

# Business Wizards, Inc.

## Laser News, May 2007

### Laser Training with Dr. Larry Lytle

Note: the opinions and ideas presented in the "Laser Training with Dr. Larry Lytle" section of this newsletter are those of Dr. Lytle only. No medical treatment claims are made or implied by the manufacturer of this laser equipment, Business Wizards, Inc., nor any distributor associated with this equipment. This equipment is sold and intended for veterinary use.

*My wife suffers from severe migraine headaches. We did some research and found your website. We are hoping that maybe one of your low level laser products might help. However, with the high cost, we are just wondering if you offer refund if your product simply does not work on her? Also, you mention two products Q100 and Q1000. Since the Q100 is less than 1/2 the cost of the Q1000, can you let us know if you think that Q100 would be less beneficial than the Q1000 for treating migraines? Any details you can give us would be greatly appreciated.*

Headaches are usually an easy disorder for mode 2 of the Q1000 or Q10 to handle, and when combined with my techniques of restoring blood flow to the brain (proprioceptive guides), I have only heard of one or two cases that didn't get results. The Q Laser System works at the cell level and is beneficial on many more body disorders, aches and pains than just migraine headaches. Many of the distributors of my products do offer money back guarantees when you purchase.

*I am talking to a woman who has Pagets Disease in her vulva, or what is left of it after her first removal with a strong laser. Now she has a bit more of Pagets which may be operated on using Photo Dynamic Therapy, PDT, or low level laser with light sensitive dye, on the NHS, or government paid health service. She wants to know if is safe to use the Q1000 in that area before her PDT operation in about three months time.*

Photo Dynamic Therapy is just another way of saying light or laser therapy. For this type of disorder, apply mode 3 of the Q1000 daily for one week and then every other day for one week, then twice a week until she gets further tests. If you apply the rest of the Proprioceptive protocol, Belly Gelly and Laser Assist Compound; she will probably heal without further treatment. Even if

she does require PHT the Q1000 will enhance and not hinder.

*I have a large case of Candida and have tried the laser it helped but did not resolve the issue after two months. I need to resolve this as I've had it for a few years now and it's gotten worse and worse.*

The reason the Q1000 has not helped your Candida is that you have not eliminated the cause of the problem. In other words you are damaging your gut faster than the laser can stimulate repair. You MUST totally avoid all sugar including fruit and all grains for at least three months, then take one large tablespoon of Belly Gelly at bedtime with a large glass of water daily for two weeks – then off one week and then repeat for two more weeks. You also MUST take two capsules of Geneflora in the morning and two capsules in the evening for three months – because I also have a problem with Candida, I plan to take Geneflora the rest of my life. Continue to apply mode 3 of the Q 1000 daily to the ascending, transverse and descending colon.

*A neurologist says that if he can get to a stroke victim within 3 hours he can totally reverse the effects of a stroke...totally. He said the trick was getting a stroke recognized, diagnosed, and then getting the patient medically cared for within 3 hours, which is tough.*

**RECOGNIZING A STROKE – Read, Learn, and Remember “STR”.** Sometimes symptoms of a stroke are difficult to identify. Unfortunately, the lack of awareness spells disaster. The stroke victim may suffer severe brain damage when people nearby fail to recognize the symptoms of a stroke. Now doctors say a bystander can recognize a stroke by asking three simple questions:

**S–Smile.** Ask the individual to SMILE.

**T–Talk.** Ask the person to TALK, to SPEAK A SIMPLE SENTENCE (Coherently) (i.e. . . It is sunny out today.)

**R–Raise.** Ask him or her to RAISE BOTH ARMS.

*NOTE: Another 'sign' of a stroke is this: Ask the person to stick out their tongue...if the tongue is 'crooked', if it goes to one side or the other that is also an indication*

of a stroke. If available, also give the individual 2 Aspirins as it will help to thin out their blood.

