

Business Wizards, Inc.
Laser News You Can Use
Nov. 2006

Some of you may think that whatever you do is hard work ... not much fun ... "there HAS to be something better." The next time you catch yourself with "stinking thinking" (to borrow a phrase from Zig Ziglar that happens to fit perfectly!) look back at this picture and remind yourself that things could be much worse!

Now that I've reframed your thinking and you're in a happy and positive mindset, let's get on to some important new and useful information about laser therapy!



Laser Training Issues

Upcoming Seminars

Nov '06 – Tacoma, WA

Dec '06 – Chicago

Dec '06 – Ft. Meyers, FL

Jan '07 – San Diego

Feb '07 – Dallas

Feb '07 – Portland / Seattle

You may sponsor Dr. Lytle to do a seminar in your area. For more information, please call him directly at 605-342-5669.

Laser Questions and Answers With Dr. Larry Lytle

I had someone who wants to know if our laser will help with the following problem: she has a cartilage problem with her knee, which she described as "bumpy and rough." Her doctor wants to do a 10 minute surgery to "sand it down." Do you think the Laser will help resolve the issue and avoid surgery? If so, what would you recommend as a protocol?

I suggest that your client apply mode 1 of the Q1000 to Proprioceptive points 1 – 6 and then apply the 808 Enhancer direct to the damaged knee once every other day. I also recommend that she take Laser Assist Compound and place MBT which should speed up the healing. Yoga stretching is also very valuable.

In reading your book you relate the soft tissue issues to an improper balance of HDL/LDL. That is me to a "T" --- I have a very bad ratio and when I had a hysterectomy several years ago it threw me into a Fibromyalgia state. I can no longer handle to statins as they are causing so much pain and bowel problems. After reading your book I asked my chiropractor about the low level laser and she has two of your lasers. However, in her instruction book that came with the lasers, it does not refer to where to use the laser to balance the cholesterol imbalance. We guessed the liver and then work the soft tissues that hurt.

Yes the liver is involved in cholesterol imbalances, but the liver problems are associated with slow bowel tract time. Slow bowel tract times are related to faulty proprioception due to the loss of back teeth or even the loss of the height of the back teeth. Proprioception regulates the parasympathetic nervous system which is responsible for the peristaltic action of the bowel and the tract time. Slow tract time allows re-absorption of the cholesterol. To correct high cholesterol, place and wear Miracle Bite Tabs, clean the gut out with Belly Gelly and re-inoculate with healthy bacteria called Geneflora. Then apply mode 3 of the Q1000 to the ascending, transverse and descending colon for one cycle each site every other day (see page 86 of the 2nd edition of my Low Level Laser User's Manual.) Also apply mode 3 of the Q1000 for one cycle every other day to the liver (see page 91.) Apply mode 1 of the Q1000 daily or as needed to proprioceptive points 1 – 6 as noted on page 5-7 of the Manual.

=====
***Don't Forget That Everytime You Refer A Friend
Who Buys A Laser ... You Receive a 10% Referral Fee!
Email Your Referrals (Name, Address, Phone) To Me At
kip@rapidnet.com***
=====

I really enjoyed your presentation. I didn't think my appreciation for the potential gift of light could increase, however you opened up many new ideas and potentials to serve the health and wellbeing of humanity. After I got home, I further researched the question I had about the condition of MS. I know we have discussed the book "The Field" by Lynne McTaggart. On page 50 - 51 she is discussing the research done by Fritz-Albert Popp (who I know you respect and often quote). The discussion begins with the piece on cancer and continues on page 51 to discuss MS. In the piece it is stated "MS is a state of too much order....MS patients were drowning in light." The reason I am bringing this up is that I have several clients with this condition (MS) and I do not want to use the laser if you think it might be contraindicated. Could you please direct me in this?

I certainly respect the work of Fritz-Albert Popp, but I think his opinion of too much light in the cells of an MS patient would be

much different if he had been exposed to and understood faulty proprioception and how it affects the sympathetic and parasympathetic nervous system. From what we know today, we really can't get too much low level light. I have seen MS reversed by just placing MBT type splints and if treated as stated in my Low Level Laser User's Manual, I firmly believe MS will improve even quicker. Of course we cannot disregard the way the client and her family/friends think and the role that plays on getting well. If she thinks the laser will give her too much light and make it worse, she may not get the same results others have gotten. --- FEAR is a TERRIBLE thing.

