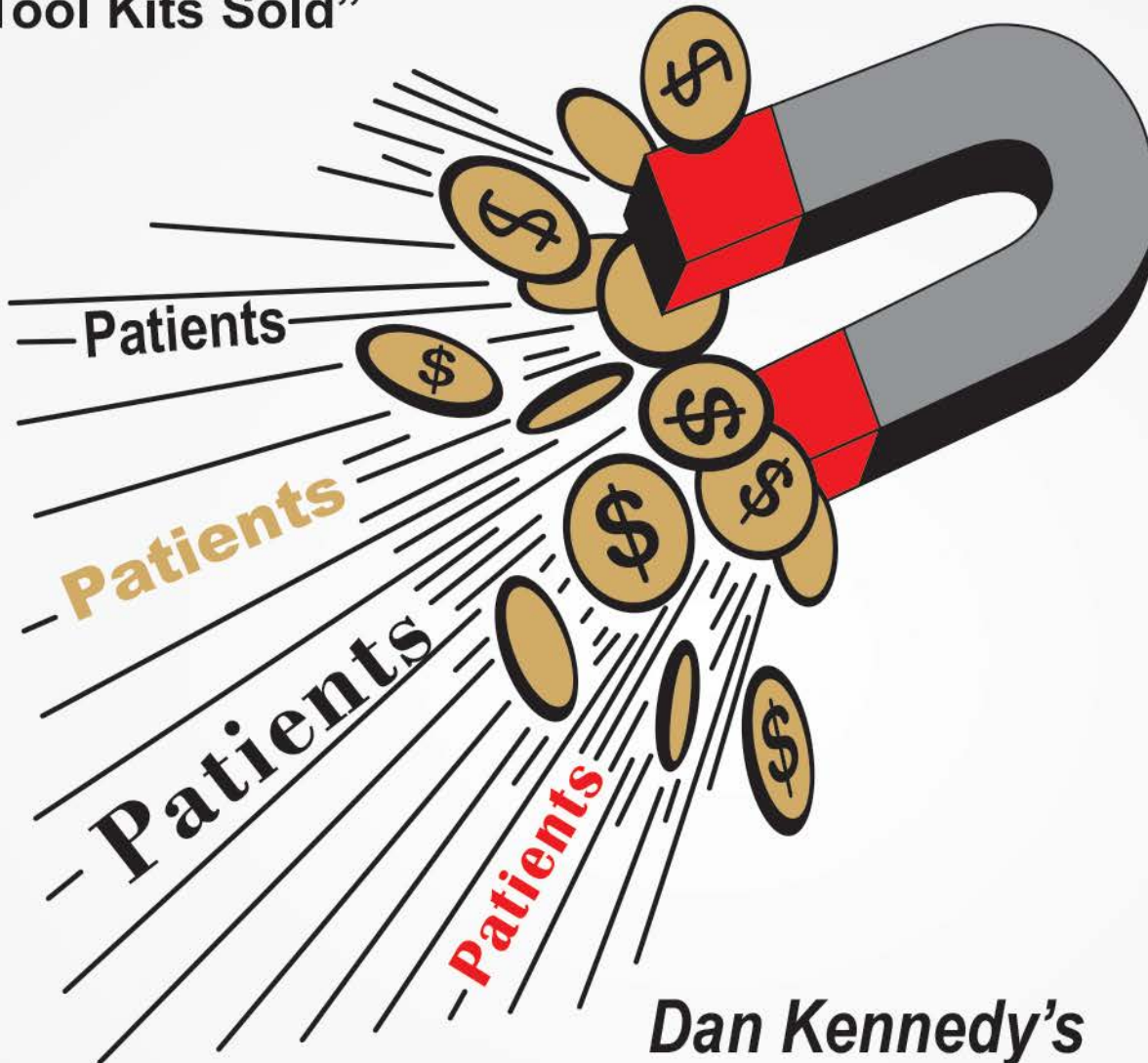


“Over
10-Million Dollars’
Worth of
Magnetic Marketing
Tool Kits Sold”



Dan Kennedy's

MAGNETIC MARKETING

SYSTEM / TOOL KIT

SUPPLEMENT

For Chiropractors and Dentists

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INSTRUCTIONS FOR THE TOOL BOX

MAGNETIC MARKETING SYSTEMS FOR DENTISTS & CHIROPRACTORS: THE INSTRUCTION MANUAL

(A Seminar in Print)

Welcome to THE MAGNETIC MARKETING SYSTEMS FOR DENTISTS AND CHIROPRACTORS. I designed these Systems to provide doctors with quality new patient flow predominately by means of direct-mail... These Systems will be a significant departure from approaches you're used to for acquiring new patients. And the important operable word here that sets this apart from everything you're used to is "system". By the way, this was first developed, tested and taught back in 1986 through 1993, and various editions of this material have been published over the years. For example, from 1983 to 1987, I built and was CEO of the largest integrated seminar and publishing company exclusively serving chiropractors and dentists in North America. Nearly 10,000 chiropractors and almost that many dentists attended our seminars. Most recently, in 1997, I have updated and expanded all of this material. And, in very recent years, I've been privileged to speak at the 'Excellence In Dentistry' Conferences sponsored by THE PROFITABLE DENTIST and at Marketing Boot Camps presented by Whitehall Management.

THE VIRTUES OF "SYSTEM"

McDonalds has for decades dominated the fast-food industry. A young fast-food franchiser rapidly on its way to #2 and to challenging McDonalds for number of stores is Subway. And the other fast-food success story of all times is Domino's Pizza. These three chains have a number of important commonalities that set them apart from all of their competition. One of the most important of these factors is their rigid adherence to a system. It is for this reason that visiting McDonalds or Subway or getting a pizza from a Domino's in Boston is the same as is LA and is the same in anyplace in between. The key to their success is having a true system. This is the opposite of the marketing done by most doctors. Most doctors try this and that, advertise when an advertising media sales rep badgers them into doing it, spend one month more than the next, and waste a lot of marketing dollars on inappropriate and ineffective media. They have no system

for attracting and acquiring new patients. They take new patients catch as catch can. They also have no system for stimulating referrals. Again, they try this or that, occasionally run a patient appreciation day promotion, perhaps, but they have no system. My purpose here is to equip you with systems that deliver predictable results.

For more “systems thinking”, I’d urge you to read Michael Gerber’s E-MYTH books. And to study MAGNETIC MARKETING.

STOLEN IDEA.

The foundation for all the Systems presented here was stolen from the real estate profession, by observation. Realtors have a marketing term called “farming” which means exerting an intense, concentrated effort to become the dominant presence in their category of business, in a small, carefully selected target market. A “farm” is a geographic, demographic or otherwise defined list of prospects. You have a number of farms available to you and I would like you to consider working each of these farms.

1. The existent patient base for referrals.
2. A selective geographic area, a neighborhood or a subdivision near your office.
3. New residents to a given area, possibly a larger area around your office than defined in the selected geographic area or the neighborhood farm.
4. An affinity group such as your Chamber of Commerce, the church you belong to, the PTA you belong to, Kiwanas, Toastmaster Club, breakfast club or similar club or association.

And there are additional farms that we are going to talk about.

We’re going to come back and talk about each of these farms in detail later. Right now, I want you to understand the process we’ll use with very minor modifications with each and every farm. If you’ve studied THE MAGNETIC MARKETING SYSTEM, this should be a review. We always begin by planting the farm with a sequence of letters, each referring to the previous letter. And this is a critically important concept. Most people who grumble about getting poor results from direct mail start shooting themselves in the foot right from the very beginning by mailing only one time to a given group of prospects and once just isn’t enough. One shot direct mail rarely works. Why? Well there are many reasons. For one thing, we’re busy, busy, busy, preoccupied people. We sort our

mail on the run, over the waste basket, and we're bombarded by advertising stuff every waking minute at the office and at home. But big-time advertisers know that it takes massive repetition to even get our attention. You can't match them dollar for dollar, but you can take the core of their approach, the repetition part, and use it wisely and strategically. By mailing to the same prospects repeatedly rather than once or once in a blue moon, you immediately and clearly stand out as different from all other advertisers and you make a memorable impact. By mailing to the same prospective patients repeatedly, in a strategically timed and themed sequence, you stand out dramatically from all other advertisers, all other marketers, certainly all other doctors, you become a known entity quickly. You even become a topic of conversation. When we plant the farm with a sequence of three letters, we call this the 3-step letter system, each referring to the previous letters, we are essentially saying, "Hey! Here we are, here's who we are, and you're going to be hearing from us a lot. We're here to stay, we're not going away." We're making a positioning statement, staking a claim on a territory, making an impact. For example, when you look at the basic neighborhood plant-the-farm sequence of letters in your Kit, you will quickly see that they are friendly, pleasant, non-threatening in nature, yet emphatic in announcing that you're here to stay.

The sequence works like this: Letter #1 goes out to everybody in a selective farm area, then 10 to 20 days later, everybody who has not responded gets Letter #2. Then 20 days later, everybody in the farm area who has not responded gets Letter #3. In 60 days, these people have heard from you three times. The second and third contacts have referred to the previous contacts. By the time they get the third letter, people will be talking about you. The wives will be showing the letters to the husbands, the husbands will be showing the letters to the wives, neighbors will be asking each other about the letters. If you live or stay in the farm area, you will be recognized.* You will have had a major impact on the residents of this farm area. I sometimes compare this sequence to a collection letter sequence, a dunning letter sequence. If you've ever been behind in paying your bills at some time in your life, you've gotten collection letters, and usually each letter refers to the previous letter in the sequence, and each letter gets a little tougher than the previous one. The sequence usually peaks with a final notice. Just about every collection effort, every company, every collection bureau, every collection attorney uses this strategy. Why the unanimous use? Because it works! What I've done is steal their proven strategy and use it in a more positive way.

(*The examples in Magnetic Marketing show your photo used on the letters.)

Now if you'll examine the plant-the-farm letters, you'll see that they offer a free gift. What we call a "widget". This tool is very important. When you communicate with, say one hundred people, only a few may have back pain or a headache or a toothache that particular day. Few may have a clearly perceived need for your services at the minute of your communication so most of your communication effort is wasted. It never has a chance. I hate waste. We have to eliminate the waste. To do that, we have to change the offer we are communicating so that it is relevant and of interest to just about everybody at the moment it gets delivered, whether they have a perceived need for your services at that moment or not. We have to change the purpose of our communication from getting a new patient to starting a new relationship. My process is designed to start relationships not just to immediately get new patients. You almost certainly will get some new patients, but that's not the main purpose or the payoff. The main purpose or the payoff is starting relationships, so we can sustain relationships so that when the time comes when that person does have a need for services, when the need arises and becomes clearly perceived, he already has a relationship with us, and naturally, automatically comes to us. By offering a desirable widget, we encourage everybody to respond now, regardless of whether or not they have a perceived immediate need for our services. By responding and getting our free widget, they initiate a relationship. The more relationships we start, the more patients we'll get. What should your widget be? Well that's up to you, I suggested some in the Kit, in the list, immediately behind the Plant-The-Farm letters. You should decide on and develop your own widgets. How do you do this? You go to your main public library and put together research from magazine articles, newspaper articles and books on a given subject. Write a little report or tip sheet with that research, get it desktop published and run off and you've got yourself a widget. Your widget should be written and prepared by you and reflect your personality.

For more info about widgets, refer to the Report with MAGNETIC MARKETING, entitled "How To Print All The Money You Want - Legally."

WHEN ALL ELSE FAILS, FOLLOW THE DIRECTIONS.

Using a sequence of three letters, similar to those in your Kit, mailed as instructed within sixty days, to a well selected neighborhood farm area is the way we start your target marketing campaign. Now, you are going to have a lot of questions all aimed at modifying the proc _ss, most to save money. Can I do this with two letters instead of three? Can I do it without giving away any

widget? Can I just use an old handbook about chiropractic as the widget, so I won't have to go to the library and do all of that work? Can I send the letter bulk-mail instead of first class? Can I tri-fold the letters instead of putting them into envelopes? etc. etc. And the answers are NO, NO, NO, NO, and NO! Anything you do to cheapen or shorten this Plant-The-Farm process, will damage the results. You need to follow the plant-the-farm instructions explicitly. .

Now let's take a look at what we've done so far. We've defined basically what a farm is. We've listed a number of different farms that we're going to work with, with these Systems. We've defined the all-important plant-the-farm steps... We've switched our orientation from just getting new patients, to initiating new relationships, and this switch and orientation is going to allow us to be much, much, more successful. We've worked with the actual letters designed for planting the neighborhood geographic farm and we've discussed the use of widgets. In over a sixty-day period of time, we have sent out our sequence of three letters to the farm area. We have planted the farm. Incidentally, let's say you're planting a farm of about three thousand households. You may expect direct response, from the entire sequence, of about fifteen to ninety people. Of the fifteen to ninety, a few will immediately become new patients. The others will just initiate relationships by getting the free widget. You may do much better than that. I see total response as high as 10%, in this example, three hundred people. You may do better or worse. Much of this has to do with the desirability to the widget, but fifteen to ninety is fine from three thousand. Do the economics yourself and you'll see. These people who have responded, become prime prospects within the farm area and they are going to get a continuing sequence of communications. The other residents of the farm area who did not respond, are still going to get a different continuing sequence of communications. The suggested sequences are included in your Kit. Now that you've planted the farm, this is how you will nurture, fertilize and cultivate the farm for maximum yield. All of this contact works synergistically to stimulate maximum yield from your farm area. It uses top of the consciousness positioning to keep your name, face, and services on the top of the consciousness of the community, and the residents of the community. You continue to be a reoccurring topic of conversation in the homes, between neighbors around the community. Some of these people will have car accidents, some may have accidents at work, some will get in conversations with co-workers and relatives about headaches, back pain, toothaches, gum disease and other health problems. Every time these things happen, you'll be there on the top of the consciousness.

RETURN-ON-INVESTMENT.

Now let's take a look at the economics of all this, and let's use a • neighborhood farm of three thousand households, although yours might be bigger, it might be smaller. To plant the farm will require an investment & slightly less than \$5,000.00, maybe \$4000.00 or about a half a buck a letter times three letters. The continuing contact program for the prime prospects may cost another \$2000.00 for the year. Continuing contact program for the rest of the farm area residents may cost as much as \$13,000.00 for the year. In total, you may have invested about \$20,000.00 in this farm area. Your yield should be no less than 2% of the farm converted to good quality patients' times an individual case value of \$500.00 - \$1000.00 or more. In total, \$30,000.00 - \$60,000.00 or more! % Plus, another 2% of lesser quality patients, mostly short-term relief only situations, maybe \$10,000.00 -15,000.00 in total services. More importantly, if you are doing your internal marketing job, with modest effectiveness, you should average one new patient referral from outside 0 the farm area per two new patients obtained from inside the farm area. You've got 120 patients then yielding 60 referrals, using average values of \$250.00, that's another \$15,000.00. We're now in the \$60,000.00 - \$90,000.00 neighborhood. Now I want you to know that these are reasonably conservative numbers. You can do better than this, you should do better than this, but here we are working with a return on investment of 3 -4 times, 300% - 400%. I don't think you're going to find too many other means of acquiring new patients that give you a 300% - 400% return on investment. Some doctors get that in the Yellow Pages but most break even and some do worse. A small percentage get that from Val-Pak, but - not every time, and most only break even and some do worse. Farming, mostly with direct mail, will give you a better return on investment, consistently than any other approach to marketing, period. Also, once you've proven this to yourself, and modified and refined your version of it, you possess a very predictable tool. You can control the amount of increase you want in your practice by increasing or decreasing the size of your farm, and by planting additional farms.

WARNING: DO NOT GET HUNG UP ON RESPONSE PERCENTAGES. WE DO NOT DEPOSIT PERCENTAGES AT THE BANK. PERCENTAGES OF RESPONSE ARE IRRELEVANT. ONLY DOLLAR ROI COUNTS. ANY MARKETING FOR NEW PATIENTS YOU CAN DO AT TRUE BREAK-EVEN OR BETTER IS A SUCCESS, BECAUSE OF THE GATEWAY TO REFERRALS CREATED.

It's very important to have realistic expectations about what you can and cannot accomplish with advertising and marketing reaching out to "cold" prospects.

A LOOK AT THE TOOLS THEMSELVES.

I want to talk you through the documents for the plant-the-farm process with the neighborhood target market as the example. First you have to get the idea of all this. I want to take a quick look at a series of letters designed and computer-graphic formatted for real estate professionals. This is what I would call a basic sequence. Three letters, one to follow the other, all offering a free widget. You'll notice that when we actually formatted these, the body copy is done in regular typewriter style, just like a real letter. Any bold facing is used to spotlight key phrases. At the top of every letter, the Realtor's photograph appears. Just like you, she is in a personality business. Her smiling, friendly face is her best logo. And the headline is type set very bold. I suggest this same format, this same look for your letters. The first letter's content is very soft, non-threatening, friendly, it sets forth a goal. "I've set a goal of personally meeting every Bridgeview resident", and there is psychology behind this. Just as an example in control tests, it's been proven that salespeople, competing in contests who tell their customers, or prospects about the contest, get better results than those who compete but do not tell their customers and prospects about the contest. Why? Well we can't know for sure, but we can hypothesize that people like to help others achieve such goals. Goals have power.

The letter stresses the free gift. Again, its purpose here is not to get an immediate listing or sale or other real estate transaction, although that may happen as a bonus. The purpose is to start relationships and you must understand this concept. Now the second letter connects to the first, just like a dunning letter would. The third letter refers to the previous two and it gives a little guilt. Now let's look at the chiropractic letters. Letter #1's first paragraph is a soft formal introduction. The "reason" paragraphs present a positive advocacy for chiropractic, for this particular doctor's clinic and for a free exam offer. It could be a free consultation rather than a free exam. Notice the sentence here that says "I specialize in treating such conditions, have 19 years' experience..." etc. This is the place to substitute and assert your own best-selling proposition, preferably a true USP, a Unique Selling Proposition. While it's best to keep this brief and concise, if you have a really compelling USP, you could dedicate a full paragraph to it in this spot. The end of the letter leaps back to the free widget offer. The second letter, just like a dunning letter would, clearly refers to the first letter with the heading "Just A Reminder", and some of the copy in the body

of the letter. It addresses the issue of “Is there a catch to the free offer?” It attempts to induce the bandwagon effect, the feeling of being odd man out by not responding, and it restates but free offers; the exam and the booklet. This letter also refers to a testimonial insert. I’m a huge believer in the use of testimonials. I don’t believe it can be overdone. The most successful doctors I know, heavily use testimonials. The P.S. adds celebrity testimonials to the mix. People are tremendously influenced by celebrities, and you should make use of every article that appears everywhere in which a celebrity says something good about chiropractic.

Letter #3 again refers to the previous letters, as a dunning letter would. It introduces guilt. It gives up and encloses the free gift and it expands on the other free offer, the exam. You’ll note the copy and the P.S., this is particularly strong bandwagon effect, copy. There’s also an optional Letter #3 for those who prefer a harder sell approach.

Now let me tell you just a couple of quick things about these letters. First of all, while the copy itself is very well-written, if I do say so myself, is psychologically sound, and would cost you thousands of dollars just to have written for you, it, itself is not magic. In fact, you may very well be able to improve on it, and I’d urge you to try. Study my book, *The Ultimate Sales Letter*, carefully consider your own, one of a kind USP and sales story and incorporate that into the letters. Although you can use these exactly as is, it would be better if you don’t. Second, most of the magic is in the repetition, the sequence, the determination and the discipline of the process. Make no mistake about this; you can’t cheat, short-cut or cheapen the process and expect favorable results. I’ve also given you an optional 4th letter for this sequence, which is also an entire practice promotion in, and of itself. Study this letter very carefully. It gives you a blueprint for a very successful promotion campaign, and office open-house. This is the letter you would send to the non-respondents to the previous three letters in the plant-the-farm sequence. Using different letters or flyers or your newsletter, you’d also invite your past and present patients, including the prior respondents to the sequence. This entire sequence can be extended by also sending non-respondents a newsletter or two or a couple of postcards or you can duplicate this basic sequence with a different widget two or three times during a calendar year in the same target farm neighborhood.

WIDGET. A Lead Generation Magnet. A Reason For People To
Respond Now. A Free Gift.

Now let's talk about the widgets. Again, I've shown you a couple samples used by real estate agents. As you can see, these are simple, one page, two-sided, computer graphic prepared tip sheets. They were researched at the public library. Anyone can do the same thing that we've done here. When actually giving these out as free gifts, we suggest having them printed on bright colored stock, heavier than ordinary paper. You'll also notice that we again leave a space for the Realtor's photograph, the logo that's better than a logo. Following these examples, you could easily create your own widgets on health-related topics or non-health high interest topics like these. For example, you can compile material from newspaper, magazine articles and books from the public library or from commercially available publications like the Crane health booklets, Parker publications, what have you. Certainly, a review of a year's issues of LONGEVITY, PREVENTION, AMERICAN HEALTH, etc. will give you a wealth of good material. Or you can give away a commercially prepared booklet.

One of the best chiropractic widgets I personally created for a private client doctor is a "In Case of an Auto Accident Glove Compartment Kit", to be kept in the glove compartment of any car in the family. We started with a commercially available brochure which you've surely seen, added a cover letter, a checklist, a membership card with a 24-hour number to reach the doctor, and a commercially available booklet on whiplash. Again, with a little thought and creativity, you could put together a similar kit on your own. I especially like this one because it serves two purposes. It's a great widget to offer as a free gift, then it stays in the prospective patient's car waiting to direct that person to the doctor's office at some future time when an accident occurs. It does double duty. It's important to create, choose and offer widgets that provide genuinely useful, interesting information, that have some real value, and that can be described in an attractive way in your letters.

Think for a minute about the analogy that I've shown you. When a Realtor does advertising, direct mail, whatever, he's reaching a lot of people with no immediate need or interest in any real estate services. Hopefully reaching a few people who, at that moment, have a need or interest in such services. So most of all of his advertising is a waste. When you advertise, direct mail, whatever you do, you reach a lot of people with no immediate need or interest in chiropractic or dentistry... Hopefully reaching a few people, who at that moment do have a need or interest in your services. So most of your advertising is waste. By introducing a universally desirable widget, we cut the waste out of the marketing. We induce response from people who do not now need our core

services but probably will in some future point in time. We start relationships that guarantee future business. That's why the widget, and the widget you pick, is so important. Then a good widget hangs around, it gets read. It gets passed along to other members of the family, co-workers, friends, and neighbors. It sparks conversation. That's why the widget is so important.

THE STORY OF THREE RESTAURANTS

Let me tell you a little story. Three restaurants were located within a mile of each other. Each basically a neighborhood pub, sandwich, and steak place. They all advertised in the newspaper, the pennysaver, on billboards, on radio, and all struggled for survival. One of these restaurant owners got and started using the neighborhood farming process for restaurants, in my MAGNETIC MARKETING SYSTEM, a version of the same process you've just been presented with. In one month, his parking lot was full every night and his competitors' empty. In two months, one of his competitors filed for bankruptcy, but he had his best month ever. His remaining competitor came in to see him and said, "I'm closing my doors at the end of the month and I'm very curious. I see that you've stopped advertising in the pennysaver, you've dropped some of your billboards, you're not on the radio as much, you're not advertising in the newspaper. I'm doing all of those things, you're not doing any of those things. Your business is thriving and mine has failed. How are you doing it?" That is the power of this System.

MAGNETIC MARKETING AIMED AT NEW RESIDENTS

Let's talk about the next type of target market or farm. This target market is comprised of new residents. The new resident is a very attractive prospect for many marketers including doctors for one major reason; they have not yet formed loyalties. They have not yet established relationships. Unfortunately, here's the bad news, this motivates a large number of merchants and marketers to chase after these new residents. So that in some areas, they are deluged with "Dear New Neighbor" mailings. There is considerable competition in contacting these very desirable prospects. There may even be several doctors contacting these same prospects, but, all of these marketers tend to make the same two big mistakes:

1. They don't make it easy for the newcomer to start a relationship by just offering a desirable free widget. 2. Even more important, they are contacted only once! They never use the power of repetition. They do not use a sequence of

contacts. Because most do not do these things, you have the advantage when you do. Frankly, if you're going to be just one of the herd, stampeding to the newcomer's door once, then ignoring him after -that, you might as well save your money. View your new resident list as a separate target market or farm. Plant that farm and nurture that farm just as we've discussed.

There are two ways to approach the new resident target market. One is by finding a source of a reliable, current names, probably from a list broker or direct mail company right in your own area or the nearest major city. You usually get lists of newcomers by zip codes. (MoneyMailer, a good advertising media itself, now offers such lists.)

The other method is to sign up as a Welcome Wagon Sponsor. This costs more, but personally I have had very good results with Welcome Wagon. One advantage is exclusivity. There will be only one chiropractor or one dentist in the Welcome Wagon program, in an area. Another advantage is the Welcome Wagon Hostess, a live person. A public relations representative who visits personally with new residents and delivers the literature and gifts from the sponsors. If you get a good hostess, and better yet, if you can get that hostess as a comped, enthusiastic patient, she can really do a job for you out in the field.

If using a commercially available mailing list, that plant-the-farm process is virtually identical to the one we've already gone over for a particular neighborhood. The same Letters #1, #2, #3 can be used with only minor modifications, mostly in the openings or in the P.S.'s. You still use a 3-letter sequence. The same optional 4th letter applies. Once you hook up with your list source, you'll have a new list that is your target for letter #1 coming to you every couple of weeks, or every month. So, you'll always have some Letter #1's going out each month, while others are receiving Letter #2, and Letter #3. The total quantity of prospects being put through 3-letter sequences will determine how frequently you can use the optional 4th letter and its event.

