

Business Wizards, Inc. Laser News You Can Use

Oct. 2006

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Training Issues

Upcoming Seminars

Oct '06 – Auburn Hills, MI
Dec '06 – Chicago

October '06 – England
Dec '06 – Ft. Meyers, FL

Nov '06 – Tacoma, WA
Jan '07 – San Diego

Laser Insurance Codes

I had a nice conversation the other day with one of my professional clients, and we started talking about how he was using his laser in his chiropractic practice (it's amazing what you can learn when you ask a decent question and then shut up!) Anyway, he's in OR and indicated he has been using the following codes with success:

S8948 (see below) – paying approximately \$44, with several insurance companies honoring

97530 – paying between \$25 and \$45 depending on time

97110 – paying around \$40 depending on time

By intelligent use of these codes, combined with his "normal" adjustment work, he is receiving in the neighborhood of \$125 per treatment (when treating multiple areas.)

Here is the information on S8948 from the American Chiropractic Association's website:

7. Could you tell me which CPT code I should use for low-level laser therapy?

There is no CPT code yet available for this procedure. However, there has been a code added to the HCPCS for this procedure, which is S8948 (Application of a modality [requiring constant provider attention] to one or more areas; low-level laser; each 15 minutes." "S" codes are defined by HCPCS as, "Temporary national codes (non-Medicare). The S codes are used by the Blue Cross Blue Shield Association and the Health Insurance Association of America to report drugs, services and supplies for which there are no national codes but for which codes are needed by the private sector to implement policies, programs or claims processing. They are for meeting the particular needs of the private sector." It is important to keep in mind that many insurers still view this as an "investigational procedure" and as such it may be denied by many of them.

Laser Questions and Answers With Dr. Larry Lytle

This is the first low level laser study that I have seen that shows growth of bacteria and is saying it may be wavelength specific. This study does not mention if any frequencies were applied or if it was continuous beam and it appears that the bacteria were only irradiated one time.. It also appears that a single higher powered beam was used – typical with many studies – more is better. Low power resonating lasers that produce lower frequencies such as mode 1 or 3 of the Q1000 have clinically shown to flush bacteria from wounds and promote wound healing. Bacteria usually are controlled better with multiple diode, multiple wave length, and lower frequency lasers than a steady beam. Both visible and infrared lasers and LED light have shown ability to negate bacteria; however I think visible multi beam lasers or LEDs are superior to a single wave length and are more effective. There are many factors that go into research, even the intent of the researcher may play a role. This study is not consistent with many other studies that show beneficial effects of LLLT.

I do not think Rae has made anything worse by using the laser 5-6 times a week rather than every other day. Using the laser too long may have moved her down the other side of the bell curve. This is not dangerous or damaging in any way, but it can slow down results. A good rule of thumb is to reduce treatment frequency and length of time used when there was a change in sensation which she seemed to get early on. Nerve injuries require up to a year. I suggest Rae discontinue the 808 and apply mode 3 of the Q1000 2 – 3 times a week for one cycle. Move it and repeat in order to cover the entire injured area. If she gets noticeable change, reduce the frequency and continue physical therapy. She MUST check the MBTs. They should have been remade several times by now – especially if she has worn any grooves in them. This may play a bigger role in her healing response than using the laser too long. I am not familiar with the tests she plans to run except it appears they may increase her FEAR level which is not good. Once parallelized, I don't see the value of more tests. In my opinion regaining some feeling and some function are better barometers.

I have a patient who I've been using the lasers on every 1-2 weeks pretty much since I purchased them from you. I use them on her

for neck and mainly upper/mid-back pain. We have performed over 30 LLLT treatments on her. Plus we've had great results overall, in fact I even passed on to you a testimonial from her from a while back. Marcia has also been using an inexpensive 635 nm 5 mW visible red laser at home for about 20 min. per day. She purchased this laser off of the internet about 6 months ago. Anyway, she says that the last few times I've treated her with the lasers she feels so wired that night that she can't even sleep, and that she also has been having some night tremors or seizures after the laser treatments lately, which subside a few days after a treatment. In her words, she says that she thinks she 'is becoming overly sensitive to the laser treatments'. We have since quit using the lasers on her at her request, and she has quit using her own home laser as well. This is the first patient in nearly 14 months of using the lasers that I've ever heard anything like this from, which kind of baffles me, considering the good to excellent results that we usually get w/ LLLT. She wanted me to ask you if you are aware of any other reports or research of anything like this (LLLT induced seizures) in the literature or from your previous experience.

