

Business Wizards, Inc.

Laser News, June 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.

Upcoming Seminars With Dr. Larry Lytle:

June 16 - Houston
July 14 - St. Louis, MO
Aug 11 - Colorado Springs

June 23 - Omaha
July 28 - San Francisco
Sept 28 - Rapid City, SD

For more information/register, call Ronnie at 605-342-5669

Questions

I have been asked to treat a lady with a pacemaker who has severe low back and groin pain. In the manual it recommends using only the Q1000 and not the stimulating lasers. Is the use of the 808 probe totally contra-indicated or may it be used on the hip joint i.e. well away from the heart area?

Stimulating lasers like the 808 Enhancer should not be used on the heart any time and particularly with a pace maker, but can be used on joints. You can safely use mode 1 of the Q1000 as recommended in the manual on Proprioceptive points 1 - 4 and can use the 808 Enhancer for 15 seconds on Proprioceptive points 5- 6, then apply the 808 Enhancer to the pain area in the hip for one three minute cycle daily as needed. I also recommend Laser Assist Compound and Yoga or some type of water exercise for the hip. Also apply mode 1 to any sore muscles as determined by palpation to any sore muscles in the thigh or buttocks.

A client in Palm Springs would like to know if the Q10 would affect erectile dysfunction. What do you think?
Yes the Q10 would be beneficial for erectile dysfunction. – apply mode 1 for one cycle to the testicles and one cycle over the base of the penis 15 – 30 minutes before sex. If results are not satisfactory – repeat.

My other half got a cold that settled in his ears--has ringing in the ear--he says a million bees and can not hear. He has been on steroids to open the ear canal. I have had him put the popsicle stick between the back teeth and am using the 660 daily hopefully till he can hear again. Just want to make sure I am not making the problem worse. Also--he gave me his cold--so I applied the Q1000 to the throat and over the sinus on each side of the nose and did 1 application of the 660 in each ear--

now under the colds it did not say to put a popsicle stick between the back teeth but should you? Also--should you do that daily till the cold goes away or only once in the beginning?

The fullness and ringing in ears may have been triggered by the cold but also are due to the head of the condyle - lower jaw being pushed back due to loss of the back molars or even the height of the back molars due to wear. When this happens it is irritating the ears. Read the information in your manual about Proprioception and if your husband has his own teeth he should order Miracle Bite Tabs and wear them all times except when eating or if he has lost some teeth he will need Easy Adjust Proprioceptive Guides. For a cold you do not need to use the stick of wood and you can use the laser several times a day or as often as needed. If your husband is not getting results using the 660 Enhancer for the ringing in the ears, he should apply the 808 in each ear for one cycle once a day. As soon as he sees improvement reduce the frequency of use.

Autism and ADHD©

Two million five hundred thousand children and over one million adults are prescribed drugs for ADHD totaling \$3.1 billion in 2004. The FDA says there is a definite link between these drugs to serious cardiovascular problems including heart attack and have killed 19 children and 7 adults between 1999 & 2003. An additional 26 died because of suicide. Doctors are quick to prescribe unapproved drugs such as Zyprexa and Risperdal for attention deficit and other nonpsychotic conditions in an effort to keep from saying "I don't know".

The FDA now requires a "black box" warning on the following brain disorder ADHD drugs such as amphetamines, Adderall, methylphenidates, Ritalin, Concerta, Methylin, and Metadate.

Recently the FDA warned doctors about reports of suicidal thinking of youths who were taking Strattera an Eli Lilly drug used to treat attention deficit hyperactivity disorder. This caused Eli Lilly to place the "black box" warning on Strattera. This is the most serious warning that a drug can receive short of being removed from the market (see example below.)

Considering the serious problems with many pain drugs, the ADHD drugs and most recently the alert that the diabetic drug Avandia increased the risk of heart attacks, it is time to question if any drugs are safe.

