

Business Wizards, Inc.

Laser News, March 2007

Important Note: I've been provided with information about a credit card scam originating from Singapore/Indonesia and possibly Nigeria. Supposedly legitimate prospects are emailing asking whether the company will accept Visa/MC and AMEX on purchase. Somehow they give you a good credit card number that processes normally, but then gets charged to another account (which of course then ends up being charged back to you.) Recommend that if your business sells any products that you ask for wire transfers for these overseas transactions.

Laser Training with Dr. Larry Lytle

It seems like my city is experiencing a literal epidemic of flu this winter. In the last couple of weeks, both my kids and my wife have come down with it ... plus ¾ of the kids and parents on both soccer teams ... people were dropping like flies during the first winter freeze at an indoor soccer tournament we attended. So, just in case your city is experiencing this as well, I thought you might find the following article interesting. Even though this article is about "Bird" flu, I think it is useful. Note: I've avoided any problems with this flu by (1) lasering my ascending, transverse, and descending colon (the site of GALT [gut associated lymphatic tissue] cells and one of the originating points of our immune system) plus both temples, the back of my skull and the crown Chakra 3-5 times per week with Mode 3 of my Q1000. I have also increased my intake of vitamin C. Enjoy the article. Kip

Taking the Fear Out of Bird Flu Is There A Bird Flu Epidemic Or A "FEAR Epidemic"?

Some news media has done it again; it has scared the hell out of people with Bird Flu news during the first 10 weeks of 2006. One has to wonder "why"? What is the media's reason for promulgating "fear"? Is it true competition or greed? Is it to sell more papers, get more listeners or viewers or is there something deeper? Is it to attract the makers of antiviral drugs to advertise with them? Is it to appease the politicians and bureaucrats who want to protect their backsides – just in case? Is it to stimulate the economy or is it a combination of all of these? Or is it closed mindedness or ignorance?

But as Paul Harvey would say," now for the rest of the story".

Health & Science writer Terry Gross quotes from The Next Pandemic: Bird Flu, or Fear that

there is no reason for alarm. He says: In one sense, there is little difference between grizzled terrorists and mysterious bird flu. Both scare us beyond their reach, beyond the likelihood that they will hurt us. In the wake of 9/11, our leaders have been playing Chicken Little. First it was anthrax, then West Nile virus, then smallpox, then SARS. In each case we were warned that we had no immunity and could be at great risk. In each case there was no accountability going forward, no "we're sorry, we got this one wrong, but we just wanted to prepare you just in case."

1. Dr. Marc K. Siegel who teaches at the New York University School of Medicine says fear and paranoia often take hold when a disease threatens to become an epidemic. Siegel says Bird Flu is a distinct possibility but argues against paranoia and reactionary strategies in health care and public safety. (ref 1-2)

It is a well known fact that fear depresses the immune system and a strong immune system is necessary to ward off any illness including Bird Flu, so why promulgate fear? (ref -12)

What Is A Virus?

Unlike bacteria, which are single cells, a virus is not a full cell and cannot reproduce on its own. To reproduce, a virus infects a cell and uses the resources of that cell. Essentially, a virus is just a sack of genetic material enclosed by a protein envelope. Viruses don't even fit the definition of "alive," though most scientists agree that they are. (ref 1)

Influenza is caused by a virus, either type A or type B. Type A is spread by birds, pigs and other animals while type B is spread by humans. (ref 1) In order for type A to infect a human, the virus must first mutate from the bird or animal and combine with human DNA to infect humans. This seldom

occurs but the health agencies and news media continue to spread the “fear” that it is possible.

Type B is spread by humans via airborne droplets and is inhaled into the respiratory tract. It is the most common type of flu. It incubates in the body from one to four days before a person feels ill. While the symptoms start out the same, type A ends up to be more serious than type B. The current bird flu is diagnosed by testing the blood for antibodies to the H5N1 strain. The test is 100 percent accurate. Transmission from bird to human is possible but rare, and happens almost exclusively from close or frequent contact with the sick bird. (ref 1, 2)

The few type A deaths that have occurred happen to those with compromised immune systems.

