

Business Wizards, Inc.
Laser Marketing Ideas You Can Use - June 2006

"A Pessimist Sees The Difficulty In Every Opportunity; An Optimist Sees The Opportunity In Every Difficulty." -- Winston Churchill

I lead with this quote this month, because in the past 30 days or so, I've had two consultations with Chiropractic professionals who own our equipment that I think you might find enlightening and personally helpful.

The first call was with Dr. "M". He put our laser system into place, and after a couple of months called me in frustration. The basics of a long conversation was that he

1. Wasn't utilizing some of our protocols and as such, wasn't getting optimum results - we rectified that situation pretty easily, and the last time I spoke with him he was getting the excellent results we expect.
2. Wasn't getting paid for laser therapy – primarily because he made the (mostly) unconscious decision to allow his patients to tell him how they were going to pay for laser therapy – and of course, their choice was to let someone else (insurance) pay for it. This wasn't quite as easy a "fix" for him, because it required a change in thinking on his part – see #3 below.
3. Wasn't placing value on his services and the results that his new laser therapy equipment was producing for his patients. Hence, he was pushed into a position of having to work for the peanuts that insurance companies will pay ... and had to deal with the daily insurance-related administrative nightmares.
4. Was being pushed around by his clients, because he hadn't made the conscious decision to gently let them know how his practice worked – and that if they wanted the benefits of laser therapy – it was a cash service.

Fed up, Dr. M called me as was within a fraction of an inch of giving up. Luckily, I was able to help him see a different future – one that revolved around him taking back control of his business (and life) and of concentrating his efforts on those patients that fit his business model. Rather than giving up, Dr. M decided to make a change and a values-based stand.

The good news for Dr. M is that that last time I spoke with him, he had started making positive changes in his practice ... and is beginning to feel the zest and happiness he used to have in caring for his patients.

The 2nd call was with Dr. "S", and is a similar story ... practice spiraling downhill by 50% ... staff reduced from 4 to 1 ... patients pushing him around ... de-valuing himself by under-charging ... has "tried everything – and nothing works".

I had basically the same exact conversation with Dr. S that I had with Dr. M – urging him to allow me and our proven systems to help him change his situation.

But there was one BIG difference between Dr. M and Dr. S. Whereas Dr. M was open to change and growth and saw the opportunity available to him ... Dr. S saw in every opportunity for change and growth that I mentioned to him difficulties and problems.

Both initially suffered from what Zig Ziglar calls "*Stinkin' Thinkin'*".

Fortunately (for him) Dr. M made a decision to change – from the inside out – changing his thinking and thought process in order to re-take control of his situation. To move his practice and himself forward. To build a better, stronger practice ... under his terms. To provide both himself and his patients with better service and care.

Dr. S also made a decision that day. Unfortunately (for both him and his patients) he decided to "go back to the way I used to do it". The problem with that type of thinking is that it's a different world out there than it used to be. Patients are smarter and expect more of everything. What used to be "good enough" doesn't even get you in the door today. There's a maximum in business – "if you're business isn't growing, it's already dead ... you just may not have gotten the obituary notice yet."

This maximum applies most directly and importantly to your thinking processes. Dr. M made the decision to keep his thinking process alive and growing – and he will no doubt do very, very well in the future ... Dr. S's thinking process is dead (or dying) and I believe (I sincerely hope for his sake, that I'm wrong, wrong, wrong about this) that his practice will continue to spiral downhill into oblivion.

So I heartily congratulate all of you who continue to push forward into new and mostly uncharted territory. Believe me, I know it isn't easy. We MUST break new ground every day ... find new and better ways to serve our clients/patients ... new ways to continually grow our respective businesses ... because if we don't, our business begins to immediately die.

Tony Robbins calls it CANI – “*Constant And Never-Ending Improvement*” – and suggests that if you try for even ½ of 1% improvement every day, you will be amazed at what you accomplish! When you have CANI as your basis of belief ... working towards small, but constant improvement and growth, you can't help but succeed.

It's towards that end of continual improvement that I want to remind you that I'm here to assist in whatever manner I can with your growth needs. Don't hesitate to let me know what you need ... if I can't help you, I probably know someone who can.

Q10 Rental Fleet Offer Extended Until June 30th!



If you missed your first chance to add our new Q10 to your practice, **don't miss this one** – even if it's only one test unit to see what you can do. Here are some of the highlights of the letter I sent you (if you would like the full copy again, please let me know):

An Incredible Way To Further Benefit Your Patients AND Create A Brand New Income Stream For Your Practice!

In fact, one of the DC's who did take advantage of the original offer (the five-unit fleet) called the other day and told me,

“I've only had my six Q10's for less than two weeks now, and have barely even mentioned them to some of my existing patients ... haven't done any rental marketing at all yet ... and already have all six of the Q10's I ordered rented to patients AT \$60 PER WEEK!”