Suicidality in Children and Adolescents

Antidepressants increase the risk of suicidal thinking and behavior (suicidality) in children and adolescents with major depressive disorder (MDD) and other psychiatric disorders. Anyone considering the use of [Drug Name] or any other antidepressant in a child or adolescent must balance this risk with the clinical need. Patients who are started on therapy should be observed closely for clinical worsening, suicidality, or unusual changes in behavior. Families and caregivers should be advised of the need for close observation and communication with the prescriber. [Drug Name] is not approved for use in pediatric patients except for patients with [Any approved pediatric claims here]. (See Warnings and Precautions: Pediatric Use)

As predicted by Price/Pottenger in their cat and human studies done in the 30s and now confirmed by World Health Organization, US Department of Health and Human Services, Centers for Disease Control and the American Academy of Pediatrics, developmental disorder type childhood “conditions” (diseases) are exploding.

In the 60s the rate of Autism was 1 in 10,000; in the 80s it was 1 in 166; and now in 2004 children with developmental disorders affects 1 in 6 kids.

The medical profession continues to make these childhood disorders/diseases a big mystery and further complicate and compound the problem by coining new more fearful sounding terms with confusing acronyms. Who can keep up with PDD or ADD, or ADHD or ASD?

Other than age and some slightly different symptoms, they are all behavior conditions characterized by a failure to bond, lack of social interaction, language development problems, lack of ability to focus, self stimulated societal disturbing behavioral problems and the experts even say “lack of ability to make eye contact.”

The causes are still being researched, but many agree starting in the 60s with Dr Bernard Rimland’s Neural Theory of Behavior blamed these childhood behavioral problems on food additives and dyes.

Some have said autistic children have a chronic flaw (what ever that means) and can not handle oxygen free radicals causing excess of free radical which produces corrosive molecules that damage the brain. It seems clear that these experts have not studied the fact that free radicals are caused by a loss of electrons at the atom level. Even the most basic scientist agrees that our bodies are composed of atoms and the most renowned physicists still do not know why the electron is lost from the atom. So why isn’t medicine placing the blame where it belongs – loss of electrons and provide treatment that puts electrons back?

More recently high sugar and gluten diets that lead to yeast infections, parasites, and vaccinations containing mercury in the form of thimerosal all are thought to contribute to developmental childhood disorders.

Defeat Autism Now – DAN, a San Diego based research center believe genetics is involved. However research done by Dr Bruce Lipton shows that genetics has run its course – done its job by the end of the first trimester and the 2nd and 3rd trimesters mold the child according to the environment. Environment includes water, air; food but MOST

IMPORTANT HOW THE PARENTS THINK and the internal stress of the mother during the last 6 months of pregnancy.

Like so many other diseases today, those “in the know” really don’t know what causes these destructive disorders. They can give us no answers other than they are multi-factorial.

I think it is time to go back to the basics – the electrical energy of the child and the way the parent (parents) think and how their fears relate to their thinking.

One thing that is known is that few children are born with any of these big name disorders. Most appear to be normal babies until 6-8 months or seem like normal kindergartners until they reach the age of 6 or 10-12 years old when the symptoms of ADHD appear.

My biggest contribution to health and wellness is that I have never been “locked into” the medical rut and I keep an open mind. I believe anything is possible. With this attitude, I get answers to some of the most serious problems by studying the basics and correlating various methodologies.

Even if any researchers are correlating Price and Pottenger’s work and the continual narrowing of the skull, the maxilla, and the pre-maxilla creating what I have coined as a “trapped mandible theory”. When one applies Price and Pottenger’s research with Embryology, Neurology and developmental Dentistry, new answers appear for Autism and related childhood conditions.

Most babies are born without teeth and eruption begins with the front teeth between three and 6 months. That is about when Autistic symptoms appear. If the primary cuspids are sharp like fangs, this can cause a “trapped mandible” and faulty proprioceptive signals are sent to the brain leading to an imbalance in the Sympathetic and Parasympathetic divisions of the Autonomic Nervous System.

Normal baby teeth wear flat and they don’t have the trapped mandible seen in mentally challenged kids. When the six year (first permanent) or twelve year (second permanent) molars erupt in the narrowed skull of an underdeveloped pre-maxilla child, the child is at risk of having a “trapped mandible” and at risk for ADHD disorders.