If you use Welcome Wagon, typically a different letter will be used, delivered by the hostess along with a gift. A community directory or something else of particular relevance to the new resident is often a good gift idea. This delivered letter and gift do not count towards the sequence. After this is delivered, Welcome Wagon furnishes you with the names and addresses of those newcomers. You then start them anew with a letter #1, 2,3, and optionally 4. Again, sending modified versions of this same 3 letters can be used. In other words, the initial Welcome Wagon contact is a bonus. Then those prospective patients get plugged into the 3-letter sequence pretty much the same as if they were provided to you as a new resident mailing list. The added influence of the

Welcome Wagon program and its hostess should yield more immediate response and more overall response. There are also other welcoming services that compete in various ways with Welcome Wagon. I've personally never seen them get the results that Welcome Wagon delivers but that doesn't mean that there's not a good competitor in your area.

MAGNETIC MARKETING AIMED AT YOUR "BUSINESS NEIGHBORS"

Still another target market that can be tackled with the basic system, with only slight modifications is your business neighborhood, your business neighbors. The list usually has to be individually compiled, which is a little tedious but worthwhile. Look up and down your street, drive around your office a few blocks in each direction. There are stores, offices, restaurants, small businesses, and in every one of them are, people, with aches and pains and auto accidents and work accidents and toothaches, gum disease, etc. - and families and friends. Whole nests of them. So, treat your business neighborhood as a farm. You plant the farm with a 3-letter sequence, again only slightly modified from the 3 letters that we've already used. One of the big advantages to farming the business neighborhood is the opportunity to reach nests of employees as well as owners at each business location. Another advantage is that to supplement mailings it's easier to go out and personally visit these businesses than it is to do residential neighborhood walk arounds. I highly recommend this particular target market...

MAGNETIC MARKETING WITH "AFFINITY"

Let's talk about one of the most productive target markets of all. What I call the Affinity Farm. Do you know what an affinity credit card is? The affinity credit card business is big business. There are private label Visa and MasterCard with association, club, save the whales, even NFL team identifications on them. Over one third of all credit cardholders have at least one such affinity card in their wallets. When we identify with some group or cause, when we belong to some group, we respond well towards anything linked to that group. This is a very powerful force. It is an influential force that you can use to your advantage too. To demonstrate the concept, I have again pulled a few of the letters from my real estate examples... These are the Chamber Of Commerce letters to be used by the Realtor in contacting the other members of the Chamber she belongs to - her affinity farm. As you can see there is a 3-letter sequence here to plant this farm very similar to the basic 3-letter sequence. There is also a 4th event letter. Your

affinity farm might be your Chamber, it might be your PTA, your Toastmasters Club, your church, all the parents who play with your kid in little league. Just about everybody has at List one and usually several affinity farms available.

If you do not have an affinity farm it's indicative of another, different problem. That is, you are not sufficiently involved or active in your community. My good friend and speaker/sales trainer Cavet Roberts says "You gotta circulate to percolate". You are in a personality business. You should be out, campaigning regularly and frequently. You should be involved in clubs, associations, non-profit causes and activities that provide you with good networking opportunities. Yes, you have to be careful not to get out of balance to be so busy with community affairs, it hurts the practice. You have to be very aware of avoiding hard work in favor of places where you get to feel important without accountability. You do need to invest some time in community activities and visibility. I should note that your affinity farm, will probably be much smaller than a typical geo-demographic farm, a neighborhood farm, or a business neighborhood farm. In fact, an affinity farm may only consist of a hundred, even fewer than a hundred people. That's ok. The productivity of an affinity farm is often ten times that of a geographic farm.

Your staff members, they have their own affinity farms, by the way, and you and they should be able to work together on a direct mail campaign from them to their farms on behalf of the practice. This is, incidentally, a way you can encourage and support staff members willing to take skill enhancing community college classes, The Dale Carnegie Program, participate in Toastmasters, a lead club, a business woman's club; you could afford to pay or partly pay dues, tuition, and give them time off work for those activities if they utilize them as affinity farms for the benefit of the practice. This is a great way to facilitate personal and professional growth, interesting activities, an important activity for your team members. If you have four staff members, and through their community involvement, each one directly refer's four new patients a month, that's sixteen new patients a month. That's a truly significant contribution and a very realistic situation, so I'm a believer in setting up such situations, providing incentives and rewards, and supporting staff members' involvement in educational opportunities, and worthwhile community activities, with the affinity marketing, the pay-off for the practice.

As an aside, if you have staff members who haven't brought in new patients from their own circle of influence and activities, why not? What does that say about their commitment? Their pride in the practice? Their ability to

communicate? A staff that initially brings in new patients from friends and family, then is continuously active in bringing in new patients from their circles of influence and activities, can go a long way toward supporting a practice. Such a staff is a very valuable asset. A staff that does the opposite is a liability. One is a self-supporting asset. The other a costly expense.

THE POWERFUL PRACTICE-BUILDING SECRET OF THE ENDORSED MAILING

There is yet another type of farm that the basic system works with, with minor modifications. Now please tune in and listen very carefully because this little bit of information about this farm, is literally worth a fortune! Possibly the most exciting and productive type of farm of all is the “champion’s circle of influence” farm, reached through what we call endorsed mail. If you remember my story about the plumber from the seminar, you will instantly recall what this type of farming is all about. And look at the real estate letter headlined “Why Is A Dentist Writing To You About Real Estate”? it illustrates this concept too.

Here’s the premise:

1. If you are consistently delivering exceptional care and service, you will from time to time, create a champion. A patient far beyond satisfied. Even beyond enthusiastic. Grateful, convinced you walk on water. Sincerely eager to see you succeed and to help you in any way possible. If you’re not creating these champions, there’s something wrong.
2. Some of these champions will have significant circles of influence that you don’t. Their own proprietary, affinity farms. I was speaking about this idea at a real estate seminar, when a lady agent stood up and told of helping a dentist sell his home quickly for a good price after other Realtors had tied up the house for months and failed. The dentist was thrilled with this real estate agent. “Congratulations”, I told her, “you’re rich”. You have a \$100,000.00 a year in commissions coming to you from that dentist, year after year.” Why? How? Because that dentist is now her direct link to not one, but two great affinity farms. One, his patients, and two, all the other dentists in town. You have the same opportunities, maybe even with a real estate agent patient.
3. The endorsed mailing, the letter from the enthusiastic client/patient is infinitely more powerful than a letter from you. What someone else says about you is much more powerful than anything you can say about you.

Now here's how this works. We still stick with a 3-letter sequence to plant the farm. Letter #1, however, comes from the patient not the doctor, like the dentist wrote the letter for the Realtor. Then Letter #2 and #3 are from the doctor. So, let's say you have a popular local insurance agent as a patient. You really wow him. He says, "Let me know if there's anything I can ever do to help you". Step 1. You arrange with him, at your expense of course, to mail to his customer list, a letter from him, on *his* stationery, just like the dentist wrote for the real estate agent, just like the sample in your Kit. Step 2. You follow up with a second and third letter, similar to our second and third letters in our basic system sequence. The insurance guy's customer list becomes your farm. Right now, you probably have a champion of champions with circles of influences, lists, farms of several hundred people or more. You can implement this endorsed mailing strategy immediately, within a week. You can get responses the next week. Some new patients, other relationships started that will turn into more new patients down the road.

This strategy alone is worth the entire investment in this entire package, many times over. Consider the lady real estate agent in my seminar. Her dentist/client probably has a thousand patients in his database, if not more. If the letter shown in your Kit goes out on the dentist's stationery, in his envelopes, to those thousand patients, attached to her regular Letter #1 offering a good, free, widget, how many people, do you think, will respond? Well, let me tell you how many DID respond. Over forty requested the widget. Three called and immediately asked for appointments to get her help in selling and buying homes. Then she mailed the second letter and the third. Over all, six immediate transactions, over a hundred responses and relationships started. This dentist also knows or is known to all other dentists and so a similar letter goes to them, then are Letters 2 and 3. Out of that, about twenty responses, three immediate transactions. If she does a perfect job for those three and can groom one of them as a champion, she'll be able to repeat the entire process all over again with his patient list as one farm, the other dentists as the other. She has the potential of going from dentist champion to dentist champion to dentist champion with an endless chain of referrals and affinity farms. Now believe me she's one very excited Realtor. I really hope you grasp this idea and succeed in translating this idea because it is a competition-free, low-cost, powerful practice-building strategy that offers a fast, big payoff. There is no good reason not to use this strategy. If you could do this just once a year, with one patient, who has a significant circle of influence, a list of at least a few hundred people, this alone can add \$25,000.00-\$50,000.00 in services and revenue to your practice. Over the

next five years, this could be worth as much as a quarter of a million dollars to you. So please take it very seriously.

DO YOU UNDERSTAND THE FOUNDATION OF ALL THE SYSTEMS?

By now you have hopefully, undoubtedly, got the pattern that can be applied to any number of different target-markets or farms. When you really understand this pattern, you have the ability to be your own marketing genius. I can't tell you how many times in how many types of businesses, industries and professions that I come in, apply this pattern, refit their business to the pattern, and leave looking like a genius.

If you master the foundation that is common to all these Systems, you can keep going back to the well and applying it for an endless variety of purposes.

AN EXTRA MARKETING OPPORTUNITY

Still another way to use these Systems is in co-op marketing. Co-op marketing is a wonderful way to reduce your marketing expenses without proportionately reducing your effectiveness. I've seen chiropractors successfully conduct co-op campaigns with podiatrists, dentists, optometrists, massage therapists, weight-loss clinics, even medical doctors. The trick is to find another practitioner you like and respect, who likes and respects you, and who will learn and buy into these Systems just as you do. Then, just for example, you could each target the same neighborhood, each do a sequence of 3 letters to plant-the-farm, mail the letters in the same envelope, and split the list, envelopes, stuffing and postage costs. On a farm of 3000 mailed three times, this might save you a couple thousand dollars, maybe even more, enabling you to do more and better marketing. Another extension of this co-operative relationship is for you to send an endorsed mailing to your list on your co-op colleague's behalf, and for him to send an endorsed mailing to *his* list on your behalf. The two of you can also combine for the event to be promoted with the optional fourth letter. You can do all of this with just one other participant, with two participants, even with three participants. I've also seen doctors in shopping centers combine with the other shopping center merchants in a sequence of mailings. In a sense, you're doing much the same thing that a company like Val-Pak or Money Mailer does for you, for prof& However in this case, you're adhering to our one-of-a-kind Systems for superior results. This kind of creative co-operation can be very difficult to put together. On the other hand, when it

works, it can enable the two or three participants to accomplish many things that they could not afford to do individually, independently or would not do individually or independently.

How To “Get The Ball Rolling”

Some doctors have used my audio cassettes as the tools for mastermind discussion meetings with other doctors, other area merchants and business people. You might organize a small group of progressive business owners and professionals to meet once or twice a month, listen to one of my Magnetic Marketing System audio cassettes, discuss it, and brainstorm ways to increase everybody’s prosperity. I encourage you to form a group outside your profession, maybe in your immediate business neighborhood, so that people from different businesses, backgrounds and knowledge bases come together and each contributes something to the other. This is in keeping with the master mind concept defined by Napoleon Hill in *Think And Grow Rich* and his other writings. As you can see, the tool-box you’re holding in your hand, can be the springboard to many, wonderful opportunities.

(Note: If you haven’t read THINK AND GROW RICH, please get a copy and study it, at your earliest convenience.)

Incidentally, chiropractors and dentists are ideal co-op marketing partners. In the years we held our seminars - over 500 throughout the U.S. and Canada ~ chiropractors and dentists attended together, met each other, and a number of very productive marketing partnerships developed as a result.

THE MOST VALUABLE FARM OF ALL

The most important farm of all, and the most neglected farm of all is your own patient base. It is axiomatic and ironic that most business owners and marketers virtually ignore or take for granted their existing clientele, while spending untold dollars and energies pursuing the next new customer, barely visible on the horizon. In fact, in many large businesses, the entire budget and control of customer service is stupidly placed under operations, not under marketing. Doctors make this same basic mistake. I can’t tell you how many doctors I’ve listened to in shock of spending \$5.00 or \$10.00 on a first-class New Patient Kit while those same doctors drop \$500.00 a month on a Yellow Pages ad without blinking or without really tracking the results. Your patients are to be viewed as a prime referral farm, offering a higher potential yield than any other

farm we've talked about. So, we're going to apply these Systems to this farm in a manner appropriate with its potential yield.

If new patients are a farm, or if you wish, a sub-farm, then we need a three-letter sequence just to plant that farm. A sequence of three welcome letters. I would send the first letter the same day as the first treatment. The second letter three to five maybe seven days later. The third letter a week after that. And what should these letters say? Well, the first could be a simple, straightforward welcome letter. The second might deal with your spinal care class, inviting family members in for a check-up, maybe your nutrition program. And the third could primarily be a referral stimulation letter. The content of these letters and the enclosures will vary quite a bit from one doctor to another depending on what was given to the new patient in the new patient kit, how classes are offered or mandated and conducted, whether nutritional products are sold and so on. This is an excellent opportunity to introduce broader services -a dentist moving a pain relief patient to cosmetic dentistry, for example. But remember that the sequence is the most important part of the three letters. The doctor says, "Why should I do that, I'm going to see this person every couple of days anyway." Well, yes, hopefully you are, but you're going to be on the run when you do, you'll be hopping, your staff will be hopping. They're not going to take the time to sit down, relax with the patient, and talk about these things with the patient. Also, believe me, there's a big difference in impact from casual conversation to a formal letter arriving in the mail.

Now, once the new patient farm is planted, which effectively moves "New Patients" over to the total patient list, the bigger ongoing file, which needs constant and continuing nurturing. There are three basic parts or steps in farming this patient base. #1 is the patient newsletter. #2 Our special purpose letters. #3 Events. Predominantly Patient Appreciation events.

Let's take the special purpose letters first. In your Kit, I've given you six condition-specific letters. Allergies, arthritis, headaches, smoking, stress, and low-back pain. These letters as they are written could be used in follow-up and in continuing contact with other farms, notably the neighborhood farm. But these same letters could be used as referral stimulation letters sent to past and present patients. With six letters, you could mail one of every other month during a calendar year.

Obviously, a dentist has to use different themes i.e. gum disease, bad breath, TMJ, cosmetic dentistry, and so on.

I've even provided postcard versions of some of these letters so that you can see how to reformat this information into a postcard which can be printed and mailed less expensively than a letter, without the cost of an envelope. You should also have and use "Thank You For Referral's" letters, and I would suggest a different letter for the first referral than for the second referral. If you utilize these letters and postcards intermixed, you can easily create and implement 12-18 mail contacts per calendar year with your patient list. Add 6-12 newsletters to that and you have a very good, comprehensive program.

Periodically, probably annually, you're going to want to clean your list to identify those who have been completely inactive and unresponsive for a certain number of months. I suggest eight months and you may want to send them a final letter of some kind at that time.

LET'S TALK ABOUT PATIENT NEWSLETTERS

First let me say that I've historically been opposed to the prefab, commercially prepared newsletters that are sold to chiropractors and dentists, crash printed in a small space with the individual doctor's identification, that otherwise are made up of generic information and generic references. However, I've gradually arrived at the position that using these beats doing nothing at all. And some, like Dr. Travis McFee's HEALTHY, WEALTHY & WISE (ref.: The Profitable Dentist) are quite good. If you happen to find one of these you really, really like, you might add it to your mix.

But what is still *most* effective as a major part of ongoing patient communications is your own home-made, personally prepared and written newsletter, that is a direct extension of your personality and your practice, that features patient recognition, and involvement. In your Kit, you'll find a number of actual examples that I have selected from all of the ones that cross my desk, as good models. Now I know that this is a lot of work. I can only suggest that you divvy up the work in gathering information for the newsletter so that you and each staff member handles one or two items. Maintain a clipping file of items from newspapers and magazines that you can include or write about. Spend a couple of hours a month at the library if you have to. If you have a PC and a modem you can use the Internet. The long-term payoff of consistently putting out a good newsletter is tremendous.

“PATIENT APPRECIATION” EVENTS

The last item to add to the marketing mix, for this most important farm, is the Patient Appreciation event. I know many doctors who use patient appreciation events 2-3 times a year, and every time they gain significant numbers of reactivations and referred new patients. It's not uncommon for a one-day event to produce 20, 30, even more new patients. There are several calendar occasions that lend themselves naturally to patient appreciation. Thanksgiving as a way of saying thanks to the patients. New Year's tied to New Year's Resolutions. And summertime, for an outdoor or a partially outdoor event such as a picnic or a tent situation in your parking lot. You could also use your practice anniversary or some health-related tie-in like Stop Smoking Week. In your Kit, I've given you a two-letter sequence for a Thanksgiving Patient Appreciation promotion. In my letters, by the way, I've thrown in everything but the kitchen sink for purpose of example. You may only want to some of these things and different ones of these things each time. The patient appreciation events are the peaks in the continuing farming program. These are the times when you really see the impact and the payoff of your efforts although you'll be clocking referral results continuously. If I were going to prioritize your target farming activity, which to get implemented, first, second and so on, I would say #1 is the new patients and the patient base. #2 is affinity. #3 is the neighborhood. #4 your own business neighborhood. And I would add, I would fit in an endorsed mailing any and every time the opportunity presented itself. If you would take these priorities to heart, block the time needed to get organized and up and running, and stick to it, you would soon see that obtaining your desired numbers of new patients is easier, more predictable, less costly and more professional this way than through any other means or media. After a year with this system you'll be able to cut back the size and cost of your Yellow Pages advertising if you wish, drop other types of advertising, prevent slumps, you will be in control.

A LITTLE WARNING:

OK. Are you overwhelmed? Listen, I hope not. I hope you have enough discipline necessary to go back and do all of this. Break it down into little steps and then get going one step at a time. Keep in mind that we are building a New Patient Acquisition Machine here that you're going to live with, depend on, and profit from, for the rest of your years in practice. Sure, you can use just parts and get profitable results. Yes, just the endorsed mailing strategy alone will be worth thousands, even tens of thousands of dollars this year and every future year. But my hope is that you will proceed with everything rather than

piecemealing it, so you can wind up really free of the “Where will my next patient come from?”, worries. The agonizing over each advertising decision and expenditure. Free of it all, forever. And let’s remember the ancient adage “How do you eat an elephant?” Of course, you eat it one bite at a time, the same way you eat a small hamburger.

So, please don’t be overwhelmed. Roll up your sleeves and dig in, tackling one step at a time.

Now I want to go a step further and have you seen these Magnetic Marketing Systems as a part of a bigger picture. Let’s talk about the five parts of a total practice-building system. Step 1 is to have a maximum referrals system. What does that mean? That means that you have a thorough, comprehensive system, set of procedures, starting from the consult and exam, involving something programmed to happen with each visit. Your office handouts, your classes, all strategically planned and integrated to stimulate the greatest possible number of referrals. Remember that the average satisfied consumer, on their own initiative, tells just one other person about her satisfactory experience. But, the average dissatisfied consumer gripes to three or more. But reliable research indicates that the average consumer has significant influence over the behavior of fifty-two other adults. So, understand that your per patient total referral potential may be as high as fifty-two. When you advertise, promote, market, pursue new patients without having your act together, so as to stimulate the maximum number of referrals possible, you actually waste the lions’ share of your advertising dollars. As a matter of fact, most successful new patient acquisition methods and media, notably Yellow Pages Advertising and direct-mail applied to a neighborhood, will basically break even. The profit *must* then come from the referrals you then get from those new patients that you could otherwise never get. You are buying a gateway to many new patients with each new patient. Each new person delivered to your door at break-even or better is a success because he’s a gateway to up to fifty-two more patients you could not reach otherwise.

THE SMART MARKETER STRATEGICALLY INVESTS IN ACQUIRING GATEWAYS, JUST AS THE FARMER PLANTS SEEDS. AT THE END OF EACH MONTH, CONSIDER HOW MANY NEW GATEWAYS YOU OWN. THIS IS AN IMPORTANT QUESTION.

Step 2 is your Unique Selling Proposition, your sales story. Let me tell you a true story. A doctor recently called and asked if we would prepare his Yellow Pages ad for him, which we do although we don't actively pursue that business, and I said yes if he could answer one question. *Why should I, your prospective patient, choose you vs. any and every other advertising doctor?* He said, "There really is no reason." And I said, "I can't help you." As it turns out after considerable probing, we did find a USP, we did develop a five-point sales story. You've got to do the same. Now I talk a lot about Unique Selling Proposition and some of you may be sick of hearing about it, but you need to hear about it until you get one! Until you can concisely and persuasively answer, "Why should I, your prospective patient, choose you vs. any and every other advertising doctor?"

Step 3 is smart internal marketing. It is to educate to the extreme. This is discussed in detail in my previous years "Patient Explosion System". The fundamental principle is that the better educated and informed, but never bored, the patient is, the more referrals he will produce. Patient education is win, win, win, win. A win for the patient. A win for society. A win for your profession and a financial win for you. There is no better return on investment available than through patient education. So, are you doing everything possible in the realm of patient education? If not, why not.

By the way, these days those of you with fee-for-service practices and a desire to maintain your independence had better be educating your patients about the ills of HMO's and managed care, the dangers of nationalized health care, and the importance of choice. In dentistry, a client of mine, the well-known consultant Linda Miles has assembled a fantastic "system" just for this purpose, and every fee-for-service dentists should contact her and get involved.

Finally, Step 4 is farming. The system within the system. It completes the loop. The Magnetic Marketing/Target Farming Systems will provide you with superior new patient flow. The other three steps will provide maximum return on investment from that new patient flow. One without the other is of questionable value.

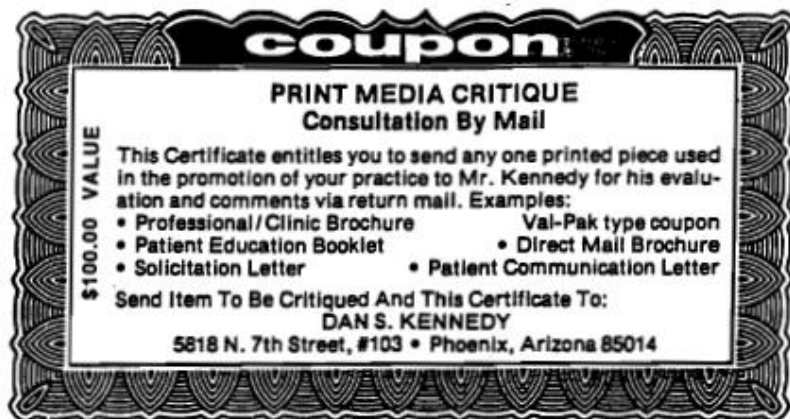
Step 5 is simply putting it all together, making sure that you go around all the bases. You have in your hands an opportunity to take a true quantum leap up and forward in your marketing. Most doctors, as you must be aware, have a catch as catch can approach to new patient acquisition. They tend to spend ad money on the media that is sold to them, which by the way is why direct mail stays low on the totem pole. There's no direct mail sales rep coming around, bugging you. So squeaky wheels get the advertising dollars. Doctors also tend to

do what they see other doctors doing. So, everybody winds up as Earl Nightingale described it, Following the Follower.” One result of this is competing practitioners battling over a small part of the market without ever successfully expanding the circle of the profession’s influence. Doctors also spend money on media without ever really taking the time to assemble a great message. All of these add up to the situation where every ad decision and expenditure is worried over before it’s made, resented after it’s made.

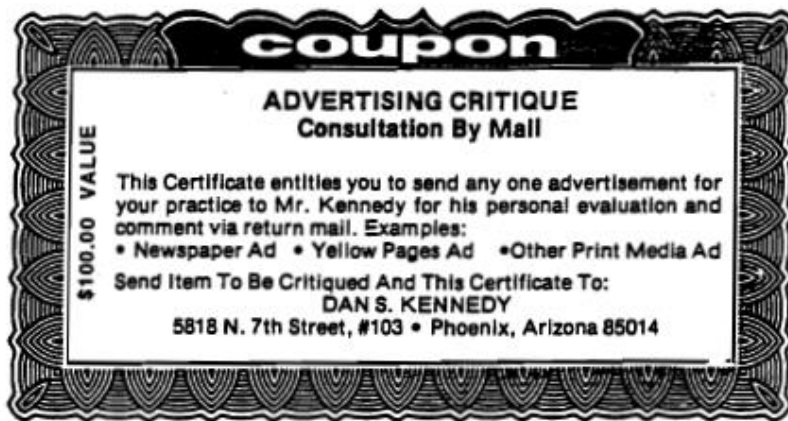
Where restful nights are given up to wondering where next months’ new patients are coming from. Inconsistency rules. Some good months, some bad months. And that’s how the majority of the doctors will continue to handle the marketing responsibilities of practice. You can make a dramatic change in all of this, if you will invest the time to do it.

Now, open up your Tool-Box and go to work!

THE TOOL BOX



**BONUS
VALUE
\$300.00**



TERMS & CONDITIONS: Certificate expires 12 months from date of purchase. Allow 2 to 3 weeks for return of submitted materials with Mr. Kennedy's comments and suggestions. Do NOT telephone: consultation given by mail only. Actual finished materials or Tough sketch" and copy for planned material may be submitted. Coupon redeemable only for listed services. Additional consulting may be contracted for, Mr. Kennedy's schedule permitting; fees quoted on request.