He is concerned with the use of low level lasers and cancer growth.

As you know, the research that has been done has indicated no possibility of promoting cancer growth when using our type of non-stimulating laser. The following is directly from Turner & Hode's book "Laser Therapy", and might help ...

1.1.7. Can Electromagnetic Radiation Cause Cancer? Whether ER can inure depends on whether it: (1) is of sufficient intensity to burn (many watts) and/or, (2) contains high-energy photons (short wavelength). There is a fairly clear wavelength limit at which photon energy becomes so high that the photons can ionize matter which they hit. This limit is 320 nm, so that photons with a shorter wavelength than this are capable of ionizing molecules or atoms in tissue and hence can cause cancer. The risk factor depends on both the dose and the power density of the readiation.

Pg. 60, 3.1.2. There are many advantages with LLLT. First of all – it is risk free. It is non-invasive. It is painless. It can not cause cancer. It does not enhance tumor growth. It can be combined with other treatments. Side effects are rare.

Pg. 99, 3.6.2 Cancer. Can LLLT cause cancer? The answer is no. No mutational effects have been observed resulting from light with wavelengths in the red or infrared range in doses used within LLLT. What happens if I treat someone who has cancer and is unaware of it? Can the cancer's growth be stimulated? The effects of LLLT on cancer cells in vitro (test tube) have been studied, and it was observed that they can be stimulated by laser light. However, with respect to a cancer in vivo (in the body), the situation is rather different. Experiments on rats have shown that small tumours treated with LLLT may recede and completely disappear... The situation is the same for bacteria and virus in culture. These are stimulated by laser light in certain doses, while a bacterial or viral infection in vivo is cured much quicker after the right treatment with LLLT.

Pg. 116, 4.1.5. Cancer. As explained previously, LLLT does not cause cancer. There are, on the contrary, indications that cancer tumours in their initial stage can be positively influenced (i.e., to the patients benefit) by LLLT.

Dr. referred a patient to me that can't pee. In my 24 years of clinical experience, I have never treated a condition like this. Per his urologist he has a severely enlarged prostate; but, it is not cancerous. He has tried the drugs and Dr's herbal formulations with no success to date. I have been following the protocol in the laser handbook. Today was with his third treatment. He said that he would like to see some results soon. Of course, we cannot promise the patient a cure; but, do you know how long I should treat him until I should expect a result?

Hello Dr; I suggest you place MBT or EAPG and then adjust daily or as needed. Apply mode 3 of the Q1000 to the prostate daily for one cycle for one week, then every other day for one week and then twice a week for one week and then once a week. You might want to consider using a supplement called Peenuts – you can find it on the internet. If the prostate hasn't reduced in size by then, it is fibrous and probably will not respond to nutrition and laser therapy.

I have been treating someone with multiple problems (very long-standing but generally much improved chronic fatigue), but most recently (ie over last 2 months) severe pain and burning in the sternum, chest and upper arms, with lumps and discharge mainly in the right breast and a lump in the upper left side of the throat which inhibits swallowing.

It is better to start really sick people slower – that is - apply the laser to one area one day and another area another day or apply it every other day. The pain she witnessed was from increased circulation or as some healers would say – a healing crisis. In any case your laser application, other than temporary pain, DID NO HARM. If they do detect cancer apply the cancer protocol as mentioned in the manual – do not leave out any steps etc. proprioception – detox – laser assist

If someone only has the Q10, can they use mode 3 in a similar fashion to the Q1000 but for say 3 times as long?

This would depend on what you are treating. If it is muscle relaxation or pain, the answer is YES. If it is an internal organ problem, then you would get better results with mode 3 of the Q1000

Also, in your manual on the page for Skin, you generally suggest mode 1 of the Q10. When should you use mode 2?

You can use any of the 3 modes of the Q10 for skin, but the following is a guide for the three modes: Mode 1- use for Pain/Inflammation/Injuries; Mode 2 - use for all Skin Conditions; Mode 3 - use for Universal Healing applications.

