

Business Wizards, Inc.

Distributor News, July 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.

How do I know if the device is really working properly? That is to say, do these devices need to be recalibrated?

All of our devices are basically computers with laser diodes and LED's attached. The computer boards (and literally tens of thousands of lines of computer programming code) ensure that each diode maintains a specific output regardless of remaining battery charge – if the battery charge drops too low to maintain consistent diode output, the computer shuts the unit off. Because our products are computer controlled, there is little need for recalibration. However, you may if you wish, return your unit for an annual maintenance checkup for a nominal fee.

Both the Q10 and Q1000 offer a range of wavelengths, including some in the near-infrared to infrared (invisible) spectrum. So when you look at them, even though it may appear that some of the lasers/leds are not working, they are.

This is in response to a question from a woman whose husband froze his feet over 60 years ago, and has had severe neuropathy ever since.

For neuropathy or neuralgia it is important to apply the laser closest to the brain first and to use it for lymphatic drainage before using it on the painful areas. Therefore apply mode 1 of the Q1000 laser to proprioceptive points 1 through 6 as shown on pages 5-7 of the Low Level; Laser User's Manual and apply mode 3 of the Q1000 to lymphatic drainage points as shown on page 94. Then apply mode 3 to the painful; areas. If the pain gets worse when using this technique reduce the frequency and length of time the laser is applied and then apply the 660 Enhancer to the acupoints shown on page 101. I

Shedding Light on Sunburn

It is that season again - the season to enjoy the outdoors and the sun. For most Americans unless they live in the Sun Belt, their skin has lightened over the winter and they want a little tan. Unfortunately, there is no way to get a "safe tan" from the sun.

Constantly we are reminded by advertisements and other educational warnings to protect our skin from excessive sunrays and sunburn. Sunburn results when the amount of exposure to the sun or other ultraviolet light source exceeds the ability of the body's protective pigment, melanin, to protect the skin. A serious sunburn is as serious as a thermal burn, and may have the same systemic effects such as blistering, edema and fever.

Sunburn in a very light-skinned person may occur in less than 15 minutes of midday sun exposure, while a dark-skinned person may tolerate the same exposure for hours. Most sunburns are first degree burns, but repeated exposure to the sun can cause skin cancer.

Unlike a thermal burns, sunburn is not immediately apparent. By the time the skin starts to become painful and red, the damage has been done. The pain is worst between 6 and 48 hours after sun exposure. Swelling and blistering is common and in severe cases fever may occur. Skin peeling usually begins between three and eight days after exposure.

Excess sun exposure causes premature wrinkling, aging, age spots and even blistering. Even one blistering sunburn doubles the likelihood of developing malignant melanoma, a type of skin cancer. Other types of skin cancer such as basal cell and squamous cell cancer are directly related to the amount of sun exposure.

To avoid sunburn, stay out of the sun during hours of peak sun ray intensity., apply generous amounts of sunscreen with a sun protection factor (SPF) of at least 30 one half hour prior to sun exposure and every 2 hours while you are outdoors. Always re-apply sunscreen after swimming and wear sun hats, sunglasses with UV protection, use a lip balm with sunscreen. Any one of these by itself, even the sunscreen, may not be enough to prevent sun damage

So what do you do if you get a sunburn? Other than cold water and rest there is not much to can do – that is until recently when low level lasers were introduced for home use. There are several models of hand held, low powered lasers that are available for home use and are as safe as bar code checkout lasers used in your grocery stores. These handy devices are no larger than a cordless phone and are very effective for sunburn or any burn regardless of the cause. Buy a multiple diode 5 milliwatt rechargeable battery driven

laser. Single diode lasers like laser pointers, while effective, produce a small beam and it takes too long to treat a sunburn. .

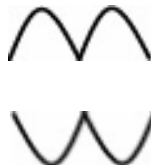
Low level laser therapy delivered by multiple diode lasers produce a beam about the size of a small grapefruit and will reduce the pain, swelling, redness and in most cases, blistering, especially if used immediately after the burn. If large areas are burned, apply the laser directly on the skin, leave it for 2 minutes and move to cover the entire burned area. Low level lasers have many other uses, but are especially beneficial to those who will be in the sun and subject to sunburns.