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IMPORTANT WARNING NOTICE

ABOUT THE USE OF THIS TOOL KIT

BEFORE using this Kit, it is prerequisite that you thoroughly study The Magnetic Marketing System/Tool Kit, current year's edition, including listening to all six audio-cassettes. FAILING to do so will virtually guarantee that you will not understand the value and correct, effective use of the specialized tools exclusively for chiropractic or dental practice-building provided in this Kit. THIS KIT IS A SUPPLEMENT to The Magnetic Marketing System/Tool Kit. You should have received The Magnetic Marketing System with this Kit. If you did not, please contact us at

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How To Get The Most Out Of This Tool Kit

Dear Doctor,

CONGRATULATIONS - you have acquired a unique “marketing tool box” that has been more than 15 years in the making; has, in prior editions, proven itself by helping literally thousands of doctors affordably and efficiently attract desirable new patients...and will, if used, dramatically improve the way you obtain new patients, too.

PLEASE NOTE THAT THIS IS NOT A COLLECTION OF “FORM LETTERS”, although most of the tools are letters. First of all, this is a collection of “sequences of letters” and “marketing systems”. You cannot just look at this and “get it” - you must have gone through The Magnetic Marketing System and the instructions in this Kit. And you must use these tools as intended. The person who takes the world’s finest shovel and uses it to hang a picture is very likely to be disappointed with the outcome.

PLEASE ALSO NOTE THAT THIS IS NOT 100% SCIENCE. While every tool provided here is tested and proven, there are a considerable number of variables far beyond my control, such as geographic differences, demographic differences, competitive issues, your own handling of inbound calls generated by marketing, your reputation in the community, and so on. Consequently, what works wonderfully for one doctor may disappoint another. Each doctor must test and work at developing his or her own systems using these tools. Rome wasn’t built in a day. In order to arrive at a Marketing System that may serve you for years to come, some patience, persistence and investment may be required.

FINALLY, I HOPE that this inspires you to become a determined ‘student’ of marketing and to make the quantum earnings leap of becoming, first and foremost, a “marketer of services” rather than a “service provider.” Mind-set is at least as important as strategy or technique.

Best,

Dan S. Kennedy
The Author

PS: As a continuing education, you will find it enormously helpful to subscribe to my NO BS MARKETING LETTER and join my Inner Circle. Information should be enclosed, but if it is not, please call 602/269-3111 and request an Inner Circle Invitation packet.

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Your Knowledge-Building Record

Use these forms to list and date each item of new information and knowledge, each valuable idea, acquired in our discussions and work together, and from the books and other materials we recommend.

1. Date _____

2. Date _____

3. Date _____

4. Date _____

5. Date _____

6. Date _____

7. Date _____

What do you feel the above ideas and information can save and/or make you in the next 12 months; or how much is this information worth to you? \$ _____ Your name _____

The “New Patient ‘Farming’ (Target Marketing) System For Chiropractors

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VALUE STATEMENT

Currently*, when Mr. Kennedy develops a complete Marketing System for a private, individual client, including sequences of prospecting/marketing/sales letters, his fee typically ranges from \$9,200.00 to over \$20,000.00, plus royalties tied to results, for as long as the materials are used by the client. Based on comparable value, there is well over \$50,000.00 in copywriting services and materials included in this Kit.

*Based on 1997 rates.

SYSTEM #1

NEIGHBORHOOD

MAGNETIC MARKETING

Neighborhood Target Marketing Sample Letters

Neighborhood Target Farming means that you will carefully select a neighborhood, subdivision, community, one or several zip codes within convenient proximity to your office/clinic, then set out to become the dominant presence* in your profession, in that Farm Area, as quickly as possible. The tools you will use for this purpose are, first, an Intense Plant-The-Farm Letter Series (possibly with enclosures), then, second, a Long-Term Farm Maintenance Series of letters, postcards, newsletters and so on. In selecting the Farm, you may use only geographic parameters, or, within geographic parameters, you may also use demographic criteria to select only some of the households - for more information, refer to the Marketing Research Report "How To Turn Mailing Lists Into Money."

If these concepts are unfamiliar to you, it can only be because you have not completed study of The Magnetic Marketing System.


*Dominant Presence: in the Farm, you are known by virtually everybody by name, by unique selling proposition and/or other marketing messages and have obtained significant immediate response.

For a better understanding:

The following 6 pages are reprinted with permission from THE \$100,000.00 TARGET FARMING (FOR REAL ESTATE AGENTS) and THE SMALL BUSINESS EMERGENCY SURVIVAL SYSTEM, both authored by Dan Kennedy, originally published by Money Making Marketing Inc., rights reserved. These publications are no longer available (replaced by the current 'Magnetic Marketing System.'

These two 3-letter sequences are provided here as examples to learn from, s& of the 3-Step Plant-The-Farm Process. Properly planting the farm is a critical process. Few direct mailers understand this or do it. STUDY these two sequences. See how each letter refers to the previous letter(s). Note the use of "widgets" to increase immediate response.

For a better understanding of the "structure of the letters, refer to the book THE ULTIMATE SALES LETTER.



**For Bridgeview Homeowners: A
FREE <INSERT> Is Reserved For
You — All I Ask In Return Is A
Chance To Say “hello”.**

Dear Bridgeview Homeowner,

My name is Donna MacBryne, and I am a Realtor specializing in serving folks in the Bridgeview community. (A copy of my Personal Brochure is enclosed.)

Because I specialize in Bridgeview, I am thoroughly versed in and up-to-date on property values, selling prices, market conditions, and so on. If you ever need to sell your home or if you have a friend who needs to sell, or is interested in moving to Bridgeview, I hope you'll think of us.

I would like to say Hello and shake hands — I have set a goal of personally meeting every Bridgeview resident. For that reason, I've had a special, I think very useful <Insert Title> CHECKLIST prepared, as my FREE GIFT for you, and I'd like to drop it off at your convenience.


TO RECEIVE YOUR FREE <INSERT TITLE> CHECKLIST, just fill out the little Reply Card that I've enclosed and drop it in the mail to me. You'll note that I've already placed postage on it for you.

Thank you,

Donna MacBryne

Neighborhood Farming Example Letter #1

Neighborhood Farming Example Letter #2



**Does It Make A Difference If A
Realtor Specializes In Serving A
Particular Community?**

Dear Bridgeview Homeowner,

YOUR FREE GIFT IS WAITING

A couple weeks ago, I sent you a brief letter, introducing myself — I am specializing in serving Bridgeview residents. You may have no need for any real estate services now, but someday you, a neighbor, a relative or a friend will, and I simply hope you'll then give me an opportunity to be of service.

Just so you and I can get acquainted, I've had a special <INSERT TITLE> CHECKLIST prepared as a FREE GIFT, and I have a copy waiting for you right here on my desk. **THERE'S NO COST AND NO OBLIGATION AT ALL —** I'd just appreciate being able to drop off this useful Checklist, say hello, and shake hands.

And, for your future reference, I would like to point out that there are advantages to having a Realtor who specializes in YOUR community to rely on. The reasons why are listed below. If you have any real estate related questions, I hope you'll call on me.

So I can drop off your FREE <INSERT TITLE> CHECKLIST at a convenient time, please return the enclosed, postage-paid reply card.

Sincerely,

Donna MacBryne

**"I don't know — let's try some of that fertilizer
I saw advertised on TV — maybe that'll turn our lawn around!"**

2nd Notice

April 24th

Dear Homeowner,

Your lawn, your flowering plants, your vegetable garden is the target of heightened ultra-violet rays, air pollution, smog, heat, accelerated soil depletion ... and this summer is going to be extra tough!

I have important information for you—information that may determine your "lawn's survival."

Unfortunately, you did NOT respond to my first letter to you and time is running out... If you are going to get a copy of my new, **FREE REPORT**, you **MUST** get in touch with my office **RIGHT NOW**. (This carefully researched Report is titled **36 Green Thumb Strategies** -insert title-, and it just may reveal the "secret" you need to save your lawn or favorite plants!)

Here are a few reasons **YOU** should get this Report:

1. Your lawn and gardens will be "targeted" by the coming extra-tough Cleveland summer.
2. There are 36 green thumb strategies perfect for your area's environmental condition, that you probably don't know about.
3. Without his information, you will be robbed of pride of ownership ... the beauty of a golf-course perfect lawn... the special pleasure of beautiful flowering plants.
4. In this economy, every dollar makes a difference. You just cannot afford to waste money. But without this information, you will undoubtedly waste money on various products, "cures", maybe services that are doomed to failure before they even start trying to protect and beautify your lawn and garden against the enemies of the increasingly complex Cleveland area air pollutants and the coming tough summer!
5. My Report is not just a "pitch" for products or my services ... it is a real, valuable, information-filled, how-to-do-it Report. (I am a lawn and...

Neighborhood Farming Example Letter #3

Neighborhood Farming Example Letter #4

**Most homeowners are too busy working to enjoy their weekends!
Are you a "slave" to your home, too?**

FINAL NOTICE

May 1

Eight days from today, my offer of the important *Free Report for Homeowners* ends.

Have you been "too busy" to read my letters about this Seminar? Well, I can't solve ALL your time pressures—but I certainly can free you from lawn and gardening worries this summer ... and guarantee you a golf-course perfect lawn with less work and less cost than you'd ever imagine. Doesn't that deserve at least a few minutes of your consideration?

Attached are copies of both of the letters I've sent you previously. Take 5 minutes to read them now. (Unless you think it's somehow "therapeutic" to fight with your lawn and garden every weekend!)

The attached letters are of enormous importance to you. **MANY** of the homeowners who received them (wisely) responded immediately. You should do so now.

Sincerely,
John Leavesofgrass

P.S. I know: reading a "report" about lawn care may not sound all that exciting—but when this summer comes and your neighbors are doing battle with brown-out, burn spots, dying plants ... hitting the lawn-and-garden store every Saturday ... watering like mad ... you'll thank me for bringing this information to your attention!

**A Free Gift Is Enclosed — I Hope
You Find It Helpful.**

Dear Bridgeview Homeowner,

I've written to you twice, to introduce myself as a Realtor specializing in serving Bridgeview, and I hope that someday I may be of some service to you or a member of your family.

Since I haven't heard from you, I'm assuming you are just too busy to visit with me now, and I can sure understand that — the "busyness" of our lives these days really is amazing!

I'VE ENCLOSED THE FREE GIFT that I had hoped to drop off in person — a special <Insert Title> Checklist, which I hope you'll find useful.

Your Bridgeview Community Specialist,

Dorrie MacBrayne

P.S. Please pass the enclosed Reply Card along to anybody you know who might be interested in selling a Bridgeview home or in moving to Bridgeview.

Neighborhood Farming Example Letter #5

Neighborhood Farming Example Letter #6

**Gardening & Lawn Care Expert Predicts:
Cleveland-Area will suffer an especially tough summer ...
lawns will brown out ... gardens will get ghastly!**

April 16th

Dear Homeowner,

Have you heard about the "dissolving of the ozone layer?" Well, that is a real problem and it is changing the way the sun affects lawns and garden care. And, have you noticed the increase in the pollution suspended in our air, here in the Cleveland area? Well, I'm no physicist, but as a lawn and garden expert I see one thing and one thing only: it is going to get worse, not better ... unless you discover a few secrets normally used only by "the green thumb", gardening fanatic! (How does that one guy in your neighborhood get that amazingly perfect, golf course green lawn anyway? How can that woman two doors down have such beautiful flowering plants while yours are limp and brown?)

This may shock you: it probably takes them less effort and costs them less money to get "green thumb results" than you spend for frustration!

Now I'm going to invite you to "steal" their secrets! I've researched, tested, used, given to my clients, and proven 38 "Green Thumb" strategies for "ordinary folks" lawns and gardens, for maximum pride and pleasure with minimum effort and expense. Not all of them will work for you. But some will. (And your neighbor with the "green thumb" is NOT going to tell you about these strategies. If you have a gardening service, they're not going to "expose themselves" either — they'll just take your weekly check and do as little as they can get away with. Whatever happened to pride of workmanship?)

I'm going to reveal these strategies — in fact, I'm going to give away a CHECKLIST of them as a FREE GIFT — to the interested homeowners... all I ask in return is 15 minutes of your time, to drop by and "tour" your yard with you, and quickly tell you what our PROUD LAWNS & GARDENS SERVICE might be able to do for you, maybe as a one-time "crash" makeover, maybe as a continuing maintenance service.

This is going to be an especially tough summer on lawns and gardens in your area, so now is a very good time to get this information.

The 15 minutes we spend discussing your yard and garden might very well SAVE your lawn's appearance and SAVE your garden's output from the coming, super-tough summer ... SAVE you a lot of frustration...maybe even...

Neighborhood Target Marketing Plant-The-Farm letter Sequence for Chiropractic & Dental

This next Section contains ACTUAL CHIROPRACTIC AND DENTAL LETTERS. It is very important to note that you will probably not want to use these letters exactly as is, although you are free to do so. Your letters should reflect your personality, your practice's unique features and benefits, your community, and so forth. Also, much of what is used in marketing the chiropractic practice is easily adaptable to dental and vice versa, so you will find it advantageous to study and borrow from both. (There are more chiropractic than dental examples included here, and dentists are urged to use the chiropractic examples as well as the dental ones. Where there would be 80% to 90% repetition and it was easy to adapt one to the other, I did not do the duplicative work.)

The first three letters provide the 3-step Plant The Farm Process.

The fourth letter is an optional, follow-up letter. This Section also contains an event promotion, an example of co-op marketing, and an example of civic activity linkage.

How To Mail The Plant-The-Farm Letters

The best method of mailing is "pure A-pile mail", including the use of an envelope that does not telegraph that it is business/advertising mail and that appears to be personal. This is fully discussed in The Magnetic Marketing System.

Neighborhood Plant-The-Farm Letter #1

**Just A Quick Letter to Introduce Myself. And,
I have An Important FREE GIFT Reserved For You.**

Free Booklet reveals

“How To Live Stress-Free In A Stress-Filled World!”

Dear Neighbor,

My name is Doctor John Subluxation, and my office is just a few miles East of the Oak Hills community, on Route 3. I'm pleased to tell you that many families living in Oak Hills, your neighbors, have been relying on our office for years. I'd like us to get acquainted too.

Research done for an article in *Time Magazine* indicates that 1 in 20 Americans consulted with a Doctor of Chiropractic last year. There are two reasons why I'm calling that to your attention:

Reason #1: If you or a family member ever suffers from back or neck pain, you need to choose the right Doctor to help. (Choosing the wrong Doctor might prolong the suffering, increase the cost.)

The “ 1 in 20” statistics shows that Chiropractic is gaining ever-increasing recognition as THE best approach to treating back and neck pain, including everything from an accident injury to unexplained, chronic nagging pain. I specialize in treating such conditions, have 19 years' experience you can trust, and have helped thousands of people, including many of the employees at the nearby Ford factory, professional athletes, even rodeo cowboys!

You'll find more information about me in my ad, in the Yellow Pages, on Page 6023.

Reason #2: Back and neck pain should NEVER be ignored.

Back and neck pain represents one of the most common, least understood ailments, it causes more people to lose time at work, for example, than *anything* else, other than the common cold. But, unlike the cold, it may not just “go away.” People often “ignore it” but that can actually be dangerous. Back and neck pain may be an important warning signal from

your body of something that will get worse if ignored. On the other hand, many causes of such pain...even if that pain has been re-occurring off and on for years...can be eliminated through appropriate chiropractic care in a very short time.

A Beneficial FREE service For You

I don't want you to ever ignore such a warning signal because you don't know where to go, who to consult-so, should you or anyone in your family have back or neck pain, we will gladly offer you a 100% FREE EXAM, to determine whether or not we can help you, to determine the cause of your problem. And, incidentally, it's good to get a spinal health check-up once a year.

The Free Gift Booklet I Have Reserved For You Will Give You New Power Over Stress, Too

I've also reserved, as a FREE GIFT for you, an interesting, practical, full-color booklet about PREVENTING STRESS. Stress is something you and I can manage, to prevent future health problems AND to make everyday living more enjoyable. This booklet is titled: "How To Live Stress-Free In A Stress-Filled World" and includes tips on everything from time management to curing tension headaches with acupressure instead of pills.

To get your FREE BOOKLET, just drop by our office anytime. While you're here, if you like, take a quick 5-minute tour, although that's not required. Or just call in and we'll mail the Booklet to you. You'll discover some simple things you can do to reduce the stress of today's fast-paced life. If you prefer, you can even call our 24-hour Free RECORDED MESSAGE, hear more information about our Free Exam Offer, and leave your name and address, so we can mail you this beneficial booklet: 0000000.

Sincerely,

John Subluxation, D.C.

Neighborhood Plant-The-Farm Letter #2

JUST A REMINDER:

Only A Small Supply Of Our Free “How To Conquer Stress” Booklets Are Still Available... Why Not Stop In & Get Your Copy Now? (While Our Supply Lasts.)

Dear Neighbor,

Why am I giving away this booklet for free? What’s the “catch?” There is NO “catch.” NO obligation.

My reason for meeting and keeping in touch with my neighbor here in Oak Hills is very simple: I hope that if and when the need arises, for you or someone in your family to look for professional help with back or neck pain, recovery from an auto or work accident, or some other health problem, you’ll remember to call on me for that help—just as many Oak Hills families have for years.

PLEASE ACCEPT MY OFFER OF THIS VALUABLE BOOKLET:

Why wait to find a good doctor until you URGENTLY need one? Take a few minutes now to become familiar with the services we offer at Oak Hills Chiropractic Family Health Center. And, pick up your FREE “HOW TO LIVE STRESS-FREE IN A STRESS-FILLED WORLD” BOOKLET when you stop in. (I wrote to you about this interesting Booklet a couple weeks ago and, since then, many Oak Hills folks have -dropped in and met us - now we’re almost out of these Booklets. You really need to stop in or call within the next few days to be sure of getting a copy. If you stop in, I’d appreciate just being able to shake hands and say hello.)

A FREE CHECK-UP IS ALSO AVAILABLE.

I’ve also enclosed a copy of our Professional Brochure. Please take a few minutes to look through it. And, if you or any member of your family has interest in a spinal health check-up, a FREE EXAM is available.

Last, I’ve enclosed a single page titled: “What Oak Hills And Bay City Families Are Saying About Dr. Sulbuxation. “I thought you might be interested in some of our “success stories.”

Sincerely,

John Subluxation, D.C.

P.S. It may interest you that many celebrities, like actress Delta Burke, and athletes, like Joe Montana, and many other famous folks have been quoted praising the benefits of Chiropractic.

Neighborhood Plant-The-Farm Letter #3

I'M SORRY I HAVEN'T HEARD FROM YOU, In Response To My Two Previous Letters. However, Your FREE GIFT BOOKLET Is Enclosed.

Dear Neighbor,

It's fitting that I enclose this little booklet about managing Stress - these days it's easy to be so darned "busy" we don't even have time to stop and meet our neighbors!

Since you didn't stop in. I decided to mail a copy of this booklet to you anyway. It may prove really important to you or someone in your family.

It's also worth mentioning - in these busy times - people skip semiannual or annual health check-ups. I strongly caution against this. A small investment of time in checking up on and maintaining sound health will pay big dividends your entire life. That's why we gladly offer our neighbors a FREE SPINAL HEALTH CHECK-UP PLUS A BLOOD PRESSURE CHECK AND 5-POINT HEALTH CHECK. Why not call and schedule your free check-up now? (Saturday and Evening appointments available)

Sincerely,

John Subluxation, D.C.

P.S. If you stand in your driveway and look in every direction, at least one of the other homes within your sight probably includes a family member who's a satisfied patient of our Oak Hills Chiropractic Family Health Center!

Neighborhood Plant-The-Farm Letter #4

FINAL NOTICE:

Our Supply Of “Conquer Stress” Booklets Is Almost Gone
- To Get Your FREE COPY, Please Call Or Stop In Within
The Next 10 Days.

Dear Neighbor,

It's fitting that I'm writing to you, for the third time, about information to help you and the members of your family prevent stress from damaging your health – in these incredibly busy times, we can't even slow down long enough to meet our neighbors!

Just the “busyness stress” can cause headaches, back pain, irritability, sap energy, even start serious problems in motion! Please stop in and pick up the information booklet about the things you can do for yourself, at home, to conquer stress.

It's also worth mentioning... (same conclusion as other Letter #3.)

Neighborhood Plant-The-Farm Letter #4 to Non-Respondents

YOU'RE INVITED To a Free Neighborhood Health Fair
Saturday, Dates, Times

Dear Neighbor,

Over the past few weeks, I've written to you several times, to introduce myself, and offer free health information and check-ups. Many of my Oak Hill neighbors have taken advantage of these offers - but many, like you, haven't... but I'm determined that we get acquainted... if for no better reason, so you have a doctor you know, trust and can call on with confidence if and when you need one.

Please drop by our OPEN HOUSE HEALTH FAIR for....

FREE SCOLIOSIS CHECK-UP for children of all ages. (Early detection and treatment of this common childhood problem can be very important.) FREE BLOOD PRESSURE TESTS

FREE HEIGHT-WEIGHT-BODY FAT CHECK-UP ... If you're overweight for your height: FREE BODY FAT CHECK, FREE DIET SUGGESTIONS FOR SENSIBLE AND SAFE WEIGHT LOSS

FREE SPINAL HEALTH & POSTURE CHECK-UP and your choice of Free Self-Help Booklets on Stress Control, Preventing Work Accidents, other topics. EVEN A FREE MINI-EYE EXAM from our Oak Hills Area neighbor, Doctor Binocular, Optometrist...and FREE, TASTY, HEALTHY COOKIES, BROWNIES, FRUIT BARS & OTHER REFRESHMENTS FROM THE "HEALTHY HEART BAKERY & HEALTH FOOD STORE" from Oak Hills Mall!

AND HALF-PRICE MOVIE TICKETS given away as Door Prizes every half-hour!

Stop in...meet our great Team, dedicated to YOUR health...enjoy the refreshments...you can get the check-ups you want, be in and out in less than 30 minutes!

I hope to say hi and shake hands with you on Saturday the ___th!

Sincerely,

John Subluxation, D.C.

P.S. There's more going on here than will fit in our Offices, so look for the red-and-white- striped tent in out-patient parking lot! Oh, and by the way, the Woopinkimesis/Oak Hills High School Band Club is raising money for their Band Trip to the competition in Cleveland next month... they'll be set up right across the street washing cars, so you can get your car washed and contribute to their good cause while you're across the street at our Health Fair. And we're going to give them an extra dollar for every person who goes through our Health Fair!

Neighborhood Plant-The-Farm Letter #1

Just A Quick Letter To Introduce Myself. And I Have An Important FREE GIFT Reserved For You.

Dear Neighbor,

My name is Doctor John Happyface, and my office is just a few miles East of the Oak Hills community, on Route 3. I'm pleased to tell you that many families living in Oak Hills, your neighbors, have been relying on our office for years. I'd like us to get acquainted too.

Many people go years without dental check-ups or even cleanings -and I'd like to quickly address that here, in case you're in that group.

Warning: If You Put Off Dental Check-Ups Or Cleaning....

We understand. Many people are "cowards" when it comes to visiting the dentist. But I'm here to tell you that is outdated. Today's dental care methods and technologies are virtually painless. Our office "caters to cowards" and I guarantee that you will relax here and find the care you need, no more, no less, in a pleasant environment, with caring people, and without pain. Putting off dental check-ups or cleanings can prove to be very costly, though. Now we can prevent or even reverse gum disease, and make sure you have a healthy smile for life. If you haven't had a check-up in a year or more, I urge you to arrange for your check-up, normally a \$00.00 value, absolutely free of charge, as my get acquainted gift.*

By the way, please do not ever ignore tooth or gum pain, bleeding or tender gums, tooth sensitivity to heat or cold - these are the body's "early warning signals", telling you to take care of a problem now, that if ignored, will definitely get worse. On the other hand, many such problems can be corrected in a short time with modern dental care even if they have been developing or occurring off and on for years.

If You Don't Have A Relationship With A Dentist

Please - don't wait until your urgently need a dentist. Drop in, visit and tour OR call and arrange a brief, FREE Dental Health Consultation, just to get acquainted OR take advantage of the FREE CHECK-UP OFFER that I mentioned earlier in this letter.* Take care of this now, so when the time comes that you need a dentist - even if it's a sudden emergency, like your son losing a tooth in a baseball game accident or you having

pain flare-up over a weekend - you have a doctor to call who knows you and will respond.

A FREE GIFT Just For Getting Acquainted....

Actually, I have two FREE GIFTS for you and your family: first, a fascinating little booklet about foods, nutrition and health, titled: "How To Use Foods To Do Everything From Relieve Headaches To Lose Weight" and, second, a Special Report titled: "Hollywood Smiles: How Modern Tooth Whitening And Smile Perfecting Techniques Work". To get these Free Booklets, just drop by our office anytime. Or call and we'll drop them in the mail to you.

Sincerely,

John Happyface, D.D.S.

*PS: We can only provide a limited number of Free Check-Ups each month. In order to get a convenient appointment time (and avoid being put on a Waiting List), please respond to my letter as quickly as possible. (By the way, we are a "NO WAITING OFFICE" - you will be receiving care within 7 minutes of your appointment time, guaranteed!)