This improper upper/lower jaw relationship can exist even with what Dentists call “a normal bite” or without any TMD/TMJ problems and as the child ages, the “trapped mandible syndrome” worsens and other adult onset neurological disorders appear.

When the back teeth are lost or get shorter due to wear or improper restorative dentistry, adults are subject to a host of health problems with no known cause; such as bi-polar disorder, mental/emotional disturbances that lead to social dysfunction, community and family violence, senility Alzheimer's and even suicide.

The Washington Post reported in 2005 that one-quarter of all Americans met the criteria for having mental illness and one-quarter of those had serious mental disorders. Although parallel studies in 27 other countries were not completed then, the new numbers show that the United States is No. 1 for mental illness.

How is it that the United States leads the world in so many good things but trails the rest of the industrialized world in illness and longevity?

The United States has a failing medical/sickness system because the system is based on negativity and fear. Such a system is bound to fail.

Remember the famous quote of President Franklin Delano Roosevelt in World War II, "*The only thing to fear is fear itself*". Education and going back to the basics is the best way to overcome fear. The basics are that we are just energy. In the beginning, God said "let there be light". He saw the light and said "that is good".

Treating child hood and adult mental and emotional disorders can be done:

1. By eliminating the fear talk in the household
2. With proper nutrition
3. By correcting the imbalance between the sympathetic and parasympathetic nervous system by eliminating faulty proprioception when the baby teeth first erupt and later wearing properly constructed proprioceptive devices.

4. With low level laser therapy (light therapy) programmed with the correct frequencies.

Conventional western medicine has been a failure at eliminating and correcting Autism and ADHD and other similar conditions. It is time to look for other ways to prevent and correct these destructive disorders.

FDA Issues (Another) Drug Warning

Associated Press, Rapid City Journal, 5/22/07

First the painkiller Vioxx; now the diabetes drug Avandia/Avandamet. Another big drug safety issue has consumer groups, doctors and congressmen calling for an overhaul of the U.S. Food and Drug Administration.

On Monday, a medical journal published an analysis suggesting that Avandia raised the risk of heart attacks and possibly deaths. More than 6 million people worldwide have taken the drug to control blood sugar since it came on the market eight years ago, and about 1 million Americans use it now.

According to the analysis published online Monday by the New England Journal of Medicine, pooled results of dozens of studies on nearly 28,000 people revealed a 43% higher risk of heart attack for those taking Avandia compared to people taking other diabetes drugs or no diabetes medication.

The findings are frightening because two-thirds of the people with Type 2 diabetes, the most common form, die of heart problems, so a drug that boosts this possibility is especially hazardous for them.

Note: this would be an especially good time to remind your patients and friends about the positive blood sugar reducing benefits we've seen from using the Q1000 (mode 3) over the Pancreas. Also see the past Healing Light article about low level laser therapy and diabetes.

Business Building Ideas

(Can't Get No) Satisfaction

From the March 07 issue of Scientific American.

Satisfaction is an emotion that captures the uniquely human need to impart meaning to one's activities. While you might find pleasure by happenstance – winning the lottery, possessing the genes for a sunny temperament, or having the luck not to live in poverty – **satisfaction can arise only by the conscious decision to do something.** Ad this makes all the difference in the world, because it is only your own actions for which you may take responsibility and credit.

Email – Bane or Boon?

Entrepreneur, April 2007

Email is just one time management pitfall for businesspeople: Turla estimates that 65% of the participants in his time management seminars compulsively check their e-mail.

The typical person spends 2-4 hours a day answering email immediately when the majority of these messages can wait at least six to eight hours for a reply.

The problem with email is that we haven't decided whether to treat it as a form of written communication where a delayed response is expected or as face-to-face communication that requires an immediate response.

Some tips for better e-mail management:

- ✓ Delegate less important e-mail to employees.
- ✓ Set up different email accounts – one for vendors, one for clients, etc., so you can organize and prioritize.
- ✓ If it works for you set up an automatic reply that says you check email once or twice a day.
- ✓ Set aside specific time periods in each day to respond to email.

