

Business Wizards, Inc. News, Sept. 2006

Training Issues

Upcoming Seminars

Sept '06 - Portland
Sept '06 – Rapid City, SD – Buffalo Roundup! – New Product Announcement & All New Information!
Oct '06 – Auburn Hills, MI October '06 – England Nov '06 – Tacoma, WA
Dec '06 – Chicago Dec '06 – Ft. Meyers, FL Jan '07 – San Diego

Questions and Answers With Dr. Larry Lytle

Thank you for forwarding the web page on tinnitus. It appears that their instrument contains one 650 nm 5 mW laser diode – similar to one of the diodes in the Q1000. It is powered by two AAA batteries. That instrument is very similar to the instrument that I started with back in 1996-97... Remember all light works, but the batteries bleed off in that (AAA) system rapidly so the power density is constantly changing and producing lower joules (dose) of energy and the body doesn't like that. Because the AAA batteries bleed off rapidly, I cannot calculate the total joules of energy delivered in 20 minutes. While the price of this instrument is low, anyone with tinnitus has other health problems as well and buying a laser for a single use seems a waste of money.

Even though the Q1000 won't fit into the ear, if it were applied over the ear it would get quicker results because it has a controlled power output, controlled power density, and a constant 7.5 joules of energy per three minutes. However, the Q1000 is not the laser of choice for treating tinnitus because the beam is large and doesn't concentrate in the ear. The laser of choice for tinnitus is the 660 Probe which delivers 6.5 joules of "concentrated" energy direct into the ear right where it is needed and will effectively treat tinnitus quicker than an instrument run off two AAA batteries.

Does Dr. Lytle have any suggestions for Q1000 laser treatment for retarding and/or reversing gum recession commonly found in people as they age?

If the gum recession is caused by inflammation, it is beneficial to apply the 660 Enhancer for 20 – 30 seconds two to three times per week to the gum tissue and then move and repeat. If the 660 is not available apply mode 1 of the Q1000 directly on the check for one cycle and repeat to cover all the mouth. Most often gum recession is multifactorial and the most missed of the causes is trauma due to a trapped mandible – see chapter 3 of my Healing Light DVD series. These cases will be helped by MBT (Miracle Bite Tabs) or EAPG (Easy Adjust Proprioceptive Guides) and applying Mode 1 of the Q1000 to proprioceptive points 1 – 2 – 3- - 4.

Business Building Ideas

Are You Filling Your Prospect Pipeline Every Day?

We are not really in a "sales" business ... because "selling" means you are convincing someone to do something. We are really in the business of finding people who already want the benefits of what we have – but don't know (yet) how to get them. With this in mind, **your business is (or should be) all about continuous PROSPECTING – finding those people who need what we have to offer.** The following list gives you an idea of the different prospecting vehicles you could/should be using.

Fax or Voice Broadcast	Classified Ads	Display Ads
Publicity	Internet	Public Speaking
Joint Ventures	Referrals	Catalogs
Radio	TV	Yellow Pages
Billboards	Books	Articles
Direct Mail	Special Events	Seminars
Boot Camps	Demonstration Parties	Email
Audio/CD Tapes	24-Hour Message Lines	
Selling more to your old customers		

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

Do Not Sanction Incompetence.

1/3rd of Success Is Just Showing Up. Showing up regularly to simply remind people of your existence is a very important concept that few business owners understand. **Dr. Gawain and I were speaking recently about**

continually “dripping” on prospects ... both of us have closed sales recently where the first contact with the prospect was over two years prior! Show up and re-establish your relationship with prospects a minimum of 8 to 9 times per year. Don't be lazy or cheap ... and bring something of value to the table.

Three Direct Response Principals To Employ When Using Postcards.

1. Always have an OFFER.
2. Always have a DEADLINE
3. Always PERSONALIZE

Waste Not, Want Not. By far the single biggest area of epic waste in most businesses is LEADS. *I love the following line, and it shows why Dan is such a highly-paid copywriter!* *It makes me spinning-head, Linda Blair vomiting, in need of exorcist crazy to watch marketers squander perfectly good leads by doing little or no follow-up and/or giving up on them way, way, way too early or easily.* Here's something instructive. One of our Members recently attended a seminar in her area by another of our members. She told me she didn't buy what he was selling at the seminar and was surprised and disappointed she didn't get an immediate follow-up letter, mailing, email or call. She said she imagined there were others like her, who, for one reason or another, weren't prepared to buy right then and there, but would buy if given another opportunity (or series of opportunities). Specific to seminars, I can guarantee you that she's right.

