

## **Business Wizards, Inc.** **Laser News You Can Use - April 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!"

### **Questions For & Answers From Dr. Lytle**

#### ***Do you have access to abstracts, thoughts, insights re: low level laser & spinal meningitis?***

There are some abstracts showing that low level laser therapy has an antibacterial and antiviral affect, but I am not aware of any abstracts showing LLLT used specifically for spinal meningitis. Meningitis can be either bacterial or viral. Anytime there is a question if the Q1000 might work on any disease, go back to the basics.

Meningitis by the nature of its name indicates that it is an inflammatory condition, and there are studies that show LLLT reduces the inflammatory response by as much as 75%. Spinal meningitis does not respond to antibiotics because of the blood/brain barrier to antibiotics; however cells – any cells, including spinal cord cells and nerve cells can heal if the right energy is present. You have read the "Little Bear Story" of how the Q Laser system restored the spinal injury in the bear with a broken back and you have heard me relate the testimonials of human spinal cord injuries that were healed with the Q1000. I believe these injuries were healed because the laser quickly reduced the inflammation, plus restored the electrons to the injured spinal cord cells which allowed nutrients to enter the cells so they can heal themselves. If you do not have the report by Juanita Anders on growing axons on neurons, let me know and I will send it.

Because of how the Q1000 works I would not hesitate to advise the user to apply mode 3 for one cycle beginning at the base of the skull and re-applying it every 3-4 inches all the way down to the tip of the spine. I would have a member of the user's family apply the laser daily for one week, then every other day for one week and then twice a week until the spinal meningitis is improved. If the condition improves quicker, reduce the frequency of use.

AGAIN MY USUAL CAUTION – DO NOT TREAT THESE CASES YOURSELF – SELL THEM A LASER. In cases like this they are not convinced; offer to buy it back if they do not get the results or else lease them a laser.

#### ***What can the Q1000 do for stuttering?***

For stuttering, first check for faulty proprioception and if necessary place MBT, then apply mode2 of the Q1000 to the left and right temple for 1- ½ minutes each. Repeat once or twice a day. Have him practice breathing rhythms as described in Mind Map.

***I have a good friend of mine who's little baby girl had a fall onto her skull. They wanted to be sure there was no problem using the laser on her. Mikaela is a 10 1/2 month old baby girl who had a fall injury resulting in a 4 mm skull fracture w/ a subdural hematoma diagnosed on CT scan 3/9/06. She has a lot of swelling on her left side of her head. Today is 3 days post-injury and there is some swelling in her left eyelid this morning. She has seen a neurologist and he observed her overnight in the hospital releasing her yesterday. Other than the swelling, she presents with normal behavior and normal eating, drinking, and elimination behavior. Do you think cold laser therapy would benefit her or would it be contraindicated due to the subdural hematoma?***

The laser will reduce swelling dramatically – sometimes before your eyes in just minutes. Apply mode 2 (actually any mode will work) of the Q1000 for one cycle – move it to cover the entire area of the head injured in the fall. Apply as soon after the fall as possible and re-apply daily or every other day until the swelling starts to subside, and then decrease frequency. Young children respond much quicker than adults so it may not be necessary to use it very long. The longer swelling is present the more chance there is of permanent brain damage – act immediately.

***I have an acquaintance with a perforated eardrum, 10 yrs after radiotherapy for a tumor on the back of her saliva duct, which was removed. She has reduced blood flow in the left ear now, and lots of infections. Is this only helped by the 660 inserted into the ear? Or could she just buy the Q1000 with the same results but longer time?***

She will get the best results by applying the 660 Enhancer into the ear for one cycle every day for 1-2 weeks then reducing the exposure to 2-3 times a week until healed. She needs to own her own Q1000 and 660 Enhancer.

*Another person with osteomyelitis in his leg for many years after a serious car crash. Is this something that needs lasering all the time, or is it just a case of using it for a month and then its better. Again would this need the probe(s) for effective results?*

To treat osteomyelitis (inflammation of the bone and bone marrow, which can lead to a reduction of blood supply to the bone) apply Mode 3 of the Q1000 daily for 3-4 weeks moving it to cover the entire affected area. Once it starts to heal reduce to 1-2 times per week until healed. Car accident cases always need MBTs and need to laser Proprioceptive points 1-6 daily.

*My daughter went to a chiropractor who told her we shouldn't use your laser on vertebra and also that I shouldn't use it over my hip replacement, as the light could heat the unit and he was not sure that would be a good thing. Can you give me some advice?*

In general, there are higher power lasers that produce heat and could cause discomfort when used over metal, the Q Laser system is not one of these types of lasers and will not heat up an artificial hip regardless of the type of material. The Q laser system is totally safe and will not damage your daughter's vertebrae or your hip if used correctly.

