

## Business Wizards, Inc. Laser News You Can Use - March 2006

As part of my on-going effort to ensure that you are getting the absolute most out of your laser purchase, I present you with the following information. I think you'll find it relevant, timely and helpful ... if not, please let me know. If you have any questions about how to utilize this information in your practice, please don't hesitate to call or email.

### Kip

PS Don't forget to call, email or fax if you have any friends or business associates who you think would like to receive our no-obligation information packet. We'll add them to our database with you as the referral source, and if they ever purchase a laser, you'll receive a nifty 10% "Thankyou!"

PPS If you are receiving this email in the hard-copy form, it means I don't have an active email address for you. If you would like to keep receiving this type of information, please forward me your email address.

### Questions For & Answers From Dr. Lytle

*I have someone who has liver cancer and is wondering about the laser. Do you know of anyone who has used it for that successfully? I am always uncomfortable when we talk about the laser being used for cancer.*

In any cancer the cells loose electrons, the DNA is altered and the cells grow abnormally. It doesn't matter where the cells are located. All cancers have a chance of responding to the following protocol. – That is if the patient has the following three things:

1. Will to live and "know they can get well"
2. A Professional that agrees to support what ever treatment decision the patient makes – referrals to yet another specialist lowers the immune system
3. A family and third party (insurance) that supports what ever decision the patient and her doctor of choice decide to take.

There have been several users report success using mode 3 of the Q1000 on cancer.

**NOTE: The manufacture and Distributors of the Q Laser series do not make any claims to cure cancer because the FDA has not yet studied any lasers for efficacy of treating cancer.**

However, in my opinion especially since the breast cancer was detected early, it would benefit your friend to buy her own Q1000 laser and apply it according to the Low Level Laser User's Manual before she does the surgery. Monitor the lump and if it doesn't decrease in size and soreness within two to three weeks and she decides to go ahead with surgery (whether it is a lumpectomy or mastectomy), the Q1000 will help control pain and enhance healing if she applies it both before and after surgery. I recommend that she follow sound nutrition and take Laser Assist Compound (or some other form of Graviola) and Belly Gelly to clean out the gut, then apply mode 3 of the Q1000 to the ascending, transverse, and descending colon to enhance the immune system. And of course it is important to correct faulty Proprioception to the brain with the appropriate Proprioceptive guides such as Miracle Bite Tabs.

Liver cancer is serious and they should not leave out any of the above steps and should follow the program day and night. **OF COURSE YOU DO NOT TREAT CANCER – THEY EITHER BUY THEIR OWN LASER OR LEASE A LASER AND THEY TREAT THEMSELVES – A LEASE FORM IS IN THE BACK OF MY LOW LEVEL LASER USER'S MANUAL.**

*What would happen if I were to use these lasers for more than 2 minutes at a time – is more the better if I want to do it? How come so few diabetics have tried these lasers? What is your honest opinion on whether these lasers can stimulate the body to regenerate beta cells or make the pancreas fully functional again? Lastly, have you been attacked by the FDA or anyone like that? I know Dr. Rife was harassed like crazy are you going through anything similar?*

The Q1000 laser is programmed to run 3 minutes not 2 minutes. How long you use the laser depends on what you are treating, duration of the disorder, age of the user and general energy status. The Q1000 is registered with the FDA as a Class 1 device, meaning there is no significant risk. Using it longer will not cause any harm – just waste your time. I recommend you follow the instructions in my Low Level Laser User's Manual and if you don't get results, then increase the length and frequency of usage.

Many diabetics that have taken charge of their own health have used the laser with good results. Until the FDA studies low level lasers for diabetic treatment and gives their clearance, medical schools will not teach it and insurance companies will not pay for it. That is the reason it is not used in main stream medicine.

Diabetes, especially Type I is a complex disease and each person responds in their own individual way, but if I had a family member with diabetes, I can honestly say that "knowing what I know" about how the Q1000 works at the cell level, I would use the Q1000 **along with other protocols mentioned** in my Shedding Light

on Diabetes article.

I am a low level laser consultant, a teacher and an author - my freedom of speech and press are protected by our Constitution. I do not have any quarrel with the FDA nor do they have one with me.