This is good advice on how to recognize a stroke, but for you Q1000 laser owners – always carry your laser with you and any time any of the symptoms appear – apply the any mode of the Q1000 to the back of the head or the left temple while you are calling 911 and keep the Q1000 applied on the way to the emergency center. Chances are quite good that by the time your loved one arrives at the emergency room, the symptoms will be reversed. Never leave home without your Q1000 laser because it works at the cell level in the same way for a heart attack. Remember half of your friends will die of a heart attach or stroke – why not be prepared. If you combine the preceding medical advice along with my advice on the Q1000 and act quickly, YOU WILL SAVE A LIFE OR AT LEAST THE QAULITY OF A LIFE.

## Business Building Ideas

### Marketing Your Lasers

I had a discussion yesterday with one of my newer clients. It seems his acupuncturist purchased one of our laser systems from a chiropractor who just couldn't figure out how to make money in his practice with our products.

For several reasons, this is a real shame ... and didn't have to happen for the DC in question. Because of this, I want to re-iterate some of the basics of marketing low level laser therapy in your practice. But first, a reminder of my #1 rule:

#### **I Expect You To Call Me Anytime You Have Questions About Using Your Laser Therapy Equipment ... or If You Have Questions About Marketing Your Laser Therapy Equipment.**

I can't help you if I don't know you're having problems ... and unfortunately, I have developed my mind-reading skills to the point where I can mentally connect with each of you every month to see how you're doing. Had the chiropractor in question called me, I have absolutely no doubt that we could have come up with a marketing plan that would have been successful for him.

So, with that in mind, here are some simple marketing steps that can be taken to help ensure your financial success with our equipment:

1. Market To Your Existing Clients
  - a. Referrals From Existing Clients
2. Market To Your Inactive Clients
  - a. Referrals From Your Previously Inactive Clients

### 3. New Client Lead-Generation Advertising

#### **A Great Marketer Is No Longer With Us.**

Gary Halbert, marketer and copywriting legend passed away on April 8<sup>th</sup>. Gary has been a marketing mentor to thousands ... and to me personally for the last three years. He will be sorely missed.

In his honor, I want to re-print one of his newsletters for you here. I would encourage you to visit [www.thegaryhalbertletters.com](http://www.thegaryhalbertletters.com) and read every one of his archived newsletters ... they are a Ph.D. in marketing and potentially worth thousands – even millions of dollars to you. I've deleted certain sections of the following newsletter due to space limitations.

*Today, we're going to discuss the "Halbert Index." The Halbert Index is a totally unique way of classifying people. To be at the top of the Index you must have the following:*

- (1) *You must have a life, and*
- (2) *You must have a sense of humor, and*
- (3) *You must have intelligence and be an independent thinker, and*
- (4) *You must be a generous and giving person but... at the same time...*
- (5) *You must refuse to take shit from anyone who doesn't have a gun to your head, and*
- (6) *You must be willing to take chances and cheerfully accept losses, and*
- (7) *You must have the capacity and courage for true intimacy with your loved ones, friends... and sometimes... even your associates and strangers, and*
- (8) *You must be wealthy always in your mind... and therefore... very often... in your pocket, and*
- (9) *You must be honest and have integrity not defined by laws but rather, by the inner-core of your being, and finally*
- (10) *You must have a relationship with a higher power (nicknamed "God") that does not necessarily include and/or often transcends any association with an organized religion.*

*What have I described here? Simply this:*

#### **A Player!**

*Listen, I have found my newsletters, my speeches and my personality seem to be like a giant meat cleaver cutting through the sea of humanity... separating those who have any type of contact with me into two very distinct groups. One group is made up of zestful, hard-working, risk-taking, fun-loving Players. The other group consists of losers unable to laugh at themselves and who are scared witless at the idea of taking risks.*

*Losers (those poor souls at the bottom rungs of the Halbert Index) have a number of common characteristics:*