Neighborhood Plant-The-Farm Letter #1

SHOULD WE SEND OUT THE SEARCH PARTY?????

Dear Neighbor,

Just kidding about the search party - but I am wondering why I haven't heard from you. I recently wrote to you, offering two very useful health booklets completely free of charge. I'm sure they contain information of value to you or members of your family - we do have a limited supply - and I hope you'll drop by and pick up your copies very soon.

Why am I giving away these booklets for free? What's the "catch"? There is NO catch, NO obligation. My reason for meeting and keeping in touch with my neighbors here in Oak Hills is very simple: I hope that if and when the need arises, for you or someone in your family to look for professional help with dental care, that you'll remember to call on me - just as many Oak Hill families have for years. (A few of their comments are on the enclosed blue sheet of paper.)

Please accept my offer of these booklets. And remember that a free dental check-up is also available. I've enclosed a copy of our Professional Brochure. Please take a moment to look through it. And even if you just have questions about any of the services or dental procedures listed below, you can call, and I'll be happy to talk with you about them over the phone:

- | | |
|----|-----|
| 1. | 2. |
| 3. | 4. |
| 5. | 6. |
| 7. | 8. |
| 9. | 10. |

...one way or another, let's get acquainted. At the very least, call our 24-hour FREE RECORDED MESSAGE, the "Oak Hills Dental Health Information Line."

I look forward to meeting you soon,

John Happyface, D.D.S.

“Widgets”

Following are two examples of Widgets created for real estate agents' use as giveaways. In actual production, these are copied on both sides, on bright-colored paper, slightly heavier than normal typewriter paper. And, you'll notice that there's a place for the agent's photograph. This IS the model you should follow in creating your Widgets.

Suggested Widget Topics (Not in any priority order)

1. 5 THINGS YOU CAN DO TO CONQUER HEADACHES
2. 5 THINGS YOU CAN DO TO CONQUER “WEEKEND ATHLETE” ACHES & PAINS
3. HOW TO WIPE OUT FATIGUE & ENJOY TWICE AS MUCH ENERGY
4. 10 SECRETS OF SAFE, HEALTHY, FAST WEIGHT-LOSS
5. HOW TO REDUCE STRESS & LOOK AND FEEL YOUNGER THAN YOUR YEARS
6. FOODS & RECIPES FOR HEALTH, YOUTH & ENERGY
7. HEALTHY LIVING SECRETS MOST MEDICAL DOCTORS WON'T TELLYOU
8. WHAT TO DO IN CASE OF AN AUTO ACCIDENT
9. WHAT TO DO IN CASE OF AN ACCIDENT AT WORK
10. SPRING CLEANING INSIDE & OUT, FASTER, EASIER, CHEAPER AND WITH-OUT BACK PAIN
11. GETTING YOUR HOME READY FOR WINTER INSIDE & OUT, FASTER, EASIER, CHEAPER AND WITHOUT BACK PAIN

...and, undoubtedly, you can think of other topics.

How To Obtain Material For Your Widget

1. Back Issues, your own patient newsletter
2. USA-TODAY
3. Tabloids...Nat. Enquirer
4. Prevention Magazine
5. The Public Library — card file or computer search
6. Pay a high school or college journalism student to do the research, if you do not want to do it yourself

DENTAL “WIDGETS” CATEGORIES

1. Re. “Smiles” - tooth whitening, straightening without braces, cosmetic dentistry
2. “What ‘Baby Boomers’ Turning 40 Need To Know About Dental Health”
3. Re. bad breath, new treatments for
4. Re. “How To Restore Your Gums To Health - Before It’s Too Late”
Nutrition

VACATION TIPS TRAVEL AGENTS WON'T TELL YOU.

■ **The Inside Scoop on Airline Operations**

■ **How To Avoid The High Price Of Airport Parking**

■ **A Bed... and Breakfast, too!**

■ **The Side Effects Of Travel... Do's and Dont's You Might Not Know**

■ **Truck Stops and Convenience Stores.. What Good Are They?**

■ **Do You Know The Safest Times To Fly?**

There are plenty of ways to cut back on the expense of traveling, but they are not widely publicized. Here are some hints to help you get the most for your money when traveling.

The best days for Standby seats are Monday, Tuesday and Wednesday). When you get to the airport, ask if you can get a standby ticket. If you get one, then be a no-show on your reserved seat and get a full refund.

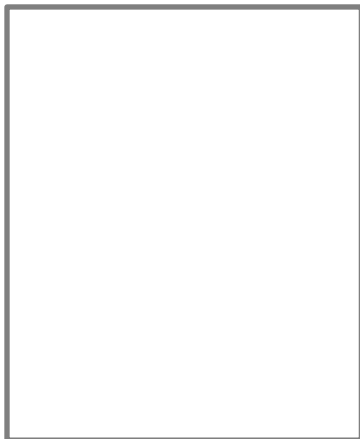
The safest time for flying is after sundown. If you going East from California, take the late or "red-eye" flight.

The most dangerous times for flying are 7-10 a.m. and 4-7 p.m. on the weekdays.

(More tips on other side.)

Savvy Traveling Tips

- First Class Travel isn't worth it if the flight is more than 4 hours duration.
- Buy travel insurance from your own insurance company. It is much less expensive than the insurance offered at airports.
- Before you travel, make a list of your medical history. It should include blood type, allergies, eyewear prescription, pre-existing health conditions and medications your are currently taking. Fold it up and put it in your passport.
- A confirmed airline ticket has OK on it. A Seat request ticket will have a box marked RO. Make sure if you see this you confirm your seat. It keeps you off a waiting list status.
- Just had dental work? If it has been less than 12 hours since your trip to the dentist the change in atmospheric pressure in an airplane can cause severe pain.
- Alcohol is more intoxicating on an airplane flight than on the ground. That's because body fluids evaporate more quickly and the alcohol absorbs more fluid in the intestinal tract so you feel it more quickly.



Rick Proctor and Donna MacBrayne

Pay for your ticket when you make the reservation. Otherwise the price you were quoted may go up.

Discounted fares are subject to big penalties if you have to change your travel plans.

You can frequently save big bucks if you stay over a Saturday night. Make sure to ask about these discounts.

First class and coach tickets should be completely refundable. Ask before you buy.

Use the shuttle service provided by many airports to save on the high fees charged by airport parking lots. Many shuttle specials are advertised in the business and travel sections of the newspaper.

You can get the best prices on cruises by consulting the latest issues of Travel Weekly. Once you've decided on a cruise package go to several travel agents and see who can get the best price. Make sure to ask about cash rebates, rate differences for inside or outside cabins, free air fare to port of departure, or call the cruise line and see what kind of deal they can give you.

Use your senior discounts wisely. Sometimes the "seniors" price is not as good as a 'special' discount that may be running.

Discount travel services cater to people who can be out the door on short notice. You can save up to 67% or more. Discounts get better as departure time nears. These firms usually have a membership fee, but it's usually low and one trip more than makes up for it.

Speaking of travel clubs... As with any membership INVESTIGATE before signing the contract. Too good to be true offers may be just that. Club fees usually range from \$30-\$60. Check the fine print and look for "Subject to availability" clauses. It might mean the trip you want isn't available right now.

Hotels come in all rates and sizes. The fancy ones with all the amenities cost more. If you just need a night's sleep, try the budget motels. If you travel frequently, ask if the hotel has a "Club Plan". A small membership fee can mean upgrades to better rooms and discounts on dining.

Tired of commercial hotels? Try a really comfortable night in a Bed & Breakfast. Some B&B's charge \$100 a night, but many are in the \$30-\$50 range. You may have to share a bathroom, but the experience might just be worth it.

If you're traveling by auto and you just need a few hours of shut eye, here's some tips. Ask the desk sergeant if you can pull into the lot for a few hours. You won't have to worry about safety. 24-hour convenience stores might let you rest in their lot. Make sure the store manager is aware of it though, otherwise you might be mistaken for a possible holdup man. Don't forget to say thanks by buying your coffee and donut

there in the morning. Truck stops are loud and noisy, but at least they have bathrooms nearby. No matter where you pull over, remember to lock your doors and put valuable under your seat.

An interesting vacation can be had by swapping houses with a stranger. Home exchange companies can match you with another homeowner for a vacation "trade". The company charges you a fee to list your home in its directory. If on the other hand you'd like to just rent your home as a vacation resort, it can be tax-free income if you limit the total rental time to under 15 days per year.

To help curb jet lag remember to eat lightly and only when you're hungry, not necessarily when the airline thinks you should eat. The air in planes is very dehydrating so drink extra fluids (water and juices, not alcohol). If you get motion sickness when traveling, try candied ginger. Also, do not travel on an empty stomach and do not consume alcohol on the trip. Sit in the most stable part of the vehicle, keep your head straight and concentrate on the horizon. It really helps.

Don't forget to ensure the safety of your home before you leave on a vacation. Do not have your phone disconnected, ask your phone company for vacation rates instead. Stop delivery of mail and newspapers. Inform your local police and ask them to drive by your home occasionally to check it

These travel tips are a service from Rick Proctor and Donna MacBrayne, Realtors who care about you.

Secrets From The Home Team

■ How to change your mood for only \$15

■ Lighten Up...

■ The Green Clean... Environmental Cleaning Products

■ Athletic Support for cleaning chores

■ Out, Out damn spot.

■ Hate housework? Hire help.

Here's our handful of helpful hints for getting your "sprucing up" done quickly and efficiently.

Make a "Map". Do your cleaning with a "systems" approach. Start at the bottom and work your way upstairs. The downstairs rooms like the dining room and living room are usually less cluttered and dirty and can be cleaned quickly.

When dusting a room, go in a circular pattern around the room. That way you'll be sure you didn't miss anything.

Carry all your cleaning supplies in a basket or cleaning cart.

(See other side please)

Working Your Way To The Top

Okay, we all hate housework, but just like anything else, developing a system makes it less of a chore and it's done in less time.

Try thinking of your system of cleaning as levels to success.

Entry Level

This includes the everyday jobs like dishes, sweeping floors, making beds, and "neatening up". This should take about an hour a day. If you have children, assign a duty to each one.

Mid-Level Management

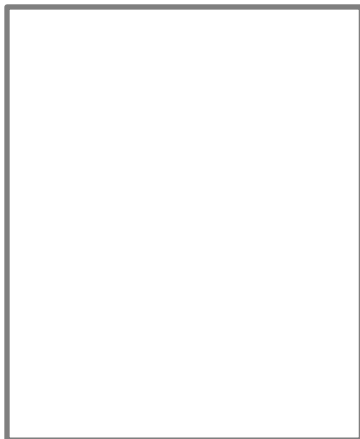
These are the chores we do once or twice a week, such as wiping down bathrooms/cleaning toilets, cleaning out trash receptacles, vacuuming, and dusting.

Senior-Level Management

This is the deep cleaning we do once a week. This is the tougher chores, like scrubbing the floors, polishing furniture, changing bed linens, cleaning the refrigerator, laundry, washing down the cabinets.

The Presidential Sweep

Tasks in this category are done less often and include special projects such as washing, drying and putting in storage seasonal clothing, polishing the silver, cleaning screens and storm windows, winterizing the heating system, and cleaning the oven. Plan a weekend for getting these chores finished.



Choose cotton for rags, or old towels, diapers or undershirts. Avoid cloths that contain synthetic fibers (like, nylon), they're not very absorbent

Make sure dusting cloths are clean, dirty ones will scratch furniture.

Dampening your dustpan will prevent dust from rolling out.

Cobwebs can be sticky and may stain surfaces. Lift them away from the wall, using a vacuum cleaner or cloth covered broom.

Attach a piece of foam to the head of your vacuum's edge cleaner before vacuuming trim, plaster or woodwork. This acts as a "bumper".

Tie a washcloth around your wrist before washing walls. It makes a great "drip catcher". An athlete's terry wristband works even better.

Use a 2-bucket method for washing walls and floors. One bucket for the cleaning solution and a bucket of water for rinsing. This helps keep the cleaning solution clean.

Work in small areas circular when washing walls. Starting from the top or the bottom causes drips.

Use only white, or colorfast cloths or sponges to clean walls, otherwise you'll end up cleaning and painting.

For grease spots on wallpaper, blot immediately with a clean paper towel. Then use a clean piece of absorbent paper and press with a WARM iron (not hot).

Get rid of soap film on tile by washing with a solution of household cleaner diluted or a mixture of 1 part vinegar to 4 parts water.

Run a typewriter eraser over mildewed grout. Yes, it works. Or use a 3/4 cup bleach to 1 gallon of water solution. Wear rubber gloves.

Vacuuming or dust-mopping floors on a daily basis gets rid of the grit that takes the shine off of waxed or no-wax floor coverings.

On wood and no-wax floors, remember a dust mop picks up more dirt than a broom. However, an oiled dust mop can ruin a waxed surface. Just slightly dampen with water.

Some environmentally safe cleaners can be made from simple ingredients. Add 2 tsp. vinegar, a dab of detergent and water to a pump spray bottle and use instead of window cleaner.

Don't buy that expensive metal cleaner. Try using 1/2 cup vinegar mixed with 1 Tbs. salt for copper and brass.

Use baking soda as a "soft scrub" for kitchen and bath fixtures and counter tops.

Clean the inside of the refrigerator with 1/4 cup salt in 1-pint water. This will get rid of refrigerator odor. Don't forget to replace your box of baking soda inside the fridge each month.

To hire help- decide what you need and don't need. If you need only seasonal help make sure the agency provides this. Find out what they will and will not do. Try looking at the local college. There are a lot of students who need the extra cash and who can do a great weekly cleaning job.

Decorating Do's

You can change the mood of a room with color! The experts say whites, blues, and greens leave us feeling cold, while oranges, browns and maroons make us warm.

You can make a small room look larger by with lighter colors on the walls, and mirrors. To make a room look smaller, paint the walls and ceiling different colors. Deeper colors make the walls appear closer together. Along narrow room will look shorter by painting an end wall a darker color than the side walls. A light-colored ceiling appears higher than a darker colored one.

This guide to sprucing up your home is brought to you by Rick Proctor and Donna MacBrayne, Realtors who care about you.

Prime Prospects' Continuing Contact Sequence

During 10 Months After Planting The Farm:

Seasonal Letters	3 - 4
Newsletters	5 - 10
Patient Apprec'n Day Promotions	1 - 3
Special Letter	1 - 2
Option: Sat. Walk-Around	
Option: Contact via Community Involvement	
<hr/>	
TOTAL CONTACTS	10 - 19

General Farm Area Continuing Contact Sequence

During 10 Months After Planting The Farm:

Seasonal Letters	2 - 3
Newsletters	3 - 5
Patient Apprec'n Day Promotions	1 -
Special Letter	1 - 1
Option: Samr	
<hr/>	
TOTAL CONTACTS	7 - 12

Continuous Farming Documents

After completing the initial Plant-The-Farm Sequence, you will continue with additional letters, postcards, newsletters, etc. to nurture the Farm throughout the calendar year.

Here is an assortment of Letters and Marketing Documents for those purposes.

Special Health Letters

With minor modifications — to be used for:

- Farm Area Follow-up Patient
- Farm Mailings
- In-Office Hand-Outs
- Newsletter Material

Continuous Farming Letter #1

WHO ELSE DO YOU KNOW WHO WOULD LIKE TO HAVE A “HOLLYWOOD-PERFECT SMILE”?

Dear

It's never too early or too late in late for “Smile Therapy”. What is “Smile Therapy”? It may just be an expert cleaning and safe, professionally applied chemical whitening that removes yellowing, stains, and causes of re-occurring bad breath. It may be straightening teeth - in many cases, WITHOUT braces! It may be bonding or other cosmetic dentistry procedures.

Take a look at the amazing Before/After photos that are enclosed. In my office, you can see more of these and we can even do a COMPUTER IMAGE of how *vow* smile would look after the appropriate “Smile Therapy”.

Would having a “Hollywood perfect” smile help you in your career? Increase your confidence? Make you happier? Make it easier to meet new people? Enhance your Love Life? It might very well do all of those things! Men and women alike report remarkable changes thanks to our “Smile Therapy”. (A few of their comments are in the enclosed brochure.)

By the way, be wary of those “home remedies”, like teeth whitening chemicals bought in drug stores or from late night TV. In many cases, they contain harsh chemicals that can damage teeth or gums.

Enclosed is a Certificate valid for a Complimentary Smile Therapy Examination, which you may use or pass along to someone else. There is no cost or obligation for this examination. Why not come in yourself or send a family member or close friend and see just how easy and painless it can be to enjoy a Hollywood-perfect smile?

Sincerely,

Dr. Donald Doright

PS: The FREE EXAM OFFER is limited to a small number of new patients and it expires the first of X-Month. Please call now to schedule your appointment. There is NO COST, NO OBLIGATION.

Continuous Farming Letter #2

WHO DO YOU KNOW WHO SUFFERS FROM GUM DISEASE AND WOULD LIKE SOME REAL RELIEF?

Dear

Many people believe (and have been told) "I've got gum disease and there's nothing I can do about it." And that's often false. It's almost never too late - but definitely never too early - to do something constructive about this problem.

If you or someone in your family has receding, puffy, bleeding or painful gums, the time to consult with a dentist is NOW. At my Office, I promise you considerate, patient, courteous, professional care. We will thoroughly examine you and give you an explanation of the extent of your problem and your treatment options in plain English (not doctor-babble).

Many cases of gum disease are preventable or curable. And there are different types of care including nutritional therapy, and at-home, self-treatment. The first step is a thorough examination. Then the best treatment plan can be chosen, explained, understood and put to work.

If someone in your family or a friend suffers from gum disease, please use " or give them the enclosed FREE EXAMINATION CERTIFICATE. There is absolutely no cost or obligation for this examination.

Sincerely,

Dr. Donald Doright

P.S. Gum disease often causes chronic bad breath which cannot be masked with mints and may adversely affect you in business and in your personal life. The long-term effects of ignoring this problem are much more serious.

Continuous Farming Letter #3

“I’VE GOT ANOTHER HEADACHE...”

Dear,

Did you know that some people suffer from headaches so frequently they consider them to be a regular part of life? That’s why aspirin and other headaches pills are such big sellers. But drugs can only relieve the symptoms temporarily – when many times, the re-occurring headaches may be the result of “TMT” (misalignment of the jaw) or other dental problems and a dentist expert in such problems can create permanent relief!

Is headache-free living possible? Absolutely. Chronic headache sufferers, even migraine sufferers can stop drugging their symptoms and get real freedom from pain.

If you, a family member, friend or co-worker often complains of headaches, the enclosed Complimentary Headache Examination Certificate will be of value. There is no cost or obligation of any kind. I’ll be happy to discuss the health history, headache history, and provide a preliminary examination, to determine whether or not treatment I can provide is likely to be beneficial.

Sincerely,

John Happyface D.D.S.

PS: X-Month is Headache-Free living Month at our Office. This FREE EXAM OFFER ends on the 31st of X-Month. Call now. At the very least, for more information call my FREE RECORDED MESSAGE at 000-0000.

Other Examples To Learn From

Here are some letters from actual Doctors (submitted for critique).*

1. MAIN LINE CHIROPRACTIC

Here is a series of three letters (although formatted and sent as self-mailers) used by Dr. Jerome Krasnoff. He reports satisfactory although not outstanding results. There are a number of very good elements incorporated in these letters. Letter #1 is a “soft sell” introduction, with double free service offer. Letter #2 incorporate a very strong free widget offer. Letter #3 utilizes testimonials. Without revealing confidential information about his results, I can tell you that Dr. Krasnoff's results exceed direct-mail industry averages/norms and are more than sufficient to pay for this campaign.

2. DYNAMIC CHIROPRACTIC

Dr. Lehew has been a private consulting client of mine (and my personal Doctor) for several years, and I have watched this practice grow from inception, with exceptional growth year after year. This particular Letter #1, in actual use, is prepared in two colors on quality paper stock; mailed in the individually addressed envelope with a “live” stamp; and utilizes their successful Val-Pak Coupon as the insert (mention in the PS). You'll notice that this is a testimonial-driven letter, as is most of Dr. Lehew's advertising.

3. MATSUKAEWA CHIROPRACTIC

This Letter #1 was, I think, the model for the Main line Letter #2. I like the way the Thomas Edison story is told, and I like the excellent free widget offer. However, it's important to note that both the Matsakawa and Main Line offers violate my Basic System by tying the free widget(s) to the consultation...not offering the widget(s) separately, in a non-threatening way.

4. ROCKY MOUNTAIN CHIROPRACTIC

Dr. Barber's Letter #1 includes a nice graphic-element, the Gift Certificate.

*(Note: These materials are NOT copyright-free and may NOT be copied and used as is. Rights are reserved by these doctors. And please do NOT bother these doctors, contacting them directly. They are busy with their own practices. We should respect their generosity in providing these materials by not imposing on them.)

MAIN LINE CHIROPRACTIC
20 EAST LANCASTER AVENUE, ARDMORE, PA 19003
(215) 649-3616



DR. JEROME S. KRASNOFF

Dear Neighbor:

Often, we live side by side, right near each other and never meet. Today the world moves so quickly it's hard to keep up with everything.

My name is Dr. Jerome S. Krasnoff. I'm your neighborhood Chiropractor. I want to take a few minutes and introduce myself to you. Talk to you as one neighbor to another - one friend to another. I have some very valuable and important information for you.

First, let me tell you a little about myself. I have been in practice for 10 years. I'm a member of the Board of Directors of the Pennsylvania Chiropractic Society and I have been TWICE voted CHIROPRACTOR OF THE YEAR. I have also received numerous service and community awards.

My practice philosophy is simple. Treat each patient as family. Take the time needed to find your problem, explain my findings in simple language and get you as healthy as possible. Cure the problem, don't just hide the symptoms. Follow it all up with recommendations on nutrition and exercise.

You may be saying "I know that Chiropractors specialize in back problems." But you may not know that Chiropractic has been found to be the MOST EFFECTIVE WAY of treating back pain by the Harvard Medical Journal. It's also very effective for arthritis, headaches, problems following auto accidents and to keep you feeling fit. In fact, for many people it's the ONLY treatment that works.

You also may not know that Chiropractic is covered by most Insurance plans, including Medicare, major medical plans, auto policies, unions, Blue Shield, etc.

Like any good neighbor, I just gave you some good advice. Now let me give you something even more valuable. I would like to invite you and your family over. How else can we meet each other? Come on over to my office. We'll show you around (give you the 5-cent tour).

I'll even give you a "sample" visit. At no charge I will give you a complimentary consultation and a free screening exam. This will tell you if I can help your problem. I believe in spoiling my "company". So, I am also offering a free computerized nutritional evaluation. These 2 gifts to you have a \$75.00 value.

Let's become friends. Let me help you and your family. Take advantage of the neighborly offer and call my office today for your appointment.

Please, take advantage of this opportunity. What have you got to lose except your pain? Call today for your appointment. Don't you and your family deserve to be healthy? Call 649-3616 today for an appointment.

Sincerely,

Jerome S. Krasnoff, D.C.

100 Year Old Prediction by Thomas Edison Comes True

Thomas Alva Edison created over 1,000 inventions that changed the world. He also predicted:

"The Doctor of the future will give no medicine, but will interest his patients in the care of the human frame, in diet and in the cause and prevention of disease."

Dr. Jerome S. Krasnoff is a Doctor of Chiropractic. He uses modern technology to treat a variety of health problems.

**Thousands of local people
have already been helped by Dr. Krasnoff!**

Maybe you should talk with the doctor also! There is no need to be stressed out, in pain, sick and low in energy. Become active, pain free and full of energy. There is no healing power on earth greater than that of your own body! Chiropractic helps to restore your body's miraculous ability to heal itself.

The science of Chiropractic is founded on the premise that adequate nerve supply is of prime importance in regulating function. This scientific principle is used to maintain health and to correct the cause of disease.

Private No Obligation Consultation

Call now for a private no obligation consultation and health evaluation with Dr. Jerome S. Krasnoff. Let your body work the way nature intended it to. Remove the barriers to your health.

Call 649-3616 Today!

Main Line Chiropractic

"Health For All Ages"

20 East Lancaster Avenue
Ardmore, PA. 19003

Dear Friends & Neighbors,

We have set aside time to acknowledge and appreciate our friends and neighbors in the area. We at Main Line Chiropractic are inviting you to come to our office for an opportunity to discover the benefits of this unique health care service:

- View the award-winning video: "Introduction to Chiropractic."
- Receive free, informative booklet: "To The New Chiropractic Patient."
- Receive free, current issue of "Spinal Health Column" newsletter.
- Receive free, pamphlet "Improve Your Health."
- Meet our friendly staff and find out about our family health care plan; get a free "Chiropractic keeps me smiling" balloon.
- Free computerized nutritional analysis.
- Free, no obligation consultation and health evaluation with Dr. Krasnoff.

TO TAKE ADVANTAGE OF THIS OPPORTUNITY SIMPLY CALL OUR OFFICE AT 649-3616 AND LET US KNOW WHEN YOU WISH TO SCHEDULE YOURSELF.

Inquire about our Special Drug-Interaction Analysis Program

MAIN LINE CHIROPRACTIC
 20 EAST LANCASTER AVENUE, ARDMORE, PA 19003
 (215) 649-3616



DR. JEROME S. KRASNOFF
 CHIROPRACTIC ORTHOPEDIST

IMPROVE YOUR HEALTH

DEAR FRIEND AND NEIGHBOR,

For the past few months we have been sending you some vital information about your health. Many of you have taken advantage of this information and called for an appointment. Unfortunately, some of you have not DON'T continue to risk your health and that of your family! Read this letter carefully to see what your neighbors are saying about Chiropractic and its benefits. At the end is a special offer for you and your family. PLEASE take advantage of it and give my office a call today.