I have a horse with what is called a sarcoid in this country on his sheath. I cannot find any reference to either sarcoids (or warts in humans) in your manual. I have treated it once with mode 1 of the Q1000 and once with the 660 enhancer. Do you have any suggestions?

Yes, you are correct, sarcoids and warts are not mentioned in the manual. For warts use the skin settings. For the sarcoid on your horse the protocol you used is fine, however if you do not get results apply the 808 Enhancer for one cycle every other day for a week – then see what happens

My son of 15 months has recently been diagnosed with a neuromuscular disease Spinal Muscular Atrophy - Type 2. This is a genetic disorder which means that he is missing 2 genes which produce a protein which he needs. He can sit up but cannot stand

up....yet! - we have great hope for him.

Apply mode 3 once every other day starting at the base of the skull for one three minute cycle and repeat on the tail bone for one cycle. At least for now, I do not think there will be benefit by applying it in the middle of the back. Follow this protocol for one month. When you see some improvement contact me again and I will recommend additional treatment. Be patient, keep optimistic thoughts – it can take up to a year to see results on nerve tissue. Research is constantly being done on stem cells and frequency medicine so if you do not see results, when we learn more about which frequencies stimulate nerve conduction, then those frequencies can be programmed into your Q1000

Whenever the Q1000 nears the right side, there is a stinging/burning sensation. The interesting aspect is the greater (and it does not hurt, it just stings or burns a bit) the sensations the MORE pain relief as well as inflammation DECREASE. Circle testing and acupoint locators do not indicate a stop point. I have not yet found an energy level saturation point. Interesting, yes? It feels like this involves nerve enervation, plus. Facial bones are swelling and changing shape and position, as are tissues, too. The stinging is very, very deep. Could be bone marrow as well as the deep sinus tissues of the head? Inflammation reduces with IV protocols and laser use. The structure of my face is changing back to normal, slowly. The bones are showing visible signs of re growth. Fascinating.

You are correct; when you feel a sensation it is the increase of circulation and re-innervations. Nerves may take 6 months to a year to re-grow or re-innervate

Here are some of the responders needs. Please advise re the appropriateness:

1. Disk replacement in neck, pins and needles down arm

Start him off by applying the 808 daily for one cycle right on the disc area, plus applying mode 1 for one minute to proprioceptive points 1 – 4 Reduce the frequency as he improves. If he does not see improvement in 10 days to 2 weeks, he must wear MBT or EAPG

2. Hip replacement - (he bought Q1000 and a 808)

Same as above but add proprioceptive points 5 – 6

3. Brachial left side nerve transplant. Serious traffic accident, 26 operations. Now left with hand pain and pain killers all the time. No problem with the money 'if it works'. Trying out a practitioner with Q1000 to feel what it does. Would he feel something in the first session? About to have a shoulder operation.

Trying out something to “see if it works” or to feel what it does and then using the wrong laser is a pathway to failure. Remember ALWAYS USE POSITIVE WORDS. NEVER use try or see if it works. Trying out the Q1000 which only delivers 7.5 joules of energy when several hundreds of joules may be needed is the wrong approach especially for someone who has had 26 operations and a lot of scar tissue. He needs the following treatment IMMEDIATELY. Apply the 808 for one cycle daily to the neck where he had the nerve transplant (instruct him to move it as needed to cover the entire nerve) and also apply mode 1 to proprioceptive points 1 – 4. He MUST wear MBTs or EAPGs and take Laser Assist Compound. If he has the money allowing him to go to a practitioner to try the wrong laser is the wrong approach – SELL HIM THE CORRECT LASERS and if he balks – offer buy them back in 3 months for 70% of what he paid.

4. Can't have a new knee because he only has half a diaphragm, and would not recover from the anaesthetic. So Q1000 and the 808 probe, but would the Q1000 help oxygenate his cells? He is on permanent oxygen therapy and registered disabled. Ex chartered engineer.

Yes, the Q1000 will help his lungs and improve oxygenation. Apply mode 3 to the lungs and apply mode 1 to proprioceptive points 1-4. For the knee follow the directions in the manual.

5. Lump on arm after bumping into a door. Skin thread veins on face – suggest a Q10 for that, and would it help the arm?

Yes, but if he can afford a Q1000, he will get better results on the lump – remember if you start with the Q10 and it doesn't get results, it may be difficult to get them to upgrade to the Q1000 later, but on the other hand if the results are satisfactory – they are a happy laser owner and eventually will need the Q1000 and the probes for other disorders that WILL ALWAYS appear.