Prevention

Our government promotes flu vaccinations even though a British study this year showed only a mild effect on saving elderly lives, which is consistent with a thirty year study by the National Institutes of Health (NIH) (ref 3) showing the same thing – flu vaccines are not effective in saving the lives of the elderly. Again why are flu vaccinations promoted when there is evidence that they don’t work and no evidence at all that they work against bird flu?

As with all diseases, the best prevention is maintaining a strong and healthy immune system. Many factors enter into maintaining a strong and healthy immune system, such as good hygiene, good individualized diets, supplements and exercise, plenty of pure water, good breathing rhythms of pollution free air and control of stress. (ref 3)

Treatment

Grandma’s old recommendations of ... washing your hands, cover your mouth when coughing or sneezing, bed rest, control vomiting and diarrhea and plenty of fluids to prevent dehydration ... are still good advice. The only thing traditional medicine has to offer in addition is analgesics for pain and the rather ineffective anti viral drugs. (ref 3)

Let’s look outside of the conventional medical box. Low level laser therapy may be one of the best alternative or complimentary treatments for any type of flu. Some low output, resonating, multiple wavelength, 5 mW low level lasers produce soliton waves that can control muscle pain associated with flu, (ref 4) as well as enhance the immune system (5,6,7,8,9). These lasers can also act as an anti viral (4,10,11) There is absolutely no risk with using this

type of low level laser and they are available today for both home and professional use These lasers are a Class I non-significant risk device, the same as bar code check out lasers at the super market and are made to very safe. (4)

Every thing on earth has its own special frequency and that includes viruses (13). There are many ways to deliver frequency to the body, but the best way is with photons emitted by a low level laser. Frequencies can be either “constructive” to enhance and repair cells, tissue and organ systems or “destructive” to cancel harmful bacteria and viruses. (4) Many energy people suspect that the US government has isolated frequencies for some terrorist threat communicable diseases. At this time it is not known if the Avian Bird Flu virus has been isolated but since viruses mutate rapidly, it is recommended to program your low level laser with a broad spectrum of frequencies to provide a “shotgun” approach to potentially cancel viruses. (14) While there are no concrete facts that low level frequencies will cancel avian bird flu virus, it is know that low level lasers will enhance the immune system so it would seem prudent to use low level laser therapy weekly as a preventive measure and daily if you get any type of flu.

Detoxification

When flu viruses infect cells, they create many toxins due to the dead and dying cells that must be eliminated from the body. Bentonite products are very effective in absorbing both toxins and viruses and will control vomiting and diarrhea. I recommend taking a heaping tablespoon of Bentonite gel every time you vomit or have diarrhea and repeat until the vomiting or diarrhea stops. Always take a good quality pro biotic when using bentonite detoxifying products. (4)

Summary

There is not and will not be a bird flu epidemic; however the news media is creating a “Fear Epidemic”. Since drugs are not controlling many of today’s diseases, some people are turning to energy medicine as an alternative. One of the best forms of alternative or complimentary medicine is low level laser therapy. If properly programmed low level lasers can deliver constructive frequencies to repair tissue and organs and destructive frequencies to cancel flu viruses. When laser frequency therapy is combined with the basic recommendations and

detoxification, the results are even more gratifying. Now there you have it “the rest of the story”.

Business Building Ideas

Valentine's Day Promotion Results

(In Case You're Weird Like Me & Keep Track of This Kind of Stuff)

4,000 letters mailed February 2nd with a 2/14 order deadline (surprisingly, most of them arrived on the 5th and 6th – how do I know? ... that's a marketing secret I'll tell you if you call or email and request it) offering a rather standard “package” deal on a QPack with a special diamond stimulant kicker.

The total promotion cost was just a little less than \$3,000. The package price less cost of goods sold left a gross profit per sale of a little over 44%.

The promotion produced two sales - .05% response – what do you think ... **was this a “successful” promotion for me or a loser?**

This is where knowing the “math” of your business and promotions is so important. If you stopped at the .05% response, it would certainly appear to be a loser ... but because we don't “spend” response rates ... but do spend the net profits produced by any promotion, there is a different story to tell.