And, on the same subject from Dan Kennedy: Research indicates that employees and executives distracted by e-mail and phone interruptions suffer a progressive decline in IQ more than twice that found in frequent, long-term marijuana smokers. The study, carried out at the Institute of Psychiatry, found that excess use of technology actually REDUCES intelligence. More than 1/2 of the subjects surveyed or studied always responded to e-mail "immediately", with 21% checking e-mail frequently and interrupting other tasks to do so. Those significantly distracted by incoming e-mail and uncontrolled incoming phone calls recorded a 10-point fall in their IQ's – **more than double the impact of marijuana use!**

12 Ways To Improve Your Listening Skills

Selling Power, April 2007

Sometimes salespeople become so involved in what they have to say that they inadvertently monopolize the limited time they have with a prospect. The best way to make that time count is to listen attentively to a prospect's needs and concerns and then address each one.

1. Think before you speak. Let the prospect finish his/her thought before blurting out what's on your mind.

2. Silence is a sales ally. Use silence as a tool to control the flow of conversation and to draw out the prospect.
3. Interruptions discourage listening. If you think of something while you are listening to your prospect, jot it down for future reference when the whole story has unfolded.
4. Concentrate on the topic under discussion. It is imperative that you maintain your concentration while listening. Place all your conscious energy on the prospect.
5. Don't be distracted. Physically turn to the person you are listening to and give them your full attention.
6. Ask for details and explanations of anything you don't understand.
7. Listen for subtleties. Don't jump to conclusions thinking you've heard it all before. Listening means tuning yourself in for fine differences in the other side's story.
8. Take notes.
9. Listen and feel what the prospect is telling you. Sometimes your own feelings are a good barometer for what you are hearing.
10. Concentrate on listening to one topic at a time.
11. Listen to everything – even the details you may not want to hear. Skilled listeners don't discard information they don't like; they respond to what they hear no matter how unpleasant it may be.
12. Be patient. If you are nervous calm yourself with a deep breath.

Washing Your Hands With Antibacterial Soap Can Be Very Toxic

In 2005 a study done at Virginia Polytechnic Institute showed that pure triclosan reacts with free chlorine to produce chloroform.

Triclosan is used as an antibacterial agent in many hand soaps in an attempt to kill bacteria. When it comes into contact with chlorine (commonly found in tap water across the country) it produces chloroform ... which is a probable carcinogen. The level of chloroform produced depends on your water supply.

How To Write Lead Generation Display Ads

Do you believe the people who are selling you advertising space? If so, you are setting yourself up for big time failure.

The sales reps you are dealing with are paid for one thing, and one thing only ... selling you ad space ... not the results your ad produces.

What's more unfortunate, is that a lot of them could care less whether your ad produces or fails.

This was proven recently when I was helping my sister (dentist) with her yellow pages ads. The yellow pages rep had specific ideas about what her ad should look like ... pretty much just like everyone else's ad on the page ... and was intent on "improving" the ad with expensive 4 color displays.

I helped her work up a couple of different yellow pages ads based on proven direct response marketing techniques ... and the yellow pages company didn't want to publish them. She literally had to threaten them to get them run.

Anyway, a correctly written lead generation ad can be like an automated ATM machine – bringing in consistent numbers of profitable new customers.

One thing many people do wrong in these ads is to sell the wrong thing. You can not, nor should not, try and sell your main product or service from the average small display ad. People like to know what they are buying – any why they should buy from you. To do that, you must educate them.

With that in mind, here are 3 rules of small display ads.

1. You must have a powerful headline
 - a. Never use your company name as the headline
 - b. Your ad must stand out from the other ads
 - c. Either attention getting – or benefit based headlines can work.
2. You must talk to the readers – not yourself
 - a. Use normal people talk not "advertising" talk.
 - b. Write your ad as if you are talking to one person only.
 - c. When people are looking at ads (especially the yellow pages) they are typically already interested in what you have to offer. Take advantage of this and do what you need to do to force them to pick up the phone and call you right now.
 - d. I like to use "24 hour hotlines" when offering a free information report, as it reduces the fear of being sold that many people have.
3. Make your display ad as long as it needs to be
 - a. The more you tell, the more you sell – has always and will always be true.
 - b. Always address the benefits (not the features) of what you provide – i.e., what will it do for them?
 - c. You must, must, must have a call to action

Some Thoughts From *Breakthrough Advertising*, Gene Schwartz (www.breakthroughad.com)

Note: if you are at all serious about success in business, you should by and devour this book!