- (1) They are generally spectators instead of players, and
- (2) They are usually critics who revel in grading people with whom they can't compete, and
- (3) Sometimes, they have financial wealth (most often they don't) but they are always poor in their minds, and
- (4) They get their pseudo self-esteem from the grades given to them by others and have no innate "sense of being" nor a core of natural integrity, and
- (5) They think they have a sense of humor but they don't, since they can only laugh at jokes made at the expense of others and they always fail to see the ludicrousness of much of their own endeavors, and
- (6) They often have intelligence in a technical way but almost no ability whatsoever for true independent and innovative thought, and
- (7) They lack courage and will study and "rehearse" endlessly but, will avoid at all costs ever letting the curtain come up... unless... someone else has agreed to star in the play, and
- (8) They don't understand true morality. Therefore, they are much more concerned with what's legal rather than with what's right, and
- (9) They will be as obnoxious and abusive as possible to those under them but, will kiss ass like crazy to curry favor with their superiors, and finally
- (10) Many of them will have college degrees but will never recognize these degrees as the silly jokes they are... and... they are unable to grasp the vital fact all true education is self education.

Basically, what we have here is a group of losers who are permeated with a small-minded, mean-spiritedness that vacuums out the vitality and zest of those around them. You may be interested in knowing there is a scientific way of describing these people...

### **They Suck!**

Well, so what? What does all this have to do with you, with marketing, and with making money?

A lot. You see, as a general rule, it is always easier to do business with and market stuff to people very high on the Halbert Index (Players) and this is especially true in an economic slump. Why? Simply because, no matter how bad the economy gets... these people will never succumb to a "depression mindset." A depression mindset is a sales killer. People who have it (more than 90% of our population) are running scared and have totally lost the belief (if they ever had it) they have the ability to fashion their own futures. They believe their fate is up to the economy... or... whatever politician gets elected... or... whether or not they can get a "good enough grade" from some employer or educational institution. Almost everyone high on the Halbert Index is a reader and virtually none of them are heavy TV viewers. You see, almost all real wisdom comes from printed material and the streets;

practically never does even a smidgen of it come from TV broadcasts.

What I want to impress upon you is... if possible... you should endeavor to confine your selling efforts to...

### **Players With Money!**

Why? First of all, it is easier to sell something to someone with money. It's an obvious fact that person has the money to buy what you're selling. If you've got a \$500,000 house for sale, it doesn't matter how appealing the house is if the family you're pitching it to has a pitifully low total income.

But there's another fact you mustn't overlook. People with money usually means they also have an important character trait most of the "sheep" out there don't possess. Namely...

### **They Have The Ability To Make A Decision!**

And... without talking it over with their spouse, their lawyer, their CPA, or their mommy. Usually, people with money got their loot because their lives are filled with independent thought and movement. These people with a high Halbert Index also possess another rare commodity. Namely... the ability to recognize true value. In other words, yes, it's true these people are easier to sell than Joe Average but... only if you offer true value!

Pay attention here. This does have meaning for you. Remember what Willy Sutton said when asked why he robbed banks? "Because that's where the money is!" So, to get to the bottom-line, here's what I'm suggesting: If you haven't done so already...

### **Start Thinking About Selling Your High-Priced, High-Profit Products And Services With Enormous Value To Players With Money!**

Pretty simple concepts, aren't they? But, simple or not, this kind of thinking can separate you from the poverty of the brain-dead masses and catapult you into the ranks of those lucky folks who enjoy total financial freedom. However, to help you implement these concepts, I feel I need to give you some tips on (A) What to sell to these people, and (B) How to locate them.

By the way, speakers at multi-level rallies give the illusion of doing this but, after they've got you all enthused, they give you a specific plan that makes them (not you) money... and... sends you (not them) off into activities which are often illegal and always stupid. I've said it before and I'll say it again. MULTI-LEVEL MARKETING SUCKS! Not just some of it, all of it. By the way, I heard in a speech by Dan Kennedy the average annual income of an Amway distributor is a whopping \$32.00!