The “math” of this promotion ... with only a .05% response rate ... works out to a *Net Promotion Profits Of 143.62%!*

The kicker to this promotion is that by the time you have received this newsletter, the 3,998 prospects that didn't respond will have received a follow-up fax blast document (sent one week after the expiration of the original offer) extending most of the original offer through the end of February.

I expect this fax blast will add at least one more sale to this promotion, providing me with net promotion profits of 265.25% ... not bad for two weeks work!

What's the moral of this story? **Do Something! Do Anything! But know your math!**

Selling More To Your Existing Customers

You've worked your rear off over the past several months to sell “Jan” on the benefits of your product or service ... sent a brochure and information packet ... possibly scheduled a personal demonstration ... spent what seems like hours on the phone with her answering questions ... and finally closed the sale and received your payoff.

Other than on-going customer service issues you're pretty much done with “Jan” right?

WRONG!

Or to be politically correct I should say, “If you answered ‘Yes’ to that question, you're probably leaving a BUNCH of money on the table ... and are not providing ‘Jan’ with the optimum service and support.”

If you're not making continuous contact with your existing clients, you're not serving them ... and you're costing yourself money by leaving potential sales on the table.

Since you all are sales professionals (you ARE a sales professional aren't you – every business owner should be), I don't have to tell you that the easiest person to sell ... is someone who has already bought from you.

If you do your job with “Jan” and follow-up after a couple of weeks to (1) make sure she is happy with the results you've been providing, (2) asking for her personal testimonial, and (3) asking for a referral of someone she thinks might be helped by our equipment ... you've advanced to second base in the relationship with her.

How do you continue advancing the relationship?

By staying in monthly (at least) contact with her and bringing her new and useful information related to her investment with you.

Your monthly client newsletter is the vehicle of choice for this job.

Sent monthly, it allows you to stay in contact with your existing clients ... bringing them additional value ... and subtly reminding them of the additional benefits that can accrue to them when they (1) refer their friends to you and (2)

add the rest of your system to their health enhancement arsenal.

Each monthly newsletter is another opportunity for your clients to learn and receive more value from what you offer.

This newsletter and my new *The Back Page Special* are good examples of that.

In January, a few of you took advantage of the preferred client only DVD offer ... and last month, some of you added the much needed Enhancer probes to your Q1000.

This type of marketing isn't new or original. But it doesn't have to be new or original in order to be effective. You just have to use it on a consistent basis.

It's hardly rocket science is it.

But it is good old-fashioned *SALESMANSHIP*. Keeping in contact with those who already trust you. And bringing them extra value.

Every One Of You Reading Who Own a Business ... Any Type Of Business Can And Should Be Doing The Same Thing Every Month!

Another Follow-Up Marketing Tool

I was pleasantly surprised with our government the other day. Weird isn't it!

But the US Post Office has really been making nice strides in their direct marketing support products and services.

Go to www.usps.com/netpost and review the information on how you can send customized postcards for only \$.28 each - including both printing and postage.

I recently used this system to send 155 postcards to inquiries from a direct response ad alerting them to a free conference call question and answer period.

The process was quick and easy - and took me only about 20 minutes from start to finish.

I've told you earlier about www.sendoutcards.com ... I continue to use them for Thank You cards (their pricing is better for the

cards) ... but the USPS pricing is better for simple single-sided, black and white postcards.

To start utilizing www.sendoutcards.com you have to sign up under an existing distributor. My distributor number is 5545.

Follow-up to your marketing efforts and thank you notes are (or should be) an important part of your marketing strategy.

You now have two tools that make this fast, easy and relatively inexpensive. **USE THEM!**

How Much Can Or Should I Spend To Create A Customer?

Please re-read the question above ... now read it again ... and again ... and again ... until it is cemented into your subconscious marketing mind.

Most business owners question and mindset is, "How little can I spend to create a customer?"

I want to ask ask ... and figure out ... how MUCH you can spend ... not how little.

Why?

Because in a competitive market place, who do you think is going to win the customer acquisition battle -

... the business owner who scrimps and is a tight-wad on new customer acquisition -

... or the business owner who blows prospects away with value enhancing offers and services complete with follow-ups and relationship building efforts?