6. Psoriasis: is this treated the same as excema? Would the Q10 be better than the Q1000 for this?

Both the Q1000 and Q10 will work for these disorders – follow the manual - always promote the Q1000 first and then drop down to the Q10.

=====
**Have You Sent Back Your "Pearls Letter"
Testimonial & Photo Yet?**

**I've Already Sent Out Several Sets Of Pearls
And Want To Send Yours As Well!**

**To Receive Your FREE \$100 Strand of Freshwater Pearls
Send Your Testimonial and Photo To Me ASAP At**

**kip@rapidnet.com, or by mail to
Kip Lytle, 520 Kansas City Street, Ste. 201, Rapid City, SD 57701**

=====

Business Building Ideas

Please keep in mind that these business building techniques I provide to you each month can be used with ANY type of business.

Lead Generation Using Direct Response Advertising & Selling Methods

If you are not utilizing Direct Response Marketing to generate leads and new business clients, you're missing an important cog in your marketing wheel.

For you health professionals, condition specific ads offering people with that condition a free report and a very, very good method of generating new patient leads for your practice.

In fact, it is one of the best lead-generation techniques going, because the only people who call are those with that specific problem -- and they're telling you by calling that no one else has been able to help them solve it. When you offer a solution to their problem, you become someone they WANT to hear from!

Ads sizes can vary ... but you can buy small 2 x 2 ads very cheaply ... or use "stand-by" advertising in order to run ads as large as 1/2 page.

Regardless of ad size, the ad should list a 24-hour 800# hotline. When the prospect calls, they will hear your voice in a short message talking about their problem and how your special report might just be the information they have been looking for.

The prospect leaves their name, address and telephone on the message service ... and the next day your staff sends out the special report --- and your initial new patient offer. Followed up by a phone call to make sure they have received the package ... a 2nd mailing ... and, because you have captured their mailing information ... your entire marketing series.

The best 800 number service I've found is offered by Automated Marketing Solutions. AMS offers virtually everything you need to automate this component of your marketing plan ... and they offer another cool marketing tool - Automated Voice Broadcast services.

Because I do a lot of business with them, I have arranged for all of my clients to receive special consideration if/when you decide to implement this lead-generation and marketing system.

All you have to do is contact Marlon Munro at 1-800-858-8889, ext 141 and tell him that you are a client of Kip Lytle who is interested in lead generation services.

Marlon is a real pro, and will walk you through everything you need to know to get your lead generation marketing on auto-pilot! I want to emphasize again that done properly, this type of lead-generation marketing is **WARM MARKETING** - the people requesting the special report have the problem they are calling about and are desperately looking for solutions.

Earn Up To \$1071.50 When You Refer A Friend!

Email Me ... kip@rapidnet.com ... For Details

Lessons From John Carlton

The Fight You Won't Win. So let me share that insight here: I was discussing human nature and the bizarre "cult of common sense" most people spend their entire lives laboring under (most folks believe they possess common sense, despite glaring evidence to the contrary)... and I was tying it in with the basics of world-class salesmanship.

If you desire to write truly good sales pitches, you must go deep with human behavior. The key is to get comfy with what people actually do... not what you wish they'd do, or what you believe they should do. Or even what they think they're doing. In much subtler ways, most people act completely opposite of the "mask" they've created for facing the world.

All sleep-walkers are hypocrites, aggressively blundering about the landscape unencumbered with self-doubt. And the majority of your target market is sleep walking... no matter what business you're in. Waking up and allowing the reality of our human condition to wash over you can be a jolting experience. It's a BIG damn soap opera out there. Yet, it's absolutely necessary if you want to attain sales mastery.

Anyway, one example I couldn't fit into The Rant concerned the idiocy of trying to educate people into buying your stuff. Now, that said... I'm gonna back pedal a bit here. A short time ago, I was having lunch with marketing legend Joe Sugarman and his lovely wife in Las Vegas. Great guy, Joe. An advertising genius who also works hard — and don't ever bet against that combination. But he had just heard me give a presentation at a seminar, and politely disagreed with my statement that marketers shouldn't try to sell by educating.