To answer your question, I need more information. According to her testimonial, her pain was pretty much gone the first or second week after a few laser treatments. What was the reason for continuing treatments?

She has been a regular chiropractic patient once every week or two for about 7 years. She spends a tremendous amount of time on the computer/internet with her job, so has a lot of symptoms in the whole cervicothoracic region. With chiropractic only, she used to get 1 to 2 days of relief (but never complete relief). With chiropractic plus LLLT, she was initially getting 4 or 5 days of complete pain relief, but it would also seem to return before her next treatment. This is why I treated her a total of 34 times with LLLT.

Where and which lasers did you use and how long did you apply them?

I used the Q1000 (mode 1) for 3 minutes over the C/s & T/s erector muscles and upper trap muscles bilaterally. I used the 660 for 3 minutes over the same area. I then used the 808 for 3 minutes over the C/s & T/s spinous processes. I do pretty much this same thing each visit with this patient.

Did this patient wear Miracle Bite Tabs or EAPGs?

No.

I always suggest that the 660 and 808 laser application on be reduced as improvement is made and then use the Q1000 for maintenance on Chakras and organ systems once every two weeks. I have had reports of patients feeling a euphoric feeling after the application of the 660 at the base of the skull. This is probably due to the photons causing the cells to release neurotransmitters. Some patients are more sensitive to energy and require less energy and as the body reaches energy balance can get their energy from Universal Energy and may not need any additional laser energy at all. An example of this type of person is a Yogi.

I was not previously aware of this recommendation, but I will definitely keep this in mind for future reference. If someone gets to 100 % with the lasers, I have usually been releasing them from LLLT altogether and just doing chiropractic only for maintenance. Of course if they would ever have a bad flare-up, I would then recommend 1 or 2 visits of LLLT to help get them back on track again quickly. On the other hand, if a patient gets better with LLLT, but never really reaches total 100% improvement, I had just been repeating the same LLLT treatment that worked for temporary relief (like in this lady's case).

Using the Q1000, the 660 and 808 Enhancer over the same area delivers over 58 joules of energy and is more energy than needed on most cases. If pain returns weekly as you stated and if she chooses not to use MBT, she would be better off if you leased her a Q10 or Q1000 and she could boost herself at home (which delivers 7.5 joules of energy) every 2-3 days rather use so much energy weekly. I suggest reviewing my Low Level Laser User's Manual and follow the protocol listed for necks. That would include applying mode 1 of the Q1000 to Proprioceptive points 1 – 4 as shown on pages 5-7 of the manual. Then apply the 808 over the spinous process in the injured area only once or twice a week until improvement is satisfactory, then reduce treatment frequency. . The 660 Enhancer can be applied to acupoints as shown in the Manual if the previous suggested treatment does not get satisfactory results. If the patient continues to "go out", as the patient says, it more than likely is due to faulty Proprioception coming from the oral area. Educating your patient how to place MBT or EAPG would be beneficial

I saw my consultant last Tuesday and she diagnosed a massive infection in the sore. Am on antibiotics and it still hasn't cleared up yet. She took back dead tissue and the sore is bigger and deeper than it has ever been. I'm devastated. It was doing so well. There is no rhyme or reason for the infection it just happens because it's open. The skin around the area is peeling as if I have had sunburn and that has never happened before. It's not a problem but I am curious as to whether the laser could be the reason. Remember all the tissue around the sore was very infected and red. In amongst the research papers they appear to think that laser can help with bacterial infections so either I did something wrong or maybe I should have increase the frequency of treatment. Somewhere I read that the laser should not be used with iodine ... is that correct? Is there anything else she should be doing to help the laser nutritionally? I know that she smokes. Your advice would be much appreciated.

