

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

You only have till the 16th to take advantage of my special *Q10 Rental Fleet* program pricing special. If you have any questions at all about how the Q10 can increase your practice revenues and improve your patient results – call me at 605-342-5669.

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

We have a ten-year old girl who appx 18 months ago had meningitis with complications. She had an infarct in the right parietal lobe causing a brain hemorrhage. She has had several hospitalizations since then. At the present time she is unable to speak, walk, control her muscles. We are now starting the laser on the head (both temples and base and top of head) This does seem to calm her anxiety attacks down a lot. The doctors are wanting to cast her arms to stretch her tendon and ligaments in her arms. The parents do not really want to this. Can we administer the laser to the elbow joints and assist the ligaments and tendons to regain their elasticity?

Yes the Q Laser System will help release the elbows. Apply mode 1 of the Q1000 to all sore spots determined by palpation above and below the elbow for 1-2 minutes on each spot. then apply the 808 Enhancer for one three minute cycle directly to the elbow – move as necessary to cover entire tight area. Repeat this daily for one week and then every other day for one week and then twice a week until healed. To assist the brain recovery, take the patient to an open minded dentist that will bond splints onto the permanent molars and the primary molars to increase the vertical dimension. Using two Q1000 lasers apply mode 2 to both temples simultaneously for 1-2 minutes, then using two lasers apply mode two simultaneously to the base of the skull and the third eye for 1-2 minutes or until calm. Then apply mode 3 of the Q1000 to side of the head where the hemorrhage occurred 2-3 times a week for 3-6 months. There is a both animal and human case history that show nerve and brain regeneration, but it takes time. You might consider leasing or having the parents buy their own laser because they will need to use it regularly for some time. From my experience, the laser may be this young ladies best chance for recovery. I am attaching an article from Dr Juanita Anders on nerve regeneration.

Greetings Dr. Lytle - I have a client who wants to use the laser for her mother's sciatica, however her mother also has lymphoma. What would you suggest she do? I think the gold probe is what you would use for sciatica, however I know we are reluctant to use that on any cancer cells.

Apply mode 1 to all the proprioceptive points on page 5-7 of the Low Level Laser User's Manual. She MUST wear either MBT or EAPG or if she has a partial or denture, it must be corrected. Apply mode 3 of the Q1000 directly to the lymphoma for one cycle daily for one week, then once every other day for one week, then 2 times a week, then re-test. Apply the 808 Enhancer to the spine in the 4-5th lumbar area for one cycle as needed to control the sciatica. If the pain persists, apply the 660 Enhancer to acupoints for back pain as per the manual.

Hi Dr. Lytle, I attended your seminar in Boston last September and purchased the Q1000 in October 2005. I also purchased the 808 Ultra Gold Enhancer. I would like to know if I can substitute the 808 in place of the 660 Ultra Red Enhancer in the areas where the 660 is called for in your User's Manual, and also for the acupoints. I appreciate your time in responding to this email..Thank you.

Yes, you can substitute the 808 for the 660 Enhancer for acupoint therapy. Laser acupoint therapy requires from 2-4 joules of energy per point for optimum results. You can do your own math or call your salesperson and have them help you with the conversion. The 660 produces 6.5 joules in a three minute cycle and the 808 Enhancer produces 54 joules in a three minute timed cycle. The red light wavelength of the 660 does have specific purposes that are not provided by the infrared wavelength of the 808. In the long run you would benefit by calling your sales person and buying the 660 Enhancer.

This is Hannah's description of her injury: 3 month injury, Compression fracture of the tibia (at ankle joint)(v sore to touch/walk), Large heamatoma on shin. (large amount of swelling-still painful), Nerve damage to the main nerve running down from knee to toes.(outsideside-not sure of name)(loss of sensation to skin, tingling,pins and needles, loss of muscle movement particularly in feet. Cold sensation down lower leg, shooting pains through leg.) Muscle damage and loss: (weak and movement loss)quads, calf, shin, foot,toes. Not fully weight-baring.

The case described below will respond very well to LLLT. Use the standard protocol – apply mode 1 of the Q1000 to proprioceptive points as described on pages 5-7 of the Manual and to any sore muscles above the injury. Apply the 808 enhancer directly to the injury for one cycle – move as necessary to cover entire injured area. Apply daily for one week then every other day for one week then 2 times a week until healed. Take one teaspoon AM and one Teaspoon PM of Laser Assist Compound.

Note: This was a question regarding the materials utilized in the MBT's.