Low Level Laser Energy ... Cumulative & Cascading

The goal of using laser energy is to introduce just the right amount of energy - not too little, and definitely not too much.

All energy travels and is recorded in waves and frequency. Different lengths of waves and frequency determine the loudness of noise. It is an accepted engineering principle that if there is a sound represented by a wave and exactly the opposite sound (wave) is added, there is no sound.

If one accepts the fact that the body is 95% energy, and that injured or diseased cells have different frequencies than healthy cells, then the goal, like the wave theory above, should be to restore the balance of energy to cells.



There seems to be a mentality in Western medicine that if a little works, then more is better! With energy this is not true - more is not better. Frequently, less is better, and the goal is always to harmonize, balance or resonate body energy.

Low level laser energy has been shown to be **cumulative** - i.e., the dose from one treatment lasts some time, and is added to by the dose at the next treatment; as well as **cascading** - once the laser releases healing cellular enzymes, the first enzymes in turn release more healing enzymes.

Each individual requires a different amount of energy to balance his or her cellular energy. Small doses with appropriate periods of time in between have proven more effective than treatments which are too close together.

Any technology, which is sufficiently advanced, is indistinguishable from MAGIC!

Robert Heinlein

Kinesiology (the study of muscles) is one quick way to determine how long each individual should use laser energy.

If you are not experienced in Kinesiology, the self-testing "circles" method of Kinesiology allows you to ask your own subconscious which laser to use and for how long. The "circles" method is taught in the back of your *Laser Users Manual*.

If you do not believe in using Kinesiology in helping to determine which laser to use and for how long, then follow the principle - "less is better".

Upcoming Seminars Featuring Dr. Larry Lytle

- July 14 St. Louis
- Aug. 4 San Francisco
- Aug 11 Colorado Spg.
- Sept 8 Auburn Hills
- Sept 15 Charlotte
- Sept 28 The famous "Buffalo Roundup" in Rapid City
- Oct 13 Kansas City
- Nov 3 Columbus
- Nov 10 Ventura
- Dec 1 Salt Lake City
- Dec 8 Sarasota

Don't miss your chance to allow your clients and prospects to see him live in their area!

For more details on pre-registering your clients/prospects, please call Doug Phillips at 605-342-5669.

Business Building Ideas

Small Things Matter ... Very, Very Much!

The following is from Dr. Ben Altadonna's monthly newsletter, and is true regardless of what business you're in.

What you believe and the assumptions you have about your clients and prospects will dramatically affect your business and income.

Do you think your prospects/clients are different and won't pay for Chiropractic out of their own pockets?

Kip's Note: the idea that "my customers are different" is a fatal flaw that inexperienced marketers make. If you are reading this newsletter, I can guarantee that your customers ARE NOT different or unique. However, continuing that line of thinking will make YOU different from the rest of my readers ... you'll be one of the many ultimately facing bankruptcy.

Do you offer shorter, less costly treatment programs than the prospect needs (or let them talk you into a Q10 when they need a 1/2 System) simply because you believe they can't afford it?

Do you feel the service you provide is actually worth a high price?

All of these questions are answered by every business person ... either actively ... or subconsciously.

And your true answer to them ... the way you really feel inside about them ... will manifest itself in ALL aspects of your business.

Very, very small things ... done consistently and with professionalism ... can have a HUGE impact on your business (really everything in your life.) All super-successful businesses get that way because they pay attention to the minute daily details and do a whole bunch of stuff right.

Most of you are focusing your marketing efforts on only one or two avenues. However, it is infinitely easier to get 100 new clients from 50,60 or 70 sources than it is to get all 100 from only one or two.

And if you are negative about any of the questions listed above, it will affect your results in a big way.

Kip's Note: most of you have been in business long enough to know what is needed for success ... to know how many people you need to speak to each week in order to generate the number of true leads needed to generate the income you want. Business isn't really that hard ... just do what you already know needs to be done ... the small stuff ... on a daily basis.

Take Half The Money & Live Twice The Life!

John Carlton, www.marketingrebelrant.com

I offer this snazzy piece of advice not to any specific question, but rather as a general balm for what I perceive ails far too many business owners today: Burn out.

All humans have a deep supply of greed in our systems. It's the motivation behind ambition, entrepreneurship and most adventures. It's not "bad" to be greedy ... as long as you keep it in perspective.