And, mostly, he was right. His early ads were all about educating people on ion generators, and his great Blue Blocker infomercials educated people on the science of sunglasses. So, in deference to a man I admire, I am trying to explain what I mean in better terms. Because once I explained myself better to Joe, he agreed with me, finally.

Here's my advanced explanation: If you have to educate people as to why they might want what you're selling... you've got an uphill battle, unless what you offer is still within their comfort zone.

So here's the rule I've developed — and I thank Joe for forcing me to think deeper on this, and not be so glib: There are 3 categories of advertising education. (1) You will forever have trouble attempting to convert unbelievers to your side, regardless of how naive or ignorant you think they are. (2) You will lose if you try to circumvent human nature, too. You may have lost hundreds of pounds with your special Spartan diet and hours of grueling exercise every day... but your gleaming example of self-reliance and discipline simply will not play out for the rest of your market. (3) You CAN, however, perform “continuing education” to inform the “almost ready” segment of the market... people who are open to believe (or at least entertain) your premise, because they are interested in the benefits you offer.

It is human nature to be hostile to new stuff. It is human nature to believe that everything contained in your private version of “common sense” is how the world actually operates (again, despite evidence to the contrary). But it's also human nature to want a better life, better health, and better everything else... and it's often even more better when you get it all before anyone else.

So, by all means, use educational copy in your ad if you're going after the “almost ready” folks in your market. But don't bang your head against the wall trying to convince pigs to climb up on the barn and fly into the horizon. Metaphorically, I mean.

Kip's Note To “The Fight You Can't Win”. I believe this is why “condition specific” lead-generating ads can be such an effective weapon in your marketing arsenal – they directly target the “almost ready” segment of the market, allowing you to spend your time on people are actually already interested in what you have to offer ... instead of trying to teach pigs how to fly!

It's Costing You Money If You Haven't Added Our Q10 As A "Between-Visit" Rental Tool Yet!

But you can change that ... and save BIG ... if you act quickly!

I just heard from one of my "smart" chiropractic professionals who, a couple of months ago, added our new Q10 rental laser to their practice for between-visit patient rentals.

They had started with three Q10's, and were renting them out to patients at \$70 per week. It seems that in a VERY short period of time, they had developed such patient interest that they actually had developed

A Three To Four Week Waiting List For These Rental Q10's!

Patients were actually starting to get upset that they were having to wait so long ... to spend more money with this DC!

Imagine that - your patients actually lining up and begging you to let them spend more money with you. That is the power of having the proper tools and marketing systems available.

So anyway, this "smart" DC figured that the only logical decision they could make from a business standpoint was to ... you guessed it ... add additional rental Q10's to their inventory.

\$70 per week rental income x 52 weeks = new annual income per Q10 of \$3,640.00. Subtract the Q10's price of \$1300, and you're left with an annual Gross Profit ... per Q10 ... of \$2,340.00. For a year one return on your initial investment of 180%!

Earlier this year I sent you a special opportunity to purchase rental Q10's ... and because I know that you want to grow your business while providing your patients with the best possible care ... **I'm going to re-activate a modified version of the special Q10 purchase offer you received before --- but only for a very limited time.**

ORDER DEADLINE: November 20th

(that way, you can have them before Thanksgiving)

Package #1

3 Q10's + 3 lifetime warranties + 2-day air shipping

Regular Price - \$4,550.00

Thanksgiving Preferred Customer Price - \$4,095

You Save \$455!

Package #2

5 Q10's at preferred pricing + Get 1 Free + 6 lifetime warranties + 2-day air

Regular Price - \$9,050.00

Thanksgiving Preferred Customer Price - \$6,999

You Save A Whopping \$2,051!

Be smart and don't miss this 2nd chance opportunity to add the healing and profit-producing power of the Q10 to your practice.

Call or email me directly your order (mention the Nov Q10 newsletter special) to me before the November 20th deadline! 605-342-5669 or kip@rapidnet.com

More Lessons From John Carlton

Being reactive is a piss-poor way to advance in life. Cluelessness is like living in a dark fog bank, and life is random while you're living in the dark. The sad thing is that most people PUT UP with this kind of nonsense. You must understand that you have the power to decide how to live your life.