When I practiced dentistry, I used various kinds of composite cured with an argon laser for my direct bonded splints. I practiced clinical dentistry for 35 years and made thousands of different types of removable and finally bonded splints – all required many adjustment appointments and results were and inconsistent and when I did get results, it was slow. When I quite practicing dentistry I developed Miracle Bite Tabs and Easy Adjust Proprioceptive Guides made out of polycaprilactone - a material that the wearer could adjust themselves on a daily or as needed basis. These are flat plane splints based on Guzays Quadraum Theorum and my work in proprioceptive feedback to the brain from the dental area. There are many types of polycaprilactone. Most are not any good for dental splints. The type used by DEWOT LP lab, the lab that I established to make these splints, is user friendly tough, can be added to without starting over or re-made using the same material. Users with their own molars can be instructed to make and adjust their own MBTs by watching a video and with some staff help. Easy Adjust Proprioceptive Guides are designed for those who are missing some of their molars and must be made on a study model; however the wearer is instructed how to make adjustments. I have never had anyone report any allergic reactions to this type of polycaprilactone. Of course once the patient has found homeostasis for the 68 pairs of “dental muscles”, then the dentist must find a more permanent way of restoring the patient and keeping them in homeostasis. Frankly this is where most dentists have trouble – even if they are using advanced neuromuscular techniques. Using and then patenting my Q Laser System grew out of the frustration of many dental splint failures. Resonating (not stimulating) laser energy is the best way I have ever found for keeping the “dental muscles” in homeostasis.

I attended the seminar you gave last year in San Bruno California and I am hoping you can give me a couple answers today because I am scheduled for a root canal tomorrow. I have postponed the root canal twice while trying to kill the infection with my 660 laser which I have been using about every other day and for a while there I was using it every day. Sometimes twice a day. The sensitivity in the tooth as well as the infection is subsiding slowly. However; when I use the laser the inflammation flares up a little (couple times bleeding) and it is right under my left eye where the cheek meets the nose area so I am a little concerned because at one time I used my 1000 on a scab on my nose and lost half my vision for about 8 minutes. Sshall I postpone again? Should I use more frequently? Shall I throw in the towel?

It does sound like you have an abscess and will need a root canal. Go ahead and apply the 660 to the little bumps on the gum today and make an appointment as soon as possible to complete the root canal. Take your 660 Enhancer with you and just before the dentist is read to fill the root canal apply the 660 directly to the crown of the tooth for one cycle, then have the dentist fill it. After he has repaired the opening, apply the 808 Enhancer over the root tip right through the check for One cycle. If you can afford to, I suggest you restore the Sympathetic/Parasympathetic Nervous system balance by replacing your missing back teeth at a height that releases all tight muscles - a neuromuscular dentist can do that

Upcoming Seminars

May '06 – Grand Rapids, MI	June '06 – Salt Lake City	June '06 – St. Paul, MN
July '06 – Open	August '06 – Boulder, CO	Sept '06 – Greensboro, NC
Sept '06 – Rapid City, SD – Buffalo Roundup! – New Product Announcement & All New Information!		

Newspaper Advertising - 2x2 Display Ad Network

I recently learned about a very inexpensive advertising opportunity that just might be “what the doctor ordered” for your local/regional advertising. It's called the “Nationwide 2x2 Advertising Program”, and I'm pretty excited about the possibilities it presents.

Here's the basics of the program ... for one low fee, you run (one-time) a 2 column by 2 inch ad in every newspaper in your state! As an example, I can run an ad that is 4.25” wide by 2” deep in 126 SD newspapers ... with total circulation of over 303,000 ... for only \$750! Some of the larger states offer regional placement so that you can keep your ads closer to home.

Here are a few examples from states where we have distributors working:

Arizona	\$690	60 newspapers
California	\$1500	125 newspapers
Illinois	\$1300	197 newspapers
Hawaii	\$1485	14 papers
New England	\$900	32 papers
New York	\$1200	36 papers

Here's what a 2x2 ad designed to generate leads could look like

Are Migraines Ruining Your Life?

If so, the device at left might be the answer to your prayers!

Safe, 22nd Century Technology Uses
Healing Light To Rapidly Eliminate Pain

Free Report Available
By calling our 24-hour hotline
123-456-7890



Your goal with this type of ad is to simply get people to call for the free report ... and to start a relationship which will hopefully end with you solving their problem with one of our lasers.

If you're going to utilize this type of marketing, you MUST, (1) Capture Mailing Information ... I'll show you the easiest method next, (2) Commit to continuous marketing to these captured leads ... a minimum of 8-12 contacts per year (preferably more), and (3) know your math ... how many Q10's do you need to sell to pay for a \$750 advertising cost?

In my opinion, the best way to capture these leads is to utilize the "Multi-Lead Generation Hotline" from Automated Marketing Systems (www.automatedmarketingsystems.com). For a very reasonable fee, this service provides you with an 800 number to use in your lead-generation ads with 100 unique mailboxes possible; and the capabilities to upload the caller information in an Excel file. Check this out ... I will be implementing it in the next couple of weeks!

Laser Posters Are Ready!

2' x 3' – suitable for framing and perfect for your front office - \$20 plus shipping
To order, call me at 605-342-5669.



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

... Always be promoting!