## Soliton Wave Definition

A single (solitary) wave propagates with little loss of energy and retains its shape and speed after colliding with another such wave. When two of these solitary energy waves meet, they form what is called a Soliton Wave, a special type of non-linear light wave that never changes shape or speed as it travels. A soliton wave is actually half a wave, either the crest or the trough. A wave that doesn't wave was once, but no longer, considered to be impossible. The two solitary waves look exactly as they did before colliding and they never generate small waves during collisions with other solitons. According to James Oschman, "A soliton can trap an electric charge and carry it along. Once the soliton is formed, this charge transfer does not require further input of energy; thus a sort of super conductor is created." It turns out that a soliton wave is very robust, even in the face of perturbations. It continues undistorted through objects such as fiber optics, water, air, and the human body. Japanese scientists doing fiber optic research, found that soliton data can travel the equivalent of 4500 times around the earth without any loss of information (Oschman, p. 172). It is believed that soliton waves also have magnetic properties (Oschman, p. 200). Soliton waves have been observed in nature since before the twentieth century. John Scott Russell in 1849 observed this unusual wave along a canal in Scotland. In recent years, scientists have discovered solitons in many other contexts; they are involved in processes that extend from the cosmic level to the subatomic level. They are also of central importance in many diverse biological processes. According to Oschman, solitons resemble nerve impulses in the body. "Various therapists have noted that waves resembling solitons appear from time to time in the body, and seem to have beneficial effects, including the release and/or resolution of traumatic memories." (Oschman, p. 250).

## Laser Poster!



I've been working with a graphic artist to create a poster for your patient marketing efforts. While this isn't the final version, it does give you an idea of what to expect. I can have this made for you in two sizes

3' x 5' – \$50 plus shipping

2' x 3' – suitable for framing and perfect for your front office - \$20 plus shipping

I'm not sure of delivery times on this, and any orders will be first-come, first-served – so let me know how many of each size you want as soon as possible. To order, call me at 605-342-5669.

## Which Pays Better – A Part Time Job For Your Wife Or Being A Laser Bird-Dog?

As most of you know, word-of-mouth marketing is the #1 prime source of new sales prospects for any business. The same is true for me – my best prospects are the people that YOU are telling about your lasers.

What many of you may not know (or may have forgotten) is that I **Pay a 10% Referral Fee** anytime someone you refer purchases a laser. Here's what that could mean:

	<u>Q10</u>	<u>Q1000</u>	<u>QPack</u>
One Referral/Month	\$130	\$379	\$719
<b>New Annual Income</b>	<b>\$1560</b>	<b>\$4548</b>	<b>\$8628</b>
What if you could do 3/month?	\$390	\$1137	\$2157
<b>Annual Income</b>	<b>\$4680</b>	<b>\$13,644</b>	<b>\$25,884</b>

Yes, the table above is correct – you could potentially earn THOUSANDS each year by simply talking about your lasers to your friends and professional associates.

I've already paid out nearly \$6,000 in referral fees this year – and by the time you read this will have written checks for another \$2,027!

If YOU haven't received a referral check (or several) yet, it's not too late. All you have to do is (1) talk about your laser to everyone you meet ... on the golf course ... at the lake ... tennis courts ... business meetings ... social clubs ... your weekly poker game ... kids sporting events, etc., (2) if anyone seems interested in learning more, tell them that you've made special arrangements with me for them to receive a no-obligation information packet, and send me their name, address and phone number.

That's All It Takes!

From there, I handle everything for you, and if/when the person that you referred purchases a laser, you will receive your nice, fat, referral check!

Don't wait to get started. In your position, and with your standing in the community, you know dozens (if not hundreds) of people who could benefit by owning their own laser equipment. Many of these people, for one reason or another, are not in a position to be patients, and can't benefit by visiting you directly.

But they can benefit (and so can you) when you refer them to me.

Fax (605-342-5739), Email ([kip@rapidnet.com](mailto:kip@rapidnet.com)) or call (605-342-5669) me with your referrals. I WANT to send you a check, so start today!

## How Can You Make This Type Of Marketing Work In YOUR Practice? If You're Not, In A Strategic & Systematized Manner, Asking EVERY Patient For Referrals, You're Missing The Easiest, Least Expensive And Most Lucrative Of All Marketing Components!