Enough of that. Simply said the kind of real inspiration PWM's are willing to purchase is provided by articulate experts who have become successes in their

chosen endeavors and are willing to share their knowledge.

OK, what else will these successful, moneyed people purchase? Value. Just because these people have money doesn't mean they are promiscuous with it. They will spend it... but... not frivolously.

What I'm trying to illustrate here is PWM's will spend... and spend big... but... they won't spend stupidly. Another thing to remember is, these people care about substance, not window dressing. When I sell my information, I don't "dress it up" much. My videos, for example, are raw. I don't concern myself with "production values," adding chintzy canned music to the sound track or clever graphics and cute special effects. What I do concern myself with is providing substance and, I hardly ever get a complaint about my materials.

What else will intelligent, hard-working people with money buy? Another big category is... services that save time! All truly wise people realize time is the most precious commodity they possess. And, it is this commodity they are least likely to squander. Do you realize many people who pay to have me write copy for them can do it almost as well as I can? So why hire me? Because it frees up their time to get on with the crucial job of running their business.

As a general rule, nobody with wisdom ever does anything business-related he can hire someone else who is honest and competent to do for him. Dumb people (losers) gloat about all the money they save by doing things themselves instead of paying someone else to do that same job. Smart people (winners) are always ready to cheerfully cough up fungolas to buy time.

But, where do you find real Players? How do you get to them?

Obviously, Players are different than Non-Players. They drive different cars, live in different neighborhoods, eat in different restaurants, attend different functions, etc. One of the biggest differences is...

### ***They Read!***

Sure some Non-Players read also but, what they read is very different. Mostly Non-Players read self-help books written by dummies with Ph.D.'s (*Piled Higher and Deeper*) after their names, or publications that offer up a lot of gossip and "quick fixes" that are laughable to anyone with half a brain. Want to know what kind of publication is read by a higher percentage of Players than any other type? It's... newsletters! No, it's not just this one either. Many real Players read several newsletters every month. Why? Because newsletters, by their very nature, offer stripped-down, no-bullshit-info that can be grasped, digested and... implemented very quickly. Also, make a note of this: Real Players, who are by definition people with at least a modicum of wisdom, would rather pay \$600 per year for 100 pages of real info than \$9.95 for a book containing 300 pages of misinformation and fluff.

So, one way to find Players is on the subscription lists of newsletters. Also, Players often read financial publications such as the *Wall Street Journal*, *Barron's*, *Investor's Business Daily*, the *International Herald Tribune* and the *Financial Times*. Plus, they read books on selling and how to achieve excellence. Further, Players read biographies of successful men and women who have gamely overcome obstacles to succeed big in their chosen occupations.

Anyway, you can reach Players by advertising in such publications or renting mailing lists of people who buy them. You can also work with a good mailing list broker and have him ferret out for you lists primarily made up of high-income people. These might include Cadillac, Rolls Royce, Buick, Mercedes, Lexus and other expensive car owners. It might include lists of people who live in expensive homes or own power boats over 36 feet long or private, multi-engine aircraft. But, you know who the people are who are most likely to be at the very top of the Halbert Index? It's very simple...

### ***They Are Business Owners!***

Business owners represent about 6% of our population (there are about 15 million of them) and it is within this 6% where most of the PWM's reside. The others are mostly retired business owners. And... blessing of all blessings... all you need to locate them is... a phone book.

By the way, did you know that businesses that sell to other businesses are about 500% more likely to succeed than businesses that sell to consumers?

Look, I realize all of you can't simply drop everything you're doing and close down your bakery or flower shop and open up a "we deliver" car wash service. On the other hand, this issue should surely have given you much food for thought. Food that hopefully will have a positive influence on your future decisions.