- Desire for your product or service is NEVER created, but rather channeled. The power, the force, the overwhelming urge to own that makes advertising work, comes from the market itself, and not from what you may or may not do. Marketing/advertising cannot create desire for a product or service ... it can only take the hopes, dreams, fears and desires that *already exist* and focus those already existing desires onto a particular product. This is your task – not to create this mass desire – but to channel and direct it.
- The only purpose of your marketing is to convince and show prospects that your product or service fulfills a desire that already exists inside them. If the person has not pre-existing desire for the results (benefits) of your product/service then he or she is simply NOT a prospect.
- When you recognize that your job is simply to take your prospect's desire and then show him your product/service is the BEST way to fulfill that desire – you're performing the ultimate form of marketing judo.

Notes From Dan Kennedy's

No B.S. Marketing Letter (www.dankennedy.com)

1. Right after a postage increase is always a good time to ramp up direct-mail because there is less clutter in the mailbox and less competition for the recipient's attention.

When the herd thins – rush in. Remember, you aren't buying a postage stamp – you're buying readership.

This is an example of a way of thinking about business to make a lot more money – what most perceive as “bad”, you should examine carefully for opportunity. And, the bigger the majority that perceives it as bad, the greater the hidden, overlooked opportunity may be. This is application of the principle I believe *devoutly* – that the majority is ALWAYS wrong. Make no mistake: the majority does NOT rule. In terms of financial success, only 1% of the entire U.S. population has 7-figure incomes. That tells you 99% of everybody you observe is wrong in thought and behavior about everything having to do with financial success.

2. The following was a real ad ... what do you think?

Notice
Men wanted for hazardous journey.
Small wages. Bitter cold.
Long months of complete darkness.
Constant danger. Safe return doubtful.
Honor and recognition in case of success.

This ad, written by Ernest Shackleton for his Antarctic expedition (the entire crew was stranded for two years) is actually a brilliant and classic lead-generation ad, employing reverse-psychology, takeaway selling; appealing to ego; certain to attract a smallish number of perfectly qualified candidates.

Here's the hugely profitable idea – advertise for what you want. And don't be afraid to advertise for what or who you REALLY want.

3. How is the economy – really? 11 million flat screen TV's were sold in '06, up from 5.3 million in '05 (spending on consumer electronics is a perfectly reasonable shortcut to assessing the health of the economy.) Unemployment fell to 4.5% in '06, a level last reached in 1998-2000 ... in the last 50 years, it's been this low only one other time (1965-69).

A Reality Check From John Carlton and

The Marketing Rebel Rant (www.marketingrebel.com)

Coming to terms with reality is something you have to cultivate – it doesn't happen naturally – but is required if you want to grow.

Getting access to the *reality* of any given situation requires you to step back and look dispassionately at yourself.

No name-calling, no judgements, no excuses. In fact, to properly look at reality, you can't assign any “good” or “bad” stickers to any of it. You gotta look at your life (business) as it IS ... not as you wish it was, or hoped it had turned out, or think it should be.

The act of stepping back and observing allows you to actually learn to appreciate all the things that make you

human. And after a good reality check, you are actually a better human being.

Discovering self-examination was like unexpectedly finding the key to paradise in my pocket. It helped me get past my dreamlike tendency for wishful thinking and regrets over past failure.

Most people don't like facing up to reality. But in my non-scientific study of SUCCESSFUL colleagues – every single one of the movers and shakers who are living full lives – are gourmet reality fans.

The Reality Check – here's how it works. When you're experiencing discomfort in your life ... and it's not disease related ... the problem is probably resistance to reality.