WHY DOES PEG PASS BY 10 OTHER CHIROPRACTORS?

Meet Peg White, a long-time chiropractic patient. "I've had chronic neck pain for over 10 years. I must drive by 10-20 other Chiropractors to get to Dr. Krasnoffs office. He has helped me!" Peg works for a major pharmaceutical company and has had severe pain that went from her neck into the shoulders and occasionally into her arms. Peg says "I can lead a normal life. Regular care by Dr. Krasnoff is the way to good health."

LOW BACK PAIN QUICKLY RELIEVED!

Another patient John Shields III tells of his experience. "At first, I went to Dr. Krasnoff for a neck problem but then I really hurt my low back, lifting. Dr. Krasnoff quickly helped to relieve my pain. I now feel better everywhere and can enjoy activities which always used to hurt I'm glad to know Dr. Krasnoff and thank him for his help."

"Thank you Peg and John" says Dr. Krasnoff. "Helping nice people like you is the reason I have dedicated my life to health. Your satisfaction is my reward." At Main Line Chiropractic we are pleased to get comments like these from our patients, and to give YOU the same care and attention our family gets.

A SPECIAL INVITATION

We would like to invite you to come to our office to discover the benefits of Chiropractic Health Care.

- View the video "Beginning Your Chiropractic Health Care"
- Receive FREE, informative booklet "To the New Chiropractic Patient"
- Receive FREE, current issue of "Spinal Health Column"
- Receive FREE, "Improve Your Health" pamphlet
- Meet our friendly staff and find - A about our Family Health Care Plan; get a FREE "CHIROPRACTIC KEEPS ME SMILING" balloon
- FREE computerized nutritional analysis
- FREE No Obligation Consultation and Health Evaluation with Dr. Krasnoff

TO TAKE ADVANTAGE OF THIS SPECIAL OPPORTUNITY SIMPLY CALL OUR OFFICE AT 649-3616 AND LET US KNOW WHEN YOU WANT TO SCHEDULE YOURSELF AND YOUR FAMILY.

ASK ABOUT OUR SPECIAL DRUG INTERACTION PROGRAM



“THESE IS RELIEF FROM PAIN AND SORENESS CLOSE TO YOUR HOME!”

Dear Ms. Franko-filipasi,

Your neighbors have received relief from their nagging health problems at the Dynamic Chiropractic Center.

“I was in a car accident and was having neck and lower back pain when I met Dr. Lehew. With her treatments. I am having very little pain. Dr. Lehew is very gentle and caring.” Betty Baker, Sales Professional

“I first started seeing Dr. Patti because the stress of my job was giving me headaches and a stiff neck 3 to 4 times a week. I feel wonderful—I don’t even get headaches at work anymore thanks to Dr. Patti.” Terrie Phillips. Secretary

“I’d been having trouble with a stiff neck. At times it would get so tight, turning it was very painful. Now my neck doesn’t tighten up and I have much better movement without the pain. Being treated by Dr. Patti is a very pleasant experience.” Ralph Titus. Insurance Sales

My name is Dr. Patti Lehew, and I am your neighborhood Chiropractor. My office is located at the corner of Central and Hatcher for your convenience.

As a Chiropractic Physician, I work hard to help my patients get out of pain and stay out of pain. A complete Chiropractic examination can determine ‘whether or not Chiropractic care can put an end to your health problem.

Here are six benefits you can have from Chiropractic care:

- 1) Freedom from low back and leg pain
- 2) Reduction of neck and shoulder tightness
- 3) Correction of persistent headaches
- 4) Relief from stiff and painful joints
- 5) Freedom from numbness in hands or feet
- 6) Correction of pinched nerves

Ms. Franko-filipasi, we accept health insurance, personal injury (auto accident etc.). Worker’s Compensation, and Medicare assignment.

Yours for better health,

Dr. Patti Lehew

P.S. Ms. Franko-filipasi, enclosed is an introductory offer. It includes an examination, set of x-rays, and consultation for \$19.00 (save over \$125.00). Now is the time to take a positive step toward improved health and vitality.

DR. P. LEHEW
9402 N. CENTRAL AVE #8
PHOENIX, AZ 85020

Ms. Franko-filipasi
3420 N 16TH AVE
PHOENIX, AZ 85015

Ms. Franko-filipasi, as a way of
introducing myself to you, I
have enclosed information to save
you money on your doctor bills.

100 Year Old Prediction by Thomas Edison Comes True

37.

Thomas Alva Edison created over 1,000 inventions that changed the world.

He also predicted:

"The Doctor of the future will give no medicine, but will interest his patients in the care of the human frame, in diet and in the cause and prevention of disease."

Dr. Andrew J. Matsukawa is a Doctor of Chiropractic. He uses modern technology to treat a variety of health problems.

Join the thousands of local people who have been helped by Dr. Matsukawa. There is no need to be stressed out, in pain, sick and low in energy. Become active, pain free and full of energy. There is no healing power on earth greater than that of your own body! Chiropractic helps to restore your body's miraculous ability to heal itself. The science of Chiropractic is founded on the premise that adequate nerve supply is of prime importance in

regulating function. This scientific principle is used to maintain health and to correct the cause of disease.

Call now for a private no obligation consultation and health evaluation with Dr. Andrew J. Matsukawa. Let your body work the way nature intended it to. Remove the barriers to your health.

Call 536-3767 Today!



Matsukawa Chiropractic
INCORPORATED

"Health For All Ages"

677 Ala Moana Boulevard
Suite 903
Honolulu, Hawaii 96814

Dear Friends & Neighbors of the Kakaako Community,

We have set aside time to acknowledge and appreciate our friends and neighbors in the Kakaako district. We at the Matsukawa Chiropractic Office, are inviting you to come to our office for an opportunity to discover the benefits of this unique health care service:

- View the award-winning video: "Introduction to Chiropractic."
- Receive free, informative booklet: "Chiropractic, A New Beginning."
- Receive free, current issue of "Voice for Health" magazine
- Receive free, "The Force is Within You" pamphlet.
- Meet our friendly staff and find out about our family health care plan; get a free "Chiropractic is for kids, too" balloon
- Free stress survey •
- Free, no obligation consultation and health evaluation with Dr. Matsukawa.

TO TAKE ADVANTAGE OF THIS OPPORTUNITY SIMPLY CALL OUR OFFICE AT 536-3767
AND LET US KNOW WHEN YOU WISH TO SCHEDULE YOURSELF.

Inquire about our Special Kakaako Community Appreciation Special

Offer Ends:



Diane M. Barber D.C.
 3431 W. Thunderbird Rd. - Suite 9
 Phoenix, Arizona 85023
 (602) 993-5333



Dr. Diane M. Barber
 Chiropractic Physician

Dear Neighbor,

Your health is the most important thing in your life. Choosing the right doctor and program of health care are among the most important decisions you can make for you and your family's health. Why is Chiropractic a wise choice?

Pain is your body's warning signal. Signals from spinal misalignment include headaches, stress and sleep problems, neck/shoulder and arm pain, low back and leg pain, pain/numbness in hands, arms and legs, muscle spasms, achy feet Also stomach pain, dizziness, cholic, bed wetting, chronic bronchitis, asthma, sinusitis and chronic infections can be related to spinal misalignment Chiropractic can successfully treat these health problems plus injuries resulting from car, work and sports accidents. Difficult and chronic cases are encouraged to discuss the far-reaching results of chiropractic.

If you are not a chiropractic case, I will tell you. If you are a chiropractic case, only chiropractic will help you!


I offer you the personalized care of a single doctor office. I treat you as I want to be treated: with compassion, sincerity, integrity and expertise. There are no unnecessary procedures, tests or charges. I accept only those patients that I truly feel I can help.

I have been successfully treating patients since 1982.1 graduated from Northwestern College of Chiropractic in Minneapolis, Minnesota and I am licensed in both Arizona and Minnesota for Chiropractic. Physio-Therapy, Traction and Acupuncture. I have also received a Fellowship from The International Academy of Clinical Acupuncture.

Should you decide to try chiropractic care, I offer the attached Gift Certificate as a way to extend quality care at an affordable fee to you. But please, call or stop in and meet me and discuss any topics of health care concerning you. Consultation is without cost or obligation.

TO YOUR GOOD HEALTH

Dr. Diane M. Barber
 Chiropractic Physician

	Gift Certificate	
	Pay to the order of <u>North Mountain Chiropractic Center</u> \$ <u>100.00</u>	
<u>One Hundred and no cents</u>		DOLLARS
This certificate to be used by new patients towards out-of-pocket expenses for exams, lab fees, x-rays and treatments (Consultation Free without obligation.) Not valid with any other offer - 1 gift certificate per customer. Limited time offer.		
Expires _____	Endorsed by _____	

System #2:

**BUSINESS
NEIGHBORHOOD
MAGNETIC MARKETING**

Business Neighborhood Farming

Instead of targeting a residential Farm Area, you can (also) target a Business Farm Area....it might be a single hi-rise building or all the stores and offices in close proximity to yours or every store in a strip center or mall, etc.

Business Neighborhood Plant-The-Farm Letter #1

Business Neighbors Can Do Better By Pulling Together Than By Pulling Apart...

Dear Business Neighbor,

I'm writing to introduce myself – open the door for any cooperation that might benefit both our businesses – and offer you a Free Gift.

My name is Dr. Don Doright, and my practice is located in the office building next to the Park Place Shopping Center, less than 1/4 mile away from you – yet I don't think we've ever met.

I've enclosed a copy of my Professional Brochure, plus a list of FREE REPORTS on various topics related to your health and well-being, and the health, safety and well-being of your employees. Just check off the Reports you'd like and drop the Form in the mail to us –there is NO COST and no obligation in getting these Reports.

If there's any way I might be of service, please don't hesitate to call on me.

Sincerely,

Don Doright, D.C.

P.S. John Smith, the owner of Smith Decorating Den, just down the street from you, has been a patient of ours .for a little while. If you know John, you might ask him about us.

Business Neighborhood Plant-The-Farm Letter #2

If workers comp, employee absenteeism, and similar costs are of any concern to you, here's some information that may surprise you.

Dear Business Neighbor,

A couple of weeks ago, I wrote you, just to say "hello" and get acquainted...and I offered you your choice of our FREE REPORTS on health, safety, and well-being – I'm disappointed that we haven't heard from you and would like to encourage you to avail yourself of these Reports. A duplicate list is enclosed. Just check off the ones you'd like and drop it in the mail to us.

Also, if workers comp, employee absenteeism, and similar costs are of concern to you, here are some quick facts you ought to know:

* A study reported in The Western Journal Of Medicine revealed that medical patients take almost 4 times longer to get well than chiropractic patients!

* The same study found that chiropractic patients are 3 times more likely to be "Very Satisfied" with their care as are patients of medical doctors.

*A study of Kansas Workers Compensation records showed a cost for the average chiropractic treatment of \$68.43 vs. \$117.61 for the average medical treatment...5-8 work-days lost by those injured employees under chiropractic care vs. 13.1 days lost by those under medical care.

FREE INJURY PREVENTION EDUCATION FOR YOUR EMPLOYEES!

I will provide a FREE 30- OR 60-Minute CLASS FOR YOUR EMPLOYEES on "Back And Neck Injury Prevention, Working Safe And Smart"...together we just may prevent a costly, troublesome accident...help your people have more energy, less fatigue and be more productive. There is no obligation to you or your employees. The class is free.

Unfortunately, I can only accommodate a few requests for these classes each month, so, if this interests you, please let me know promptly, so that we can avoid a lengthy delay in scheduling. (By the way, employees LOVE this class. It's fun, interesting and genuinely helpful. They'll thank you for making it available.)

Please give me a call or stop in, so we can meet and visit. At the very least, please use the enclosed Form to request your Free Reports.

I hope to hear from you soon.

Sincerely,

Don Doright, D.C.

P.S. Did you know? - More days off work, "sick days", are caused by back pain than by any other reason other than the incurable "common cold"...back injuries and back pain cost American business over \$55-Billion Dollars last year...most back injuries at work, most back pain, most neck pain experienced by office workers CAN be prevented. CAN be "self-relieved"...doesn't getting this "how to" information for yourself and your people make good sense?

Business Neighborhood Plant-The-Farm Letter #3

You're Invited To A FREE Business Neighborhood "Lunch Hours" Health Fair Day, Date, Time

Dear Business Neighbor,

Over the past few weeks, I've written to you a couple of times to introduce myself and offer free health information for you and your employees. Many of our Business Neighbors have taken advantage of these offers – but many, like you, haven't...but I'm determined that we get acquainted...so, please drop by our Open House Health Fair for -

-FREE LUNCH-HOUR REFRESHMENTS...delicious, healthy snacks and juices...

-FREE BLOOD PRESSURE TESTS

-FREE HEIGHT-WEIGHT CHECK-UPS ~ if you're overweight for your height

-FREE body fat check, FREEEE diet suggestions

-FREE SPINAL HEALTH & POSTURE CHECK-UP

-Even a FREE mini-EYE EXAM from our Park Place-neighbor, Doctor Binocular, Optometrist...

-A take-home goodie bag of FREE, tasty, healthy cookies, brownies, and fruit bars from the "Healthy Heart Bakery" from the Oak Hills Mall...

AND HALF_PRICE MOVIE TICKETS will be given away as Door Prizes every 15 minutes!

Stop in....meet our great Team, dedicated to YOUR health enjoy the refreshments....

and get all the check-ups in less than 20 minutes! (Please encourage your employees to spend their lunch-hour with us, too – enclosed is a poster for your employee bulletin.)

I hope to say hi and shake hands with you on Day, the __th!

Don Doright, D.C.

Business Neighborhood Plant-The-Farm Letter #4 If in-office Massage Therapy Available

“Even my knots have knots...”

Dear Business Neighbor,

As you can see, I've attached a piece of string, tied in a knot, and a dollar bill to this letter. I've done this for three important reasons:

1. Obviously, to get your attention, because I have something very beneficial to bring to your attention.
2. The string-in-a-knot represents the knots every business person I know gets from time to time, in the neck, shoulder, and back...“entrepreneurial stress” attacking the body, causing fatigue, sapping energy, maybe laying the foundation for future health problems.
3. The dollar bill is to remind you that all the wealth in the world loses its meaning for the person who loses his or her health in its pursuit!

Our expert, on-staff Massage Therapists can make those knots go away! There are many benefits to be gained from a good, professional, therapeutic massage...and this is your invitation to experience a half-hour massage ABSOLUTELY FREE OF CHARGE! (The attached dollar will pay for your introductory massage.)

Call and make an appointment today.

Your Business Neighbor,

Don Dorigt, D.C.

P.S. Enclosed is a ‘briefing’ on the benefits of therapeutic massage. Please take a quick look at it, then call and arrange to experience these benefits for yourself. This is a limited offer - it expires in 20 days.

Business Neighbor Letter #1

A FREE OFFER FROM A DENTIST IN YOUR BUSINESS
NEIGHBORHOOD MAY, AT FIRST, BE ABOUT AS WELCOME AS A
LETTER FROM THE TAX DEPARTMENT,
BUT

Dear Business Neighbor,

My name is Dr. John Happyface, and my Office is located only a short walk down Doofus Street, from your building....yet I don't think we've ever met, so I'm writing to introduce myself.

I know that busy businesspeople and entrepreneurs are quite often GUILTY!!! of putting off dental check-ups, teeth cleaning and other important dental care. Maybe you are even a little "cowardly" about going to a dentist.

We understand all that. And that's why, for example, we "cater to cowards" with modern technologies combined with a caring, friendly staff AND a peaceful environment, for PAINLESS DENTISTRY. And that's why we are a NO-WAITING OFFICE: you will be receiving care within 7 minutes of your appointment time, guaranteed. Many of our patients are our busy business neighbors, just like you.

You know, if you haven't had a thorough dental check-up in a while, sudden, unexpected tooth pain may be just around the corner. Why not prevent such an incident from happening and ruining an important business meeting?

For a limited time, you are entitled to a COMPLETELY FREE EXAM AND CLEANING (if needed), with appointment times available as early as 7:00 AM to as late as 7:00 PM, even during lunch hour, during our "Business Neighbor Welcome Weeks." Please call Carol at 000-0000 to arrange your appointment.

Sincerely,

John Happyface, D.D.S.

Business Neighbor Letter #2

Businesspeople Are Supposed To Be Smart About Managing Risk, About Prudent Investing... ..Dare I Accuse You Of Failing That Test?

Dear Business Neighbor,

A couple weeks ago, I wrote and offered you a FREE DENTAL HEALTH EXAM in my Office, within a few minutes of yours - but I haven't heard from you, and, frankly, I'm concerned.

As you can see, I've attached a crisp dollar bill to this letter. Why have I done such a "strange" thing? As a graphic reminder that what can be repaired or prevented for a dollar today may cost hundreds or even thousands of dollars to take care of if ignored, neglected or put off for too long. That's why DENTAL HEALTH CARE (instead of "pain care") is such a very good and smart investment.

In fact, I have a Free Report, yours for the asking, that can be sent to you by mail, titled: "5 Ways Smart Businesspeople Invest In Their Dental Health And In Perfect Smiles." Please call my FREE RECORDED MESSAGE at 000-0000 to obtain your copy. Or call my regular Office number: 000-0000 to arrange your complimentary exam. Do one or the other now, while this is fresh in your mind?

What good is business or financial success if....you are embarrassed about the look of your smile? Or suffer from teeth pain from hot or cold beverages? Or gum disease erodes your dental health and you lose teeth in future years? Or, worst case scenario, you develop oral cancer?

Be smart. Invest 30 minutes in your health. Call me.

Sincerely,

John Happyface, D.D. S.

SYSTEM #3:

NEW NEIGHBOR
MAGNETIC MARKETING

New Resident Target Farming

Lists of new move-ins are readily available from local list brokers, Money Mailer, or by participating as a Welcome Wagon sponsor. Here are sample letters for that purpose:

New Resident Letter #1

***WELCOME TO OAK HILLS - FROM AN 11 YEARS RESIDENT.
WHO LOVES IT HERE....***

Just A Quick Letter To Introduce Myself. And, I have An
Important FREE Gift Reserved For You.

Dear New Neighbor,

I moved here to Oak Hills (from Cleveland) 11 years ago, and I just love this community. You're going to be impressed, too, with the friendliness of the people, the seasonal community events and cultural activities, the entire lifestyle.

Even after 11 years, though, I still remember the initial confusion and stress of moving. Part of that is having to form new service relationships – you can't rely on good old Al down at the hardware store, your long-trusted mechanic, your long-time family doctor...and choosing new members for your family's "support group" can be difficult.

I can't solve all those problems for you, but I may be able to resolve at least one.

My name is Doctor John Subluxation, and my office is just a few miles East of Oak Hills community, on Route 3. I'm pleased to tell you that many families living in Oak Hills, your neighbors, have been relying on our office for years. I'd like us to get acquainted too.

Research done for a recent article in "Time Magazine" indicates that 1 in 20 Americans consulted with a Doctor of Chiropractic last year. There are two reasons why I'm calling that to your attention:

Reason #1: If you or a family member (ever) suffers from back or neck pain, you need to choose the right Doctor to help. (Choosing the wrong Doctor might prolong the suffering, increase the cost.)

The "1 in 20" statistic shows that Chiropractic is gaining ever-increasing recognition as THE best approach to treating back and neck pain, including everything from accident injury to unexplained, chronic, nagging pain. I specialize in treating such conditions, have for 19 years' experience you can trust, and have helped thousands of people, including many of the employees at the nearby Ford factory, professional athletes, even rodeo cowboys!

You'll find more information about me in my ad, in the Yellow pages, on Page 6023. And it is my policy to cooperatively refer to other health care professionals when appropriate. If you come to me with any problem inappropriate for chiropractic care here in my office, I'll call that to your attention and refer you to another Doctor who specializes in that area.

Reason #2: Back and neck pain should NEVER be ignored.

Back and neck pain represents one of the most common, least understood ailments. It causes more people to lose time work, for example, than anything else, other than the common cold. But, unlike the cold, it may not just "go away." People often "ignore it", but that can actually dangerous. Back and neck pain may be an important warning signal from body of something that will get worse if ignored. On the other hand, many causes of such pain...even that pain has been re-occurring off and on for years...can be eliminated through appropriate chiropractic care in a very short time.

Here's a beneficial FREE service for you – as a special welcome gift... I don't want you to ever ignore such warning signals because you don't know where to go, who to consult – so, should you or anyone in your family have back or neck pain, we will gladly offer you a 100% FREE EXAM, to determine whether or not we can help you, to determine the cause of your problem. And incidentally, it's a good idea to get a spinal health check-up once a year. And, if you packed and lifted boxes, moved furniture, drove unusually long distances, it's a good idea to get a spinal health check-up now.

The FREE GIFT BOOKLET That I Have Reserved For You Will Give You New Power Over Stress, Too

I've also reserved, as a FREE GIFT for you, an interesting, practical, full-color booklet about PREVENTING STRESS. Stress is something you and I can manage, to prevent future health problems AND to make everyday living more enjoyable.

To get your FREE BOOKLET, just drop by our office anytime. While you're here, if you like, take a quick 5-minute tour, although that's not required. Or just call and we'll mail the booklet to you. You'll discover some simple things you can do to reduce the stress of today's fast-paced life.

Sincerely,

John Subluxation, D.C.

PS: As an EXTRA WELCOME GIFT, I and my staff have prepared our own "Oak Hills Lifestyle Tip Sheet"...our favorite community activities for the whole year, favorite restaurants, things to do, places to shop, etc. Be sure to drop by and pick up this Tip Sheet, too.

And, again, WELCOME!

New Resident Letter #2

Again, Welcome to Oak Hills..."

JUST A REMINDER:
Only A Small Supply Of Our Free "How To Conquer Stress"
Booklets Are Still Available...

Why Not Stop In & Get Your Copy Now?
(While our supply lasts.)

Dear Neighbor,

Why am I "nagging" you about this Booklet...giving away this Booklet for free...what's "the catch"?

There is NO "catch." NO obligation.

My reason for meeting and keening in touch with mv neighbors here in Oak Hills - especially all our new neighbors - is very simple: I hope that if and when the need arises, for you or someone in your family to look for professional help with back or neck pain, recovery from an auto or work accident, or some other health problem, you'll remember to call on me for that help ~ just as many Oak Hills families have for years.

PLEASE ACCEPT MY OFFER OF THIS VALUABLE FREE BOOKLET:

Why wait to find a good doctor until you URGENTLY need one? Take a few minutes now to become familiar with the services we offer at Oak Hills Chiropractic Family Health Center. And pick up your FREE "CONQUER STRESS" BOOKLET when you stop in. (I wrote to you about this interesting Booklet a couple of weeks ago and, since then, many Oak Hills folks and several newcomers have dropped in and met us ~ now we're almost out of these booklets. You really need to stop in or call within the next few days to be sure of getting a copy. And, when you stop in, I'd appreciate just being able to shake hands and say "welcome" personally.)

A FREE CHECK-UP IS ALSO AVAILABLE:

I've also enclosed a copy of our Professional Brochure. Please take a few minutes to look through it. And, if you or any member of your family has interest in a spinal health check-up, a FREE EXAM is available.

If, for example, what you shrugged off as little aches and pains from the work of moving are still around, they may be “warning signals” of a problem that, left untreated, might get worse. There’s really no need to “tough out” pain or to mask it with aspirin, other pills and drugs - all-natural chiropractic care IS a much better answer!

Last, I’ve enclosed a single page titled: “What Oak Hills Families Are Saying About Dr. Subluxation.” I thought you might be interested in some of our “success stories.”

Sincerely,

John Subluxation D.C.

P.S. It may interest you that many celebrities, like actress Delta Burke, and athletes, like Joe Montana of the San Francisco 49ers have been quoted praising the benefits of chiropractic care.

P.P.S. We also have a copy of our “Oak Hills Lifestyle Tip Sheet” waiting for you - our own favorite things to do, places to go, restaurants, shops. I think you’ll find this Tip Sheet very useful and interesting. Every member of our staff has contributed to it.

New Resident Letter #3

I'M SORRY I HAVEN'T HEARD FROM YOU, In response To My Two Previous "Welcome Letters." However, your FREE GIFT BOOKLET is enclosed.

Dear New Neighbor,

It's fitting that I enclose this little booklet about managing Stress – these days it's easy to be so damned "busy" we don't even have time to stop and meet our neighbors! And I know that "getting settled" into a new home and new community IS a lot of work.

Since you didn't stop in, I decided to mail a copy of this booklet to you anyway. It may prove really important to you or someone in your family.

It's also worth mentioning ~ in these busy times – people skip semiannual or annual health check-ups. I strongly caution against this. A small investment of time in checking up on and maintaining sound health will pay big dividends your entire life. That's why we gladly offer our neighbors a FREE SPINAL HEALTH CHECKJJP PLUS A BLOOD PRESSURE CHECK AND A 5-POINT HEALTH CHECK. Why not call and schedule your free check-up now? (Saturday and Evening appointments available.)

Sincerely,

John Subluxation, D.C.

P.S. If you stand in your driveway and look in every direction, at least one of the other homes within your sight probably includes a family member who's a satisfied patient of our Oak Hills Chiropractic Family Health Center!