## **How To Know Whether Or Not Your Promotion Will Work ... Before You Send It**

Here's something not 1 in 50 marketing "experts" can tell you ... how to know whether or not your next direct marketing campaign even has a chance to succeed or not ... before you spend the money.

I learned this from the legend himself ... Sir Gary of Halbert ... and he has continued to drill it's importance into my skull year after year after year.

If you religiously follow these steps BEFORE implementing any marketing campaign, you'll reduce your risk ... stop spending money on bad marketing ... and greatly increase your odds of retiring wealthy.

**Step #1: Figure your gross profit per sale.** For those of you who are "accounting challenged", your gross profit equals the sales price less the cost of goods included in the offer, and in this case, any sales

commissions or referral fees you have to pay on each sale.

**Step #2: Figure your promotional cost per piece.**

In a mailing, this would include your expenses for paper, printing, mailing and labor.

**Step #3: Dividing your promotional cost per piece by your gross profit per sale gives your breakeven closing percentage.**

Here is an example. Let's assume you're doing a mailing to 5,000 massage therapists, offering them the Q10 with a free Laser Users Manual, Healing Light book and professional marketing support package

Sales Price w shipping	\$1325
Cost of Goods Sold	
Q10	-650
LUM	-50
Healing Light	-12.50
Shipping	-25
Gross Profit Per Sale	\$587.50
Marketing Cost/Piece	
Paper	.08
Printing	.50
Postage	.39
Envelope	.02
Labor	.10
Total Marketing Cost/Piece	\$1.09
Break-even = \$1.09 / \$587.50 = .185% response	

Let's test this formula:

1,000 pieces mailed at \$1.09	\$1090 cost
1,000 x .185% response	1.85 orders
1.85 orders x \$587.50	\$1,086.87

So, by taking the time to "do the math" BEFORE investing in your next promotion, you can see exactly how many sales are needed to break even.

**The MOST Dangerous Medical Mistake**

**Parade Magazine, April 1, 2007**

As many as 90,000 Americans die each year from medical errors, but the kinds we most fear – such as being given the wrong medication – are often not the deadliest.

Misdiagnosis is.

An astounding 15% of all patients who enter a hospital or doctor's office this year will be misdiagnosed ... and about ½ of those will face serious complications, or even death as a result of the misdiagnosis.

**Using Testimonials For Maximum Effect,  
Michael Masterson**

"Get someone else to blow your horn -- and the sound will carry twice as far." -- Will Rogers

Anyone who's been in marketing for more than a day understands the value of customer testimonials. Better than any other form of proof (logical argument, data, endorsements), they can prove particular claims that the marketer wants to make about his product.

But, like any marketing tool, the strength of a testimonial is greatly related to the effectiveness of its presentation. If you give your customers typical testimonials in a typical way, they will have very little effect because they will neither attract attention nor deliver an emotional message.

But if you can find a way to make the testimonial new -- either with the language itself or with the presentation -- the effect can be powerful.

When I teach young copywriters the power of proving their claims, I stress the importance of not using testimonials that "sound like" testimonials. When a customer tells you that your product is "far and away the leader in its field" or "the best thing since sliced bread," you may be thrilled because it sounds like something you might have written yourself. But that's precisely why you shouldn't use it.

The best testimonials are those worded in a way that catches your attention, conveys a positive message, and does so with credibility. "Damn good eatin' fish!" is a testimonial I'd much rather use than "Succulent and tasty."

The "damn" arrests my attention, the choice of words is believable, and the effect of making "eating" an adjective conveys an immediate benefit. It almost makes the mouth water.

So that is one thing -- selecting, finding, or creating language that meets these criteria:

- \* attracts attention
- \* conveys a benefit
- \* achieves credibility

But that's not all. To make your testimonials do their job, they need to be presented in a format that supports those three objectives. In a sales letter, for example, testimonials are typically presented as one- or two-sentence quotations that are placed either in the text itself or at the margins. If you have a bunch of one- or two-sentence testimonials, it doesn't hurt to use them that way.