I suggest Wilma try mode 3 of the Q1000 for one cycle every day. Mode 3 has some antibacterial frequencies and should help, but remember the Q1000 laser does not kill bacteria – it flushes them into the blood stream where the immune system takes care of them, but if there is not ample circulation, that won't happen. I suggest applying Mode 1 of the Q1000 in the groin area and on the butt area (Proprioceptive points 5-6) and up and down the leg to help increase circulation. Peeling of the skin is common around an infection. Increased circulation will reduce this. I have not read or heard any thing about not using low level laser with iodine. If there is something printed about that, it is probably referring to a high power laser. I think the smoking has more to do with the recurrence of infection than anything else. Smoking reduces circulation and when there is not adequate circulation, the sore will not heal. Yes, I think she should be on a good balanced supplement program. I especially encourage her to take 6 – 9 Inflamm-Away daily between meals.

My niece was in an accident last month and has a crushed spine between the 5th and 6th vertebrae. She has limited shoulder and

arm movement and only feels cool on her feet and of course can't move them nor her legs. She probably will be a quad, but I was wondering if we used the laser on her wound as the book tells us (from the injury down the complete spine) would the Q-10 work or would the Q-1000 be better. My husband and I have 2 of the Q-1000 since we both take them in our cars just in case we need them. I for when and if I have a tachycardia it stops that for me, and Larry takes his for pain. If you could give me any info on this situation it would be greatly appreciated. I know you can't make any guarantees on any thing and I also know that it is better that she starts doing the laser as soon as possible. Can you use the 660 probe with the Q-10 since they show you in the book on paralysis of using it on certain points. I will be waiting on your answer.

I am sorry to learn about your nieces accident, but you can help; How old is your niece? Begin immediately to apply mode 3 of the Q1000 for one cycle to each point of injury once a day for two weeks, then once every other day until she has some movement and then twice a week until healed. The Q10 is not designed for this type of injury nor is the 660 probe. I strongly recommend any accident victim wear Miracle Bite Tabs.

Business Building Ideas


Lessons From John Carlton

Gutting Routine. It took me half a lifetime to figure out the secrets of honest discipline, because I am genetically lazy and never had that cool, hip uncle-figure to take me aside and reveal the secrets of anything about life. I was all slacker and potential, with no honed chops whatsoever. A total waste of pre-frontal cortex. Then, I discovered the joy of discipline, and got my act together. That's when life got interesting. And the secret to discipline? Its routine and habit. You don't wait around for inspiration... you set aside certain hours to write, and train inspiration to arrive on schedule. You don't take every incoming call... you set aside certain times to make and receive all chats. You control your time, in other words. You find your groove, where you can produce good work and be proactive... and then you STAY in that groove. Routines and good habits. That's the big damn secret to discipline. But every so often, you have to get OUT of your routines and habits and shake the action loose. Discipline is good for producing things. But getting OUT of your discipline is absolutely essential for keeping your mind sharp... and allowing more unorthodox thoughts to invade your space. To write the novel, you need routine and habit. But to gather the ingredients that make the novel good, you need experience and adventure and a little out-of-control travel. Stay frosty. In a disciplined sort of way. John Carlton www.marketingrebel.com

Stupid, Foolish Greed. Whew. I have noticed a very nasty trend among wannabe entrepreneurs. And I feel the need to discuss it. It's all about attitude. The "bad" kind of attitude. Let me explain: I teach newbies in business to be more aggressive in their salesmanship. But I'm very careful when I define just what I mean by "aggressive" — I do NOT mean go out there and lie, cheat and steal to get people's money. Far from it. My point is this: Most people, when selling, are either embarrassed or shy... and they need to get over it. If you truly have a great product that your prospect needs or can really use, then shame on you if you botch the sales pitch and they end up not buying. It's your JOB to get your point across. You have something of quality that will make their life better... so step up and make your pitch: This is what the product does, this is how it can help you, here's how to get it. Most folks "sell from their heels"... meaning, they have a garbled sales message, and never clearly and forcefully ask for the order. That murders results. So, yeah, I teach "attitude". The attitude of a clear-headed, persuasive salesman with a good product or service to offer. But what I'm seeing a lot of now is "bad" attitude. Pure, ugly greed. Why is this stupid, foolish greed so common? I don't know. It's part of a "starvation mentality" most people have. I'm sick of it, and will not deal with anyone who shows evidence of this "gimme, gimme, gimme" attitude. I don't have to. There are plenty of other folks out there who have their heads screwed on straight. Nearly ALL of the super-successful entrepreneurs I deal with are hyper-generous, quick to share, and eager to give back. You don't get ahead by being selfish and greedy. Often, it will hold you back, instead. There's plenty of success out there to be had. Enough for everyone, really. And, in many wonderful ways, good guys do finish first. That realization has kept me in the game, and allowed me to relax and be myself even when engaged in maximum capitalism. Life can be cruel and senselessly unfair at times. But that doesn't mean you need to be cruel, unfair or greedy in response. Gut-check yourself. If you've been harboring a "What's in it for me?" attitude, look no further for reasons you're struggling. Loosen up, and stop pretending that every dollar you don't grab and keep today will never be available ever again. That's not the way the economy or the universe works. In fact, we've just entered the last fiscal quarter of the year. Why don't you write a big, fat check to a deserving charity, today, and send it off. Make it hurt a little bit — share your success, and see what happens inside your heart and head as you do it. It's an important lesson. Stay frosty. John Carlton, www.marketingrebel.com