*In your manual you do indicate that you should wear eye protection using Class three lasers. Is this truly necessary? I have a patient with macular degeneration and am wondering about the use of the Q1000/resonator safely over a closed eyelid? Would this be recommended for treatment of this condition?*

Eye safety is recommended for Class 3b devices which include the 808 Enhancer. The 808 should never intentionally or accidentally pointed into the eye. This is not the case with the Q1000 which is a Class 1 and the 660 Enhancer which is a Class 3b device. They will not harm the eye and can be used to treat eye disorders.

Since the Q1000 acts at the cell level it is beneficial for macular degeneration. Some foreign countries treat various eye disorders with LLLT, but since the FDA regulates the safety of low level lasers by their risk to the eye, I recommend the following:

Since DC's are not authorized to treat eye disorders, I recommend that you lease your laser to the person with the macular degenerate. She/he can apply Mode 1 of the Q1000 over the closed eye for 1-2 minutes three times a week until the condition improves, then reduce to once a week for maintenance. Others have found benefit by alternating Mode 1 and Mode 3. You will find a lease form in the back of your manual. If you do not have enough lasers to lease, call the person who you bought the laser from and see if they have a referral sales program.

*I have an inquiry about using the laser for depression, and there is no protocol in your manual. Do you have a protocol that you have seen positive results from using the laser for such a condition?*

Depression is a multifactor condition – toxicity – breathing – dental distress syndrome – faulty proprioceptive feedback from the brain to the endocrine system via the Parasympathetic Nervous System are all involved. Following is a suggested protocol:

1. Order, make and wear Miracle Bite Tabs to correct the Dental Distress Syndrome and facilitate the Parasympathetic communication
2. Order and ingest one tablespoon of Bell Gelly daily – also take two Geneflora in the AM and two in the PM to restore the healthy bacteria
3. Order the book Mind Map and practice the breathing rhythms taught by Frumker.
4. Apply mode 3 of the Q 1000 daily on the points as pictured on page 122 of my Low Lev3el Laser User's Manual
5. Apply the 660 Enhancer Probe to acupoints as shown on page 122.
6. Send your Q1000 laser back to Tri Tech Manufacturing and order the alert frequencies to be programmed into one the empty – then apply that mode and frequency for one cycle each to the base of the skull at the third eye when you have depression.

*I have a journalist friend has very bad teeth, and after implants and a root canal her bite was upset, and she is losing her memory and becoming disoriented and fatigued. I gave her a go with the Q1000, and she seemed to feel a bit better, though hardly believing it to be the case. She is 72.*

I have consulted on several cases like this. They have to do with the Proprioception being changed during the implant and crown and bridge reconstruction. When the muscles in the neck tighten up, there is a reduced blood flow to the brain. In faulty Proprioception cases, there is also a Parasympathetic problem with causes a tightening of the smooth muscles in the artery walls, plus the lungs are affected and the blood does not get adequate oxygenation. All this affects memory.

I have not read Harry Whelan's position on Led's. But we know that Led's work by producing heat which is beneficial for many conditions but compared to lasers, they are about 10% as effective. Remember, Led's will not carry electrons and that is what is lost in all conditions.

### **Black Box Ritalin Warning**

*(I-Newswire) - On Thursday, February 9, 2006, an advisory committee to the U.S. Food and Drug Administration ( FDA ) urged the most serious FDA warning, the "black box", be placed on all drugs prescribed to treat the so-called psychiatric disorder Attention Deficit Hyperactivity Disorder ( ADHD ). The recommendation followed evidence that these drugs are linked to deaths and cardiovascular problems such as heart attacks and strokes. The FDA's database documents 25 deaths and 54 cases of serious cardiovascular problems in children and adults treated with ADHD drugs. These cases included heart attack, stroke ( sudden loss of brain function ), hypertension ( high blood pressure ), palpitations ( rapid, strong heart beats ) and arrhythmia ( irregular heart beats ). Experts estimate that only 1% to 10% of serious drug reactions are reported to the FDA, so the deaths and serious adverse effects are undoubtedly much higher. There are six million U.S. children who have been prescribed ADHD drugs including Ritalin, Adderall and Concerta. Government figures show that about 10% of all 10-year-old boys in the U.S. are on these drugs. Prescriptions of ADHD drugs for adults has increased 90% in the last three years. Brian Beaumont, President of the Vancouver chapter of the Citizens Commission on Human Rights stated, "Adderall, methylphenidates ( sold as*