### Lessons From Dan Kennedy's "No B.S. Marketing Letter"

In the March issue, Dan showed a blatant rip-off of a promotional piece he had written and used – 23 years earlier. Here's what he had to say: *The idea that what's old can't work now, that someone or something is antiquated, is just another twist on "but My Business Is Different." It isn't. When you overlook, ignore or fail to pull what works forward to the future, you work harder than you need to and you fail to understand what marketing is really, fundamentally all about. What marketing is first and foremost about is humanity. It is about human emotions. Human reactions. Hopes, desires, dreams, fears, anxieties, inferiority, inadequacy, shared pain, shared joy. About being let in or being left out. About the "not's" – not making dumb mistakes, not making bad decision, not being embarrassed or humiliated. About the inherent human need to believe in 'secrets'. About power, confidence, control, security. About very basic greed, envy. The cynical would then say that marketing is about manipulating these emotions, and I'd admit that, but I'd also say to an even greater degree, it is about connecting with these emotions.*

### Five Ways To Use Publicity To Sell More Products and Services

1. Frame articles written about you and mount them on the walls of your office/store.
2. Send your prospects copies of articles written about you.
3. Send a CD of a radio/tv interview to your prospects as a sales tool.
4. Instead of music on hold, put a recording of a good radio interview you did.
5. Put your publicity in your promotional literature and website.

For customers from whom you have permission, nothing beats broadcast fax for the combination of deliverability, cost and impact – and you're a fool if you aren't using it.

To quote one of my favorite wise philosophers, Billy Clyde Puckett, "*Life's a funny old dog, ain't she?*" What all renegade millionaire entrepreneurs must know – and embrace is – you just can't foresee and predict the future, whether next week's or next year's, so enormous flexibility is required. I have often said, and meant, if you think or hope or attempt having your business of next year be the same as it is this year, you'll probably be out of business altogether by the year after. One other related thought: nothing need be permanent until they close the lid. Few people fully and completely realize that they are in control. You ARE in control. If you don't like where you are – MOVE! If you don't like what has transpired in your life, FIX IT. If you don't like your job, QUIT. If you don't like your business, BLOW IT UP AND REDESIGN IT or SELL IT.

## New Testimonials

On March 1, on interstate 44 twenty minutes from Gallup New Mexico I got off the shoulder way to far (yes very high winds and Simi's, but I obviously nodded off), I had just eaten an apple and banana and trail mix, (a blood sugar challenge) listening to a clipiso CD that reminded me of Key West Sun set's I've admired. I was by myself, Pam and my daughter in-law and three grandkids had stooped for a taco lunch and were 30 miles back. This lulled my mind enough to drive off the highway. Upon hearing the buzz buzz of the warning ridges my attempt to correct back on the pavement was met with soft sandy dirt which at that speed pooped my two left tire bead off the rim causing me to roll. The last thing I recall was thinking 'I'm not going to make it, or this is not good,' and I heard the windows break. I do not recall rolling the three times wittiness told me I did.

A nice gentleman was asking me my name and was I all right, told me to turn off the engine. I was dazed and slow to answer, I was not seriously hurt I accessed as I moved my neck and arms, the seat belt kept me secure. I ask his help in opening the door and against his advice felt OK enough to stand out, as I could not find my cell phone I gave him the number to call Pam so she would be prepared. Fortunately I had done a perfect 'barrel roll,' and not even the metal accessory luggage pinned hitched to the frame hitch was not bent. All four doors were able to be opened and the glass table tops and big mirror, were not broken, two 'CPU's, monitor and a TV were bent, the TV plastic case broken. The medics arrived within 7 minutes, my blood pressure was 118/78, pulse 88 and I could move without sharp pain, my lower back felt no pain at this time. I was able to pick up CD and my \$4000.00 cold laser looked OK and did work I found later. One of the plastic tips was broken off the 660 enhancer, the 808 was fine as well. This Q1000 laser proved to be invaluable over the next week as I used up the battery over 5 hours. Also I began to take my vitamin C, minerals and one anti inflammatory with Turmeric and 'Nextruine,' MSM and three glasses of water. This I kept up hourly to bowel tolerance and with the Q1000 laser, my pain recovery has been nothing short of a miracle. If there is any reason besides the money, **investing in the Q1000 low level cold laser is worth many times the cost.** Weather you have a major injury like I just had or smaller strains sprains infections and bee stings to just because it helps me move the cost of medical care the inconvenience of suffering is seriously abbreviated. It will pay for it self especially with a family many time over in a couple of years.

Sincerely, Michael D Koontz NMD

## Random Ideas

*Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It is not just in some of us; it is in everyone. And, as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.*

*Your income is mostly determined by your philosophy - not the economy. Jim Rohn.*

**Have A Great Month! As Always, If I Can Assist You With Anything Please Don't Hesitate To Call.**