Let's see ... some quick math shows that Dr Schwartz ... without any marketing ... or additional time on his part ... and, *in the first two weeks* of owning his Q10's has already created **\$360 in NEW Revenue For His Practice!**

At \$60 per week rental income (he's not in some high-priced metropolis ... but a mid-sized community in the Western US ... which means that you can do this as well!), with a 25% “vacancy” rate, each of the six Q10's that Rick now owns will produce \$2340 per year in rental income ($52 - 25\% = 39 \times \$60$).

With six Q10's in his fleet that means that he will be producing **new annual rental revenues of 14,040!**

What could you do with an additional \$14,040 in practice income this year? A new car/boat/motorcycle? Maybe get completely out of debt? A nice vacation for you and your significant other? More professional training?

Whatever Your Answer, It Could Be Possible When You Incorporate Our Q10 Into Your Practice!

The Q10 is shown at left ... actually just a smidge smaller than full size!

It is a feature and benefit packed “little brother” to our professional Q1000 model ... and will fit your rental market needs perfectly! Look at these features:

- ✓ **Four Laser Diodes** - as many as some of our competitor's products that sell for over \$12k!
- ✓ **Five LED's** – the Q10 joins the Q1000 as being the only two lasers on the planet that combine both lasers and LED's in the same delivery head.
- ✓ **Five Energy Wavelengths** – I don't think I have to tell you that most of our competitor's products offer only one energy wavelength....and then expect you to believe that it's “the best.
- ✓ **Three Treatment Modes** - Mode 1: Pain/Inflammation, Mode 2: Skin/Cosmetic Enhancement, Mode 3: Universal Health Benefits
- ✓ **Application Specific Internal Battery** – no removing the battery to charge – just plug it in like your cell phone!
- ✓ **Q-Charge Intelligent Charging System** – an even better charger than what we have for the Q1000.

- ✓ **Bright Multi-Color Display** – easy to read for your older patients, and no more guessing about what mode you're in.
- ✓ **Intuitive One-Button Operation** – extremely easy for your patients to operate ... no user's manual is even needed!
- ✓ **Sleek Ergonomic Design** – fits even the smallest hand comfortably
- ✓ **Small, Lightweight and Extremely Portable** – just 7.5" tall, 1.5" thick and weighs only 8.2 ozs!
- ✓ **Safe – A Class I Laser Device** – per the government, this is a "non-significant risk" device.
- ✓ **Like All Our Equipment – Made In The USA**

And I've saved the best feature for last ... **A Retail Price Of Only \$1300!**

These Very Conservative Numbers Would Produce New Annual Rental Income For You Of \$1560 Per Laser!

That's a return on your initial \$1300 investment of 120%!

Preferred Client Q10 Rental Fleet Pricing Packages

	<u>1 Unit</u>	<u>3 Units</u>	<u>5 Unit</u> <u>Fleet</u>	<u>7 Unit</u> <u>Fleet</u>	<u>10 Unit</u> <u>Fleet</u>
Regular Retail Prices					
Q10's	\$1300	\$3900	\$6500	\$9100	\$13,000
Lifetime Warranty	\$200	\$600	\$1200	\$1800	\$2600
Q10 Rental Mktg Prgrm	\$585	\$585	\$585	\$585	\$585
Q10 Poster	\$25	\$25	\$25	\$25	\$25
!!FREE Q10's!!	0	0	1	2	3
Total Normal Retail Cost	\$2,110	\$5,110	\$9,610	\$14,110	\$20,110
You Pay Only	\$1400	\$4000	\$7100	\$9999	\$14300
Your Total Savings	\$710	\$1,110	\$2,510	\$4,111	\$5810

That's it! Savings from \$710 to a whopping \$5810 on a laser that will can add from \$1560 to \$2340 per year in new rental income to your practice. I can't say or do any more ... there's only one thing left to do. **Call Me & Place Your Order!**

Referral Contest

One Grand Prize – A FREE Q10 Five 1st Prizes – A Free *Healing Light* DVD Seminar

Let's have a little fun this month. All of you know other professionals and/or patients, friends or acquaintances who could benefit by owning our lasers. So let's get them introduced to our equipment ... and give you a chance to score a valuable prize!