Life gets interesting ONLY after you become pro-active. Find the light switch ... and turn it on. See where you're at and consider the options available to you about where you can go. In essence: Explore. Research. And Process all experience and incoming data. THEN make a friggin decision that has some teeth in it.

It all comes down to GOAL SETTING – a critical skill that is taught in exactly no school, anywhere. The best examination of the subject remains the killer “Think and Grow Rich” by Napoleon Hill, and until I read this book, it had simply never occurred to me that I could change my life by *making better decisions* ... and that making better decisions was all about exploring options and available paths (before rushing off half-cocked) and getting hip to how the consequences of my coming decision might play out.

Note from Kip: If you haven't read “Think and Grow Rich” ... several times ... you have absolutely no business being an entrepreneur. If you have read it – get it out and re-read it again now. You'll get new insights you didn't see before.

As a business owner, you're going to be faced with decisions every day. If you use the style most folks use, you'll hope like hell your “gut” tell you what to do. This is how disasters happen.

Good decisions come from goal setting. To even have a goal is a huge step toward living life well ... and a criminally unusual skill in our culture. “Get rich” or “become famous” are not goals. Goals are specific, well-considered targets that include a detailed map to get you to each point.

In other words, you need a PLAN. And that plan acts like the guidance system on Dr. Maltz's self-correcting torpedoes (haven't read “Psycho-Cybernetics” yet? Shame on you. Go order it right now and devour the entire book with the urgency of a starving man.)

In one sense, goals are the convergence of desire and possibility. But you have to clearly understand what you desire, and you have to clearly get in the groove of what's possible.

Wake up and go enjoy the wild times a full life offers ... But have a plan!

19 Secrets Of Exceptional Results Selling, by Dan Kennedy

Be there by INVITATION – as a welcome guest, respected expert and trusted advisor.

Integrate advertising, marketing and sales with emphasis being on lead-generation advertising.

Master direct-response advertising ... and master salesmanship.

Use the positive power of negative preparation; develop presentations and techniques that prevent stalls and objections AND have quality answers prepared for potential stalls and objections. Thorough preparation frees you to concentrate on reading the other person rather than inventing what you will say next.

Master mental and emotional control so you gain the power of total concentration.

Personal influence. Relationships matter as much as results in satisfying clients ... so human relations skills matter as much as anything in selling.

PROOF. The mightiest weapon a sales professional can wield is an overwhelming quantity and quality of proof. Substantiate every promise, every claim. Prove your case.

Understand and utilize as many of the “E-Factors” (emotions) as possible, as frequently as possible. People buy on emotion, then justify.

Find opportunities to create and use apples-to-oranges comparisons, re-invent your business, and otherwise highlight your strengths against your competition's corresponding weaknesses.

Diagnosis, detection, customization, then prescription. Only the lowest levels of the selling profession involve force-fitting one standard solution to every customer's situation. People prefer that which is designed specifically for them.

Discipline yourself to talk constantly and only in benefit language. If you quantified and measured it, what percentage of your conversation would be customer oriented versus salesperson oriented? What percentage would be pure benefit in orientation?

Have a carefully prepared and practiced Sales Presentation that you have confidence in and rely on. Pros do NOT “wing it” or “ad lib” – that's for poorly paid amateurs.

HATE selling for “think-it-overs.” Celebrate the quick, decisive definite “no” just as you do a “yes”; it is the “maybes” that waste your time, disguise your true effectiveness and sap your energy.

Be a courageous, assumptive closer. Remember you're A-B-C's; Always Be Closing. If what you're doing isn't moving you and the prospect toward the close, is there really a good reason to do it at all?

Use the “Yes-or-Yes” alternate close. Avoid offering a “Yes – No” decision opportunity.

Look for every opportunity to increase the time invested in selling, and to decrease the time spent doing anything and everything else. Measure your progress. Every percentage point swing from non-selling to pure selling activity may represent tens of thousands of dollars of added income to you.

Invest your time wisely so that you address today's short-term responsibilities and opportunities but also take care to create the

future you desire.

Pay as much attention to the customer AFTER the sale as you do in making the sale. This will not only prevent buyer's remorse, it will create lasting positive relationships, repeat sales and referrals.

