



## **Laser Questions and Answers With Dr. Larry Lytle**

*My question is, is it dangerous to try to treat a hematoma. Could pieces dislodge and block arteries in the brain?*

No there is no risk in treating a hematoma. A hematoma is bleeding out side the cells and is not in an artery or vein. The hematoma would clear up much quicker if he would take 9 - 12 Inflamm-Away per day in between meals on an empty stomach along with applying the Q1000. Remember the Q1000 does not kill or eat up anything and this hematoma is dead blood out side of the cells and the Inflamm-Away will digest the pertinacious debris.

*One patient has Osteomyelitis in her Right Maxilla, has lost the associated tooth and is on IV antibiotics as there were a few actinomyces discovered. She is scheduled for surgery. Her dentist and the MD of Infectious Diseases are willing to work with me. I would appreciate your suggestions as to how to proceed with the laser in the most efficient manner possible.*

Begin by applying the 660 Enhancer intra orally directly to the site for one cycle and repeat to cover the entire area. You can wrap the 660 with a sterile baggie or with plastic wrap. Follow up by applying mode 3 of the Q1000 over the cheek once daily. If the dentist still feels that surgery is necessary the 23rd, then repeat post surgery once every other day until healed.

I also recommend Belly Gelly and GeneFlora for detoxing and replenishing the healthy flora in the gut during and following antibiotics.

*Could you please let me know how my patient would know whether surgery is needed. Her DDS is of the opinion that the dead bone must be removed. While he is doing this he wants to assess the bacteria, actinomyces, in that area. I just need to understand how the situation can be assessed, perhaps without surgery, and possible options and risks. All of your insights are greatly appreciated.*

Unless there is a root tip or some foreign object other than the suspect that there is bacteria in the bone, I suggest she place Miracle Bite Tabs or Easy Adjust Proprioceptive Guides and apply the 660 Enhancer followed by the 808 Enhancer one cycle every other day for one week then twice a week for three weeks and retest. Lasers will flush bacteria out of suborn areas and stimulate bone growth and repair and cavitations surgery is not needed

## **Business Building Ideas**

### **Should You Be In Sales?**

As business owners, we are all in sales – everyday of our lives. As important, all of your staff and employees are also engaged in sales of one sort or another. Since sales is a mandatory part of our lives, you might want to see how you fair against the following questions. You should not be in sales if:

- ✓ You talk more than you listen when you call on a customer.
- ✓ You show up looking somber instead of cheerful.
- ✓ Making money is your primary objective; helping the customer is secondary.
- ✓ You treat every customer exactly the same.
- ✓ You don't learn from your mistakes.
- ✓ You are more concerned about what customers want, than about what they need.
- ✓ You don't experiment with new approaches and strategies.

### **The Secret of Deliberate Creation, by Dr. Robert Anthony**

Following are some notes I made when listening to this CD series the first time through (there will be many more listens on my part!) that I thought you might find interesting. I can't encourage you enough to visit [www.theseecretofdeliberatecreation.com](http://www.theseecretofdeliberatecreation.com) and invest in a copy of the mind-shattering information. So, on to some mind-bending thoughts:

To change your reality, change your thoughts and what you focus on. If you want a new reality, you must think new thoughts.

You create your entire physical world – both good and bad. Everything in existence is composed of sub-atomic particles, and quantum physics has proven that sub-atomic particles (SAP's) are not physical, but rather are probabilities of existence ... and even more mind blowing ... every SAP can have simultaneous multiple probabilities of existence.

**SAP's are energy packets that arrange themselves into what we see due to our thoughts.** SAP's these probabilities of existence that create everything in existence ... are in our command!

SAP's exist as waves spread out over time and space, and only when you exercise the power of observation do these waves become localized particles at a particular time and place. When you remove your observation these SAP's revert back to waves.

**Therefore, it is your observation and intention that takes energy from the unformed state and creates it as a space/time event!**

SAP's are probabilities that can exist at various points in space/time. The act of observation converts them into a physical particle in space/time. **SAP's don't exist unless we are observing them!**

Just a reminder ... everything you've just read above and will read below ... has been proven by quantum physics.

Nothing solid can exist independent of the observer. SAP's are actually powered by intelligence and make decisions! The intelligence that powers them is the universal creative mind ... which is made up of all minds in the universe.