I think you know the answer.

Now don't get me wrong, I'm not suggesting you go out and blow money randomly - I'm as conservative and frugal as anyone when it comes to that.

What I am suggesting is that you figure out and know how much you can spend to attract a new customer ... and still make the net bottom line profits you've targeted ... and then go out and put those marketing efforts into place.

Example. Over the past 24-30 months, I've paid an average of \$61.78 EACH to create a total

of 1218 leads in the Chiropractic marketplace for our laser equipment.

What's your reaction to the \$61.78 figure?

I'd guess that some of you are thinking, "Wow, *that's way too much money to spend on lead generation.*"

Guess what ... **YOU'RE WRONG.**

That \$61.78 per lead generated has resulted in 130 total sales and a return on advertising investment of over 526%!

And it should have been better because I'm likely not spending enough to move a higher percentage of those leads to closed sales!

I'm certainly not telling you this to brag ... even giving you these actual numbers makes me a little uneasy.

But I'm doing it to make a point. Most of you aren't producing the sales and income for yourselves you should be ... because you're cutting corners where you shouldn't be.

When things get tight, the first thing most business owners cut is marketing and sales expenditures.

These are the last things that should be cut.

In fact, if your business is down, you should be **INCREASING** what you spend to create new prospects ... and to close those sales.

Cutting or reducing your marketing and what you spend to create a new customer can only make your downturn worse. Cut somewhere else ... but leave your marketing alone - actually, increase it.

But first, figure out what you can afford to spend to attract each new customer. Then figure out the best way to spend those marketing dollars. Then spend them!

7 Characteristics Of Great Sales Copy Clayton Makepeace, "The Total Package"

1. Great sales copy enters a conversation that your prospect is already having with himself.
2. Strong copy begins by solving a current problem – not merely preventing a future one.

3. Strong copy goes beyond just talking about the benefits that a product provides to recognizing the dominant resident emotions that the prospect has, either about those benefits or the lack of those benefits in his life.

4. Great copy fully explores ALL the benefits the product delivers to the prospect. It leaves nothing out. Explore and dimensionalize every benefit your product delivers ... and prove that it delivers those benefits with testimonials and other credibility devices.

5. Great copy fully dimensionalizes the value of the product. It's really important to compare the value of the benefit you deliver to what the problem is costing your prospect.

6. Great copy minimizes the price.

7. Great sales copy creates an urgency to buy. Including an urgency factor offer is in your sales copy and your extremely important.

Laser Comb Receives FDA Approval

Some of you may have recently seen that a laser hair brush has received approval from the FDA to make hair growth claims.

I think this is great, and congratulate the company for their persistence in pursuing approval.

The nice thing about this for you is that this approval has made front page news, and it's going to have people talking about laser therapy in your area.

Those of you who are aggressive will use the recent media coverage as a reason to send your prospects another letter (with a copy of the article) offering them a free laser therapy demonstration.

The Perils of Pharmaceuticals

From Bottom Line Natural Health Healing.

In 1986 there were fewer than 900 prescription medications available in the US. Now there are more than 8,000.

In 1998 JAMA showed that 5% of hospital admissions are due to negative drug reactions.

An estimated 106,000 hospitalized patients die each year from adverse reactions caused by drugs, and those adverse reactions are the fourth leading cause of death in the country.

16,000 people die each year in the US from adverse reactions to over-the-counter non-steroidal anti-inflammatory drugs (NSAIDs) such as aspirin and ibuprofen.

You know that laser therapy provides a safe and effective alternative.

But your friends don't. Pass this information along and encourage them to call for our free, no-obligation information packet.

New Testimonials

Before getting on to this month's new testimonials, let me say if you aren't asking EVERY client through your door for a testimonial, you're making a big mistake.