So as to make sure that there are no questions or mis-understandings, here are the contest rules:

1. People you refer must have an interest in receiving information about our products, and, be financially able ... should they desire ... to complete a purchase. In other words, I don't want you sending me names out of the phone book just to qualify.
2. Your referrals must be accompanied by a cover letter from you (which I will include with the information packet) telling these people how you utilize our equipment and why they should own their own laser.
3. If a prospect you refer is already on our prospect/customer database from another source (regardless of the source), you will be notified, and that individual will not be counted as being referred by you.
4. **To qualify for the Grand Prize – a Free Q10 (\$1300 value) – you must refer a minimum of twelve (12) laser prospects during the contest period.**
5. **To qualify for the 1st Prize – a Free *Healing Light* DVD Seminar (\$599 value) – you must refer a minimum of six (6) laser prospects during the contest period.**
6. Contest starts June 5, 2006 ... and ends July 30, 2006
7. Referrals and cover letter may be faxed to 605-342-5739 or emailed to kip@rapidnet.com
8. If more than one person qualifies for the grand prize, the Q10 will be awarded by a random drawing of those that qualified, and the remaining grand prize qualifiers will receive a free *Healing Light* DVD seminar.
9. If more than five people qualify for the 1st prize, the five free *Healing Light* DVD seminars will be awarded by a random drawing of those that qualified.

Individuals referred during the contest will receive your cover letter along with a no-obligation information packet about our products ... and BWI will have the right to make a limited time special sales offer to each.

If a sale is made to a prospect you refer during the contest, you will also receive our standard 10% referral fee!

Upcoming Seminars Featuring Dr. Lytle

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!

Lessons From Dan Kennedy

Is it Stupidity or Laziness?

The incredible stupidity, cheapskatedness, laziness of business owners is most visible in their consistent bizarre behavior regarding present customers vs. new customers or prospects.

They are loathe to spend money and time on the people who have already proven they will patronize them and, in fact, do patronize them. But always willing to pour time and money into chasing the next new customer. They are in ardent, sweaty, drooling lust for the next new conquest, completely uninterested in the already conquered.

There are many reasons for this far too numerous to analyze here. They range from perverse human nature to economic ignorance to boredom to foolish belief in customer loyalty and on and on and on.

The car dealer spends \$50,000.00 a week on newspaper, radio and TV ads to bring in new customers but God forbid he spend a couple hundred bucks on a mailing or a couple thousand bucks on a party for his present car owners.

It's hard to find any business where this combination of stupidity, heapskatedness and laziness is as magnified as the car business. It is a very good thing everybody buys cars, because in pretty much any other business, most dealers and almost all the salespeople'd starve, deservedly.

But on different levels, the same nitwit behavior pervades most businesses. My dry cleaner advertises like a banshee in Val-Pak and local papers; not once in the 3 years I've spent no less than \$150 a month have I gotten a piece of mail, and to add insult, the coupons say: for new customers only. He is fortunate I hate the thought of trying to find another competent dry cleaner so much. The dealer I bought my last car from, not so fortunate.

If you want to start 'mind capture' somewhere, start with the top 50% or 40% or 30% of your customers. Make sure what they are talking about EVERY week of their life is YOU.

Then move on to doing the same in a target prospect group. Or your industry or community.



Before

New Testimonials

As a managerial professional in the alternative/complementary health care field numerous systems addressing skin rejuvenation cross my desk. I am very excited to share my personal, enormously beneficial experiences with the Q series laser. From January 2006 through April 2006, under the direction of Laser Light Institute, I used the Q1000 laser and the 660 enhancer on specific areas and acupressure points for approximately 20 minutes, twice a week. I began this cosmetic protocol, in addition to my skin care regiment, because it was obvious to me that my skin was loosing elasticity and tone, fine lines and wrinkles were becoming more evident. After beginning the laser protocol, my skin tone improved immediately



After

and it visibly 'tightened', elasticity was markedly enhanced. My fine lines and wrinkles began to disappear. Now, my skin appears more 'plump', pore size is refined, age spot discolorations have cleared by more than 50%, a scar near my eyebrow is gone and I have lost my 'jowls'. I am now using the Q10 laser for approximately 20 minutes, twice and day and I continue to see improvements in my skin tone, elasticity and texture. This is an exciting time for me as a patient I had not seen in 6 months walked into the holistic clinic I manage, greeting me with a huge smile and hug. She immediately asked me when and where I had had my face lift surgery performed because I looked so youthful and vibrant!

Kaye Moore, Desert Longevity

Random Ideas

"I Believe" by Brian Tracy.

I believe every person has within themselves inexhaustible reserves of potential they have never even come close to realizing.

I believe each person has far more intelligence than they have ever used.

I believe each person is more creative than he or she has ever imagined.

I believe the greatest achievements of your life lie ahead of you.

I believe the happiest moments of your life are yet to come.

I believe the greatest successes you will ever attain are still waiting for you on the road ahead.

And, I believe through learning and application of what you learn, you can solve any problem, overcome any obstacle and achieve any goal that you can set for yourself.