P.P.S. Our own "Oak Hills Lifestyle Tip Sheet" is also still reserved for you. Just stop in and say "hi".

New Resident Letter #3**A VALUE OF UP TO \$500.00 FOR YOUR
ENTIRE FAMILY - FREE!**

Dear New Neighbor,

Finding your new family dentist may not be very high on your list of priorities at this moment, and I can certainly understand that. However, if I may, one very brief caution: please do NOT wait until you have an emergency need to go looking for a dentist! If your son gets a tooth broken off in a baseball game accident....if you have sudden tooth pain flare up and try ripping the top of your head off over a weekend then you want to be able to pick up the phone and call a dentist who knows you, who you trust and are comfortable with, and who will respond.

That's one very good reason for us to get acquainted as soon as you can fit it into your hectic schedule of getting settled here in Oak Hills. There are 28 other, very good reasons to choose my Office for all your family dental needs, and I've listed them on the enclosed blue sheet of paper - along with some comments about us from your Oak Hills neighbors.

An Unprecedented Get Acquainted Offer

You're certainly welcome to drop by for a 5-minute Office Tour, meet Pam, Carol, Janet, myself and my associate, Dr. Grinning anytime you like -and, when you do, be sure to get our "Ten Steps To Dental Health" Checklist and our "Great Things To Do In Oak Hills" Guidebook and Community Calendar, as free gifts.

But beyond that, during the months of X and Y, we are offering COMPLETELY FREE-OF-CHARGE DENTAL HEALTH EXAMS to ENTIRE FAMILIES, to welcome our new neighbors to Oak Hills.

That's right: you, your spouse, all your children -
FREE.

If you or they haven't had check-ups in 6 months or longer, there ARE problems that can develop, ranging from cavities to gum disease to more serious matters, that are best diagnosed and treated as early as possible. (Although, on the other hand, today's dental care methods and technologies allow me to

reverse even long-standing, neglected problems.) Come in for this free check-up and insure your dental health!

Under ordinary circumstances, comprehensive exams for a family of four could cost as much as \$500.00 at our Office as well as most other offices in the Oak Hills area. This enormous savings is available only to a limited number of new neighbors in the month of X, so please call now. To schedule appointments for your family, please call Carol at 0000000. Or, at the very least, call my Dental Health Info-Line, a FREE RECORDED MESSAGE, at 000-0000 anytime.

I look forward to meeting you.

John Happyface D.D.S.

PS: If you stand on your porch or in your driveway and look out in every direction, at least one of the homes you see will be owned by our happy, healthy patients!

A Quick Word About “Welcome Wagon”

- Available in many communities
- Exclusive sponsorship offered and required (only one chiropractor)
- A significant expense, so thorough follow-up commitment vital
- Helps to have Welcome Wagon Hostess as patient

Sequence

1. Free Gift, Welcome Letter, Literature delivered by Welcome Wagon Hostess (counts as Letter # 1)
2. Follow-Up Letter — counts as Letter #2
3. Same basic New Resident Sequence — use as Letters #3, #4 and #5
4. Invite to Health Fair/Open House
5. Keep on Newsletter list 6-12 Months (Issues)

Welcome Wagon Follow-Up Letter

OUR WELCOME MAT IS OUT...

Dear

We understand that the Welcome Wagon Representative has visited your home, to welcome you into our community — and we'd like to "second that motion"...OUR welcome mat is out for you!

In addition to the <insert description of gift> from our office, delivered to you by Welcome Wagon, we would also like to extend a special Get Acquainted Savings Offer to you and any or all members of your family:

<insert offer description>

There are a number of ways that chiropractic care from our office may be of benefit to you, and I've enclosed some literature about that. Also, after the stress of moving...packing boxes, lifting heavy objects, and so on...it's a good idea to get a check-up, to make sure some spinal misalignment hasn't occurred.

I'm looking forward to meeting and welcoming you to our community in person.

Sincerely,

Dr. Donald Dought

SYSTEM #4

AFFINITY GROUP
MAGNETIC MARKETING

About “The AFFINITY Farm

“AFFINITY” means “having something in common.” The sample letters that follow are reprinted with permission, rights reserved, from THE \$100,000.00 TARGET FARMING SYSTEM — they show a real estate agent’s plant-the-farm contacts to her fellow Chamber Of Commerce Members...an Affinity Farm.

**For Bridgeport Chamber of
Commerce Colleagues: A FREE
<INSERT> Is Reserved For You —
All I Ask In Return Is A Chance To
Say "hello".**

Dear Bridgeport Chamber of Commerce Colleague,

My name is Donna MacBryne, I'm a fellow member of Bridgeport Chamber of Commerce and I'm a Realtor specializing, although not exclusively, in serving folks in the Bridgeview, Bridgehill and Bidge Park communities. (A copy of my Personal Brochure is enclosed.)

Because I specialize in these areas, I am thoroughly versed in and up-to-date on property values, selling prices, market conditions, and so on. If you ever need to sell your home or if you have a friend who needs to sell, or is interested in moving to Bridgeview, I hope you'll think of us.

From time to time you'll be receiving a FREE copy of my Real Estate and Community Newsletter, The Bridgeport Real Estate Report. I think you'll find some of the information useful. And you may find something in a particular issue that you'd like to pass along to a family member, friend or co-worker.

I've also enclosed a reply card, in case there is a real estate related question I might answer for you now.

Thank you,

Donna MacBryne

The Affinity Farm Letter #1

The Affinity Farm Letter #2

**Does It Make A Difference If A Realtor
Specializes In Serving A Particular
Community?**

Dear Chamber of Commerce Colleague,

YOUR FREE GIFT IS WAITING

A couple weeks ago, I sent you a brief letter, introducing myself — I am specializing in serving fellow members of the Bridgeport Chamber of Commerce. You may have no need for any real estate services now, but someday you, a neighbor, a relative or a friend will, and I simply hope you'll then give me an opportunity to be of service.

Just so you and I can get acquainted, I've had a special <INSERT TITLE> CHECKLIST prepared as a FREE GIFT, and I have a copy waiting for you right here on my desk. THERE'S NO COST AND NO OBLIGATION AT ALL — I'd just appreciate being able to drop off this useful Checklist, say hello, and shake hands.

And, for your future reference, I would like to point out that there are advantages to having a Realtor who specializes in YOUR community to rely on. The reasons why are listed below. If you have any real estate related questions, I hope you'll call on me.

So I can drop off your FREE <INSERT TITLE> CHECKLIST at a convenient time, please return the enclosed, postage-paid reply card.

Sincerely,

Donna MacBryne

The Affinity Farm Letter #3

**Your Free Gift Is Enclosed — I Hope
You Find It Helpful.**

Dear Chamber of Commerce Colleague,

I've written to you twice, to introduce myself as a Realtor specializing in serving Bridgeport, and I hope that someday I may be of some service to you or a member of your family.

Since I haven't heard from you, I'm assuming you are just too busy to visit with me now, and I can sure understand that — the "busyness" of our lives these days really is amazing!

I'VE ENCLOSED THE FREE GIFT that I had hoped to drop off in person — a special <insert Title> Checklist, which I hope you'll find useful.

Your Chamber of Commerce Colleague,

Donna MacBrayne

P.S. Please pass the enclosed Reply Card along to anybody you know who might be interested in selling a Bridgeport home or in moving to Bridgeport.

The Affinity Farm Letter #4

**A Special Invitation To Chamber of
Commerce Colleagues With A Son Or
Daughter Graduating From High
School This Year...**

Dear Friend,

It's Graduation Season! That's why, this Saturday, I'm having a "Congratulations, Graduates!" Open House at my office and giving away these specially prepared, I think very useful Tip Sheets:

1. 5 WAYS TO STAND OUT FROM THE CROWD WHEN JOB-HUNTING
2. 7 WAYS TO ENJOY SUCCESS IN COLLEGE

To get either one or both of these Tip Sheets, just drop by my Office anytime from Noon to 6:00 PM on Saturday, <insert Date>. While you're here, you can also enter your grad in a PRIZE DRAWING — I'll be giving away a Cassette Recorder, a Travel Alarm Clock, and some other great gifts for grads.

If you happen to have any real estate related questions, I'll be happy to talk with you about those, too, when you drop by.

Your Bridgeport Chamber of Commerce Colleague,

Donna MacBrayne

**An Open Letter To Bridgeport
Chamber of Commerce Colleagues
Who Would Like \$1000 Of FREE
Carpet Cleaning, Decorating Or
Furnishings This Month.**

Dear Colleague,

You may not know it, but REFERRALS are the life-blood of my business. If you know of somebody who needs to list and sell their home or who would like to buy a home, I would greatly appreciate your referral...an opportunity to sit down with that friend or neighbor of yours and explain the services I have to offer.

IF YOUR REFERRAL BECOMES A CLIENT, WHEN THAT TRANSACTION CLOSES, I'M GOING TO THANK YOU WITH \$1,000.00 OF CARPET CLEANING, DECORATING OR FURNISHINGS FROM XYZ COMPANY. And I'm going to give that very same gift to your friend, too. For details, just give me a call.

Your Chamber of Commerce Colleague,

Rick Proctor

P.S. Last month, I helped Bridgeport area residents sell their homes, for top dollar, faster than the "norm" in today's market. Your neighbors, Harold and Barbara Schwartz said: "<insert their testimonial.>" I thank them for that kind comment, and promise the same kind of service to anyone you know who may need to sell.

Also last month, I helped newcomers buy Bridgeview homes. One of your new neighbors, Susan Newcomer sent me this thank-you note: "<insert testimonial.>". Again, I'm grateful for her kind comments and promise that same kind of service to anybody you know who may want to move into the Bridgeport area.

The Affinity Farm Letter #5 "Hard Sell" Who Do You Know Letter

The Affinity Farm Letter #6

**Important Financial Information For
Chamber of Commerce Colleagues**

Dear Colleague,

Our company's financial analysts have just completed a detailed, year-end Financial Report on Bridgeport area Real Estate, and I've reserved a copy for you, **FREE OF CHARGE.**

If you're interested in appreciation, property values, sales and selling prices, and other information about the real estate in your community, you'll find this **FREE REPORT** fascinating, maybe valuable.

Also, if, as the year comes to a close, it looks like you are going to have to pay income taxes, you might want to start learning a little bit about **INVESTING** in good residential real estate. (Did you know that it is possible to **LEGALLY "shelter"** up to **100%** of your income in real estate...to cut your tax bill by 25% to 100%...to take tax money away from the government and preserve it in real estate assets for your future, your retirement or your family?)

In addition to specializing in Bridgeview real estate, I also help many first-time investors as well as experienced investors find desirable investment properties throughout the <insert city/larger area name>, and I'd be happy to discuss some of these opportunities with you, too.

For your **FREE REPORT** or investment information, just drop the enclosed Reply Card in the mail or give me a call.

Your Chamber of Commerce Colleague

Rick Proctor

To Bridgeport Chamber of Commerce
Colleagues — Something We Forgot
To Tell You.

Dear Friend,

For the past months, we've been communicating with you as the Realtors specializing in Bridgeport area communities. And, in the past months, we have helped Bridgeport area homeowners sell their homes AND helped newcomers buy Bridgeport area homes.

However, we have forgotten to mention that we also work with many homeowners and their properties in <Name Of Area, Name Of Area and Name Of Area>, as well as the entire <City/Larger Area>; handle nationwide relocations; have colleagues in our office who specialize in other areas; assist first time home buyers; and work with investors.

If we can be of help to you IN ANY WAY, please don't hesitate to call on us.

Sincerely,

Rick Proctor and Donna MacBrayne

The Affinity Farm Letter #7 Broaden The Scope Letter

About “The ENDORSED Mailing”

Here is one of the hottest, highest pay-off direct-mail marketing strategies of all...creating a new “Farm” put of a “champions” circle of influence.

A reminder...in order to identify opportunities to use this strategy, you have to be very aware of who your patients are, what they do, where they work, what their roles in the community are, and who they know. Also, of course, you have to be performing at such a superior level that you create Champions in the first place.

“Do what you do so well that your patients cannot resist telling others about you.”

Endorsed Mailing Letter #1

For my patients:
**Why Is A Dentist Writing To You
 About Real Estate?**

Dear Patient,

Every once in a while... all too seldom... you get such exceptional service from somebody that you just HAVE to "brag on them" to others. (I hope we deliver that kind of service here at Sunshine Smile Center.)

Last month I moved into a new home in Bridgeview, and I am still, frankly amazed at the QUALITY of service I received from Rick Proctor and Donna MacBrayne, Realtors I met at the Chamber of Commerce several months ago. They made the entire process of finding, buying and moving into my new home something I expected to be an ordeal — a real pleasure.

The people that I bought my home from had equally glowing things to say about them, too, by the way.

Anyway, I was so impressed that I decided to tell you about them. Of course, they're not the only real estate guys in town, you may have a family member or friend in the business that you're committed to dealing with and that's fine, but if not, I'd suggest you keep my recommendation of Rick and Donna in mind should you ever need real estate services of any kind. They even have a Free Gift for you right now, if you'd like it — described in the attached letter. I found it helpful, maybe you will too.

Sincerely,
 John Openwide

Endorsed Mailing Letter #2

John Paperwok
 The Paperwok Insurance Agency
 123 Computersdown Street
 Rypoph, Pennsylvania 67890

Dear Client,

**WHY IS YOUR INSURANCE AGENT WRITING TO YOU
 ABOUT A CHIROPRACTOR?**

Every once in a while...all too seldom...you get such exceptional service from somebody that you just HAVE to "brag on them" to others. (I hope that I deliver that kind of service to my clients.)

Last month, while painting my house, I fell off the ladder and hurt my back and my neck. I won't bore you with my symptoms, but let me tell you I was in pain — sitting up, lying down, it didn't matter. I went to my regular "family doctor" and, quite frankly, got no help other than a bunch of pills, which dulled the pain but dulled my mind too. On the advice of a client, I finally went to see Dr. Don Dought, a Chiropractor here in Oakbrook.

Now I don't know what you know or don't know, think or feel about chiropractors and chiropractic. I had "heard some things" myself. But I'm here to tell you that Dr. Don quickly relieved my pain...helped me understand exactly what damage had been done...how it could be permanently corrected...got me off those pills... and he and his friendly, knowledgeable staff so impressed me that I volunteered to write this letter and tell you about it.

If you ever have an accident, if you have nagging neck or back pain, or reoccurring headaches, I think you could really benefit from talking with Dr. Don. He even has a couple of FREE GIFT OFFERS for you, described in his attached letter, should you want to take advantage of them.

Sincerely,
 John Paperwok

**FOR JOHN PAPERWORK'S CLIENTS: A QUICK LETTER TO
INTRODUCE MYSELF,
AND, AN IMPORTANT FREE GIFT
RESERVED FOR YOU.**

My name is Doctor Don Doright — most of my patients, friends call me "Dr. Don." My Office is just a few miles East of the Oakbrook community, on Route 6. I'm pleased to tell you that many families living in Oakbrook, your neighbors, have been relying on our Office for years. I'm delighted we were able to help John. I'd like us to get acquainted too.

Research done for a recent article in "Time Magazine" indicates that 1 in 20 Americans consulted with a Doctor of Chiropractic last year. There are two reasons why I'm calling that to your attention:

<Rest Of Letter — Same As Letter #1, Basic System>

**Endorsed Mailing Farming Letter #2
(To be mailed with Endorsed
Mailing Letter #2 on previous page)**

**Endorsed Mailing Follow
Up Letter #2**

JUST A REMINDER:

Only A Small Supply Of Our
Free "How To Conquer Strains" Booklets
Are Still Available...

Why Not Stop In & Get Your Copy Now?
(While Our Supply Lasts.)

Dear Neighbor,

Hopefully you remember me — I'm the Doctor that your insurance agent, John Paperwork recently wrote to you about.

<Rest of letter — same as Letter #2, Basic System>

SYSTEM #5

**EXISTENT & PAST
PATIENT
MAGNETIC MARKETING**

Patient Communications...For Retention, For Referrals

An all-too-often neglected “Farm” is the patient base itself. It is my experience that intensive, comprehensive, frequent written communication with past and present patients is, overall, long-term, the most productive means of engineering practice growth there is.

The following Marketing Documents are for that purpose.

Welcome/Back Care Class Letter

About our new partnership ...

Dear New Patient,

We are in a PARTNERSHIP, with the Goals of returning you to the best possible levels of health and well-being, then making sure you can stay healthy for a lifetime.

As in any Partnership, we each have responsibilities, and we each have things we can do to help the Partnership achieve its Goals.

Attending the very next available Back Health Mini-Seminar is one of your responsibilities. This Mini-Seminar has been developed and is PROVIDED FREE OF CHARGE FOR YOUR BENEFIT. You can do a great deal to relieve and prevent pain, get well faster, and avoid future injury or re-injury...and you need to know about all that. You'll learn all that and more in just 90 minutes. You'll leave this Mini-Seminar with new Skills you'll use for a lifetime.

And let me go on record with this promise to you:

This will NOT be a dull, boring lecture. As difficult as it may be to think of a "back care class" as a fun evening, that's exactly what this Seminar is!

We do need you to bring a "buddy" with you to the Seminar. There are a few quick exercises you'll be doing that require the help of a "buddy."

Who should you bring? If you happen to have a family member or friend with frequent backache, neck pain or headaches, that'd be the person to bring with you — they'll benefit from the Seminar, too. But any relative, friend or co-worker will be fine.

Please understand that your attendance is a mandatory part of your treatment program.

Sincerely,

Dr. Don Dought

Welcome/Back Care Class Flyer

Dr. Don Dought's Mini-Seminar: PAIN-FREE LIVING AND YOU

DISCOVER...

- how to Sleep...Sit...Stand...and Stretch, to RELIEVE and PREVENT BACK PAIN, Joint Stiffness
- One-Minute Exercises you can do Anywhere, Anytime, to relieve back stiffness...relieve neck stiffness...restore flexibility...replace fatigue with energy
- how to prevent back pain on Long Drives, while Sitting At Your Desk or Computer, or while Sitting In Meetings...how to prevent Back Injury From Work, Household Chores, Lifting, Weekend Sports
- how your Spine is designed and constructed, how it gets trouble, how Chiropractic restores Natural, Healthy functions
- how to Live "Headache-FREE!"
- how to postpone and delay the signs and symptoms of aging...look and feel younger than your years...the facts about arthritis, other "age diseases"
- ...and much, much more!

THIS MINI-SEMINAR CAN HELP YOU GET WELL FASTER...LOOK AND FEEL YOUNGER...HAVE MORE ENERGY...BE MORE PRODUCTIVE AT WORK, HAVE MORE FUN AT PLAY!!!!

*- FREE Refreshments... *- FREE E-Z Exercise Tip Sheet *- DOOR PRIZES...
*- Health Food Store DISCOUNT COUPONS

Date:
Time:
Place:

Emergency Care Follow-Up Letter

IMPORTANT NOTICE

AN OUNCE OF PREVENTION IS...

Dear

Thank you for coming to me with your recent emergency. I was glad to provide the immediate "relief care" you wanted at the time and, of course, hope you are feeling better.

Because I am concerned about your total and long-term health, I would like to suggest a thorough re-exam and the possibility of your benefiting from a more thorough series of treatments. Often, one-time treatment relieves the pain of the moment but actually suppresses symptoms that are really "warning signals" from your body to you, of more serious problems to come — problems that may be prevented IF we listen carefully to those warning signals!

I'll be happy to waive the normal charge for your re-examination. To schedule an appointment, please call and speak with Barbara Beach any day this week from 9:30 AM to 6:00 PM.

I would much rather work with you to prevent future emergencies, and I hope you will agree with me about this.

Sincerely,

Dr. Donald Doright

Recall Letter #1 (page1)

Should I be concerned about you?

Dear Patient,

You missed your Appointment on <insert day,date> and have not scheduled another, and I must tell you that I am concerned about this. Let me tell you why.

We determined that you DO have a health problem appropriate for chiropractic care, and we set up the proper Treatment Plan for your specific needs. Not following through with this Treatment Plan could lead to a reoccurrence, continuance or even a gradual or future worsening of your problem. (It might not — but should you take that risk?)

I can only guess at why you may have "dropped out" of our Treatment Plan:

1. **BUSY SCHEDULE.** If you missed your appointment and feel you may not be able to keep future appointments because of your work or business schedule, I can understand that. The busyness of our lives these days IS amazing. However, if you lose your health, everything else you have loses its value too. Let's get back together and work this out! We offer special hours...we will adjust your Treatment Plan and your appointments any way we can to meet your needs. Call me and let's talk about it.

2. **YOUR PAIN WENT AWAY.** Actually, this happens a lot — but just because the pain that motivated you to come in has temporarily gone away does NOT mean that the underlying problem has been resolved. Sometimes "symptoms" come and go, but a real spinal problem typically gets worse if ignored.

Pain Relief is just one part of a restoring of maximum health, fitness and well-being. Why go from pain episode to pain episode, never knowing for sure when that pain will rise again? Don't hide your pain with aspirin or other "drugs." Let's use all-natural chiropractic care to REALLY resolve your problem.

Recall Letter #1 (page2)

3. YOU DIDN'T FULLY UNDERSTAND THE NATURE OF YOUR PROBLEM OR HOW OUR TREATMENT PLAN WILL WORK FOR YOU. Some of the enclosed literature may help you better understand why and how our Plan will benefit you. But let's also talk. And, if you would like a re-exam, I'll be glad to do that for you AT NO EXTRA CHARGE.

4. SOMEONE SAID TO YOU—"WHAT? YOU'RE GOING TO A CHIROPRACTOR?" I'm sorry to say that many people still do not understand how well educated and qualified we are, what we do and how well we do it! Take a look at the enclosed article from READERS DIGEST, the enclosed FACT SHEET ABOUT CHIROPRACTIC, the enclosed page HOW WELL EDUCATED IS YOUR CHIROPRACTOR? ...you'll see why chiropractic is the preferred health care choice of an ever-increasing number of people, including famous athletes like San Francisco 49ers Joe Montana and entertainment personalities like Delta Burke.

5. YOU'RE CONCERNED ABOUT THE COST. A reminder — we accept most insurances, and we do all the paperwork for you. We'll make sure you get all the benefits you're entitled to. We also accept VISA, MasterCard, American Express and Discover. If necessary, a financing plan can be made available. If money is the problem, let's sit down, privately, confidentially, and work it out.

I am concerned about you and hope to hear from you within the next few days.

Sincerely,

Don Dought, D.C.

Recall Letter #2

Why have I Scotch-taped an aspirin and a Band-Aid to this letter?

Dear Past Patient,

About three weeks ago, I sent you what I call my "I'm Concerned" Letter — copy attached. I'm disappointed that I haven't heard from you.

I've attached the aspirin and Band-Aid to make this point: the way most people choose to hide, get over, live with and suppress pain is only TEMPORARY. I want YOU to have a BETTER WAY.

FREE SERVICE DAYS: YOU'RE INVITED:

I've set aside two special days this month, to give FREE RE-EXAMS, FREE REPORTS OF FINDINGS, even FREE TREATMENTS to returning patients. Please come in ANYTIME on either of these days, NO APPOINTMENT NECESSARY.

Sincerely,

Don Dought, D.C.

P.S. Enclosed — one page titled: WHAT CAN HAPPEN IF PAIN IS IGNORED...another page titled: HOW WE RESOLVE HEALTH CARE COST PROBLEMS.

FREE SERVICE DAYS: Dates: Times:

WHAT CAN HAPPEN IF PAIN IS IGNORED:

It is perfectly understandable — many people try to “tough it out”...“true grit”...some people think it’s “wimpy” to go to a Doctor for “a little back ache”...however, constant or periodically recurring pain is your body’s (only) way of warning you...maybe a potentially serious problem exists...pain IS an alarm that should never be ignored.

IT COULD GRADUALLY WORSEN.

Flexibility disappears, stiffness increases. Nerves become “pinched”, which can cause any number of health problems. Long-term spinal degeneration ages you before your time!

YOU COULD LOSE TIME AT WORK.

After the incurable “common cold”, Back Pain is THE leading cause of time lost from work. In these days of company downsizing and job insecurity, you want to be at work and at your best while you’re there.

IT COULD SET YOU UP FOR INJURY.

Back “weakness” can increase your risk of injury at work or at play, lifting, even while doing ordinary household chores. Headaches can interfere with your ability to concentrate and let an accident happen.

IT COULD MAKE FUTURE NECESSARY CARE MORE DIFFICULT, MORE TIME-CONSUMING, MORE COSTLY AND LESS EFFECTIVE.

Delaying needed treatment...masking pain with aspirin, other drugs...may only succeed at making treatment more difficult when the time comes that you can no longer put it off.

IT COULD EVEN CREATE A NEED FOR SPINAL SURGERY.

Back Surgery is no minor matter. Going “under the knife” always has some element of risk. Your ability to work and play may be restricted after surgery. Surgery and recovery can be very costly.

Insert for Recall #2 Letter**Place in Inactive Files Letter****FINAL NOTICE****THERE IS NO PROBLEM THAT IS BEYOND A SOLUTION WHEN PEOPLE REASON TOGETHER.**

Dear

During our periodic review of files, we noticed that you have not been in to see us since _____/in over __ months. And we have previously sent you other reminders. It IS the Doctor’s considered opinion that it is very important for YOU to resume and continue with treatment.