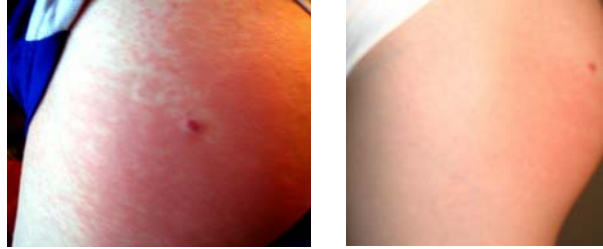
The psychology of the sale is that people will buy products and services for EMOTIONAL reasons ... but then look for "LOGICAL" (note the quotes) reasons to support the buying decision.

By asking for their testimonial (and referral) early ... literally immediately after you've produced a result for them ... and often, you are helping them to develop the logical reasons to support their buying decision – and to be even happier with the products or services you provide.

How dis-satisfied can a new client be if they've provided you with (a) a personal testimonial showing their satisfaction with their purchase, and (b) a referral of a friend or business associate to whom they know you are going to send your information packet with a cover letter indicating "Betty asked me to send this to you ... she love's what we do for her ... and thought you might be interested also."

Asking for testimonials and referrals is actually helping your clients! And you are doing them a tremendous dis-service when you don't allow them to share their stories with you.

On to this month's new testimonials.



"Our son broke out in an angry red rash one afternoon. It was raised, uncomfortable and spreading. I had tried everything from allergy medicine to oatmeal baths. Nothing was working and my next step was the emergency room. A friend suggested the Q-laser and within an hour of the treatment the rash was disappearing and the itching had stopped. By morning you could hardly tell where it had been. I would not have believed it if I had not seen it myself."
S. Harrison, Rapid City, SD

I have been having prostate problems prior to receiving the laser - having to get up to pee 3-4 times per night, and then barely getting a dribble. Prior to my laser system, I have tried many, many different potions and remedies for prostate over the years with no success. I started using the Q1000, Mode 3 over my prostate every day for 10 days (and now every 3 or 4 days) - after 10 days I was able to sleep through the night w/o getting up! Lester Fluth, Cambridge,

So, taking a little of my own advice...

Won't you please take a minute and drop me a note about your latest success story? They really do help others realize the benefits of low level laser therapy!

And, I'd love to send you a big check the next time someone you refer buys a laser. All you have to do is call or email with their name and we'll send out a no-obligation information packet ... It's that simple!

Thanks for your support!

Ten years ago I had radiotherapy after removal of a cancerous tumor from the saliva gland in my mouth. My ear had been damaged by the radiotherapy resulting in repeated ear infections. My last infection in October 2005 led to a perforated eardrum, and, an acute loss of hearing in my left ear. It was very painful, as though I had water in my ear, with pressure all the time. At first the only way I could feel the effect of the Q1000 was to experience tingling down the side of my face. I became pain free after 2 – 3 days when the pressure inside the ear went after inserting the 660 red probe into the ear for three minutes a day. Since using the laser this way I have not had one ear infection. Not only that, the laser stopped my daughter's migraines in the first three minutes. Her migraines usually last for three days, but just one three minute cycle with the Q1000 on Mode 2, placed over the pain on the head, stopped it in its tracks. Finding the Q1000 changed my life. Once you try LLLT you simply don't want to be without it ever again. SHAUNA SEDDON, UK

Last Saturday night, while at an indoor soccer tournament and playing with some other kids, my son Brennan banged his mouth onto the top of the head of a smaller kid and split his lip pretty badly. As it turns out, the cut probably should have been stitched up (my wife is still mad at me), but we had our Q1000 along, and I didn't think it was necessary. Anyway, the pictures below tell the story better than I ever could. #1 is just after the accident ... #2 is Thursday evening – just five days later the split that should have been stitched is nearly completely healed! Kip Lytle, SD



