

Business Wizards, Inc.

Laser Marketing Ideas You Can Use - July 2006

Laser Therapy For Smoking Cessation

Some of our competitors have apparently been getting some heat from "Public Citizen", a watch-dog group suggesting that using laser therapy for smoking cessation is fraud.

Public Citizen, a watchdog group, petitioned the FDA to halt five companies from promoting low-power laser therapy for smoking cessation. The companies do not have FDA clearance to market the lasers for that purpose, nor is there any scientific evidence they are safe or effective.

The Public Citizen was founded by Ralph Nadar ??? well, the old saying that "if you can't say anything good, don't say anything at all" ??? means I've said enough!

Anyway, this is just a good reminder to keep your "P's & Q's" in order when it comes to what you say about your equipment.

Questions and Answers With Dr. Larry Lytle

Gentlemen: I met with a doctor yesterday who is evaluating lasers. He has been using electrostim and claims that the unit he is using, which costs around \$3,000 is programmable and is as effective as lasers. Can you help me understand how they differ and what type of response would be appropriate for him.

Any type of energy can be interrupted with frequency and applied to the skin. The skin sets up polarity or impedance to all types of skin induced energy and the energy eventually becomes less effective - that is except the Q1000 laser. It has computerized technology that maintains a constant subtle energy power that the body likes and does not seem to polarize as does the electrical stuff. If a person has a choice between delivering energy with photons that carry electrons such as delivered by the Q1000 and delivering it with any type of electrical or radio frequency type instrument that does not carry electrons - in my opinion the Q1000 will always out perform the other methods of energy delivery.

Hi Larry: just to keep you abreast of my tooth. I had to postpone my root canal a number of times for various reasons. In the meanwhile I used my 660 on the described sore spot from my cheek inward about every other day and the pain subsided to where it is about 10% of what it was originally and very little sensation on the tooth if I push on it. There was no sensation on the tooth for awhile at all. I went to the dentist yesterday and asked for a photo. (Something I always refuse to do) to see if the abscess had gotten bigger and it has not. It is about the same size but the swelling on the gum has subsided quite a bit. The dentist (who has his own larger laser) related that even if the gum healed, chances are that the decayed parts of the root nerves will probably remain in the tooth. We decided to wait about 5 weeks to see how my experiment with the 660 goes. Can you add to any of this somewhat happy tail?

In order to determine if you need a root canal the dentist should have positives on the following tests.

1. Periapical x-ray showing an abscess
2. A electrical vitality test showing the nerve is dead
3. An ice test showing the nerve is dead.

If these tests are all positive, you will need a root canal - Apply the 660 laser enhancer for 1 - 1/2 minutes directly to the crown of the tooth just before the Dentist fills the root canal. Then after it is filled apply the 808 enhancer for 1 1/2 minutes right through the skin over the tip of the root involved. If the tooth continues to hurt or swell - repeat the process.

Hubby would like to take his wife to Europe; she has not been able to travel via air because her knee looks like an elephant's by mid flight and she needs wheel chair assistance to de plane. Do you have any reports of using the laser during air flight to address swelling?

Yes, I use my laser all the time in flight to reduce and control jet lag and to have available in case of an emergency such as a heart attach.. If they stop her at security, jut say it is a Healing Light for my health and turn it on and look right at it. In all my travels I have only had to do that once. To keep the edema - swelling down she needs to laser the lymphatic drainage system as well as the knee as shown in my Manual.

A friend has a 10 yr old son whose gut collapsed at birth. In his first 18 months of life he had 7 operations including an iliostomy for 6 months and had the last 7 ins of his colon removed. He has huge problems with his digestive system still and his mother gave up on conventional medical intervention after he was 2. (Interestingly, she has tried laser about 6 years ago

for him without much success but said it was a very primitive machine from Russia.) I was wondering whether Belly Gelly would be appropriate for him?

Yes Belly Gelly would be indicated for such a case. Use one tablespoon at bedtime. Re-inoculate with two GeneFlora morning and evening. Apply mode 3 of the Q1000 to the boy's bowel where the surgery was done for one cycle every other day until improvement - then reduce to 2 times a week and then one for maintenance. Be sure and check the boy's Proprioception.