Ritalin ), Concerta, Methylin and Metadate are all drugs prescribed for a condition know as Attention-Deficit/Hyperactivity Disorder but the fact is; **there is nothing in any medical or scientific literature that confirms the existence of ( ADHD ). It was invented by a handful of psychiatrists by a show of hands at an American Psychiatric Association meeting in the 80's. Since that time psychiatry has turned it's invention into a multi-billion dollar industry. Thus, psychiatrists are labeling and drugging a non-existent malady which are indictable offences, fraud and child abuse."**

Notify your clients and prospects, then show them how to use the laser's calming frequencies (Mode 2) and proprioception on their over-active children.

## 6 Reasons Why The 660 Enhancer Is Better Than Traditional Acupuncture Needles

1. No needles! According to *The Needle Phobia Page* more than 10% of the population is needle-phobic. And, if you're like me, you don't consider yourself needle-phobic...but you still don't like needles.
2. Reduces the need for perfectly accurate placement
3. Eliminates the "depth of penetration" issues.
4. Speed.
5. Eliminates the risk of infection from needles.
6. Cost. Single use, disposable needles cost \$6-\$8 per 100. If you use an average of 20 needles per patient, that's 5 patients per box – or approximately \$1.20 to \$1.6 per patient. 5 patients per day x \$1.35 = \$6.75/day x 4 days/week = \$27/week x 48 weeks/year = \$1296 in annual cost for disposable needles

## Sales Pros vs. Golf Pros

Salespeople like examples of "big earnings" and "big accomplishments," says Paul Greer, a sales training manager at BP Australia. That's why he often refers to the chart below—which depicts leading Professional Golfers' Association (PGA) money winners—as a way to jump-start his sales-training courses.

### Golf's Leading Money Winners

2003 Rank: #1	2003 Rank: #10	2003 Rank: #50
Player: Vijay Singh	Player: Retief Goosen	Player: Peter Lonard
2003 (Millions): \$7.6	2003 (Millions): \$3.6	2003 (Millions): \$1.3
Avg. Score: 68.65	Avg. Score: 69.20	Avg. Score: 70.29
	Score Difference: +0.55	Score Difference: +1.64
2003 Rank: #100, Player: Craig Barlow, 2003 (Millions): \$0.6, Avg. Score: 71.21, Score Difference: +2.56		

"I compare the leading PGA money winners to top salespeople," Greer says. Here's how:

- The No. 1 money winner, Singh, earned more than twice as much as the No. 10 earner (\$7.6 million, compared to Goosen's \$3.6 million) in 2003.
- Based on average scoring per round, Singh was **only 1 percent better** and yet earned **\$4 million more** than his competition.

• Singh also has that little bit of extra "something." What is it? Will to win? Heart? No -- **what he has is a repeatable process, a proven method and a systems approach to the game**, Greer says. "These are the same approaches practiced by top salespeople—the guys and gals who receive the lion's share of big commissions and big incentives." What do they do? Greer says **successful sales pros prepare 1 percent better, open the call 1 percent better, question and listen 1 percent better, provide feedback 1 percent better and close and follow up 1 percent better.**

Above all, perhaps the biggest difference between sales pros and golf pros is that golf pros invest heavily in coaching. Sales pros, by and large, however, are self-taught, Greer says.

Selling, he says, is learned by sitting across a desk from decision-makers and crafting a persuasive argument for change. Over time, the best sales pros learn what works and what doesn't. Then, they hone the skills that prove to be most effective to such an extent that they set themselves apart from other salespeople—just like golf pros. **What Can YOU Do To Be Just 1% Better This Month?**

## Why News Releases Fail, by Paul Krupin

The issues listed here have all been identified as reasons for the failure of a news release. This is based on over 20 years of experience in dealing with the aftermath - the actual number and quality of responses generated from the transmittal of a news release.

So here are the most common reasons why news releases fail:

1. You wrote an advertisement. It's not a news release at all. It sells product. It fails to offer solid news of real tangible interest, value-added information, education or entertainment.
2. You wrote for a minority, not for a majority of people in the audience. You simply won't compete with other news releases that clearly are written for a larger demographic of the media audience.
3. You are the center of attention, not the media audience. You focus on your business and your marketing,

instead of things the editor and his or her audience will be interested in.