If It's Good Enough For A Huge Company Like Quickbooks, It's Good Enough For You!

The subject of this segment dropped into my mail "in" box sometime during the last month, and is a good reminder of (1) why you should take the time to at least scan EVERY piece of "junk" mail that you receive ... you just never know when you'll uncover a gold nugget that could mean thousands of dollars for your business; and (2) if a huge company like Quickbooks, with their intricate maze of personnel, policy and layers of management can make this marketing concept work – it should be a breeze for you! What we are referring to of course is **the oldest and best method of generating new clients/patients there is ... referrals.** Quickbooks thinks its worth \$100 to generate a new merchant account customer. Using a standard merchant charge discount of 2.5% means that each new referral customer would have to process \$4000 in transactions for Quickbooks to recover their \$100. What do you think about what they're paying? Is it high enough? We can't really know for sure, because we don't know what their average merchant account processes each year, but my guess is that they could easily offer \$500 to a \$1000 or more and still make this work ... especially if they based the amount they are willing to pay on the lifetime value of a new merchant account client ... I'd bet that \$100 they aren't using lifetime value to figure what they should pay. But let me ask you one thing – would you be more likely to send this to your business acquaintances if they were paying \$500 or \$1000? You're lying if you said no! Anyway, the concept is very, very good ... and they've done several things right that you can learn from and utilize in your own referral marketing program.



NEW!
Refer Your Associates to Us...
Get \$100 for Every Referral Who Becomes a Customer*

Kip Lytle
BUSINESS WIZARDS INC.
520 Kansas City St.
Rapid City, SD 57701-5005
1-888-335-4541

Dear Kip Lytle,

If you know business associates who could benefit from a reliable credit and debit card processing service, now is the time to refer them to the company you and over 125,000 companies already trust, QuickBooks® Merchant Services. Here's why:

You Receive \$100 for Every Referral Who Becomes a Customer
Simply tell your associates to call us toll-free and mention your name, business name (as it appears in the address above) and telephone number. For every referral who becomes a QuickBooks Merchant Services customer, we'll send you \$100 to use however you like.

They Get a Special Referral Offer* – Over \$95 in Value
With one quick phone call to us, your associates can get a credit and debit card processing service that's right for their business. Plus, this special referral offer†:


- No set-up fee
- No application fee
- No service fee for two months

That's over \$95 in savings for them!

The More People You Refer, the More Money You Can Get
Remember, for every referral who becomes a customer, you get \$100 – with no limit to the amount you can earn. To make it easier for both you and your associates to take advantage of this offer, we've enclosed:


- Referral cards, pre-printed with your business information – great for handing out at the Chamber of Commerce and other places you meet business associates
- Fax sheet, complete with offer details and instructions

Start referring your associates to QuickBooks Merchant Services today.

Sincerely,

Joe Kaplan
Division President

P.S. You know how valuable QuickBooks Merchant Services is to your business. Now, share it with your associates – and get \$100 for every approved customer.

Tell Your Business Associates to Call Today
1-888-335-4541
For more information, visit quickbooksms.com/refer



*For current customers in good standing only. Offer valid for a limited time.
†Restrictions apply. Termination fees may apply.

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Give these referral cards to your associates and tell them to have it handy when they call.

You'll get:
\$100 for every approved customer.

They'll get:
a special referral offer* – over \$95 in value.



Restrictions apply. Termination fees may apply.

Call **1-888-335-4541** today for your special referral offer. Tell us who sent you.

Kip Lytle
BUSINESS WIZARDS INC.