The physical world is made up of ideas and energy. Everything you can see is made up of SAP's – which again, are under your control. This is why, **if you change the way you look at things, the things you look at will change.**

The creative, universal mind is limitless and since you are one with this mind, the possibilities for you are also limitless. What you focus on and believe is a command for the universe to bring it to you.

Any limitations in your life ... **ANY LIMITATIONS IN YOUR LIFE** ... are created by you. The universal mind must respond to your thoughts. It processes your dominant thought and **creates more of that thought.**

If your dominate thought is lack and scarcity – the universe will bring you more of it. If your dominate thought is abundance for everyone – the universe will bring you more of that as well.

15 seconds of dominate thought, uninterrupted nor contradicted by fear, doubt or worry, replaces 10 hours of physical activity. Thought is 100x's more powerful than action.

### **Lessons From John Carlton – So, Decide Already**

The ability to make a good decision is a key to becoming a true professional, in any market or business. Very few people understand the mechanics of decision-making ... and, in fact, *recoil* at the idea of going deep with the process. The result: most folks do the equivalent of flipping a coin or making snap judgments based on “intuition”, whatever that is. In business, sticking to a bad decision under the delusion that it shows you are a “man of principle” will bankrupt you.

When you are making big decisions, it's pretty obvious you should get as much data and input as you can first. We're in the Information Age. You can't log on without tripping over data and info. Without moving a muscle, you can search pretty much the entire library of human knowledge for almost anything you want to know.

You have no excuses for relying on hunches for the big decisions.

Learning to make good decisions will change your life. Understanding the inconvenient truth that, sometimes, the best decisions involves pain ... is the hallmark of a true professional.

### **Lessons From Dan Kennedy's *Ultimate Marketing Plan – Health Care Professionals Pay Attention!***

The prospective customer has to be led up five steps to a buying or action decision. The five steps are the same for any product or service and for every business. The confused customer does not buy and every presentation of a marketing message – regardless of the medium of delivery – should adhere to these 5 steps:

1. Awareness of need and/or desire.
2. Picking the “thing” that fulfills the need/desire
3. Picking the source for the thing.
4. Accepting the source's price/value argument
5. Finding reasons to act now.

Most chiropractors (and nearly all health care professionals) remain stubbornly lousy at marketing, and most deviate from this organized structure. For them:

STEP 1 has to be creating awareness ... reminding people that they do suffer chronically from low back pain or neck stiffness ... and that they consume frightening quantities of drugs to mute the symptoms ... and that deep down inside they do desire optimum health and fitness. ***DC's (nor any other health professional ... or for that matter, any other business period) cannot afford to make the mistake of assuming the public is instantly, automatically***

*interested in what they have to offer.*

STEP 2, then, taken only after Step 1, is to present chiropractic as a viable, effective, accepted, credible, gentle, safe, non-surgical, non-drug alternative treatment for various problems and ailments.

STEP 3, only after the completion of Steps 1 and 2, is the individual DC presenting his USP (Unique Selling Proposition) empowered marketing message and offer.

STEP 4 is handling the issue of fees, costs and affordability.

STEP 5 is giving the prospective patient a reason to call ... **NOW** ... so that she/he makes the appointment and keeps it.

When you walk into my personal chiropractor's office, you'll see one wall almost entirely covered with instant snapshots of the doctor standing next to each smiling, happy patient. **These pictures are instantly convincing!**

When Roger Craig and Joe Montana were playing for the 49ers, they stated they relied on chiropractic to keep them healthy. These (and other famous celebrity who have sworn by chiropractic) quotes are available on-line, and any DC who would not think to use this fact to market to patients is just plain dumb.

I teach chiropractors that there are only three reasons for the patient being in their office: (1) To get well; (2) To learn how to stay well; (3) To get inspired to refer new patients. Every minute that a patient spends in your office, and everything seen or heard while there, should be related to 1, 2 or all 3 of those reasons.

That means: OUT with the magazines – IN with interesting, educational literature (case studies and testimonials); OUT with background music – IN with continuous-loop video; OUT with paintings – IN with charts, posters and happy client pictures.

A young DC got ready to open his new practice – with at least 12 competing DC's already established in his area. He spent one full month prior to opening going door-to-door, house-to-house, business-to-business, introducing himself, asking the residents about their health interests and making friends. He knocked on more than 2,000 doors that month. And from the 1<sup>st</sup> day he started seeing patients, his practice has prospered. And in the 1<sup>st</sup> year, it outperformed all the established practices in his area.