But if you have a really good testimonial, one that's distinctive and believable and strongly conveys the chief benefit of your product, you should find a more creative way to present it. You can, for example, turn it into a big bold headline and bolster it with an eye-catching photo of the customer enjoying the benefit.

Perhaps the best way to achieve both powerful, unique language and a captivating presentation is to show actual customers in their natural environment speaking their own words.

Infomercials selling wealth-building programs often present real customers talking about their success, but they are usually in a staged setting -- in front of the beach or a swimming pool -- and their comments seem to have been coached out of them.

A much better approach would be to have these people walking around their homes or businesses, interacting with other people and talking candidly and in an unrehearsed way about how their lives changed by following the system that is being sold.

Home Depot recently released three commercials that do a very good job of this. So good, in fact, that I'd recommend you study them to get an idea about what is possible -- particularly nowadays, when just about every business should be working in mixed media, incorporating video into their advertising program.

Home Depot's new commercials feature documentary-like accounts of customers who have fixed up their homes. One features an African-American mother, her sister, her daughter, and her son. Seated in front of her children and beside her sister, the mother is obviously proud of the painting and spackling job she did on the living room.

She says something like, "Now my kids say Mom did this and Mom did that"... and is interrupted by her daughter saying, "At first we were, 'Mom, you're messing up the house.'" The commercial flashes back to the mother getting tips on spackling at Home Depot and features impressive before-and-after shots. It ends with the mother saying, "This is a building that I made into a home."

Another one begins with a young mother saying something like, "I'm going to try to tell this story without crying." And then, "Two weeks after I bought my house, Dad died. He remodeled every house we ever lived in."

And then she starts crying.

"We started with the notion that nobody can tell a home-improvement story better than the customer can," said Gary Gibson, creative head of the Richards Group, the ad agency handling the Home Depot account. "They tell them better than we write them."

I agree. The message of these little films is empowerment and the effect is sentimental -- but that sentiment is successful because it comes without a script and without professional actors. The cinema

variety style chosen to depict the customers' stories makes them at once dramatic and believable.

The bottom line is this: Testimonials work well if they are true. And the closer you can get to truth, the stronger your sales message will be. When working with testimonials, ask yourself, "How can I show this customer experience as dramatically and truly as possible?"

You'll get a much better response.

## **A One-Sentence Course In Persuasion**

***People will do anything for those who encourage their dreams; justify their failures; allay their fears; confirm their suspicions; and help them throw rocks at their enemies.***

I read this bonus chapter in Dr. Vitale's book (Hypnotic Persuasion) again last night and the incredible genius of this 26-word marketing course really struck home!

Re-read the first paragraph again ... slowly ... and think about the implications to your clients and prospects.

Notice that there isn't one word in there about YOU or your goals, ideas, or dreams ... it's all about what THEY want and need to feel like you're on their team and determined to help them win.

That sentence was added to my wall this morning in giant 72 point black IMPACT print on a yellow background to serve as a constant reminder of what's needed for success in any marketing endeavor.

## **The Dangers of Identity Theft, Inc. May '07**

May's issue of Inc. magazine had an interesting paragraph in an otherwise somewhat dull little article about identity theft that I thought was worth passing along. Here it is.

*The biggest weapon in your arsenal against identity theft is cryogenic, and you should use it – freezing your credit. If you're a successful entrepreneur you've probably got more credit cards than you need. So why not lock things down? By the time you read this, at least two dozen states will have given individuals the right to prevent any credit from being issued in their names. All you have to do is notify the three big credit-reporting agencies – Equifax, Experian, and TransUnion – in writing. When a credit file is frozen, lenders can't even get a look at it, although some states make exceptions for landlords and employers. Freezing a file is a modest hassle but worth it. If the need should arise, you can temporarily unfreeze your file by telephone. One more tip: use your credit cards – your liability is strictly limited, and theft of a credit card*

number is among the easiest types of identity theft to resolve.