 ▶ No set-up fee ▶ No application fee
▶ No service fee for two months

Call **1-888-335-4541** today for your special referral offer. Tell us who sent you.

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BUSINESS WIZARDS INC.

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In the first frame, above left, you see a nice customized letter which outlines the details of the program ... and gets your greed glands pumping by showing you a LARGE wad of rolled up \$100 bills.

Page 2, above right, is also well done. The cards on the right are

1. Customized with my name and business name
2. Re-state the offer from the referred parties point of view
3. The back of the cards give reasons why the referred party should chose Quickbooks as their merchant account provider
4. And the cards are perforated ... enticing me to tear them out and either hand them out or put them in the mail.

Page 3 is also a nice touch ... providing the referee with an easy to duplicate and use Fax message complete with all the information needed to track incoming names for the referring party.

All, in all, this referral package is complete and easy to for Quickbooks customers to use.

As I indicated, the only negative I can see is that they are being cheap on how much they are willing to pay to generate a new merchant account customer.

If an average merchant account client processes \$100,000 per year, and QB's charges 2.5%, they make gross revenues of \$2500 in year one.

I don't know about you, but after what I went through to get my merchant account, I'd NEVER switch unless forced to.

So, in five years, a \$100k/year average account will produce gross revenues for QB's of \$12,500. I don't know their operating costs or margins, but if this were my business and I was looking at that lifetime value, I'd be paying around \$1250 for each new referral.

And with a referral fee of \$1250 for each person I referred in, I'd be likely to work a little harder ... wouldn't you!?

**P.S. If you don't have a merchant account ...
call 888-335-4541 – give them my referral name,
and get their information ... I have been very happy
with QuickBooks as my merchant account provider
and with gas prices what they are
I could use the \$100!**

Fax

To: _____ From: _____
Fax: _____ Phone: _____
Date: _____ Pages: _____
Re: Something that can help your business

I want you to know about QuickBooks® Merchant Services. I am one of over 150,000 companies that trust this service to process credit and debit cards. They are a division of Intuit, the makers of Quicken®, QuickBooks® and TurboTax® software. They've helped me save time and money for my business and I think they could help you too.

Give them a call today, 1-888-335-4541. If you tell them I sent you, they'll give you a special referral offer*...

- No set-up fee
- No application fee
- No service fee for two months

It's over
a \$95 value!!

Call today before this offer passes you by.

Here's how you can take advantage of this special referral offer:

- 1 Call the toll-free number 1-888-335-4541.
- 2 Mention
NAME

BUSINESS NAME

PHONE NUMBER
- 3 Enjoy a great deal with QuickBooks Merchant Services – over a \$95 value for you!

*Transaction fees apply. Termination fees may apply.

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

Whenever we talk about effective marketing we have to also talk about goals. Most marketers, like most people, foolishly play blind archery. Archery is tough enough. Why make it more difficult? The first step in the marketing process is to clarify what you want to accomplish. Many businesses ultimately fail because their marketing objectives are too shallow. Hitting high sales volume goals is actually pretty easy if that's all you want to do. One individual I got to know built a 500 million dollar company from scratch in thirty-six months. He once made the statement, "Making a million dollars was the easiest thing I ever did. Believing it could happen to me was the hard part that took thirty-seven years." The obvious point is that making a lot of money is more dependent on your beliefs than on any other factor, and I agree with that. But there's also a hidden lesson. This fellow subsequently lost it all and more even quicker and is still some fifteen years later working his way through leftover, lingering legal problems. Why? He had too few interlocking objectives governing his marketing strategies. So, ideally, the lesson is to carefully construct an interlocking structure of goals, objectives and values to direct your marketing efforts.

How To Think About Money. All money, all wealth comes to you from and through other people. So you should think of money as an extension of people. Money is not human, of course, but because it is an extension of humans, money does operate

pretty much the same way as humans. That's why the idea of creating a "welcoming place" for wealth is so important, even if it at first sounds odd. Think first about people instead of money.

Consider not only your immediate short term needs but also your long term hopes; and in that process very carefully consider the value of the customer or the client. Every business, every product line, every service organization is dependent on an actual consumer for its lasting success. The greatest asset a business can ever possess is a known list of satisfied, loyal customers. As you establish marketing objectives and strategies for your business I urge you to carefully consider the value of the customer.