My own greed glands were nearly atrophied throughout my youth because I was unclear on the concept of goal setting. The first step in learning how to set and achieve goals ... is to understand what it is that you want out of life.

What you want ... and what you need ... are often two different things. And it's easy to get confused.

Having choices is not the same as having goals. If you're gonna start a business, at least have an idea of what "success" means to you. Figure out your monthly nut, and get a clear idea of how much biz you have to generate to pay your bottom-line bills.

Failure is not shameful ... and everyone should be aware that there are no guarantees. But you will not be denied if you dust yourself off and get back after it.

The psychology of failure involves a lot of stubbornness. Many who come to me for advice never act on it ... and I've learned to never give a second piece of advice until after the first piece has been followed up on. You must quickly get past the symptoms of failure and try to discover the root cause.

So, the first shoe to drop is to figure out how to be profitable in your chosen business adventure. The other shoe to drop ... is to figure out what it friggin means to be "successful."

I embraced my own ambition tightly ... setting goals and reaching them ... setting new goals and reaching them too ... was intoxicating!

Once the "Psychology of Failure" dawned on me, I realized that most people are terrified of even trying to become successful. So, I began to pay less attention to the self-sabotagers. It's tempting to spend energy trying to change people from destructive behavior. You want to help ... you know you how to help ... and it can eat up years of your life trying to help people who refuse to be helped. Junk the wounded projects and concentrate on the easy, more profitable ones.

Kip's Note: please re-read that last paragraph – it contains a very important key to your success. Spending your time with clients and patients who self-sabotage and complain, but make it clear they really don't want help, only depletes your limited energy reserves. Move on and help someone who really wants to be helped.

And yet, there exists a whole other set of troubles that afflict the mega-successful. You've got to know

when your ability to bring in oodles of bucks becomes a pair of golden handcuffs.

You've got to understand what motivates you ... and why ... and then learn to enjoy your goal setting victories and then quickly set another goal so you don't drift.

For those who succeed, an emptiness can yawn before them, and if you are unprepared, the sudden question, "now what?" can bring you to your knees. If you are unclear on why you defined "success" as bringing in lots of money ... you're gonna be unclear on what it all means once the cash spigot is opened.

Ambition, minus conscious control, is a monster.

You've got to develop your ability to figure out what you want ... even while you're also developing your skills at attaining goals. You won't be able to make intelligent choices about anything ... until you get your goal-setting skills honed.

You're lying to yourself if you believe you can't arrange your life so you can explore non-business activities ... easily and without trauma. How friggin successful are you, anyway, if you have so little control over things that you can't disappear for a week?

Use This Secret To Change Your Work Process – And Your Life!

Once you fully grasp this secret, a whole world of possibilities opens up for you. If you focus on making your work time highly focused and energized – and you succeed at making that happen – you'll be able to get more done in less time.

So what's the most practical way to bring lots of energy, focus and intensity into your work process? Gene Schwartz, author of *Breakthrough Advertising* felt the answer was to work intently for 33 minutes and 33 seconds, and then take a break.

Others use 45 minutes or an hour, but the point is, that you use a timer to create a set time for focused work – and a defined end at which time you stop.

Why is this so important? As it turns out, having a defined end to a work period is EVERYTHING if you want to bring maximum focus and intensity to your work.

Having that end point defined allows your brain and body to put its full energy into that specific period, knowing that the defined stopping point makes it safe to fully exert itself.

It's crucial to realize that businesses today only have a split second to grab the prospect's attention ...

and then just minutes to keep him interested in continuing with you.

That's why writing or sales presentations that are low in energy so often fail. As Brian Tracy says, "Sales is a transference of enthusiasm (energy)."

Another fantastic benefit of this technique is that you build your focus muscle. It's a proven fact that deeper levels of concentration give way to peak performance experiences – states of flow – where you operate above and beyond your normal ability.

By actively training yourself to concentrate fully and intensely for defined periods, you increase your chances of operating in Zen-like "flow" states where maximum efficiency and effectiveness are commonplace.

Incidentally, this is the same advice and technique utilized by Steve Manning when coaching people on how to write a book in only 14 days! In Steve's system, with your preparation completed, using these 33 minute, 33 second periods would allow you to actually complete the writing portion of your new book in less than 14 days!