The New, Best Magazine For Entrepreneurs. *Millionaire Blueprints.* www.millionaireblueprints.com

Ideas For Marketing To The Mass Affluent. The way branded or high-priced products can be sold is by making them trendy, fashionable, the right place to be, the right thing to be seen carrying, the right thing to own. Were I selling “get rich in real estate” to the particularly affluent, I believe I'd devote as much time to talking about the humiliation of being left out of the boom as I would any potential gains. Remember, “pain” whips “gain” – risk of embarrassment, of being seen as “out of it” motivates more than desire or opportunity for gain or benefit.

Final Thoughts. Ask a lot of questions before dispensing answers. Acquire information first, show off what you know later, or you may show off ignorance. Asking smart questions is more important than giving smart answers.

Final Thoughts 2. The other day, I sat with someone who had started from zero and absolutely mastered a particular collection of difficult skills in one year, and had become a “guru” and bestselling author on the subject. He said he had struggled as long as he continued blaming the individuals he was trying to persuade, the market, the locations and environments he was in, the teachers he was listening to ... **he started to ascend rapidly as soon as he decided everything was entirely his fault, and determined that he had to make progress on his own.** *Again, with nothing but your best interests at heart ... many of you need to have a conversation of this sort with the man/woman in the mirror. It's easy to make excuses for our lack (of anything), but the reality is and always has been that the only person responsible for any lack in our lives stares back at us from the mirror each morning.*

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

Technology scares the bejesus out of people. *Something to think about the next time you find yourself wondering why your prospect “doesn't get it.” We are all “experts” at this ... and after explaining the basics for the 50th time in the week, may tend to forget that the people we're talking to aren't. Be patient ... take a deep breath ... quickly put yourself in their position ... and then slow down and give them what they need.*

Lessons From Dr. Ben Altadonna

“Do you think some people are just born unlucky?” First of all, I don't believe in luck. Actually, we are all VERY lucky. We live in the best country and the economy (regardless of what the media wants you to believe) is strong – money is flowing in the streets and available to anyone who knows how to ask for it. Secondly, many of my members can make a darn good living serving only 10 new customers a month – with few employees and a 50% profit margin! (How many businesses do you know that operate in these ideal conditions?) Third, out competition SUCKS at marketing.

It sure as heck is easier to blame failure on luck than it is to accept responsibility for it. If you think you're unlucky, I GUARANTEE that it is because:

- ✓ Your attitude sucks
- ✓ You have “issues” about money
- ✓ You are a skeptic
- ✓ You don't have confidence in yourself – you don't believe you can do it
- ✓ You don't have confidence in your products
- ✓ You don't expect ... no DEMAND ... success from yourself
- ✓ You aren't paying the price necessary for that success

Marketing/Sales Resources

I had a professional client ask me for some recommendations of sales books he could read ... so I thought I pass this information along to you. Books on Selling. I've read all of these, and you can't go wrong with any of them.

1. No B.S. Sales Success, Dan Kennedy
2. The Little Red Book of Selling, Jeffery Gitomer
3. Unlimited Selling Power, Donald Moine & Kenneth Lloyd
4. Stealth Marketing, Jay Abraham (www.abraham.com)
5. Marketing Wizards Edge, Jay Abraham
This stuff from Abraham is terribly expensive ... but worth every penny!
6. Secrets of Closing The Sale, Zig Ziglar
7. Spiritual Marketing, Joe Vitale
8. Advanced Spiritual Marketing, Joe Vitale
9. Zero Resistance Selling, Maxwell Maltz
10. The Psychology of Selling, Brian Tracy
11. The Psychology of Persuasion, Kevin Hogan
12. The Science of Influence, Kevin Hogan
13. How To Sell Yourself, Joe Girard
14. How To Sell Anything To Anybody, Joe Girard
15. How To Close Every Sale, Joe Girard
16. Mind Control Marketing, Mark Joyner
17. The Irresistible Offer, Mark Joyner
18. The Great Formula, Mark Joyner
19. Permission Marketing, Seth Godin
20. Selling For Dummies, Tom Hopkins
21. How To Master The Art of Selling, Tom Hopkins

Two Other "Don't Miss" Sales/Marketing Sites. Start with Gary's website FIRST – before buying anything else – READ EVERY PAGE – it's that good! Personally, I printed every letter so in case the site ever goes down, I have hard-copies (which I plan on passing on to my kids.) Don't get intimidated by the quantity of letters – this stuff goes back over 15 years, but is a literal GOLD MINE of sales/marketing knowledge.

The Gary Halbert Letter (www.thegaryhalbertletter.com)
John Carlton's "Big Damn Blog" (www.john-carlton.com)

John is a copy writer, but also an acknowledged expert at all things sales and marketing. Valuable (and free) reading!