If you have delayed treatment due to some problem at home, at work, with finances, or because of something that has troubled you about our own clinic procedures, we would like the opportunity of talking with you and trying to work out a solution. Please call either myself or the Doctor or, if you prefer, write a letter to my attention. Your health IS our number-one priority.

Regrettably, if we do not hear from you within the next 20 days, we will place your records in our inactive file and remove your name from our patient education mailing list.

Sincerely,

Barbara Beach
Office Manager,
Helpful Chiropractic Clinic

PS: There will be NO CHARGE for your re-exam.

Referral Letter #1

I am delighted to take note of your progress...

Dear Patient,

I want to say "Congratulations!" on your progress, and say "Thank You!" for being such a good patient. I'm thrilled with how well our "partnership" is working out.

As you probably know, most of our new patients come to us as a result of referral from other patients. (And that IS the greatest compliment we can get!)

Even if we appear to be very busy when you're here at the Office, there ARE times when we're not so busy...we DO reserve time to accommodate new patients referred by their friends and relatives...and we DO have time to take good care of anyone you might refer, too. In fact, I would personally appreciate your referral.

I've enclosed a few brochures and Complimentary Consultation Certificates for YOUR family members, friends and co-workers.

Thank you.

Don Doright, D.C.

Referral Letter #2 (for patients you have received a referral from in the previous 30-60 days)

THANK YOU.

Dear Patient,

The other day, a young lady who had slipped and fallen at work and, weeks later, started having frequent headaches...who was then referred here by a co-worker... called me aside and thanked me for getting rid of those terrible headaches. She said, "I know people who are aspirin addicts and I'm glad I'm not one of them." Well, I appreciated her thank-you, but I urged her to thank her co-worker too...

In today's busy, hectic, high-pressure times, the act of one person stopping, thinking and caring enough about another person to help them, well, that's something special.

And it reminded me to thank YOU, too.

You recently referred a new patient to us, and we do appreciate it.

Sincerely,

Don Doright, D.C.

P.S. In the enclosed, sealed envelope, you'll find some interesting article reprints, tip sheets and other information about headaches, back pain, arthritis, etc., which you may want to pass along to friends.

Dear Patient

The other day, a young lady who had slipped and fallen at work and, weeks later, started having frequent headaches...who was then referred here by a co-worker... called me aside and thanked me for getting rid of those terrible headaches — well, I appreciated her thanks, but

I URGED HER TO GO BACK AND THANK HER CO-WORKER.

In today's busy, hectic, pressure-cooker world, one person stopping, thinking and caring enough about another person to help them — that's something pretty special.

That reminded me to check our records, and I noticed that we have not received any referrals from you in recent months. Of course, you're certainly not OBLIGATED to refer, but most patients do, from time to time, and the fact that they do is one of the "signals" to me that we are doing the job we're supposed to be doing. So I just want to ask — if there's anything at all that we've done that has discouraged you from telling your friends about us, please let me know. Your satisfaction with every detail of the care you receive here is my daily concern.

Thank you,

Don Doright, D.C.

P.S. I've enclosed a few Complimentary Consultation Cards that you might want to pass along to others.

Referral Letter #2

(for patients you have not received a referral from in the previous 30-60 days)

Referral Letter #3

**WHO ELSE DO YOU KNOW WHO
SUFFERS FROM ALLERGIES,
AND WOULD LIKE TO STOP?**

Dear

It seems to be "allergy season" here in <community name>.

In the coming weeks, people will "binge" on all sorts of pills, drugs, and "home remedies." For many people, these efforts will be mis-directed. It is a common misconception that allergies are always caused by mold, dust, cat hair, pollen or some similar external agent...and many people do have allergic response to such things...BUT THERE IS A "SECRET" CAUSE OF MANY ALLERGIES...

In many cases of allergies, there is an underlying, "secret" cause known as "subluxation." This results in reduced nerve and blood supply and can create immune system weakness! The nerve problem may be in the neck, causing eye, sinus, nose or throat allergies. Or, if in the mid-back, it may cause lung or stomach allergies. Appropriate Chiropractic Care can relieve these problems and even long-time, perennial allergy sufferers have found fast and permanent relief thanks to Chiropractic! It's also a common occurrence for a patient to consult me for one problem, only to have an allergy problem resolved as well.

If you, a family member, co-worker or friend is suffering from allergies, I may be able to help. Enclosed is a Certificate of a Complimentary Allergy Examination which you may use or pass along to someone else. There is no cost or obligation for this examination.

Sincerely,

Dr. Donald Doright

Referral Letter #4

**WHO DO YOU KNOW WHO SUFFERS FROM ARTHRITIS
AND WOULD LIKE SOME REAL RELIEF?**

Dear

Many people believe (and have been told) "I've got arthritis and there's nothing I can do about it."

And that's often false.

Many cases of arthritis are preventable or curable. Sometimes, even though arthritis is present, it's not the real cause of the pain. In many cases, it is possible to have an active, productive, virtually pain-free life even if arthritis is present.

There are different types of Chiropractic Care, physical therapy, nutritional therapy, and at-home, self-treatment appropriate AND VERY EFFECTIVE for different types of arthritis pain. The first step is a thorough examination. Then the best treatment plan can be chosen, explained, understood and put to work.

If someone in your family or a friend suffers from arthritis pain, please use or give them the enclosed FREE ARTHRITIS EXAMINATION CERTIFICATE. There is absolutely no cost or obligation for this examination.

Sincerely,

Dr. Donald Doright

P.S. Now is a very good time to act on this. Winter is approaching and cold weather tends to aggravate arthritis pain. This could be a pain-free winter for the arthritis sufferer in your family!

Referral Letter #5

"I'VE GOT ANOTHER HEADACHE..."

Dear

Did you know that some people suffer from headaches so frequently they consider them to be a regular part of life? That's why aspirin and other headache pills are such big sellers. But drugs just relieve the symptoms temporarily — when, in up to 90% of all cases, the cause can be treated and the problem corrected with appropriate Chiropractic Care.

Is headache-free living possible? Absolutely. Chronic headache sufferers, even migraine sufferers can stop drugging their symptoms and get real freedom from pain.

If you, a family member, friend or co-worker often complains of headaches, the enclosed Complimentary Headache Examination Certificate will be of value. There is no cost or obligation of any kind. I'll be happy to discuss the health history, headache history, and provide a preliminary examination, to determine whether or not Chiropractic Care is likely to be beneficial.

Sincerely,

Dr. Donald Doright

**WILL YOU HELP US SPREAD THIS IMPORTANT MESSAGE:
BACK PAIN IS PREVENTABLE!**

Dear

Back Pain causes more lost time on the job than anything else except the "common cold." Back Pain is troublesome, unpleasant, leads to other health problems, premature aging, loss of sex drive, and many other difficulties. In many cases, Back Pain leads to costly surgery.

Back Pain can be prevented.

According to various studies, including one reported on in The Journal Of Bone And Joint Surgery, the major RISK FACTORS FOR BACK PAIN are:

1. Heavy repetitive lifting
2. Use of machine tools, like jack-hammers
3. Operation of motor vehicles. (Long-haul truckers can tell you a lot about back pain!)
4. Cigarette smoking — the greater the consumption, the greater the risk of back pain and the more severe the back pain!
5. Jogging and cross-country skiing

Now, here's what we can do together to prevent your back pain from reoccurring or getting worse...and to help others in your family prevent back pain:

For #1 and #2: stop by our Office and get FREE LITERATURE about proper lifting and prevention of back injury in the work environment.

#3: also from our office, get FREE LITERATURE about effective posture, sitting, and one-minute stretching exercises. And: get and use a quality Low Back Support. (Most car seats, truck seats, office chairs, etc. are NOT properly designed to support and protect the spine. A good Low Back Support reduces fatigue, improves energy, protects the spine, and prevents or reduces low back pain.)

Referral Letter #6 (page 1)

page 2

#4: that's what has sparked this letter! This is "Stop Smoking Week" and the American Cancer Society reports that over 50-million smokers have broken free of their addiction to cigarettes. If you smoke, you CAN quit! If a loved one smokes, he or she CAN (and needs to) quit too. There are enormous benefits to be gained by quitting smoking, and I want to encourage everyone I can to "kick the habit."

This month we have FREE LITERATURE at our office, from the American Cancer Society, about smoking, stopping smoking and your health. And, for every patient referral that takes place this month, we're going to make a \$10.00 donation to the <insert your city name> Chapter of the American Cancer Society.

#5: choose exercise and fitness methods that are safe, effective and best for you. If you are going to jog, cross-country ski or use ski-simulator exercise devices, wear the best shoes and exercise in moderation. I will be happy to meet with you after your next treatment to discuss your personal fitness goals and needs and suggest the best exercises for you.

#6: of course: get regular health check-ups, including a Chiropractic Examination at least once a year.

Please help us spread this important message any way that you can.

Sincerely,

Dr. Donald Doright

Referral Letter #7

WHO DO YOU KNOW WHO'S
AT THE END OF HIS ROPE THESE DAYS?
(Let's talk about Stress.)

Dear

Do you know anybody who just "can't" relax? Upright. Tense. Short-tempered. Headaches. Insomnia. Indigestion. Taking pills, drugs, drinking, for a few minutes of relief. Such stress over an extended period of time can cause a variety of very serious health problems, notably including ulcers, chronic fatigue, premature aging.

Some stress is simply "mental stress." Temporary business, career, financial or family worries can produce such stress, and it may very well go away of its own accord. Sometimes just a healthful, therapeutic massage treatment can break the hold that stress has on the person and is exerting on his body, and I'm pleased to remind you that we have very knowledgeable, capable, professional massage therapists on our staff.

Other stress can include subluxation, nerve pressure. This physical stress can usually be relieved by appropriate Chiropractic Care.

One way or another, it's important to interrupt the vicious cycle of stress. Otherwise, the greater the nerve pressure, the tighter the muscles become, the tighter the muscles become, the greater the nerve pressure, the headaches get worse, the indigestion gets worse, etc. Chiropractic Care and/or therapeutic massage is the NATURAL way to relieve and control stress.

If you or someone you know is suffering from stress, please use or have them use the enclosed FREE STRESS CONSULTATION CERTIFICATE. I'll meet with you or your friend personally. Then, if appropriate a complete Chiropractic Exam and first treatment, a \$XXX.XX value, will be offered at only \$XX.XX and/or a half-hour therapeutic massage will be provided at half the customary charge.

Stress should NOT be ignored. It IS a "warning signal."

Sincerely,

Dr. Donald Doright

Referral Letter #8

IS THERE ANYONE IN YOUR FAMILY OR CIRCLE OF FRIENDS
SUFFERING, EVEN OCCASIONALLY, FROM "LOW BACK PAIN" AND
JUST "TOUGHING IT OUT"?

THEY MAY BE SETTING THEMSELVES UP FOR VERY SERIOUS
FUTURE HEALTH PROBLEMS.

PLEASE PASS THIS WARNING ALONG TO THEM.

Dear Low Back Pain Sufferer,

Many people think low back pain is just "ordinary" stress and strain...something to be ignored and forgotten...occasionally endured...toughed out. This is simply WRONG.

As a back pain treatment specialist, expert in the same techniques favored by many pro athletes, including Joe Montana and a number of the L.A. Raiders, I am here to tell you that if your back hurts, if back pain occurs repetitively, it means you have strained the ligaments or muscles, pinched a nerve, injured a disc, or damaged your back in some other way.

These are the conditions that Doctors of Chiropractic like myself treat most often and most successfully. These conditions, unfortunately, top the list of causes of back surgeries — often unnecessary surgeries, always expensive surgeries, sometimes debilitating surgeries! Your low back pain is a "warning signal". Ignoring it is dangerous.

If you have low back pain, the only sensible thing to do is to get a thorough, expert examination and diagnosis, so you know the real CAUSE of the pain, the possible developmental consequences, and the treatment options.

This month (only), we are providing this Low Back Pain Examination FREE OF CHARGE at our office — just mention this letter when you call for your appointment. There is no cost or obligation.

Sincerely,

Dr. Donald Doright



9402 N. Central, #8 • Phoenix, Az. 85020
(402) 870-1876

8/10/90

Dear Dan,

I wanted to write to you to thank you for the patients you have sent to my office. This is perhaps the highest compliment to a doctor.

I am fully aware of the fact, Dan, that some people you talk to about our office do not come in. But, most do come, and I sincerely appreciate your thoughtfulness.

I have enclosed a very small token of my appreciation. Carry this brochure in the glove compartment of your vehicle. It could save you some considerable hassles if you are in an accident. Again, thank you.

Sincerely Yours,

Dr. Pati Lehew

P. S. Dan, we have some very nice referral gifts here in our office. If you have referred somebody that has come in for treatments, and you have not received your gift, please call or come by and we'll be more than happy to give one to you.

9402 N. CENTRAL, #8 • PHOENIX, AZ. 85020

Actual Doctor Example to Learn From

Actual Doctor Example to Learn From (Postcard)

STEPHEN M. KORAL, D.M.D.

2006 Broadway, Boulder, Colorado 80302 (303) 443-4984

Have we told you lately how much we appreciate your patronage and continued support? We do our best to provide the highest level of dental care for the community, and the response from our friends has been most gratifying.

If you know someone who would benefit from our brand of dentistry, please give them this card. We will provide them with an initial exam, cleaning and bitewing X-rays, if necessary, for \$35 (regularly \$65).

In return, we will be happy to give you 50% off on your next cleaning and check-up.



Patient Appreciation Day Letter

HAPPY THANKSGIVING!

Dear Patient,

First of all, I want to express my sincere THANKS for your trust, the opportunity of having you as a patient, and your referrals this past year.

Second, I like to use the Thanksgiving Season as an opportunity to do something special for my patients; their families and friends; and the community, and that's what this letter is all about:

ANNOUNCING OUR THANKSGIVING SEASON PATIENT APPRECIATION DAYS: NOVEMBER __ AND __

On these days, ALL PATIENTS ARE INVITED FOR FREE ADJUSTMENTS, no appointments necessary, from 8:00 AM to 8:00 PM. Healthy Refreshments will be served...Door Prizes given.

PATIENTS WHO BRING A CANNED-GOODS ITEM FOR DONATION TO ST. MARY'S FOOD BANK will also receive a FREE 5-MINUTE MINI-NECK MASSAGE FROM OUR MASSAGE THERAPIST...AND WE'LL MATCH THE DONATION AND ADD A 2ND FOOD ITEM...together we'll do something good for those in need in our community...

PATIENTS' RELATIVES, FRIENDS OR CO-WORKERS will be given FREE CONSULTATIONS AND EXAMS! We'd like to see anybody you know and care about who complains of back pain, neck pain, headaches, joint stiffness or fatigue! And every Patient who brings in a friend or family member will be entered in a Prize Drawing for dinner out, movie tickets, and a top prize of two roundtrip airline tickets to City Name!

FREE SCOLIOSIS CHECK-UPS FOR YOUNGSTERS...

FREE BLOOD PRESSURE CHECK...

We'll see you on Day or Day!

Don Doright, D.C.

Patient Appreciation Day Letter 1

IT'S OUR XTH ANNIVERSARY — AND WE'RE CELEBRATING WITH A BIGGER & BETTER PATIENT APPRECIATION 3-DAY WEEKEND THAN EVER BEFORE!

Thursday, Friday & Saturday — Dams,
From 8:00 AM to 7:00 PM

Dear Patient,

THANK YOU — for your part in a successful Xth Year, providing health care to the Oak Hills community!

Here's how we're going to celebrate:

FREE ADJUSTMENTS OR FREE 20-MINUTE THERAPEUTIC MESSAGES for our present Patients — your choice! — no appointments necessary for the Adjustments. (Please call and schedule your message. Limited number of appointments available.)

FREE CONSULTATIONS & EXAMS FOR YOUR FAMILY MEMBERS, FRIENDS & CO-WORKERS...no appointments necessary! WHO DO YOU KNOW WHO complains of Headaches, Neck Pain, Back Pain, Shoulder Pain or Fatigue...works in a "heavy lifting" job...works in a "high stress" job...let's find out about the true, underlying cause of your friend's problem, prevent it from getting worse, provide relief if possible...open the door to pain-free living!

FREE CONTINUOUS "JUICER DEMONSTRATIONS"...EXOTIC JUICE DRINKS...OTHER REFRESHMENTS. Also, big discounts on neck support pillows, low back supports, juicers, other health products.

MEET LOCAL RADIO & SPORTS PERSONALITIES...get autographs, photographs taken...join us for a live remote broadcast of Joe Bigmouth's Radio Program Friday Afternoon...win prizes!

ENTER OUR FREE VACATION DRAWING.

30-DAY TRIAL MEMBERSHIPS IN THE UPTOWN HEALTH CLUB & SPA given away every half-hour!

Don't miss this great, fun event — come by at least once and help us celebrate! And please take advantage of this opportunity to get a no-cost consultation and exam for a friend or family member.

Looking forward to seeing you,

Don Doright, D.C., Jane Doright, Barbara Bumblebee, C.A.

Patient Appreciation Day Letter #2 (postcard)

Just a last-minute reminder:

Dear Patient,

Our big Patient Appreciation Day event is only a few days away. We've set up a **SPECIAL FREE RECORDED MESSAGE, AT A SPECIAL PHONE NUMBER** you can call 24-hours-a-day, for details of everything happening at this Event.

CALL: 000-0000.

Don Doright, D.C.

Patient Appreciation Day Letter

HAPPY NEW YEAR

Dear Patient,

Did you make a New Years Resolution? Or two? Maybe someone in your family or a close friend has made a health-related resolution. If so, I'd like to help them. Here's how:

The response to our Thanksgiving Patient Appreciation Days was so tremendous that we weren't even able to accomodate all the people brought in by our patients, for free consultations and exams — so on Day, Date, from Time to Time, we are giving additional **FREE CONSULTATIONS AND EXAMS** to anyone brought in by a present patient.

If you have a family member or friend who has set a new years goal to lose some weight, start exercising or get fit...or someone suffering from frequent headaches, low back pain...bring 'em to us for a **FREE PERSONAL CONSULTATION AND EXAM**...a check-up, a discussion of their goals, helpful advice, free informative literature.

Help a friend or family member start the new year right!

Sincerely,

Don Doright, D. C.

Patient Appreciation Day Letter

HAPPY THANKSGIVING!

Dear Patient,

First of all, I want to express my sincere THANKS for your trust, the opportunity of having you as a patient, and your referrals this past year.

Second, I like to use Thanksgiving Season as an opportunity to do something special for my patients; their families and friends; and the community, and that's what this letter is all about:

ANNOUNCING OUR THANKSGIVING SEASON
 PATIENT APPRECIATION DAYS: NOVEMBER ____ AND ____

On these days, ALL PATIENTS ARE INVITED FOR FREE CLEANINGS & BREATH FRESHENING TREATMENTS with our hygienists, no appointments necessary, from 8:00 AM to 8:00PM. Healthy Refreshments will be served...Door Prizes given.

PATIENTS WHO BRING A CANNED-GOODS ITEM FOR DONATION TO ST. MARY'S FOOD BANK will also receive a FREE 5-MINUTE MINI-NECK MASSAGE FROM THE MESSAGE THERAPISTS AT DR. JIM FOOSE'S OFFICE, who'll be at our offices from 8 to 8 these special days! AND WE'LL MATCH THE DONATION AND ADD A 2ND FOOD ITEM...together we'll do something good for those in need in our community...

PATIENTS' RELATIVES. FRIENDS OR CO-WORKERS will be given FREE CONSULTATIONS AND EXAMS! We'd like to see anybody you know and care about who hasn't had a dental check-up recently or who complains of teeth sensitivity or pain. And, every Patient who brings in a friend or family member will be entered in a Prize Drawing for dinners out, movie tickets, and a top prize of two round-trip airline tickets to <City Name>!

We'll see you on Day or Day!

Don Doright,D.C.

Patient Appreciation Day!

**Bring Family and Friends Wednesday, May
10,1989 from 8 a.m. - 6 p.m.**

Appointments Are Required* -832-4077

- * *All treatments on this day will be given at NO CHARGE*
- * *All exams & X-rays on this day will be given at NO CHARGE*
- * *All scoliosis exams on this day will be given at NO CHARGE*

**This would be a great opportunity to introduce a friend
or member of your family to Chiropractic.**

THE POWELL CLINIC thanks you for the pleasure of
serving this great community for the past 5 years.

649 N. York Road, Elmhurst, IL 60126

*This offer does not apply for new workers compensation or personal injury cases.

Annual Check-Up Letter #1 (page 1)

Remember what Mom told you:
an ounce of prevention is worth a...

Dear Patient,

With health care costs continuing to climb, and too much of the medical community stubbornly committed to either drugs or surgery as the only two ways of treating health problems, I think the "ounce of prevention" is more important than ever — and urge you to arrange Annual Check-ups at our office for every member of your family.

**Who Should Get An Annual Chiropractic Check-Up
And Why...**

1. Anybody who does heavy lifting, works in an industrial environment, on an assembly line, operating heavy equipment, driving a truck...

Back injuries and back pain evolving from the stresses and strains of the workplace represent a 55-Billion Dollar a year problem to American business — that tells you just how common it is for hard-working people to develop serious back problems. Let's make sure that the hard-working man or woman in your family is NOT developing any problems...is fit...knows how to prevent back injury. (Do you know what the top 5 risk factors are? I'll bet you'll be surprised.)
2. Anybody who sits for long periods of time, at desks, computers, VDT-screens, switchboards, in meetings, even driving.

Neck strain, neck pain, headaches, fatigue — may be warning signs of serious developing problems that can be corrected with better posture, a low back support, a few easy flex-and-stretch exercises, maybe occasional chiropractic treatments and/or therapeutic massage. Let's find out where you are now...prevent problems.
3. Weekend Warriors...softball, basketball, football, golf, tennis, even jogging can be very good for us — but, as we grow older, it can also cause back, leg or neck problems.

(page 2)

Many sports injuries can be prevented, with the right conditioning know-how and procedures. Other sports injuries can be effectively treated with chiropractic.

4. Young children...

Scoliosis can be prevented or corrected. The younger the person is when scoliosis is detected, the easier it is to treat, correct, and prevent continuing degeneration.
5. Seniors...

Joint stiffness, diminished flexibility, even fatigue can sometimes be warning signals of more serious problems to come, if not taken care of. Many arthritis sufferers find relief through chiropractic.

At My Office, A Check-Up And More...

In 30 minutes or less, I can provide a thorough annual chiropractic (spinal health and fitness) check-up AND individual suggestions for "self-care" to relieve aches and pains, have more energy, prevent injury, and stay healthy.

An Annual Check-up FREE for any member of your family...

Call within the next 10 days and schedule an Annual Check-Up Appointment for any member of your immediate or extended family, FREE OF CHARGE. (For additional family members, just \$XX.OO.) We have reserved both day and evening appointment times for these check-ups only for the next three weeks.

Sincerely,

Don Doright, D.C.

Annual Check-Up Letter #2 (3 weeks later, to non-respondents)

Frankly, I'm Puzzled...

Dear Patient,

A few weeks ago, I wrote to you and offered a **FREE ANNUAL CHIROPRACTIC CHECK-UP** to any member of your family...but we haven't heard from you.

In many instances, an Annual Check-Up does **NOT** turn up any need for chiropractic treatment, or for other health care...and, in fact, I hope it doesn't. But what **DOES** often happen is the discovery of a potential problem, in its very infancy...maybe from improper lifting at work, improper conditioning before exercise or athletic competition, stress, whatever...that can be stopped in its tracks by preventive, "self-care" methods. Then I can simply provide that how-to information, and that's the end of it. But, obviously, the value of that is tremendous!

If it has been longer than 12 months since your spouse or child has had a Chiropractic Check-Up, please take care of it now. If you act immediately, we will still provide that check-up **FREE OF CHARGE** to any member of your family.

Sincerely,

Don Dought, D.C.

Annual Check-Up Letter #3

Saturday, Date: **NO APPOINTMENT NECESSARY**
ANNUAL CHIROPRACTIC CHECK-UPS

YOUR FINAL NOTICE

Dear Patient,

Several weeks ago, I wrote to you about Annual Chiropractic Check-Ups for your family members. (Attached are copies of both of those letters, plus an article from **READERS DIGEST** about chiropractic that may be of interest to your family members.)

This is your Final Opportunity for a **NO-CHARGE ANNUAL CHECK-UP FOR ANY MEMBER OF YOUR FAMILY:**

Saturday, Date, we will be conducting Check-Ups on a "No Appointment Necessary" basis, from 10:30 AM to 3:30 PM at our offices. Each Check-Up will also include a **FREE BLOOD PRESSURE CHECK**.

Every Family will also receive a **FREE COPY** of the **5-MINUTES-A-DAY FITNESS** and **5 SUPER WEIGHT LOSS IDEAS** Tip-Sheets.

Please do not miss this final opportunity of this calendar year for a complete check-up, for yourself or a family member. An ounce of prevention really is worth pounds of cure!

Sincerely,

Don Dought, D.C.

BONUS DENTAL SECTION

Excellent Advertising Examples To Learn From, For Dentists

Follows: three dental ads submitted to me for Critique by Subscribers, and my comments. These all offer many excellent ideas for ad, coupon or letter copy.

Ad Critique of the Month

This is one of my favorite ads I have reviewed in quite some time.....let's see how we can understand, and when appropriate, modify it and use it in your practice.