This is extremely important: most businesspeople get up every morning thinking solely and exclusively in terms of INCOME. If you ask them what kind of day or week or month they had, they'll answer in income terms. If you want to attract wealth and get wealthy, really, really wealthy, you'll start SIMULTANEOUSLY thinking in terms of income and equity. Many business owners say they'll worry about equity "later", after they're making enough income. Wrong. That's sequential, and that's the way the average folks operate. A big difference between my Renegade Millionaires* and everybody else is: sequential vs. simultaneous. I want my clients adding to equity daily, not just to income. I mean the kind of equity that assures escalating business value, stability, predictable future income. The best such equity is "customer" and "relationship with customer." And out of all this has to come one measurable, manageable statistic that you can use to focus on equity, day to day. And there are psychological reasons, not just practical reasons for doing so. The psychological reason is simple: the more certain you feel of being wealthy, the more you attract wealth. This certainty needs to occur in your subconscious mind. Then, as closed loop or self-fulfilling prophecy, it works harder and more effectively than you ever could consciously to reinforce and expand that truth.

Lessons From Dr. Ben Altadonna

Listen, if you don't have money to spend on marketing – you MUST have time. M-U-S-T!!! If you don't have money...and...you don't have time – I have to bluntly ask you...**What Are You Doing With Your Time?**

If you want to make more money, the first thing you must do is take complete responsibility for your business (your practice is a business) and financial situation. It's not the profession of Chiropractic. It's not your location. And it's not the insurance companies. It's YOU ... and ... the actions YOU have taken. Or, most likely, NOT TAKEN.

The second step is to determine what you are doing ... right now ... that IS making you money. Then immediately do more of it. And, take measures to leverage and maximize it.

In most cases, the most money-making leverage comes from your existing patient list – NOT NEW ONES. And, the quickest and easiest way to increase NET is to market to them to (1) reactivate old patients and (2) get all your patients to spend more money with you.

In other words, INCREASE CASH VALUE!!!

If you seriously want a practice and life filled with prosperity buy and read (now) a copy of Dr. Robert Cialdini's incredible book, *Influence: The Psychology of Persuasion*.

Successful business owners are not necessarily the ones that know the most ... their secret to success is that ... **They Implement What They Know With MASSIVE ACTION!**

How To Fail As a Business Owner. Here are the questions that most failing business owners can't answer:

1. What is the average lifetime value of your customer?
2. What is your monthly revenue goal?
3. List all the things that you do each month to stimulate referrals and reactivations.
4. What percent of your leads PER CONDITION call your office?
5. What percent of your leads PER CONDITION schedule consults over the phone after the initial sequence of mailings?
6. What percent of your complimentary consults PER CONDITION become patients?
7. What is the average case value PER CONDITION in your office?
8. What is your cost per lead PER MEDIA / PER CONDITION?
9. What is your hang up rate per 800 number per media per condition?
10. Do you have a landing page per media per condition?
11. How many new patients do you now average per month and how many patient visits do you see per week right now?
12. Are you a good "Closer"? Are you and your staff "Dressed For Success?" If not, why not?

Lessons From Inc Magazine (Sept 2006)

Would You Recommend Us? Perfect Your Service By Asking The Only Question That Matters. All it takes to measure and improve customer satisfaction is to ask one question: *Would you be willing to recommend our product or service to a friend?*

If the answer is "No" ... find out why.

Here is another version, *On a scale of 1 to 10, how likely are you to recommend us? If you would not recommend us, why not?*

Those who respond with 9's and 10's are considered "promoters"; 7's and 8's are "passives"; and everyone else is a "detractor."

Subtract the percentage of detractors from the promoters and you have what's called your Net Promoter Score. The number is an almost perfect gauge of a company's reputation in the marketplace – and its ability to land both repeat and new customers.

Are You Looking For A “Fast Pin?”

I heard from an old friend recently – someone I grew up with from grade school on. He was an incredible athlete ... a wrestler ... and worked his ass off learning his “trade.” Wrestled literally day and night – non-stop ... even had wrestling mats and workout equipment installed in the basement family room instead of furniture.

His hard work and dedication paid off. In high school he was 89-0 with 83 pins in his last three years (1975-77), and set a national prep mark with 45 straight pins. Some of these pins were literally so blazingly fast, that his poor opponent didn’t know what hit him.