And what makes it complicated is that you aren't just resisting reality ... you're resisting several versions of “reality” that have been crafted by warring departments in your brain's control room.

Here's what you do: first, set aside at least an hour where you will not be disturbed. You need this “mind space” so you can concentrate ... and also because you do NOT, under any circumstances, want anyone to see what you are about to write down. In fact, I recommend you give yourself the option of shredding all documents at the end of the hour.

Now sit down at your keyboard (or with pen and paper) and get busy. The key here is to write as fast as you can, without editing and without stopping to think about what you're putting down.

You want to bypass your inner editor ... and you especially want to rush past your brain's control room.

Tap the rawest possible examination of your current state ... without getting emotional or judgmental about it.

Write out, to get started, the answer to the simple question, “what's going on with me right now?”

Write fast. Don't dwell on anything – just write out the basics.

There are no exact rules to how you proceed with this writing – just try to dispassionately lay out the situation as you see it. AND BE HONEST about the emotions accompanying each item.

Next, go back and start writing down (as fast as you can) every emotion you have about each item. The rule is simple: There is NEVER just one emotion involved. When you're angry, you're also scared ... when disappointed, you're also feeling out of control.

Now, here's the big trick: force yourself to consider alternative emotions on every point. Engage in a quick debate with yourself – seeing the other side of the argument. And erase the word “but” from your inner dialog as you do this.

So, after you write down your “what's going on” rant ... go back and write quickly how you feel about each item. Then challenge that feeling ... and write out quickly how you might actually be having the opposite (or near opposite) emotion instead.

Then ... the biggie. Answer the question, “Why do I feel this way?” Challenge everything you believe about your insight. Don't accuse yourself of sins and don't compare yourself to any ideals. Try, as dispassionately as you can, to observe what you're feeling as if you were watching monkeys frolic in a zoo cage.

DO NOT MAKE ANY DECISIONS DURING THIS DOWNLOAD.

Here's where the magic happens: just by writing everything down, you relieve your brain from having to continually conduct the ongoing argument over your situation. The repetition is for memory's sake ... and, written down, memory is satisfied – so the inner dialog can calm down, and that alone lets the air out of most emotions.

On A Lighter Note

Whew ... while excellent advice from my friend John Carlton ... that was kind of heavy wasn't it?! So let's finish up this month with something a little lighter ... **The Benefits of Sex ...**

✓ A vigorous roll in the hay can burn about 150 calories every half hour. So if you have sex say 7-8 times a month for about half an hour you'll burn off about 10,000 calories (about 3 lbs.) over the course of a year. Just avoid that post-sex Snickers bar (about 250 calories) or you'll negate the benefits.

✓ A 2001 study found that men who had sex 3 or more times a week cut their risk of stroke and heart attack by 50%. Sex also increases the flow of blood to your brain and other major organs – saturating them with fresh oxygen and removing waste products that can cause sickness and fatigue. So come on ladies ... the next time your man wants to play "doctor" ... he really IS playing doctor!

✓ Just before orgasm, levels of the hormone Oxytocin explode to 5 times their normal level, causing your body to release natural endorphins that can numb most any pain. (This IS NOT an excuse to ask your laser therapy clients to have sex with you while you are demonstrating the laser!)

✓ Sex helps lower your overall cholesterol levels – and helps to maintain a healthy balance between your HDL and LDL (good/bad) cholesterol.

✓ Sex is an amazing tool for helping your body cope with stress

✓ Regular sex boosts testosterone levels in both men and women, helping to strengthen bone and muscle.

New Testimonials

Dear Dr Irina,

My good friend and naturopath, Nerena Morris, emailed you in September last year for advice when my 4-year-old son, Matthew, was diagnosed with leukemia. Thank you so much for your help.

I already owned an Enar and, on receiving your advice, immediately ordered a blanket and Q1000 laser. All have been invaluable. Before I started using them, my son was miserable with side-effects of chemotherapy. He had peripheral neuropathy: his hands were like little closed-up claws, they were terribly weak, and he could not straighten them. He could not wriggle his toes. He had painful abdominal cramps and mouth ulcers. It was so terrible to watch.