## **Clayton Makepiece Feature/Benefit Matrix**

Every product and service has features. Features are merely objective facts about a product/service. Prospects don't want features – they want you to change their lives for the better, and in this regard, only benefits matter.

There are more benefits associated with each product/service feature than most business owners every dream of. The secret is to identify each and every feature a product provides and then to ask for each, "What does that do for me?", "What additional benefit does the first benefit provide?" By doing this, you will essentially be layering multiple benefits for each feature.

Your prospect will have strong feelings about every dimensionalized benefit you present. Connecting each fully dimensionalized benefit with a strong emotion makes your sales presentation irresistible.

Step I - Comprehensive Features Inventory. Features father each benefit your product/service provides, so it makes sense to start by listing all the key facts about (1) your business, and (2) the product/service. Start by answering the following questions about the company:

1. What are your qualifications?
2. What resources do you use to produce a superior product/service?
3. How is your location a factor (or non-factor)?
4. What's your reaction time?
5. What is your product/service inventory?

Now start digging with answers about the product or service:

6. Purpose – what, exactly does your product/service do?
7. Physical Dimensions – how does it compare to competitors products/services?
8. List Performance Metrics
9. List Credibility Factors – testimonials, warranties, guarantees
10. List Available Options & Upgrades
11. List Timelines
12. List and compare pricing and payment terms
13. List and compare post-sale support.

Feature/Benefit Matrix : Feature | Why? | Benefits | Dimensionalize | Dominate Emotions | Rank

Step II. Now figure out why each feature is included in the product and turn those reasons into tangible benefits

that will bring value to the customer's life. Attach as many "why's" to each feature as you can.

Step III. Answer the question, "How does each of these features directly connect with and improve the prospect's life?" List every possible way each feature brings value to their life. Be sure to include both immediate and future benefits. Write each benefit as a "you" statement.

Then go back over each of these benefits and ask, "What additional benefits does this benefit bring?" Keep drilling down until you get the benefits that mean the most and bring the most value to the prospect.

Step IV. Dimensionalized each benefit by painting vivid word pictures of all the ways the prospect will enjoy that benefit. Compare that benefit with those offered by competitors.

Step V. Connect each dimensionalized benefit with a dominant resident emotion. The point is simply to identify how your prospect will likely feel about each of the dimensionalized benefits on your list. Think about how the prospect will feel if they don't have this benefit ... and how they will feel when they are enjoying the benefit.

Step VI. Now rate each benefit on a scale from 1-5 according to three things:

1. The relative importance of the improvement each benefit will bring to the prospect's life.
2. The relative number of prospects most likely to covet that particular improvement.
3. The relative intensity of the emotion(s) connected to each benefit.

Step VII. Sort the matrix by these rankings. The highest ranked benefits are the ones that should be used first in your sales presentations. And ideally, all these benefits should be included in your sales presentation.

Any sales effort that fails to clearly, dramatically, emphatically, credibly and repeatedly present the benefits a product/service will deliver is destined to fail miserably. To be successful, all advertising must present the reasons why a prospect should buy.

Every product/service delivers several kinds of benefits:

1. Objective Positive Benefits
2. Problems Solving Benefits
3. Positive Emotional Benefits
4. Emotional Relief Benefits

Adding benefits adds response points. Make a list of every benefit your product/service delivers and then make sure you include all of them in your next promotion. No promotion is complete until you have fully explored all the benefits your product offers.

Lead with your best combination of benefits. Leading with (1) the elimination of a dominant resident (powerful and current) negative emotion, and (2) the promise to eliminate the negative situation that caused this negative feeling generally works best.

Headlines that simply shout a benefit are not as successful as they used to be due to increased competition and advertising saturation. But the ADVERTORIAL is a great alternative, and nearly any promotion can be turned into a special report. You then use the headline to sell the prospect on reading the report. It doesn't matter what you are selling – the advertorial approach is worth testing as it positions you as an advocate for the consumer – and best of all – if you pile on valuable free information – obligates your prospects to you.