He was so electrifyingly good (I’m getting goose bumps just thinking about his skill and performances) that there would be 3,000 or 4,000 people in the gym for the start of the matches (he wrestled at 97 lbs in HS) ... and about ½ would get up and leave when his match was over.

State champion ... high school All-American ... full ride to the most prestigious wrestling university in the world ... gold medalist at the Olympics ... and should have had 2 or maybe even 3 Olympic gold’s, but this was in the late ‘70’s and early ‘80’s and our government was playing political games at the time.

Anyway, the point of all this is to drive home just how hard he worked to prepare himself for those crucial few seconds on the mat ... and those few seconds ultimately lead to his success in wrestling. Hours of preparation ... for just a few seconds of work.

But it all paid off.

After his wrestling career, life hasn’t treated him so well ... a series of jobs and businesses – some moderately successful, most not. And most recently, a personal bankruptcy after over-extending himself with a national franchise.

So, how can a guy like this who was so successful early in his life have these types of problems? I have a theory that could be very important for your future success.

You see, in wrestling he put the time needed in to become so unbelievably talented that hard things became easy. He was so talented and expected so much of himself that he was always looking for the “fast pin.” And most of the time he was good enough to get it.

However, in his business endeavors he had not put in the same type, quality or quantity of preparation ... he hadn’t trained and prepared ... really hadn’t done the work necessary to position himself as an expert in any of the businesses. And yet he still persisted ... like he had in his wrestling career ... to look for the “fast pin” in his business deals.

And so, he failed.

What does this story have to do with you? It’s simple really.

Some of you have done (or are doing) the difficult, sweaty, pain-staking groundwork necessary for success in your business. You’re reading the most current tech stuff ... becoming a marketing and sales expert ... testing and honing your moves by constantly testing them against live prospects.

In other words, you’re putting in the hours required for success ... just like my friend did during his wrestling career. Marketing guru John Carlton has his “10,000 hour” rule – i.e., becoming a true expert at anything requires about 10,000 hours of practice and commitment.

Those of you on this track know it ... and your sales and success shows it.

Unfortunately, there are others of you reading this that continue to look for the “quick pin” in your business life. You don’t have the necessary technical knowledge about your products and services to be considered an expert by those you speak with ... haven’t studied the competition enough so that you have their products and services memorized as well ... would rather watch the boob tube than read a book about marketing and sales ... and still use the same tired, ineffective pitch time after time after time – never testing something new ... and ... it also shows in your sales and level of success.

Most unfortunately, a lot of you in this unfortunate position will blame someone else for your current misfortunes...and ultimately fail ... unless you make drastic changes.

The good news for my friend ... and one of his strongest points ... is that he never takes no or defeat as final, and simply doesn’t know how to quit trying. He’s now realizing that success in business requires the same type of dedication, commitment and work that he put into his wrestling career. And he’s willing to make that commitment on a new project we discussed during our recent call.

What about you?

What are you willing to do for success in your business? What are you willing to give up in order to become really, really good at what you do? The good news is that we all have the time needed to become an “expert” in our chosen field.

Do you realize that with just 2 hours of study each night you can literally become an expert ... from scratch ... in any field you chose in an amazingly short period of time?

The question you must ask yourself and which only you can answer is “What am I willing to do for success in this business?”

Chose wisely ... it’s your life we’re talking about.

Then take massive action!

New Testimonials

I have purchased the Q10, thank you for making one affordable to elderly on limited income. I used it to speed up the healing process (2 days) when I got a bad case of the flu. I am looking forward to the bite tabs balancing my SNS/PNS. The book, Healing Light, was easy for the lay person to understand. Too bad the pharmaceutical companies write the text books. Our poor doctors are so mis-informed they are clue less. I have found the cause of most of my conditions and healed them, to my doctors confusion. Wait till they see me after this. Of course, I tell them that they have to read and research outside the box or they will continue to poison people. God Bless Dr. Larry and the genius of those like him. Angela Marzano, Marysville, WA

**Watch Your Mailbox In The Coming Couple Of Weeks
For An Exciting (and Easy) Opportunity To Receive
A Free Gift From Me With A Value of \$100!**

Random Ideas

Quick, without thinking about or studying it, what do you see written below?

Your answer will reveal much about how you think.

OPPORTUNITY IS NOWHERE