Here's Something You Trade Show Warriors Might Find Helpful

Check out www.aircharge.com. For \$200, you can have a device that attaches to the side of your cell phone and turns it into a mobile credit card processing center.

A New "Proof" To Add To Your Sales Arsenal - Article Attached

"If it's in print it must be true" Many of your prospective clients think this way - that's why "advertorials" are such an effective marketing weapon. Many of your prospects want "proof" that our products and technology are what you say they are.

Here's another published "proof" that your prospects can hang their hats on. Use it to your benefit!

PS: the next time to talk to or email Dr. Lytle, you might want to thank him for his continuing efforts in helping you promote and grow your business!

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

Price rears its head at different points in the sale. Chiropractors, oil change shops, banquet halls, and many other businesses get the "How much does it cost?" question at the start; often, on the phone, when someone calls in from an ad. This is exactly the same situation Sydney described, with the escort service she operated. For others, price may wait and rear up later. Regardless, the switch from price to preference can still apply.

Sydney described the prospective client calling from an ad and asking how much the fee was for an hour or an evening of company with a young lady. Rather than quoting fee or fee range, Sydney politely indicated a need to ask a few questions first, and then went to a 'preference menu' built with a series of yes or no questions - example:

Which would be more important to you, that she's a blonde or brunette?& ..that she's a graduate of a top college able to engage in erudite conversation or very bubbly, energetic and fun?& .and so forth. After answering five or six such questions, the client has built his perfect fantasy companion, and price is forgotten or irrelevant. The template, then, is a series or ladder of "Which is more important to you: _____ or _____?" questions. And there's another million dollar lesson.

The two biggest Jim Rohn principles are: personal development precedes professional development and prosperity; and you can't harvest if you don't plant. To that second point: I first heard it expressed in slightly different terms by Napoleon Hill (Your ship cannot come in if you have not sent it out), and Earl Nightingale, with his story of the farmer told how God had blessed his farm, and saying "You should have seen it when God had it all to himself." Hill's quote became the guiding principle of all my businesses. In fact, we called sales letters "ships", so the daily question was: how many ships did we get sent out today? Key word: today. For nearly three decades now (!), I have adhered to a very simple practice with religious commitment: to send forth at least one ship every single day, no matter what. Ill or healthy, otherwise occupied or not, over-worked or not, with no need of more business, still, a ship must be sent out from my harbor, to sail forth, find treasure and return later with it. I still do this today - and now really do need to stop! Sadly, all around us, and even amongst my clientele, are people who irrationally feel entitled to harvest without planting and farming& to have treasure laden ships arrive when they've sent few or none out.

We suffer from too little frank talk these days. The marketer who pushes the envelope, who takes some risks in his advertising, who does, in fact, offend also attracts at a much higher magnetic level.

I see this stupidity a LOT - great offers or guarantees ruined with sneaky, cheesy weasel clauses. Get this right - either make a GREAT offer or don't, guarantee or don't, reward or don't. Most business owners are too darned cheap and/or unimaginative when it comes to their offers.

Where do Good Ideas Come From? I go out of my way to get on and stay on hundreds and hundreds of mailing lists in a wide variety of eclectic categories; I subscribe to nearly 100 magazines and newsletters, and I suffer through all of this (3 to 5 hours per week) as part of my "massive exposure." The word "massive" doesn't just refer to the quantity - it refers to the diversity. Good ideas do NOT materialize out of thin air. And the best rarely occur within the narrow confines of your core business.

The answer to "can one great sales letter support you in style for life?" is - yes! It is even more likely that one complete direct mail sequence can produce profits for you year after year. One of your absolute top priorities in life should be perfecting such a SYSTEM for yourself, to systematically, predictably bring in your new customers. All wealth is based on

System. If your business still lacks a System for acquiring its new customers, it's NOT a stable, secure business.

Note from Kip: we have provided you with a laser therapy SYSTEM - and I'll help you in whatever way I can to create a business development SYSTEM!

Adding personality in your marketing and copywriting will consistently deliver more results. Going deeper into the funnel can pay off big - most people are guilty of giving up on their customers too quickly.

Oversized envelopes look important and get opened - so does "dimensional" (lumpy) mail.