4. You forgot to put the five W's up front. (WHO, WHAT, WHERE, WHEN and WHY THE AUDIENCE WILL BE INTERESTED). You didn't clearly and succinctly tell the media why the audience would be interested in this.

5. You are too wordy and text dense. You focused on details and minutia, instead of the most important ideas, issues, factors, facts, and news angles. You fail to address the real significant impacts your story has on people.

6. You place too much information on one page - the one page news release has a font size so small an editor needs a magnifying glass to read it.

7. You included corporate logos and other non-persuasive low value added graphics that distract the editor from your key message. You may have also used an unusual fancy font or a file format that turns to gobbledygook when it goes through a fax machine.

8. You wrote a personally biased article for the media to publish, instead of pitching the idea to the media and the objective reasons why the media audience will be interested.

9. You wrote about features and facts, and forgot to explain what it means to real people. Tell a story about real people. Add in real life human interest.

10. You wrote about how your news ties in to someone else's fame and glory. Forget it. Never stand in the shadow of someone else. Make your own light. Tell your own story.

11. Your news release responds to something that just happened. You're too late. You're behind the eight ball. Forget it. Get out in front of the news.

12. You included too much hype, self-laudatory praise, pithy quotes, useless testimonials, jargon or gobbledygook. Get rid of it.

13. You may have also identified prior media coverage, which indicates it's no longer a new issue. Get rid of it. Let each news release stand on its own two feet.

14. You tried to impress and be clever or innovative but you come off naïve, less than expert, biased, flippant, arrogant, or crazy. Tone it down. Get straight.

15. You made vague and unsubstantiated claims, or wild and outrageous claims, or you included a statement that simply rubs the media the wrong way. Get rid of them.

16. You are trying to be different, just for the sake of it, but you come off eccentric. Forget it. Don't create a false or inflated image. Be yourself.

17. You wrote a rant and rave, worthy of a letter to the editor, instead of a problem solving tips article, worthy of a feature story. Decide what you want, put your best effort into it.

18. You are simply not credible. It could be your ideas are simply not well thought out, or that you have offered old well-worn material, or that you are too extreme or controversial, or not qualified. You may not be expert enough, or sufficiently qualified, to make the statements, compared to others in your field. You need to present information that qualifies you properly and adequately.

19. You provided poor contact information. You need to identify the best single point of contact and the correct phone number so interested media can reach you and get the best possible attention and response from you to meet their needs. One key person, one phone, no fax, one email address, and one URL (with no long string addresses).

20. You did not include a clear media call for action. You didn't tell the media what you want them to do with your news release. You need to tell them what you are asking for or suggesting or offering. Then you need to offer the media incentives value-added reasons to do so, like free review copies, free test samples, interview questions and answers, media kits with story angles and stats and data, relevant photographs, etc.

21. You did not incorporate and integrate a primary response mechanism. You need to include a value-added reason, which motivates the editor to publish or mention your contact information, which will generate calls, traffic, interviews, or requests for more information. This usually means something unique and of special value to the audience, that the editor feels good about mentioning. Use an offer for a free problem solving report.

22. You sent the release to the wrong media. Target the media that your clients read, watch and listen to when they are in the right mood, that is, receptive to hearing about your news, and willing to take action when they get your message. Work with your publicist to target the right media.

23. You rely on a single fax or an email to produce an avalanche of media calls. You conduct no follow up. Get real. Follow up properly and you can triple or quadruple your media response rate. Better still, you can ask the editors "what can I give you to support a feature story and meet your needs".

Finally, the biggest reason for news release failure is one of attitude. How do you define success or failure? It's called unrealistic expectations.

Get real. You won't get rich off one news release. You're chances of getting famous are just about as slim.

You might be able to break even.

Look at your investment and compare it to what you need to break even on your investment. If you need to sell 100 books to cover the costs of a \$500 outreach effort, you need ten articles because each article only produces ten sales. So that's your break even goal. More books per article, means less articles will satisfy your needs.

You may simply have to be realistic and understand that while you are wildly interested in the topic, it may not have the broad general public interest that you have for the subject. If you wrote an article that has local interest and you expect national media to pay attention, think again.