... A very, very important reason to work as hard as need be to master my kind of marketing – NOT for the first million – instead because you'll be equipped to be wealthy for life – direct response marketing and the mindset that comes with it does insure you can always get busy and make money materialize pretty much at will.

... My Marketing Triangle is: Market(s) – Message(s) – Media

... The majority of people fail to get ahead in their careers, businesses and finances NOT for lack of opportunity or ability (never, ever believe that lie) – they fail by denying laws of success every bit as reliable and evidenced as the law of gravity ... **they fail thanks to stubborn stupidity.**

... A “testimonial booklet” should be part of every salespersons battle plan.

... The daily news should be fodder for your marketing – but you have to act fast. (Note from Kip – how many of you have/will take advantage of the “Bird Flu” movie that’s playing in prime time next week?) When you fail to frequently use this strategy, you are wasting assets/opportunities that are handed to you on a silver platter ... and squandering one of the few advantages you have versus giant competitors – speed and agility.

... Anybody who is grumbling about the Bush economy is either a lying partisan or an idiot. Let’s see: low unemployment, low interest rates, nominal inflation, near-11,000 Dow, a building boom across America, etc. (AMEN!) You **MUST** ignore ALL negative BS about the economy and face **the absolute FACT that it is easier to get rich fast right at this moment than at any other time in at least the past 40 years.**

Lessons From John Carlton’s “The Marketing Rebel Rant”

...Never, ever, EVER underestimate the pull of pure, raw greed. We’re all susceptible to it.

...Credentializing yourself in your ads is critical because your prospect must know who you are and see that you have **PROOF** of expertise – preferably with 3rd party endorsements through believable testimonials.

...Smart authors find a way to slip in some direct response call-to-action during any interview (hint from Kip – your new AMS 800 number and free report from above!)

...Great salesmen intuitively understand the psychology of the sale. Raise the blinders and start seeing people for who they are, not who you *wish* they were. And watch how they act, not how they tell you they’re going to act.

...52% of all domestic computers now enjoy high-speed internet access (reported by USA Today).

...SMELL is the most effective and quickest way to trigger memory.

Lessons From Ben Altadonna’s “Monthly Marketing Letter”

... There are only two keys to successful marketing – **Behavioral Psychology** and **Math**.

... List mailing sizes and corresponding margin of error: 100 - +/- 10%, 500 - +/- 4.5%, 1000 - +/- 3%, 2000 - +/- 2%, 5000 - +/- 1% -- this means that if you mail “x” letters and get “y” response, you should get the same results (with the same list) with the applied margin of error.

... Figure out the amount of money you can invest each month to farm your prospect base. Whatever that number is ... take it and **figure out how many people you can mail to each and every month for a year**. Then, you are going to farm that same list every single month for a year. (Note from Kip – this is an EXCELLENT plan.)

... Why does anyone buy? The answer ... with very few exceptions is **emotional logic**. That means that you make your buying decisions based predominately on emotion and then use logic in the end to back up – or justify your final decision. If this is the case (and it is), doesn’t it make sense to spend much more time on the emotional benefits of owning your product?

... One of the biggest keys to success with marketing is identifying and marketing to specific niches like back pain, carpal tunnel, etc. The reason condition specific marketing is so much more successful is because you have an exact solution to the problem that the prospect has ... and you are speaking directly to them.

New Testimonials

Q1000 On Either Spider Bite or Jelly Fish Sting

While on vacation in Mexico last month, I received either a spider bite or jelly fish sting on my upper leg. The site was painful, itchy and the skin blistered in just one day. I used the Q1000 on the sting area just two times and the itching/pain was eliminated and the blisters dried up. Kip Lytle, Rapid City, SD

Just In! These “Before” And “After” Pics Of A Q10 “Face Lift”.

I’m still trying to get the specific details of this Q10 success story, but wanted you to have the photos right away.

If you haven’t ordered yourself a Q10 under my special “FLEET” program, you only have until the 16th – call today!



Before

After

Please Help Me Help You (And Others) --- Send Me Your Testimonials

If you aren’t asking everyone you sell to for testimonials (and referrals) you are missing one of the most basic of all marketing components. Asking for a testimonial helps to eliminate/reduce post-sale dissonance – that feeling we all get after making a major purchase that we’ve made a mistake. When you can get a new customer to give you a testimonial – even a minor one – as soon after the sale as possible, it virtually eliminates the “mistake” feelings. They can’t give you a positive testimonial about your service AND still have negative feelings about the purchase.

Random Ideas

“You cannot solve a problem until you acknowledge that you have one and accept responsibility for solving it.” Zig Ziglar

“The problem is never how to get new, innovative thoughts into your mind, but how to get old ones out. Every mind is a building filled with archaic furniture. Clean out a corner of your mind and creativity will instantly fill it.” Dee Hock

“To live a creative life, we must lose our fear of being wrong.” Joseph Chilton Pearce

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