## New Testimonials

*“Attached are 3 x-rays of an implant on a patient of mine. At the time the first x-ray was taken (12-7-06) I informed the patient we should consider removing the implant. There was tenderness, swelling, and as you can see radiographic evidence of bone-loss.*



*I told patient there was a possibility of saving it using low level laser if she could commit to 2 treatments per week for 2 months. The patient kept her end and the swelling rapidly went away and at about 1 month I could see radiographic evidence that bone was filling in. At 2 months an x-ray dated 2-26-07 revealed even more bone calcification! Treatment was done with a combination of the 808 Enhancer and the 660 Enhancer. I use the Q1000, 660, and 808 many times a day in my practice and I am continually amazed by its ability to reduce pain and shorten healing time. It has become an integral component to my practice.” Philip D. Horning, DDS*

*“In an accident my shoulder shattered, according to my surgeon like a sledge hammer hitting a sugar cube. The pain was awful. Every time I moved.... I thought I would die even though I was heavily medicated. I thought my life was over and I would never return to work or a useful life again. After one session with a Q1000 the pain changed to being tolerable and after I purchased one of these remarkable devices I was able to sleep through the night and within two weeks be able to work again. Dr. David and this Q1000 has made all the difference.... Hallelujah ... Every Medicine Chest needs one.” Stephanie Ray, Orlando FL (submitted by Dr. David Gawain)*

*“My husband Wayne had a left side stroke 6 years ago. He manages to get around, but the stroke left his left hand tightly clenched and mostly unusable. We purchased a Q10 in November of 2006, and now (April 2007) his hand is almost completely opened. It’s great to see improvement after so long!” HC, Omaha, NE*

*“I don’t know what I’d do without the Q10 on my shingles pain. I feel the pain relief after just one 3-minute session ... and after two, it’s usually completely gone!” Bert Ammons, Stuart, FL*

*“I had severe Rheumatoid Arthritis. My Rheumatoid Factor score was over 1600 for the past 3 years. The*

*normal range for the Rheumatoid Factor is a score of 20 or less. Every joint in my body has been damaged by the Rheumatoid Arthritis. I have experienced extreme fatigue daily for the past 3 years due to the lost of mobility in my knees, ankles, feet and toes and to the overall effect the Rheumatoid Arthritis has had on my entire body. I could only shuffle when I walked and go up steps 1 step at a time. After walking or standing for just 30 to 45 minutes fatigue would overwhelm me for the rest of the day. Just prior to starting the use of the laser in February of 2007, I had my knees measured for mobility. My right knee measured 45 degree lost of mobility and my left knee measured 30 degree lost of mobility. I started to use the Q1000 laser in February of 2007. After using the Q1000 laser for only a few days I experienced dramatic results. It was like overnight all of sudden I could walk normal and go up and down steps normal. After a full day at work I came home essentially without fatigue. I can now go a full day and retain a high level of energy until bedtime. I have a new life. Up until the time of the use of the laser I only slept 3 to 4 hours off and on a night. I now sleep 7 to 8 hours without wakening. In the first few days of laser use my degree of immobility in my right knee went from 45 degree lost to a 25 degree lost and my left knee went from 30 degree lost to a 5 degree lost. For the first time in 3 years I can now move my toes and have almost full flexibility of my ankles.” Ben Gieringer, Pleasanton, CA*

## Random Ideas

Price is only relevant if YOU think it is.

Brainwaves can travel a minimum of 250,000 miles. That means you’re sending a million emails every time you think a thought. Intention (goals) focus those thoughts – sending them to others with like-minded goals.

Writing a book or creating a new product is only 1% of the job ... marketing is the other 99%.

The difference between an ordinary business and financial freedom is IMPLEMENTATION.