Insurance For Laser Therapy

Dana Kind, DC, Richmond Hill, GA sent me the following information on changes in the GA Scope of Practice for Chiropractors. According to Dana, this addition will allow for more insurance reimbursement in GA.

If you have news regarding your state, and/or methods you are using successfully regarding insurance billing, please email them to kip@rapidnet.com.

*The chiropractic adjustment of the spine or articulations of the human body may include manual adjustments and adjustments by means of electrical and mechanical devices which produce traction or vibration. Chiropractors who have complied with this chapter may also use modalities. Modalities include any physical agent applied to produce therapeutic change to biologic tissues including thermal, acoustic, **noninvasive light**, mechanical, or electric energy, hot or cold packs, ultrasound, galvanism, microwave, diathermy, and electrical stimulation.*

New Testimonials

Ten years ago Shauna had radiotherapy after removal of a cancerous tumor from the saliva gland in her mouth. It took me 9 years to get to see a consultant

after being fobbed off with GPs and nurses. He confirmed what I always suspected, my ear had been damaged by the radiotherapy and this was the underlying cause of my repeated ear infections. My last infection in October 2005 led to a perforated eardrum, and, earlier this year, 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. By chance I discovered Low Level Laser Therapy in March 2006, and the Q1000.

After researching the net and finding no-one in the area to help me, I decided to use it on myself. Despite the overwhelming evidence from research that LLLT was one of the few things that could help me, I still needed to experience it for myself, before having the confidence to buy my own. So I rented the Q1000 and a red 660 50mW Enhancer probe for four weeks, with truly astounding results!

At first the only way I could feel the effect of the Q1000 was to experience tingling down the side of my face. Reading 'Healing Light' I realized that this was increased blood flow as muscles relaxed for the first time after radiotherapy. This made sense to me as I know that one of the side effects of radiotherapy is reduced blood supply.

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. What's more after about a week I could fully open my mouth to take a proper bite for the first time since the radiotherapy, after inserting the 660 red probe into the back of my mouth as far as I could go. Before I could not fully open my mouth to eat a banana or a burger!

Not only that, the laser stopped my daughter's migraines in the first three minutes. A reference about the ability of the Q1000 to deal with migraines by causing vasodilatation alerted me to use it this way. Her migraines usually last for three days, but just one three minute cycle on Mode 2, placed over the pain on the head, stopped it in its tracks.

Suddenly I realized that I had a tool here for the whole family! I sorted out my husband's tense muscles, and dealt with my son's painful knees from too much rugby. At first he was skeptical about the Q1000, but when he found he could run outside and play rugby after each treatment, and be pain-free, he soon changed his mind. Now when he comes home from rugby with injuries he goes straight to the Q1000.

Because of the radiotherapy I had reduced blood supply to the bone in the skull, which caused an ear infection every month, scar tissue and eventually a perforated eardrum. I got into the habit of lasering the back of the ear to increase the blood supply, with the result that since using the laser this way I have not had one ear infection. The recurrent infections have resulted

in tinnitus, and that has come right down over time. It is not completely eliminated, but I use it as an indicator of how much light I give myself. If I have overused it the tinnitus gets worse. I cut back on using the Q1000 and the tinnitus returns to a more manageable level.

Six weeks ago I had an operation to repair the eardrum with fascia from my ear lobe. I used the laser extensively before the operation, and lasered every day afterwards. I decided not to tell the medical staff what I was doing, but when I went back to have the stitches out at the normal time, the nurse was surprised and said that the stitches could have come out three or four days beforehand.

On the basis of this my mother bought a Q1000 for her tinnitus, despite her anxiety about the word 'laser'! My mother is now confident enough to follow our example and use the laser for other problems. She had what looked like a permanent black dot in the vision of her eye. I had read about the Q1000 for macular degeneration and had used it on my eyes when they were particularly tired and puffy. So we used the light on my mother's eyes for three breaths, and the black dot disappeared.