Everyday for the past 16 years I have fought and lived with chronic lower back pain. I have tried everything from massages to physical therapy, yoga, chiropractic care, shots and acupuncture. The only thing I found that would only ease the pain was harmful pain killers, stretching and the Q1000. Recently my 10 year old son gave me an article he found in a magazine about acupressure to stop back pain. He's always worried about my back because it limits me in so many ways. Since I'd had acupuncture treatments before with no results, I wasn't very receptive. One day the pain was so intense, I decided to try lasering the acupuncture points listed in the article with the 808 Enhancer (between the upper lip and nose, between the inner anklebone and Achilles tendon, and when making a fist, at the point near the pinky where the skin folds and bulges). I used the full three minute cycle on three different acupuncture points. **Within minutes after treatment my pain was completely, 100% gone!** I was pain free for the rest of the day! Yesterday my kids wanted to go skiing. My back pain was so severe I didn't think I would be able to take them. I tried the treatment again and not only was I able to take the kids, I skied with them all day with zero pain! I thought I was going to have to live with that pain for the rest of my life. Needless to say, I'm extremely elated and thankful for my little boys persistence and the Q1000/808 Enhancer combination. Beth Ware, Rapid City, SD

Random Ideas

If you think the problem is “out there” – that very thought is the problem.

Leadership is getting results in a way that inspires trust.

No one can reject me without my permission. Eleanor Roosevelt

How do you become a champion? “You’ve got to eat lightning and crap thunder.” Rocky I

Take care of the little things and you’ll have an empire to rule. The Bible

The oppressor has nothing more than the power you confer upon him to destroy you. Etienne de La Boete

The highest cause in the universe is the well-being and happiness of the conscious individual. The individual – a minority of one – is the smallest, the most important, most unprotected of all minorities. If the rights of the individual are protected, then rights are protected for everyone.

The state is the great fictitious entity by which everyone seeks to live at the expense of everyone else. Frederic Bastiat, 1801.

The Back Page Special

We have a 5,000 lb. bouncy new addition to our office ... a commercial grade Konica Minolta C500 color printer that seems to do everything but make my coffee for me. What this means for you is that we'll now be able to offer you standardized color printing of customized brochures and other laser therapy marketing materials you use (or should be using). You'll note that with this month's issue, I have included a (1) 12 x 18 poster for your walls, (2) a sample of our basic Front Office Brochure, and (3) a few product brochures to use when you're referring friends to us. If you're not a health-care professional – don't worry ... just hand him this packet of goodies the next time you're in his/her office and tell them what they're missing! Those of you that are health care professionals may want to consider stocking up on the following supplies for your office:

<u>Item</u>	<u>Price</u>	<u>Min. Quan</u>
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Items To Increase Your Referral Checks!

QPack Brochure	\$.60	
Q10 Brochure	\$.60	
New Promotional CD	\$1.25	

As long as you're helping me help you (can you say "referral checks"!) and others by referring in new interested people, I'm happy to provide these to you free of charge! Just call Jan at 605-342-5669 and she'll get a pack right out to you.

This new CD features our original 15 minute video introduction to low level laser therapy plus (1) a cosmetic/skin enhancement video testimonial as well as (2) the story of the little bear who broke it's back and was saved by laser therapy (a true story!)

Marketing & Educational Materials For Your Office

Healing Light Compilation	\$1.00	10	\$10
This is a compilation of Dr. Lytle's <i>Healing Light</i> articles. It makes a great free gift for your lead generation marketing.			
Frequently Asked Questions	\$1.00	10	\$10
Answers to some of the most basic and commonly asked questions about low level laser therapy.			
Beneficial Applications of LLLT	\$1.00	10	\$10
A document written in lay language explaining the benefits of low level laser therapy.			
Front Office Brochure	\$.50	50	\$25
See the sample with this month's newsletter. This can be customized for your specific needs.			
12 x 18 QLaser Poster	\$5.00	5	\$25
A "must have" for every room in your office. Colorful, bright and will get your patients asking about LLLT!			
QLaser Color Postcard (4 x 6)	\$.20	100	\$20
Nice to use as treatment reminders ... or as a "free demonstration" coupon.			

Custom Marketing Products For Your Office

Available On A Quote Basis

As you can see, a full set of promotional/educational documents for your office is \$100 plus s/h. As this month's *Back Page Special*, when you order by the end of the month, you pay only:

✓ **\$90 + s/h for one set ... a 10% discount**

✓ **\$160 + s/h for two sets ... a 20% discount**

✓ **\$210 + FREE S/H for 3 sets ... over a 30% discount!**

As always, this *Back Page Special* expires at the end of March, so give us a call today at 605-342-5669!

Have a Great Month!