I developed a pre-qualification script, where I tell them (my prospects) how they must do business with me - and one of the "4 rules" is that they MUST introduce me to four friends, family members, co-workers, etc. (They eat this up! I'm actually getting referrals before completing transactions!) Most business people are simply afraid to make themselves inaccessible, to control access, to dictate "how we do things around here", afraid to repel even a single prospect ???refuse to dictate to and train their customers. Consequently, they abdicate all the power in the relationship.

Question: "What is the most important minute of all minutes?" Answer: "The last minute of course", because without the last minute very little would ever get done. People who actually determine to get things done are rare. Most people just get up and go to work. I get up and go to work to get something done. Finished. Completed. Off my desk. Out the door. This is a GIGANTIC behavioral distinction. And therein lies the real secret ??? people get done what they must. So you get a lot more done if you put yourself under a lot more pressure with a lot more commitments.

The next time somebody's whining at you about how they wish they had more money or a bigger house or the price of gas or health care, ask them how many times they've read "*Think and Grow Rich*". Ask them to show you their bookshelf full of books about money and prosperity they've been studying. I guarantee they'll have a big TV but a small library. So two tips: (1) assume NOTHING you see the successful do is accidental or unrelated to their success - assume the success is the effect and everything else you can observe is the cause; (2) try copying EVERYTHING you see the successful do. Study them.

FCC Puts No Time Limit On Established Business Relationship Under Fax Marketing Regulations. The junk fax prevention act permits companies to send marketing faxes without prior permission where that company has an "established relationship" with the recipient of the fax. A "prior relationship" is formed by a voluntary two-way communication, with or without an exchange of consideration, on the basis of inquiry, application, purchase or transaction, which relationship has not been previously terminated by either party. For relationships established after July 9, 2005, the fax sender must obtain the recipient's number through the "voluntary communication of such number". An additional requirement is that every marketing facsimile contain a notice that the recipient may "opt out" of receiving similar messages - this notice must include the sender's domestic telephone and facsimile numbers and at least one "cost free" opt-out mechanism that is always available. The opt-out must be at the top or bottom of the first page of the ad and apparent to a reasonable consumer.

Lessons From John Carlton's "*The Marketing Rebel Rant*"

Salesmanship is the missing "X Factor" in almost ALL the bad-to-mediocre marketing I see.

When looking for hooks for your marketing, be aware of everything - when you know where to look, LIFE supplies its own outrageous details.

People are just NUMB from all the mainstream advertising they have to wade through each and every day. But great direct response advertising are designed to hit your passionate sweet spot with just a GLANCE. And the copy won't let you wander away, because that ad (or letter) quickly becomes the most exciting thing you've read in a long time.

Done right, direct response advertising can wake you up.

Gary Halbert (thegaryhalbertletter.com) has said that, "almost everything we do in life involves salesmanship."

Unfortunately, humans are contrary beasts. We don't like to be told what to do - so you have to employ better sales tactics --- come in the side door --- make it seem like their idea.

When done right, great direct response advertising will SEEM to the prospect that they've made a careful consideration of facts ??? but you know better ??? they got sold!

Resistance to a frontal attack is unconscious and automatic until a certain kind of trust is established. Because it is unconscious, this resistance can be navigated by a skilled salesman ??? and once resistance is breached, an opposite phenomenon occurs - you automatically accept as truth almost everything the trusted person says.

You will not sell anyone by appealing to their altruism. You will not sell through educating people about a strange new opportunity. You will not sell prevention. When you are finally ready to start getting huge results you will appeal to your prospect's greed and selfishness.

While most people won't spend a nickel to prevent something from happening, they will empty their bank accounts trying to fix it once it gets broken.

The main message is this: people resist being pitched. For a great salesman, that resistance is just another objection to be countered. Don't fight with your prospect - give him room to make up his own mind.

For those of you interested in subscribing to John's RANT newsletter, send him an email at john@marketingrebel.com and tell him "Kip Sent Me".

Lessons From Dr. Ben Altadonna - I LOVE This!

Successful business owners do and think differently. They don't worry about competition. They do more, spend more, work smarter, and basically do what others aren't willing to do.

You must pay attention to your business - it is a living organism ...have you ever heard the phrase, "Health is your body's ability to adjust to the environment?" Well business is no different. SH#T happens ... deal with it and move on ... wasting more than 5 minutes crying about it will NOT get you anywhere. Blaming others won't either.