***This is why you MUST know our competitor’s products inside and out.*** “He who knows only his own side of the case, knows little of that. His reasons may be good, and no one may have been able to refute them. But if he is equally unable to refute the reasons on the opposite side; if he does not so much as know what they are, he has no ground for preferring either opinion.” John Stuart Mill

# The Back Page Special

The **Back Page Special** last month was so big ... so fabulous ... such an incredible opportunity for you ... that I had to give you another chance at it this month!

This month, we feature the amazing Q10. How can a product that sells for only \$1300 (compare it against products costing 3 to 10 times as much!) have 4 Laser Diodes, 5 LED's, 7 Different Wavelengths, Three Treatment Modes, One Button Operation, 24 Unique Frequencies, Such a Compact Footprint, And Nice Ergonomics ... PLUS be able to produce so well for both you and your clients?

Unfortunately, if I told you, we'd have to immediately whisk you away to some gulag-style concentration camp for potential trade-secret violators!

Seriously, the Q10 is that good ... and that advanced over most of our competitor's products! And, it is **unsurpassed** when it comes to being used as a "between visit" rental tool for your patients ... I have chiropractor's renting the Q10 for \$40, \$50, even \$60 dollars per week ... with patient waiting lists to boot!

Even better – the **0% Interest for 24 Months** financing option is still available during May on the two larger purchase options below.

The "preferred customer only" pricing continues this month on the Q10 ... **so April is your prime opportunity to add a fleet of Q10's to your practice ... or to pick one up for the family member or friend!** Here's your May **Back Page Special** pricing and offer on the Q10:



# of Q10's	Wholesale Pricing + Finance Terms!			
	One <sup>1</sup>	Three Pack <sup>2</sup>	Five Pack <sup>2</sup>	Ten Pack <sup>3</sup>
Regular Price	\$1300	\$3900	\$6500	\$13,000
Financing Available?	No <sup>4</sup>	No <sup>4</sup>	Yes	Yes
April Discount <sup>5</sup>	\$156 (12%)	\$585 (15%)	\$1300 (20%)	\$3250 (25%)
UPS 2-Day Air Shipping	\$30	\$40	\$70	\$100
<b>Order Total</b>	<b>\$1174</b>	<b>\$3355</b>	<b>\$5270</b>	<b>\$9850</b>
Approx. Initial Payment	\$1174	\$3355	\$440 <sup>6</sup>	\$825 <sup>6</sup>
Approx. Monthly Payment	N/A	N/A	<b>!\$220!<sup>7</sup></b>	<b>!\$411!<sup>7</sup></b>

Some notes to make sense of this offer:

<sup>1</sup> The single Q10 offer is designed for those of you who may have friends or family who could benefit from owning our equipment. If that is the case, YOU must complete the purchase for them ... they are not a client yet, and as such, are not eligible for the **Back Page Special** offers.

<sup>2</sup> The Three Pack and Five Pack Q10 options are the most commonly purchased quantities for use as between visit rental lasers in health care offices.

<sup>3</sup> **Buy at Wholesale!** The Ten Pack Q10 option offers wholesale pricing for those of you who may be interested in larger rental operations or in directly retailing the Q10 to your client/patient base (and earning more than the normal 10% referral fee!) In fact, with the low Ten Pack monthly payment, every Q10 you sell makes you \$315!

<sup>4</sup> Sorry, but the finance company's minimum order for financing is \$5,000.

<sup>5</sup> Because of the large discounts on this offer ... and the fact that it is only available to my existing clients, there will be no referral fees paid on these orders.

<sup>6</sup> Down payment on financed orders is two monthly payments

<sup>7</sup> Monthly payments are approximately. Credit application required on financed orders. *To receive a credit application please call Kip at 605-342-5669 and I'll fax one over to you.*

**You Have To Admit That This Is An Incredible Deal On An Even More Incredible Product ... And If You Missed It Last Month ... Don't Miss It Again – Because I GUARANTEE It Won't Be Repeated In June! Call me today at 605-342-5669!**

*Have a Great Month! Kip ☺*