loss protocols. While NHCI strictly declines to prescribe such agents — they conflict with the clinic's philosophy — the practice serves the substantial population finishing these protocols who require body contouring, muscle rebuilding, skin tightening, and cellular metabolic restoration through whole-food nutritional education and red light therapy.

45-75	Rural	Post-GLP-1
PRIMARY AGE COHORT	UNDERSERVED AGRICULTURAL BASE	EMERGENT RECOVERY SEGMENT

4.4 Primary Competitor Analysis

The Natural Health Improvement Center (NHIC) constitutes the principal competitor in the local market and holds a historical connection to the founder's professional background. While NHIC provides credible local holistic services, NHIC differentiates through clinical-grade medical procedures – TruDOSE™ platelet therapy and stem cell protocols – and specialized energy therapies including Trifecta red light and Seatica Formulas, none of which are available at NHIC. The forthcoming pet wellness division represents an entirely distinct market offering with no local analogue.

CAPABILITY	NHIC	PRIMARY COMPETITOR
Chiropractic foundation	Yes	Yes
Nutrition Response Testing	Yes	Yes
TruDOSE™ platelet therapy	Yes	No
Stem cell procedures	Yes	No
Trifecta red light + vibration	Yes	No
Proprietary botanical line	Yes (Seatica)	No
On-site holistic pet care	Planned 2027	No

4.5 Assessment Framework

The following page presents a formal SWOT assessment. It is offered without euphemism: the internal weaknesses identified are precisely the constraints this plan is capitalized to resolve, and their resolution is the mechanism by which the external opportunities become realized revenue.

SWOT Assessment

INTERNAL

Strengths

Thirty-eight years of trusted clinical presence and community reputation in the Cedar Valley.

Diversified service lines combining foundational chiropractic with advanced TruDOSE™ platelet care.

Patient-funded equipment financing for the Trifecta red light bed, reflecting exceptional community trust.

INTERNAL

Weaknesses

Operational founder bottleneck; the practitioner carries administrative, front-desk, and follow-up burdens.

Low conversion of incoming digital leads owing to the absence of dedicated intake personnel.

Nutritional and weight-loss program growth stalled since 2024 for want of an assistant.

EXTERNAL

Opportunities

Post-GLP-1 demographic seeking contouring, muscle rebuilding, and nutritional support.

On-site pet wellness using dedicated rooms with separate back-door access.

Seatica Formulas addressing underlying emotional frequencies and blockages.

Regional licensing to practitioners exiting conventional medical practice.

EXTERNAL

Threats

Shifting state-level regulation and healthcare policy affecting access to alternative care.

Volatility in monthly cash flow due to unoptimized acquisition and package follow-through.

Key-person concentration risk until operational documentation is complete.

5.0 Market Strategy & Implementation

Reposition the message, own the acquisition channel, and make the brand locally unmissable.

5.1 Positioning and Ad Copy Realignment

Historically the clinic's marketing has addressed women almost exclusively. To capture the full market opportunity, NHCI is realigning positioning and creative toward deliberate inclusivity. By emphasizing gender-neutral health outcomes, agricultural performance, and physical longevity, campaigns will attract both male and female patients, with particular attention to overlooked farming professionals whose livelihoods depend on physical capability.

5.2 Customer Acquisition Strategy

NHCI is exiting expensive, low-yield paid lead brokerage in favor of self-managed digital campaigns. A marketing professional is actively optimizing social campaigns to generate qualified local inquiries. These efforts will be amplified by deliberate *purple cow* community moments engineered to render the brand remarkable and unmissable – including minor league baseball sponsorships that build broad awareness for the new pet wellness division.

CHANNEL	FUNCTION	PRIMARY METRIC
Owned social campaigns	Generate qualified local inquiries at controlled cost	Cost per booked session
\$39 introductory offer	Convert curiosity into a clinical encounter	Sessions booked weekly
Intake follow-up	Convert encounters into structured packages	25% conversion rate
Community sponsorship	Broad awareness for pet wellness launch	Brand recall and referrals
Digital commerce	Recurring supplement and package revenue	Repeat purchase rate

CHANNEL OWNERSHIP

Bringing acquisition in-house converts a variable, vendor-controlled expense into a compounding, measurable asset the clinic retains permanently.