Do everything with sincere enthusiasm. If it's not important enough to do enthusiastically, maybe you shouldn't be doing it at all. Remember, prospects hear your words and see your look consciously, but they subconsciously sense your true attitudes

Lessons From Dan Kennedy's "No B.S. Marketing Letter" and "No B.S. Marketing To The Affluent Letter"

Dan Kennedy talks about the "right" thinking a business owner must have, and says, "The key thing you need to keep reminding yourself to be constantly asking is, "How much is this asset going to be worth? And how much am I willing to spend to get that asset?" So what does that really mean to you? That "asset" he is referring to is your patient/customer. Now, the reason this is big news is that most people never think about "investing" in acquiring new clients as a form of investing. Most are looking for investing in other means and taking their spending power out of their practice rather than understanding that WHEN YOU ARE GROWING YOUR BUSINESS ...the money is much better off invested in marketing. Here's why: you can invest \$100,000K in a real estate property and get just 200 bucks in cash flow. OR you can take that same money and invest it in Marketing....generate over 1000 new clients and generate over 1.2 million in revenue. You now have a HUGE client/patient base, which is THE most important ASSET you can ever have in your business. So, what's the end point: in order to grow your practice you need to spend more money on marketing. Both internal and external. And if you want to retire earlier in your career, the key is to NOT be cheap in this aspect...but actually grow it.

Do Luxury Buyers Care About Bargains? Whoever said "the rich are different from you and me" obviously wasn't rich, and was therefore right but also wrong. It would be natural to assume that the higher up in affluency you go, the less the consumers can be swayed by discounts, bargains or bonuses and premiums. But that would be a simplistic and erroneous assumption. Instead, the more accurate idea is that they may be influenced by discounts, bargains, bonuses and premiums *differently* – but nonetheless influenced. The reality is that anybody can be bribed, anybody can be seduced from their cave with the right bait, not matter how affluent or how busy. Want proof? According to Luxury Report 2006, among those with incomes above \$150,000 74% tell survey researchers that they are "smart shoppers who look for bargains and discounts" even though they are not financially compelled to do so. Much is made about the offering of "free bonuses" to exceptionally affluent consumers, especially with high-end purchases, with most insisting it is ineffective and inappropriate --- this prejudice is consistently proven wrong.

Note From Kip: even your wealthiest buyers will appreciate and be swayed by packaging and including bonuses in your sales offer.

Emotion Versus Intellect

People act on their emotions far more often than they do on their intellect alone. They buy for emotional reasons far more often than for merely rational ones. If you want people to act on your offer and buy your product, first determine how your prospect is likely feeling right now. Then use your benefits as bridges to activate the emotions that will compel them to buy.

1. Begin by figuring out the prospect's resident emotions regarding the things the product addresses.

2. Figure out which resident emotion(s) are strongest, most compelling, most dominant.

Identify the product benefits that will most effectively enhance the strongest positive emotions and/or resolve the negative ones.

Address those benefits in ways that keep the prospect's most dominant emotions working with you.

Make this emotional connection at every opportunity in your sales copy.

Salesmanship As Seduction

Salesmanship is the art of seduction. You must convince your prospects to give you their attention – your headline does this. You must convince them to read your message by offering to bring value into their lives. You must convince them your product will meet their needs. You must convince them your price is fair – or better yet, a bargain, by making comparisons. And, you must convince them to take action now.

Lesson From Dr. Ben Altadonna

The first factor to making the most money is to answer the question, "What business am I you really in?" This step is usually the hardest one for professionals to make, but if you don't make it, you will never reach the pot at the end of the rainbow.

And what business are you really in? Chiropractic. Dentist. Massage Therapist. Right? Wrong!

You are in the business of **MARKETING** your chiropractic, dental or massage therapy business. Big difference. A big distinction here is the ability to work **ON** your business as opposed to working **IN** your business.

And, before we go any further, let's come to agreement on one thing. **PROFIT** is the only measuring stick of your business. You are running a business. The purpose of that business is to make you money and make you happy.

So, the first step is to flip the switch in your brain to realize you are running a business and the most valuable use of your time is to work **ON** that business ... not just **IN** it. The best way to accomplish this is by systematizing everything.

Note From Kip: a great book on systematizing your business is "The E-Myth" by Michael Gerber