I had had all those years of putting up with the after effects of something that 'saved' my life, but which had also left me with many painful and uncomfortable after effects. It felt like I was banging my head against a brick wall for ten years, trying to find help for symptoms that would not go away. Finding the Q1000 changed my life. Once you try LLLT you simply don't want to be without it ever again. **SHAUNA SEDDON, Warrington, England**

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Q1000 Low Level Laser System Pain, Knee Replacement, Hematoma, Gout

Arriving home nine days after a total knee replacement, I was trying to control the pain and swelling with a combination of dihydrocodeine, paracetamol and ibuprofen. After a further 2 days the pain from my knee was agonizing... My wife suggested we [use] a Q1000 and the 808 Infrared Enhancer Probe. Usually skeptical regarding these matters, I accepted the treatment as I was experiencing such severe pain. The result was miraculous; I felt almost immediate pain relief. Over the following 48 hours we used both the Q1000 and the 808 enhancer three times a day. The swelling has subsided noticeably.

A visit from the doctor today confirmed a suspected hematoma which was obviously being dispersed with the light. My wife, who is a registered nurse and midwife with 35 years experience, has never seen such a small piece of apparatus work so efficiently.

Out of interest we also tried the Q1000 on a troublesome greater toe joint (gout), again with immediate beneficial effect. Jane and Michael Dean, QC, London

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I have suffered from intense nerve pain and numbness in my legs and feet for the past five years because of a spinal cord injury. I had tried several narcotic drugs for the pain, and, because of side effects, I quickly changed to less powerful drugs. This did not relieve the pain, but it kept it bearable.

I purchased the Q1000 on May 12, 2007, and began using it immediately. The intense pain has been brought under control. Although I am not pain free, my need for pain medication has become so minimal, I am taking only an occasional Advil.

Because of my injury, I had lost most feeling in my toes and the bottoms of both my feet. After using the laser for the past 25 days, many sensations are returning. I am so pleased with the results from using the Q1000 laser. Ann – Salt Lake City, UT

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I was diagnosed with a severe case of Lymphedema with advanced cellulitis in March 2007, and had been warned by the treating physicians that I would probably lose my right foot. I had deep, venous stasis ulcers on the bottom of my right foot, as well as on the top of my "big" toe and in between my "big" and second toe.

The wounds were very slow to heal with traditional treatment and the pain continued to be a problem. The tissue on about half of my foot was black beginning at my toes and progressing toward my ankle.

I began using the Q1000 in May 2007 and after 20 days of laser treatment, the wounds have completely closed, with only a fine pencil line scar remaining. The dark area on my foot is now about the size of a silver dollar. The normal skin tone is returning and the intense pain is no longer a problem. Laura – Salt Lake City, UT

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I used Dr. Lytle's lasers to treat my knees, which suffer from arthritis and old tennis injuries. It has been successful. Laser treatments of my left knee, which has suffered from arthritis and sports injuries, have been successful. I feel little or no pain in my daily activities. Now I am treating my right knee, which was subject to fewer problems. Mel Mandel

Random Ideas

People love to be sold, but hate to be pressured.

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You don't confront your demons and defeat them ...

... you confront them

... and confront them

... and confront them

– every single day for the rest of your life.

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With each new customer success, I recall why I enjoy providing this product and service. Each success energizes me to realize that the work I do benefits mankind.

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Winning Is

Winning is never whining.

Winning is coming in fourth, exhausted but excited, because you came in fifth last time.

Winning is being glad you're you.

Winning is a feeling, there is no ceiling.

Winning is a beginning, and by beginning, the game is half won.

Winning is all in the attitude!

Dennis Waitley

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Overcoming Failure

Remember, you only have to succeed the last time.

Incorrect assumptions lie at the root of every failure. Have the courage to test your assumptions.

It is not failure itself that holds you back; it is the fear of failure that paralyzes you.

Most people achieved their greatest success one step beyond what looked like their greatest failure.

Never consider the possibility of failure; as long as you persist, you will be successful.

Failure is a prerequisite for great success. If you want to succeed faster, double your rate of failure.

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 have heard with repeating ... *Client Success Stories Are The Best* ... And in your marketing efforts ... friend - marketing ... and a collection ...

*We've received some great entries so far!
If you haven't sent in yours, there is still time.
Don't miss this chance to help others realize the massive benefits that low level laser therapy can bring to their lives ... and also earn a free gift to boot!
Get your story in to me by 7/20/07*

Since I've ... amazingly benefited ... 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) To Me at 520 Kansas City Street, #201, Rapid City, SD 57701
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!