### **A Simple Lead-Generation Mode by Dr. Ben Altadonna**

Conditions to market that all respond well to laser therapy:

Back Pain, Carpal Tunnel Syndrome, Headache, Fibromyalgia, Neck/Shoulder Pain

Media Available:

Daily paid paper(s), Other papers (weekly, monthly, etc.), Cable television, Radio, Niche specific media, Free standing inserts, Internet, Direct mail, Displays

Mailing Sequence To Leads:

1. First Report
2. Second Notice Report
3. Final Notice Report
4. Last Chance Postcard
5. WARNING 10 DAYS LEFT! Postcard (alerting them they have 10 days left on the extended offer)
6. Put on newsletter list
7. Sequence for live workshop (multiple steps)
8. Sequence for tele-seminar (multiple steps)
9. Specific mailings throughout year
10. Two postcards per month making new offers

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

It's a known fact that most people devote more thought, care, time and energy to planning any one vacation in their lives than they do to their business and financial goals. Isn't this "behavioral malfunction" interesting? Those who conquer it enjoy extraordinary rewards. And what they do is really quite simple:

1. See idea.
2. Like idea.
3. DECIDE to act on idea.
4. ACTUALLY ACT on idea – usually immediately. See next idea. Etc.

The "behavioral malfunction" is that 80% of you reading this newsletter will NEVER get to step 4 in that sequence. If you would only push past #3 and ACTUALLY ACT, your results will sky-rocket!

My nagging about NEWSLETTERS actually makes me tired, and I'm really weary of hearing people whine and complain about how hard they are to do, it costs too much, blahblahblah. Yet dollar for dollar, pound for pound, NOTHING, and I mean NOTHING else you can ever do will have as much positive impact on your business in so many different ways. And the failure to do it leaves the fence around your herd weak, fragile and easy for poachers to breach. ALL business is really about RELATIONSHIP, not core competencies or goods and services, and an excellent newsletter, consistently delivered, will help cement and build those relationships like nothing else can.

While I was on a cruise I was automatically enrolled in the cruise line's Loyalty Program. The biggie about that is that if I were to book a future cruise while still onboard, we would receive double the normal discount ... so we booked a cruise. While in the process, I asked the sales agent how many people booked their next cruise while still onboard? He told me the numbers averaged between 30% and 70%! Can you see the hidden marketing lesson here? Look for hidden opportunities in your business to either increase your transaction size or further the relationship. Look at places in the process where you can offer other products or services.

On the list of really Big that affect how wealthy or un-wealthy you are, one of the biggest is YOUR outlook, YOUR world view, YOUR thinking about prosperity and abundance or lack. Sadly, the majority of people are better at turning gold to mud than mud to gold, so even when things are going well, they wake up each morning anticipating disaster – if the sky isn't falling on them, they're busy dreaming up scenarios when it will. Here's the big lesson: POSITIVE MESSAGES! To expand your customers' purchasing, you need to expand their THINKING. To loosen their wallets, boost their confidence. People buy more or less not based on facts, but on feelings.

I can't urge everybody enough: get into good mastermind groups where you can share your victories and be exposed to others doing big things, bigger things than you're doing. You need somebody who can appreciate your accomplishments – somebody who EXPECTS you to kick butt and take names.

There is a very important "secret barrier" to bringing in a very large income. It is, simply, what feels NATURAL and normal to you. If you feel that earning \$100,000 a year is natural, normal, is what's supposed to happen, then you'll find it quite easy to do so. If you feel that earning \$100,000 a MONTH is natural, normal, what's supposed to happen, they you'll probably find it just as easy to do that. As it became naturel and normal for me to have money, it became a lot easier to make good money. Now I find it hard NOT to attract large sums. The more natural and normal it felt to attract and deal with large sums, the more frequently it occurred. You need to get your thinking COMFORTABLE with larger sums, larger deals, higher prices, larger incomes, greater wealth. You'll only bank what your internal system permits you to accept

Merrill-Lynch's Worldwide Wealth Repor, released in June, reports that millionaire households in the U.S. grew by a fat 6.8% in 2005, and the average rise in millionaire households in the largest metro areas is projected to continue to grow by more than 10% per year!

You must NEVER, NEVER, NEVER underestimate the amount of money available, nor the amounts of money people will freely spend on whatever is most important to them.