If you want to be on the Oprah Winfrey Show, then you'd better pray because chances of doing it off one news release are very slim, near zero in fact. Get real. If she calls, then congratulations are in order. But don't count on it.

If you wrote an advertisement and wanted a feature story and interviews, don't be surprised if the only media to

call is the advertising manager offering you a package deal. You get what you ask for. What you offer is often times what you will get.

Even if you do get publicity, it may not come out exactly the way you want it. More often than not, the bigger the media, the less likely they are to run contact information.

Often times, the quality may be there while the numbers are not. One or two quality media responses may be what you want or need. If you get that, it's a success. One article in USA Today may out perform ten articles in small dailies and weeklies in the mid-west. On the other hand, it may not. The small high quality articles may outperform the small mention in the big media.

Similarly, one quality 30-minute interview on a well-liked talk show on a radio station in the middle of nowhere out in the mid-west, will likely outsell a five-minute interview on an Arbitron rated radio station in the middle of the morning talk show in a major metropolitan area. You can't tell the listening quality of the audience.

So when you write a news release please review it against these criteria to see if you've made any of these errors. Then fix each and every one of them yourself, and when you are done, feel free to send me your final draft. I'll be happy to take a look at it.

So listen to your publicist. Heed these warnings and reduce the risks of failure. Fail to pay attention to these issues, proceed at your own risk.

Paul J. Krupin is the author of the book "Trash Proof News Releases" and creator of IMEDIAFAX - The Internet to Media Fax Service. His service transmits news releases to custom targeted media lists via fax and e-mail. Visit [www.amediafax.com](http://www.amediafax.com). Email him directly at Paul@Imediafax.com 800-457-8746 509-545-2707

### **In Search Of The Elusive "Wow!" Factor, by Dan Kennedy**

Inject some "wow" into the following aspects of your business

Client Thank You's. It just drives me insane that I never get formal thank-you's from companies I do business with. If for no other reason than the fact that nobody else does it, you ought to deliver a "Wow" thank you gift to every first time customer.

Prospect Thank You's. Way back when I was in sales, I sent thank you notes even to prospects who met with me but didn't buy from me. About 20% of the time it led to the prospect calling, re-considering and giving me some business.

Referral Thank You's. This is BIG. When somebody refers for the FIRST time, it's certain there are more to get from that person's sphere of influence. Will they be motivated to bring you more or not? It is really, really DUMB to be cheap about this. Every time somebody refers you, you ought to thank them as "big" as you can.

Continuous Thanks You's. Small gifts sent 4, 6 or even 12 times per year obligates forward...keeps your customers thinking of you...builds up a reciprocity imbalance that leads to referrals or more business.

So what constitutes a "Wow!"? Unexpected. Really Nice. Clever. Gift Packaging.

### **New Testimonials**

*There's an in office smile whitening procedure where you put a strong oxidizing agent on the teeth and then activate it with a light for an hour. Once in a while a few people get rather severe discomfort after the procedure. I did one on a gal today that about 45 minutes into the procedure she started having significant pain. She described it as a shooting, pulsing pain that would go from tooth to tooth. I gave her the 660 laser & told her to point it where it hurt. She got immediate relief and asked if she could take it home with her. Reminded me that I need to get my lease contract ready to go. Dr. Kelly Lytle, DDS, Rapid City, SD*

*Just a brief note to say how much I am enjoying using my Q1000 Laser System. I also appreciate all the little goodies you have sent me. I am more excited about this than ever. This has gotten me out of my rut and re-energized my practice. Dr. Phil Pollock, DC, Sterling, CO*

*It's (the Q1000) become my favorite practice tool with consistent patient satisfaction!*

*Dr. Rick Schwartz, DC, Eugene, OR*

### **Random Ideas**

"Life never, never withholds anything from anyone. Love, health, wealth, companionship. All these exist in infinite abundance. We alone are the ones that prevent our own good from flowing, simply because we are not aware of nature's abundance and the tremendous power dormant in each of us. Power, which unfortunately, remains untapped because we don't know how to release, and set in motion, the activities which function the laws of success. One of life's great tragedies is man's persistence in clinging so tenaciously to lack and limitation. The true mark of greatness is not just in what a person accomplishes with their own life, but in their ability to help others help themselves, and to realize that they too can become great."

Earl Shoaff, The Millionaire Maker