New Testimonials

I have been so pleased with the far reaching effects of Dr. Lytle's lasers for pain relief. I am not surprised by the relief my pain clinic patients have experienced with the cold laser, but I am thrilled with the unexpected effects of its use on secondary conditions. I have seen difficult, long term acne cases clear up, aging skin regain youthful elasticity and the return of glowing, healthy faces with its use. Terre York, DC, Laser Pain Therapy

My passion in life is one of directing people toward optimum health and vitality. And it's a delight to witness the wide ranging benefits that my patients and staff members alike derive from the Q series low level lasers. A young patient's acne is clearing before my eyes; active senior enthusiasts are thrilled as their scars and age spots fade. Fresh, healthy looking skin is becoming the norm; it's a great looking world at Desert Longevity! Dan Johnson, MD, Medical Director, Desert Longevity Institute, Palm Desert, California

Also, I have a good testimonial for you. My front desk assistant is very excited about the results with the laser treatments. Her husband had been suffering with knee pain; and, was not getting much results from the medical field. She invited him to come in for laser treatments; but, he told her that he would have to do the research on his own. She told me that that was just the way that he is; and, that eventually he would come in for care. He finally came in for care a few weeks later. This was his history: Insidious onset of medial left knee pain for six months. He had the medical work of MRI, two sets of x-rays, bone scans and had been seen by an orthopedic specialist. The physical therapy treatment was of no benefit. The anti-inflammatories gave him temporary relief. By then, they wanted to do more testing. He decided against that. Long story short, after about ten adjustments to his knee which also included laser with the 808 enhancer, he feels 90% better. That's what I call results. Dr. Jay Burton, Hillsboro, OR

I'm 74 years old and, at that age inevitably comes some "baggage". In my case the cartilage on the inside part of my knees has worn out. The doctors tell me it's due to a long career of running and pounding in sports activities. It gets pretty painful to walk very far. Climbing and especially descending stairs is real bad. They have told me I am a candidate for partial knee replacements. And then there's my prostate. I've had symptoms of Prostatitis, which just about every man experiences when he gets to be 65 or so. I also have had periodic bouts with GERD, that's Gastroesophageal Reflux, actually it's a form of heart burn. In my case, sometimes it's hard to swallow. Then there's the Hypertension, which is partly hereditary. I've had to take blood pressure lowering medication for the past 5 years. In the past six months, since I have been using the Q1000 Low Level Laser, I've been able to lessen the dosage of blood pressure medication and eventually expect to not need it at all to control my blood pressure. My knees don't ache like they did before lasering and I have good reason to expect that the laser will aid in restoring some of the cartilage in my knees. I no longer have any symptoms of Prostatitis and I've weaned off the GERDS meds too. I feel great. I'm more energized and some of my friends have told me that my skin tone is better and I look more rested than they can remember. I believe I owe these comments by friends to the use of the Q1000 on my face. I'm now thinking, if I feel this good at 74, I might make it to 100. I tell you, with all sincerity, this Low Level Laser Therapy is the closest thing I can imagine to the Fountain of Youth! Robert Haxby, Prescott, AZ

Random Ideas

Here's another type of *Healing Light* to think about ... one that can actually help heal the environment! CFL's – Compact Fluorescent Lighting! Yep, I've heard about them too ... Beth even put one in a hard-to-reach fixture in our house recently. But I didn't have any idea of the potential they have to literally change our world! Look at these statistics:

- ✓ If every one of 110 million American households bought just one 60 watt equivalent CFL...
 - The energy saved would be enough to power a city of 1.5 million people!
 - In terms of oil not burned, or greenhouse gases not exhausted into the atmosphere, one bulb is equivalent to taking 1.3 million cars off the road!
 - In the U.S. ½ our electricity comes from coal plants...one bulb swapped out equals enough electricity saved to turn off two entire power plants!
 - U.S. landfills would receive an astonishing 700 million LESS incandescent bulbs!
- ✓ Just one per home ... the average U.S. house has (are you ready for this?) 50 to 100 "sockets"
- ✓ A \$3 CFL bulb pays for itself in about five months
 - And even in heavy use last 5 to 10 years.
 - Let's do the math ... Initial cost - \$3; Monthly energy savings - \$0.46; Annual energy savings - \$5.52; First Year Net Profit - \$2.52; Year One ROI – 184%; Profit After Five Years of Use - \$24.60 ($\$0.46 \times 60 = \$27.60 - \3); Five Year ROI – 920%

Let's as a group jump on this bandwagon and help to make a difference in our world! Please pass this information on to your (a) affiliates; (b) all your customers, (c) friends and neighbors ... heck, maybe even start giving out CFL's as incentives with a laser order ... remember my rule of "high perceived value (\$25 over five years), low cost (\$3)". If we all start using CFL's ourselves, and promoting the use of CFL's to the people we come into contact with daily, we will make a difference!