One of the smartest of all marketing questions has to be: "how do we make price irrelevant?" There are lots of ways to distract people from price – a time limit, deadlines, urgency, limited supply, scarcity, competition to buy. But we can aspire to something bigger and better – REPLACEMENT. Totally removing thoughts of price and replacing them with other thoughts. One of the very best such thoughts is the "THAT's FOR ME" thought. Each individual wants what is uniquely, exclusively, precisely, perfectly, ideally for him. To dramatically improve profit margins, select a specific affluent customer; bundle together appropriate goods and services; "wrap them", name them, position them as exclusively for that specific consumer; price at two or three times the price the pieces would sell for generically.

## New Testimonials

Arriving home 9 days after a total knee replacement I was trying to control the pain and swelling with a combination of dihydrocodeine, paracetamol and ibuprofen. After a further 2 days the pain from my knee was agonizing and being a Sunday difficult to contact my General Practitioner. My wife suggested we contact Gill Jacobs at Light for Health who loaned us a Q1000 and the 808 ENHANCER. In spite of my usual skepticism regarding these matters, I willingly accepted the treatment as I was experiencing such severe pain. The result was miraculous; I felt almost immediate pain relief. Over the following 48 hours we used both the Q1000 and the 808 enhancer three times a day. The swelling has subsided noticeably. A visit from the GP today confirmed a suspected hematoma which was obviously being dispersed naturally. My wife, who is a registered nurse and midwife with 35 years experience, has never seen such a small piece of apparatus work so efficiently. Out of interest we also tried the LLL light on a troublesome greater toe joint (gout) again with immediate beneficial effect.

Jane and Michael Dean. North London

I use my Q1000 nearly every day in my practice to help balance energy fields and to prepare the patients for my chiropractic adjustments. Dr. S.A. Butler, Desert Hot Springs, CA

I have a 26-year old female patient who was suffering from Carpal Tunnel Syndrome for two months. On the suggestion of an MD, she wore a brace for a period – which did not help. As a professional typist, she must be able to rely on her hands and wrists, and was desperate for help. I attempted traditional acupuncture which gave some temporary relief, but the pain would always come back. Switching to the Q1000 and 808 Enhancer reduced the pain by 90% in the first week and by the end of the 2<sup>nd</sup> week, the pain was completely gone (even though she continued to perform her normal typing jobs)! The Q1000/808 Enhancer combination proved more successful than traditional acupuncture for this patient. Dr. LiLi Zheng, DAOM, LAC, Portland, OR

My toes had become black due to some type of fungus. My chiropractor – Dr. Jason Tripp of Hermitage, PA suggested that we try the Q1000 low level laser device ... and with just a few treatments, the toes have returned to a normal, healthy color with no indication of any remaining fungus. Anna Ampy, Patient of Dr. Jason Tripp, Hermitage, PA

I recently noticed a very interesting side benefit to from adding the QSeries lasers to my practice. I have a long-time patient who would not schedule the follow up visits as I recommended, preferring instead to simply come in on a random, “as needed” basis. However, once she had the laser treatment for her knee pain and noticed the improvement, she started to schedule follow-up visits as recommended. I have noticed this behavior in other patients after receiving laser therapy as well. Dr. Jay Burton, Hillsboro, OR

I had a patient come in the other day that could barely walk as a result of low back and left inner thigh pain. With 24 years of chiropractic experience, I was concerned about putting this patient on the exam table for fear that she might not be able to get back up. So I decided to laser her inner left thigh using the Q1000, and within six minutes she said that the pain was reduced by 50%. Now able to complete the examination, I found an L2 disc problem and used the 808 Enhancer on it (no adjustments were made on this first visit). She came back the next day and indicated that the pain was 85% better and with two additional visits (four days total), her condition was completely resolved. Dr. Jay Burton, Hillsboro, OR

One of my most interesting case histories involves a patient who, for no apparent reason, could not move her right arm at all. She has a history of chronic neck pain, and was almost in tears due to the pain. Wanting to reduce the pain first, I lasered the painful area in her arm first, and within a few moments, she was able to move her arm a little bit. I followed up with a neck adjustment, and within four days, the condition was resolved. Dr. Jay Burton, Hillsboro, OR

## Random Ideas

*Common sense is the collection of prejudices acquired by age eighteen.* Albert Einstein

*Genius is the art of taking pains.* Claude Hopkins    *To escape criticism – do nothing, say nothing, be nothing.* Elbert Hubbard

*Doing business without advertising is like winking at a girl in the dark. You know what your doing, but nobody else does.* Stuart Henderson Britt

*The advertisements are the most truthful part of a newspaper.* Thomas Jefferson