Matthew is now five years old and is two months into his three years of maintenance treatment. He has no signs of neuropathy and no longer suffers from abdominal cramps or mouth ulcers! He has not been hospitalized since he was first diagnosed and has had no treatment delays due to infection. He is a bright and healthy-looking little boy with shiny hair and a big smile and he seems to be getting stronger every day.

Thank you so much for helping me when I needed it. I appreciate it more than you could ever know.

Rachel Burns, New Zealand

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Its kind of cool how after 5 games (soccer) in 24 hours last weekend, when Derek's (age 10) feet were hurting, he didn't want any aspirin ... just the Q1000! Buker Beaumont, Rapid City, SD

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The QPack is truly practice changing, and is the best addition we have made to our practice in years!

We've had an Erchonia laser in our office for the past 5 years ... which I never use any more because the QPack has proven itself superior in every way! Here are just a few of the success stories I've have experienced in a very short period of time with the QPack:

- ✓ 20 year chronic shoulder pain completely relieved with only two treatments
- ✓ Plantar Fasciitis
- ✓ Lumbar disc herniation
- ✓ Acute thoracic pain – patient couldn't even lie on the table when she came in – with one 3-minute treatment, her pain decreased by 50% and she was able to lay prone for her adjustment
- ✓ Migraine headache – immediate relief
- ✓ Sore throats and ear aches
- ✓ Trigger point release
- ✓ Post-surgical wound healing

The QPack makes it faster and easier to treat my patients, allowing me to dramatically decrease the use of interferential therapy. I love this laser ... my patients love this laser!

Dr. Lisa Staudt, Papillion, NE

Random Ideas

Every day I get up and look through the Forbes list of the richest people in America. If I'm not on it ... I go to work. Robert Orben

Have a Great Month! Kip ☺

The Back Page Special

Let's have some fun this month ... and give you a chance to earn some free gifts ... **And Maybe Even Win A FREE Q10 Laser Valued At \$1300!** ... just for telling your personal laser success story.

Here's something most of you who run businesses already know ... but is worth repeating ... *Client Success Stories Are The Back-Bone Of Any Good Marketing Program.* You can NEVER have too many. And in your marketing efforts, you can never use too many. If you think you have too many, you don't. My late friend – marketing guru Gary Halbert – finally stopped asking for success stories from his clients ... after he had a collection totaling nearly 10,000!

Since I don't have 10,000 yet ... and since your stories are crucial to allowing others to realize how amazingly beneficial our products can be to their lives ... this month's **Back Page Special** is a **TESTIMONIAL CONTEST!**

First the fun stuff.

✓ **Grand Prize – A FREE Q10 Laser – A \$1300 Value.** The client sending in the success story judged to be the best will be awarded a free Q10 laser.

✓ **Four First Prizes for the best submission in each category.**

✓ **A special gift for everyone who takes the time to send me your story.**

Here are the submission categories:

1. General Health – any use that has improved your health or quality of life.
2. Pet use – tell me how you have used your laser to improve your pet's life.
3. Business Building – tell me what your laser has meant to your business (with numbers to verify the improvement.)
4. Cosmetic – what has your laser done to enhance your appearance (pics would be great with these but not required.)

Don't worry about submitting a “professionally written” success story – you're not being judged on that . I'm interested in the results your laser has produced.

But please, if you write out your testimonial ... please write legibly ... if I can't read it, you have no chance of winning.

You may enter one story for each submission category.

Pictures are great (they help others know you are a real person) ... but not required.

By submitting your success story(s), you acknowledge our intent to utilize your story and name in future promotions and marketing efforts, and agree to allow any such use at our sole discretion.

**MAIL Your Story(S) In The Enclosed Business Reply Envelope
Or Fax Them To Me At 605-342-5739.**

Your Entry Deadline Is July 20, 2007

Winners will be announced in the August newsletter.

Realize that your success story may help another person who is currently suffering with the problem you had to a solution ... and a better quality of life. Please send me your story!