Three-Phase Implementation Roadmap

PHASE I Stabilize	0-90 DAYS
- Secure daily operations management support (co-pilot). - Recruit and onboard a dedicated Intake Specialist. - Resolve digital connectivity and online scheduling gaps.	PRIMARY OWNER Linda Dirlam (Visionary) CORE KPI Implementer in place; lead-to-appointment conversion reaches 25%.
PHASE II Grow	3-6 MONTHS
- Certify the clinical nurse practitioner in joint injections. - Activate gender-inclusive digital ad campaigns. - Launch Seatica Formulas and the Pet Wellness division.	PRIMARY OWNER Staff Nurse / Marketing Lead CORE KPI NP certified; joint injections restored; revenue stable at \$40K+.
PHASE III License	6-12+ MONTHS
- Formally document all clinical and business operations. - Structure the NHCI regional licensing framework. - Package brand assets for incoming medical practitioners.	PRIMARY OWNER Management Team CORE KPI Brand playbooks completed; initial regional licensee secured.

6.0 Management Summary

Removing the founder from administration is not a convenience; it is the single highest-leverage act available to the enterprise.

6.1 Overcoming the Founder Bottleneck

Linda Dirlam presently carries administrative, front-desk, and patient intake responsibilities. This founder-dependency constrains growth and produces practitioner fatigue. To scale, the plan systematically relocates her out of administrative function. With operational duties delegated to dedicated personnel, she will serve as the clinic’s visionary spokesperson, author, and principal thought leader — allowing clinical reputation to drive brand value and eventual licensing revenue.

6.2 Recommended Staffing Plan

ROLE	MANDATE	ENGAGEMENT
Intake Specialist	Patient onboarding, lead follow-up, conversion of inquiries into introductory sessions and packages	Full-time
Nutrition & Weight-Loss Assistant	Supplement trackers, nutritional education, and NRT support (rebuilding the 2024 model)	Part- to full-time
Holistic Veterinarian	Operating the pet wellness division on site	Contract, 2 days weekly
Nurse Practitioner	Training and certification to perform specialized joint injections	Current staff
Implementer / Business Manager	Day-to-day metrics, personnel, and operating cadence	Retained

6.3 Operational Accountability: The Traction OS

To institutionalize operational discipline, NHCI is adopting the **Traction** operating system. Under this framework the business maintains an explicit separation between the **Visionary** — Linda Dirlam, driving long-term clinical concepts, branding, and Seatica development — and an **Implementer** retained to manage daily metrics, personnel, and operations.

OPERATIONAL SHIFT NOTICE · CURRENT VS. FUTURE STATE

All recommendations for administrative staffing and business manager roles are future-state proposals. These roles do not currently exist. The business presently operates through the founder with limited front-desk support.

7.0 Financial Plan

A modest, precisely allocated capital request against a clearly defined operating target.

7.1 Revenue Projections

NHCI has established a target monthly revenue of **\$50,000**, within a standard operating range of \$40,000 to \$50,000. Achieving this milestone will be driven by increasing the volume of \$39 introductory red light sessions; sustaining a 25% conversion rate from introductory session to chiropractic and nutrition packages; and reactivating nurse-practitioner-led joint injections.

7.2 Funding Request — "The Ask"

NHCI is seeking capital and grant support to fund critical organizational structure and retire existing operational debt on the path to durable cash-flow stability.

ALLOCATION	PURPOSE	CAPITAL	SOURCE
Personnel	Onboard Intake Specialist (FTE) and Nutrition Assistant (PTE) for the initial 90 days	\$15,000	SBA grant / working capital
Training & certification	Clinical training and licensing for the NP to perform joint injections	\$5,000	Clinical training grant
Marketing	Launch digital campaigns and minor league baseball community sponsorships	\$10,000	Working capital / loan
Debt restructuring	Consolidate and retire existing high-interest operational and equipment debt	TBD	SBA commercial loan

IDENTIFIED CAPITAL REQUIREMENT

\$30,000 + debt consolidation



7.3 Key Assumptions and Information Gaps

To preserve professional and commercial integrity, final financial projections remain contingent upon receipt of verified historical operational data. The following elements must be confirmed by management prior to final publication.

CONFIRMATION REQUIRED	PURPOSE
Current baseline revenue	Exact monthly and annual revenue, including package sales composition
Current operating expenses	Monthly overhead: lease, payroll, utilities, and insurance
Exact debt outstanding	Balance sheets covering existing high-interest operational and equipment loans
Conversion metrics	Present baseline lead-to-appointment conversion performance

IN CLOSING

A practice with four decades of trust, one solvable constraint, and a replicable model waiting to be written down.

The Natural Healing Center of Iowa does not require reinvention. It requires structure — delegation, documentation, and disciplined acquisition — applied to demand that already exists. With that structure in place, the clinic becomes an institution capable of outlasting its founder and extending her method across the region.

PREPARED BY

Linda Dirlam, D.C.
Founder & Visionary

CLINIC HEADQUARTERS

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