It is what it is my credo - I spend ZERO time trying to wonder why things are the way they are and spend ZERO time trying to change the way things are. I SPEND ALMOST ALL MY TIME looking for the path of least resistance.

All you should care about is your "cost per lead", choosing and marketing to the right patient [prospect], and building perceived value and uniqueness. The more you charge per case [laser] the more you can spend to get a patient [customer]. The more you can spend to get a patient [customer], the less "competition" you have. Focus on the things you can control - not things you can't.

The more you pay attention to others, the faster you will end up in bankruptcy court. **Don't Forget - The Best Marketer Wins!**

Lessons From Dave Lakhani - Persuasion, The Art of Getting What You Want

Framing - a frame draws attention to what is being framed. The next time you enter a room, frame yourself in the doorway for five seconds before entering the room. People will be drawn to you.

Every person you come into contact with is silently begging you to persuade them that they've found their salvation - the solution to their problem. If your product/service IS the answer to their problem, the most ethical thing you can do is to sell it to them. If your product IS NOT the answer to their problem, the most ethical (and eventually profitable) thing to do is direct them to the proper solution.

Here's a question to ask the next time a sale seems to be stalling out, "*What is the one question I should have asked ... that I didn't ... that would allow you to make this decision right now?*"

Upcoming Seminars Featuring Dr. Lytle

July '06 - Ventura, CA

July '06 - Auburn Hills, MI

July '06 - Las Vegas

August '06 - Orlando, FL

August '06 - Boulder, CO

Sept '06 - Portland, OR

Sept '06 - Rapid City, SD - Buffalo Roundup! - New Product Announcement & All New Information!

October '06 - Omaha

October '06 - England

Nov '06 - Tacoma, WA

Dec '06 - Ft. Meyers, FL

Jan '07 - Denver, CO



New Testimonials

Kip, A patient presented to my office on Wed. 6-21-06 with an unexplained rash on her posterior neck region. It began on Friday 6-16-06, at which time she went to her prompt care medical physician. She was told by her M.D. that there was an unknown rash making the rounds and that they did not know exactly what caused it. She received a corticosteroid injection at that time for pain relief and as an anti-inflammatory. When she initially presented to my office, the rash was horrific looking [see photo 1] and it caused her much pain and discomfort, although she stated that it has improved somewhat over the past 5 days.



*I treated the patient as follows over the rash: (1) Q1000 - Mode 1 for 3 min., (2) Q1000 - Mode 3 for 3 min. (because the skin is the body's largest organ), (3) 660 Enhancer for 3 min. I saw her for a follow-up visit in 48 hours [see photo 2]. **She said that the pain and redness had decreased significantly approximately 1 hour after the initial LLLT session.** She said at the follow-up visit, that the rash was 75% improved with one treatment. Carpe diem! Todd W. Austin, D.C.*

Dr. John Fite had asked me if I would e-mail you some pictures of my son Logan. He had evidently climbed up on the riding lawnmower and fell off, catching his left arm on the exhaust muffler. It had burned him pretty badly.



I had mentioned this to Dr. Fite approximately 3 days after it happened and he told me about the laser. All I can say is the results speak for themselves. I am totally amazed at how FAST this wound healed. The pictures are the 1st treatment, 3 days after the accident. The 2nd picture 7 days later.

*And the last picture is 2 weeks later. **AMAZING !!!!!** Thanks goes to Dr. Fite for allowing us to use this marvelous tool..... God Bless to you both..... Troy Rex*



Random Ideas

"No matter how intelligent, attractive or talented you may be - to the degree you doubt your worthiness you tend to sabotage your efforts and undermine your relationships. Life is full of gifts and opportunities; you will open to receive them to the degree that you begin to appreciate your innate worth, and to offer to yourself the same compassion and respect that you would give to others. Discovering your worth sets your spirit free" Dan Millman, "The Way Of The Peaceful Warrior"

"Everything that counts can be counted, and everything that can be counted doesn't count." Einstein

What is the world's most powerful Laser?

Answer: Sometime in 2009, the National Ignition Facility's "beamline" will go online and a 20-nanosecond laser burst will blast targets with **500 TRILLION watts of power!** To give some benchmark for what that means – the output during that 20-nanosecond burst is 1,000 times the electrical output of the entire U.S. over the same time period. Source: Popular Science, June Issue