1) Notice the **HEADLINE**—it educates a **BENEFIT**, a **WANT**, and a **NEED**. Notice it also uses some NLP....."taste" of You may wish to study Anthony Robbins books and audios on NLP to get a better "handle" on various wordings for your ads.

In Chiropractic we might say "Get a feel for what it's like to be Pain-Free" and in Optometry we might say "See the difference perfect vision can make!".

2) Notice there is somewhat **LONG** copy...copy giving benefits of this particular dental office.....repeat this strategy for your practice.

In Chiropractic we might say things like..."Living with back pain, headaches, leg pain can make life miserable and rob you of all the things you want to do and enjoy doing in life. At ABCS Chiropractic Center we are dedicated to helping people **RID** their

life of these types of pain....to helping people get on with **LIVING** life.....an active, pain-free life."

Notice again, the use of "NLP" words in each benefit statement. As a potential patient reads this ad they begin to be transformed into a pleasing **DENTAL EXPERIENCE**....in their mind they begin to compare **THIS** description with their previous dental experience. They begin to **FEEL** cared for....what can you say to gain this same benefit in your ads?

3) Notice how money is gently added to the ad copy in the manner of a benefit...."is gentle on your wallet too."

This is a good ice breaker that the "pleasing" experience is financially **affordable**. This is vital in dental advertising in our present economy. As general public awareness is that **ALL** dentists are the same; therefore it becomes more important for my "marketing" list to openly compare; but notice these dentists are trying to separate themselves from every other dentist. You may wish to remember two important things we have covered in my newsletter. First, **PRICE** is NOT the only marketing factor for dentists or new business other areas are in the practice, or service is high, or value is no USP....so my article on page 4 and Dan's on page 4 for clarification on USP's.



Get a taste of truly gentle dentistry.

When you need a gentle dentist, you need care from Comfortable Care Dental Group. That's because Drs. C. J. Smith, D.D.S., and J. L. Smith, D.D.S., have built their practice on providing dental care that's easy on your screen. They'll make your dental care a more pleasant experience with:

- Smoothing nitrous oxide to relax you
- Stereo headphones let you hear your favorite music
- Headsets keep you cozy and comfortable in the dental chair

And Comfortable Care Dental Group is gentle on your wallet, too. We accept and file most insurances, and have easy payment plans.

Get a taste of truly gentle dentistry. Call now for a \$49 exam and cleaning. It's the same exam that usually costs \$150, so you can't lose the savings.

Dr. Alan A. Smith, D.D.S.
Dr. Thomas J. Smith, D.D.S.
Dr. George L. Smith, D.D.S.

Member: American Association of Endodontics, American Association of Oral and Maxillofacial Surgeons, American Dental Association, American College of Dentists, American Society of Anesthesiologists, American Society of Dentists, American Society of Dentists and Surgeons, American Society of Dentists and Surgeons, American Society of Dentists and Surgeons, American Society of Dentists and Surgeons.

\$49

Health history • Tour of our facilities • Oral cancer & TB screening • Periodontal screening • Check for cavities, loose crowns & fillings • Intraoral camera exam • Any necessary X-rays • Gentle tooth cleaning • Disease screening • Screening for oral cancer • Treatment recommendations • Answers to your questions

Unlimited consultations • www.comfortablecare.com

5210 Alpa Road Ste 13-14 • 228
5210 Alpa Road Ste A-C • 228
5210 Gate Drive • 228

*This offer is only valid for the patient and any other person responsible for payment. The offer is valid only on cash payments or by check. Payment by credit card is subject to approval. Payment by check is subject to a 30-day hold. Payment by check is subject to a 30-day hold. Payment by check is subject to a 30-day hold. Payment by check is subject to a 30-day hold.

4) Be careful of listing **SAVINGS**, this can be dangerous in that if the savings are too high, this may make you appear **EXPENSIVE**.

5) Notice the doctor's credentials and photo, this makes the ad personal so potential patients see you before they call. Your photo is part of your **USP**.

6) In chiropractic, I would **NOT** depict a patient receiving care as in this ad; instead, use this space for **MORE** benefit ad copy, or a consultation photo scene.

7) Note the \$49 is in bold print with the offer surrounded by a border.....again, in Chiropractic I would **NOT** list the savings because it might insinuate you are too expensive otherwise, or that you are going to make up any loss on the back-end....remember the no free lunch philosophy. Even in dentistry be careful of this.

8) Notice, **ALL** of the procedures the patients will receive, no matter how minor the procedure have been itemized...this increases value and benefit, and lets the patient know they are not receiving a watered down version of your normal service.

Have an interesting ad you want to share or have critiqued in the LETTER?, send or fax it to me.

9) Remember one item **NOT** covered in detail in this ad...in chiropractic, **SYMPTOMS** sell first, then **EDUCATION** of benefits, and the **OFFER** third. Now I realize this **SOUNDS** different from what Dan Kennedy stated in his article on page 5....but it's not....symptoms **DO** draw people **INTO** your ad...but, whether they stay or not depends on **HOW** you then explore the benefits of choosing you for their health needs. Because the general public knows almost nothing about chiropractic, they need the **SYMPTOMS** to peek interest...but it is the long copy that explains benefits....with the offer that causes the phone to ring. In dentistry...it is more **OFFER**, then benefits, then education because the general public already understands dentistry.

cited in your letter to me (which I did not include in your abbreviated question, above) are high, though not intolerable for many purposes.

From Ken McCarthy: a note that his NET VENTURES, a newsletter about making money via the Internet, is available on a first issue, free trial basis, then a discounted rate of \$145 for 6 issues — and Ken does know his stuff. You can call 415-928-4072.

It's nice to get plaudits. From Catherine Bienert, Bottom Line Management in Atlanta: "I know you'll be happy to hear that I've gotten MUCH more hard, practical advice from your material than anything I got from Jay Abraham."

Catherine, I'm a Jay Abraham fan myself, but he is a bit esoteric, isn't he? Global. Cosmic. An old mentor used to often say you can't eat ~

From Bru Cranbrook, B.

recently that about you thru a business associate - thank God! Since that time, I have seen you at a seminar, purchased your Magnetic Marketing materials, bought books, subscribed to your newsletter and bumped up to Gold. Why? Because after spending a small fortune buying information from so-called experts and being disappointed, I find you to be 'real'."

Bruce, a story: a guy is shipwrecked and washes up

on Direct Marketing Island - he asks the first person he encounters who lives on the island. "Two types of people," the native answers. 'One group, savvy, smart, experienced direct marketers who have legitimately made fortunes with their strategies. The other group, pretenders; people who are legends only in their own minds, used to do things but haven't had any successes lately, opine without facts, mislead and confuse. Our only problem is that we can't tell the two apart.' Yes, you've got to watch your step on Direct Marketing Island! Here are a few tips for picking your advisors, consultants and copywriters:

(1) do they put their own money where their mouth is - do they have profitable projects and businesses of their own?... (2) do they have clients relying repeatedly, over time, on their services? do they have a very recent success story in your category? a similar cat-

From Larry Stroud, DDS - "Tell me the best ways to market a dental practice."

That's a seminar, Dr. Larry. But I noticed, on your New Subscriber Questionnaire, under "Describe your most significant competition, their strengths, their weaknesses" - you wrote "I don't know about other dentists in my area - only what I hear." Boing. Bad answer! Part of promoting your own practice effectively is POSITIONING, and to do that well, you MUST know a lot about

your competitors (and about similar but non-competing businesses) in your area. You must match their strengths, exploit their weaknesses. Breakthroughs come from bringing new ideas into your business from outside your field, but competitive success comes from awareness of your peers. You need BOTH. I'll also tell you, without elaborating, that the USP you provided on your Questionnaire could be ANY dentist's USP, so it's NOT a USP, period. I have included in this Issue a really outstanding dental Yellow Pages ad (opposite page) - that any business owner has much to learn from. This Dr. has married "image" with strong sales copy. There are some vague generalities that would be better as meaningful specifics, but, still, a compelling 10-point "case" has been built here, for choosing this dental practice. The handwritten note and signature, the photos preserve a personal, person-to-person feeling. I really love this ad.

From Rick Smith, Computer Visions & Technologies, Columbia, South Carolina: "How can I quickly jump start my business?"

According to the other parts of your New Member Questionnaire, Rick, you're having trouble describing your USP, you note that your customer could be anybody needing software assistance, and you've only used word-of-mouth marketing to date. First, you MUST narrow down your customer targets. Just about

Excerpt from "The No B.S. Marketing Newsletter" April, 1995

THIS IS THE "OTHER" BOOK... JUST CAME OUT.

"TALKING PAGES" (THE COMPETITION FOR MY D.D.)

192 DENTISTS

"TALKING PAGES" 484-4258

DENTISTS 193

TEN Delightful Differences in Dentistry

Welcome to our Dental Office!

Rym C. Partridge, D.D.S.
General Dentistry

462-6500

- PROMPT EMERGENCY CARE for Dental pain
- Stereo Headphones and Nitrous Oxide
- Relaxed Modern Surroundings / Caring Gentle Staff
- Seniors and Children Welcome
- Cosmetic Dentistry with Bonding and Porcelain Veneers
- Complex Cases and Dentures • Early Evening Appointments Available
- Courtesy Intra-Oral Photos and Computer Diagnostic Printout with Your New Patient Exam.



The Time Difference!
We value and respect your **precious** appointment time and make every effort to see you **promptly** and complete your treatment quickly.

The Comfort Difference!
There are many modern improvements to dental treatment which allow us to tailor make your visit to your **comfort level**. We will make these available to you before treatment is started so you may experience the feeling of **gentle, knowledgeable and warm** at all your appointments.

The Treatment Coordinator Difference
When you become a patient in our office, we assign **one person** to be your treatment coordinator and patient advocate for all your needs. Your treatment coordinator can take care of your budget concerns, special appointments, or spend that special extra time you may request to clarify the treatment you have requested in fulfilling the goals for your **gum, and your long term dental health**.

The Informative Difference!
We pledge to clearly explain treatment before each procedure has begun so you aren't waiting for information. At your option a **pre-charge consultation** with Dr. Partridge and your treatment coordinator may be scheduled before you embark on your planned treatment.

The Listening Difference!
We are aware that when you come to us for your dental needs we need to **listen to your concerns**. You are placing an order with us to **fulfill** your goals to keep your teeth free of pain and maintain or restore their health, we will listen to your needs, your concerns!

The Budget Difference
Our commitment to you as our patient, is to stay within the framework of your budget, so you may comfortably complete your needed and desired dental treatment and not worry about **over extending yourself**.

The Caring Difference!
Dr. Partridge and all our staff really do care about **your teeth** and will bring and will spend the time to make you feel **special, cared for and always at home** in our friendly office.

The Fun, Lighthearted Difference!
We know that having dental treatment cannot be a serious decision on your part, and we will give special importance to that. We feel we can add a dimension to make your visits **enjoyable, lighthearted and even fun** for adults as well as children.

The Infection-Free Modern Dental Office Difference
We want you to know that we practice all our instruments and drills beyond the ADA and OSHA guidelines for your safety. We have a bright, clean, modern office with up-to-date technology such as computer assisted x-rays viewing of your teeth by a very small intraoral therapy camera.

The Training-Education Difference
Updated courses and **ongoing** education are a high priority for Dr. Partridge and all his staff members. Dr. Partridge has just completed advanced year long training in **endodontics dentistry and implants**. All staff members continue to take yearly courses to keep their license requirements up to date.

We look forward to seeing you Dr. Rym Partridge and Staff.



"Your Comfort is our Concern!"
3337 Mission Drive, Santa Cruz
Convenient mid-county location near Dominican Hospital

Mailer exposure help your solo direct-mail; your solo direct-mail help your MoneyMailer campaign. If you're bold, pop a couple billboards up reaching this same market area, and let that recognition support both types of mailing.

Can You Double The Results?

Now, I'll tell you about a very interesting strategy: with classified ads in magazines, if a client has an ad that's working, we can almost always put a different ad for the same offer in there, run two ads at the same time, have almost no cross-over, basically get twice the response. I wonder....would this work with MoneyMailer (or Val-Pak)? What if you put a general chiro coupon in ... **AND** a condition specific, like headaches, or an accident victim coupon in **TOO?** If a coupon pack works for you, you might want to test it. Make the two look very different. Have totally different offers.

An Opportunity To TEST!

Also, with MoneyMailer, **YOU CAN SPLIT-TEST**: this means you can divide the 60,000 in half and test two completely different coupons, 30,000 homes each. If you have a coupon that works, that's your "control." Then each time you could test a different, alternative coupon against that control. Can you handle such a scientific approach?

Run A Referral Campaign At The Same Time

Last, MoneyMailer offers very low cost overruns of your coupons. You can send these out/give these out as part of a referral promotion...distribute through a health food store or spa....etc. Get a full-color piece at nominal cost by buying your coupon overrun, then crank up a referral promotion.

IF YOU LIVE IN NEW JERSEY, NEW YORK, PENNSYLVANIA OR CONNECTICUT; IF BEING AS PERSUASIVE AS HUMANLY POSSIBLE IS IMPORTANT TO YOU (OR YOUR SALESPEOPLE), YOU NEED TO LOOK INTO THE FAMOUS 'SILVA MIND METHOD' SALES POWER COURSE. As you probably know, Jose Silva has long been the world's leading researcher on the use of the

powers of the mind to improve all aspects of life - for the first time ever, the Silva Methods have been applied to increasing sales skills and effectiveness, in a two-weekend 'super course.' Call Dave Bellizzi @ 201/592-5829 and tell him I sent you.

LET'S TAKE A LOOK AT A COUPLE OF ADS.....

DENTISTRY ASLEEP is a pretty darned good ad. The first two paragraphs present benefit after benefit after benefit. The last paragraph provides the credibility to support the promises. So, for copywriting, this one gets an "A." The headline, however, could be better, cleaner, more direct, like:

**HOW TO GET PAIN-FREE, 91.
ANXIETY-FREE, AMAZINGLY
COMFORTABLE DENTAL CARE.**

The Secret Is: 'Dentistry Asleep!'

Why have I changed this headline? First of all, we know that "how to" virtually guarantees an increase in readership. Second, the old line left it up to the reader to conjure up the benefits of "dentistry asleep." This IS a mistake. (They would argue: but we tell all that in the copy. And that's true. But if the headline doesn't COMPEL them to read the copy, what good is that?) In my sub-head, I've used another proven attention-grabber, the word "secret."

Then, the weak link: **NO OFFER**. There's an invitation to call for a check-up, but I'm not sure what that means or what it will cost. I'd do this ad with a triple offer:

"If it's been more than 6 months since your last check-up, call us today for your choice of a **FREE CONSULTATION** and Office Tour **OR** a complete check-up at a **50% DISCOUNT**. Or, just call and ask us to send you our **FREE REPORT: HOW TO GET MAXIMUM DENTAL HEALTH & A**



Dentistry...Asleep'

Dentistry Asleep can help you get all the treatment you need for a more natural and healthy smile, in one or two appointments instead of many to make your treatment more convenient and comfortable.

The sights, sounds, odors, needles and stress associated with traditional dental treatment can be difficult. We eliminate these barriers by letting you sleep through it all.

We are General Dentists with additional University Degrees in Anaesthesia for Dentistry who have helped thousands of patients with Dentistry Asleep since 1972. If it's been more than 6 months since your last check-up, call us today. It's time.

968-7900

307 Blinn Street East near the Starbuckers Subway

**Dental Anaesthesia
ASSOCIATES**

Dr. Sarven Small Dr. Kevin Dann Dr. Peter Copp

Newsletter Idea List

1. The Doctor's Column

Each Issue should include one feature article by the Doctor. This might focus on a particular health problem-solution, a seasonal situation, etc.

2. Welcome New Patients

If a practice is averaging at least 10 or more new patients per month, we recommend including a list of the new patients with a brief, standard welcome message.

3. "Health Mentors"

This is our own original term - you are welcome to use it. This is the heading for a list of those patients who refer during the month. This list can be accompanied with brief copy thanking them and stimulating more referrals. You may extract some ideas for this copy from the "You, Too, Can Refer" letter.

4. Health News-Brief

It's easy to collect short health facts and news items during the month from USA TODAY (an excellent topical source), Prevention, Consumer Reports, women's magazines, etc.

5. The Mail-Bag

Most recently collected testimonial letters and patient comments.

6. Schedule

Office hours, Doctor's speaking dates, radio appearances, dates his newspaper column appears, etc., in chronological calendar form. This Section can also include brief seasonal greetings i.e. Happy Easter, Thanksgiving, etc.

7. Patient Of The Month

Some doctors select a different patient or patient family each month to profile. Typically, the patient should have shown health improvement, kept appointments, and referred to qualify. If the patient happens to be in some type of business, so much the better, as he/she will appreciate the publicity.

8. Births. Birthdays. Anniversaries. Graduations

Some Doctors like to collect and publish this type of congratulatory information about their patients. People DO love to receive recognition in print, and this is one way to get a lot of patient's names in print.

9. Healthful Recipe Of The Month

10. Quotable Quotes

Humorous and inspirational quotes by famous people can be selected from almanacs, reference books, and magazines, and grouped by "theme." One Newsletter might publish six or seven quotes about health; the next about family; etc.



BACK TALK

DR. MICHAEL MORTENSEN
CHIROPRACTOR

805 BANCROFT AVENUE
SAN LEANDRO, CA 94577

415-638-0742

MON WED FRI 7:30am-6:30pm

TUE & THURS 7:30am-NOON

A MONTHLY DIGEST OF NEWS FOR HEALTHIER LIVING NOVEMBER 1989



As with everyone else who happened to be in the Bay Area on October 17th, we went through what some newspapers are calling "The Great Earthquake of '89".

For this Thanksgiving Season, I give thanks that my family is healthy and uninjured. I give thanks that our property is undamaged. And I give thanks that my friends survived the earthquake.

I give thanks that I am a chiropractor and that I am able to help people regain their health.

I give thanks to my patients and I thank each one of you for referring your family and friends in for chiropractic care. I truly enjoy being your chiropractor.

I hope that each of you fared well through the earthquake. If you did, I give thanks. If you have lost loved ones, sustained injuries or damaged property, then my prayers are with you.

Sincerely,

Dr. Mike Mortensen

Larry Wells

Carla Mortensen



Every day we look forward to meeting and helping new patients. A very special WELCOME to all our wonderful new patients!

Jerry Kirk
 Exie Hollingsworth
 Larry Vasquez
 Iona Francis
 June Wheeler
 Alberta Washington
 Pat Torres
 Jeanne Matten
 Janie Sawyer

Erna Kanold
 Helen Jackson
 Stella Anderson
 Norma White
 Carvell Browning
 John Kabatt
 Amy Cheifetz
 Marie Coover



Q. What should I do if I should have a "sudden back injury?"

A. If you should get sudden severe back pain:

- Lie down as soon as possible in any position that might be comfortable. (Don't sit in a soft chair. This can make the condition worse.) Lying down will take the pressure off the back.
- Put an ice pack on the area of pain. (A plastic bag with six or eight ice cubes or a bag of frozen vegetables, wrapped in a towel, works well.) Keep on for 20 minutes and off for 20 minutes. Repeat as required to reduce the pain and swelling.
- Make arrangements to see your doctor of chiropractic as soon as possible. The immediate pain can be relieved rapidly by chiropractic treatment. Further adjustments may be required to correct the back problems which were behind the sudden back injury.

DATES TO REMEMBER

- 11-7 ELECTION DAY
- 11-11 VETERANS DAY
- 11-23 THANKSGIVING
- 11-23/24 WE WILL BE CLOSED FOR THANKSGIVING.



**TWICE
 THE FUN
 AT HALF
 THE PRICE**



Entertainment® makes the difference between paying full price and getting a 50% discount on almost everything.

Save on:
 Dining • Movies • Theatre
 Sports • Hotels • Travel and more.
 For more information call:

DARLA MORTENSEN 638-0742

Call Darla for editions that are available in Northern Cal. Proceeds that are collected by San Leandro Inner Wheel to be donated within the San Leandro area Support you City and have fun for less!



The highest compliment our patients can give us is the referral of their friends and family. Spread the word about Chiropractic and for your trust we Thank You.

Opal Love
Bruce Salladay
Celia Ator
Paul Ferrieter
Shelley Hanan
Ruth Wagner
Joanna Fredette

Eugene Hoyer
Alan Browning
Dr. John Boyko
Dr. Butera
Leo Coover
Opal Love

Backache Statistics

- Backaches ranked second to headaches as America's most prevalent ailment and next to colds as the biggest cause of employee absenteeism.
- 57% of women and 53% of men had at least one backache in 1987.
- 43% had had enough backaches that they had to miss work or postpone some planned activity.
- Doctors of chiropractic return their back-injured patients to work in about half the time of medical doctors and the costs are also about half those of the M.D.'s according to an FCER study of 10,000 patients with work-related back injuries in Florida.
- 70-million people a year seek professional treatment for back problems — and a million new patients a year, a large percentage of whom have low back problems, are pouring into the offices of America's doctors of chiropractic.
- Chances are 8 in 10 that you have suffered backaches — or will at some time. When you do, you naturally will want to see your doctor of chiropractic.



At this special time of year,
We give thanks for our many blessings
And for the privilege
Of serving you, our patients.

May you and your family
Have a Thanksgiving blessed
With good health and happiness.

HAPPY BIRTHDAY



NOVEMBER

CAROLYN MCBRIDE
 CHERYL JENSON
 PAT MANNING
 ELLA LONG
 LIZ ORDONEZ
 PAMELA KANE
 ASIA LENNEAR
 GERALDINE LILLY
 ROBIN SALERNO
 FRED SCHEFFLER
 GEORGE RANKIN
 PHYLLIS DILLAMON
 NORMA SUURONEN
 EVA RODRIGUEZ
 BILLIE GAMINO
 TONY GERRO
 RANDAL BOYKIN
 ODETTE HERSHENHOUSE
 ERNEST WOODFELDT
 NANCY PEYTON

AL ROBERTSON
 DONALD COBB
 STEVE WILSON
 ANTHONY YARBER
 GEORGE MORCEL
 CHRISTINE NEIGHBOUR
 SHARON BARBER
 STEVE OWEN
 SANDRA DWIGHT
 EVELYN LEWANDOWSKI
 GLADYS STAFFELD
 RALPH NEWTON
 BETTY APPERRIE
 NOE GARZA
 REV. KLIEN
 MATTIE ROGERS
 JO ANN EDDINGTON
 BONNIE BREILH
 GARY HOUSE
 ELAM F. ELLIS

ROBERT ASHLEY
 REGINA SAYLES
 KELL SCHMIDT
 EMELIE GLOVER
 AL WOOD
 TONYA LEO
 FLOYD HUCKBY
 PAMALA SCHULTZ
 MARK SCHMIDT
 MARGARET TERRA
 ALI YAKILI
 NORM WALKER
 BAILEY RODGERS
 BOBBY ALEXANDER
 ALBINA GANORA
 MARIA PALOS
 PATRICIA BAUER
 GLEN DEWEY
 MARY JO MAHONEY
 LAURA WIRT
 JULIAN GALLEGOS



DR. MICHAEL MORTENSEN
 CHIROPRACTOR
 505 BANCROFT AVENUE
 SAN LEANDRO, CALIFORNIA 94577
 415-638-0742

Address Correction Requested

BULK RATE
 U.S. POSTAGE
 PAID
 Permit No. 203
 San Leandro, CA 94577

DAN KENNEDY
 5818 N 7TH St Suite 103
 PHOENIX, AZ 85020



BALLANTRAE CHIROPRACTIC OFFICE

MARCH, 1989 NEWSLETTER

WELCOME TO OUR NEWEST PATIENTS!

ALISON DRUMMOND
JOHN POTTER
KATHLEEN ASHTON
MURRAY COATES
STEPHEN BISHOP
STEPHEN HOULT
JACKY HALL
WARDELL WALTERS
GORDON AIKINS
PATRICIA BREEN

CAROL GILES
MOYA DRUMMOND
LAURA LOWSON
JUSTIN WOZNIAK
ROBERT RILEY
SANDY ATTEWELL
IRENE SMIT
GARY LANGLANDS
BRUCE COWIE
JIM DANCEY

PAUL CHISHOLM
JUDITH MACINNES
ARMAND GOSSELIN
PAULINE NOBLE
JUSTIN MACDONALD
LARRY ROZEHNAL
MEREDITH MCDONALD
VINCE LOVE
PETER BALDASSARRA

We would also like to thank the following for referring our new patients to us:

DON LEGER
MARIE MCGREGOR
RON MCDONALD
HAROLD HOOVER
LARRY CROZIER

ALISON DRUMMOND
Y & J WOZNIAK
DR. LUBBERDINK
RUTH LOVE
BOB CUNNINGHAM

RON MCCALL
DOROTHY BISHOP
GERRITT SMIT
PAUL BOLTON
NEWTONBROOK BLOCK



Bare Care

Here it is almost the end of February. Things are moving along well with the proposed Ballantrae Professional Centre.

As most of you are aware, its design is a fully accessible medical/dental/chiropractic professional building situated on 1.5 acres at Felcher Blvd. and Highway 48. If all zoning and bylaws go through, we should be starting construction in early September and be ready for the first tenants by the end of March of 1990. We will then hook up to the town water in the fall of 1990. As we add the tenants, that is the dentists and doctors and x-ray people, I shall be

informing you of their presence and who they are so that you will know them by the time they move in. If you know of anyone who would be interested in leasing space, you can contact Family Trust in Markham and ask for Margot Knecht. The number is 294-1372.

I have just finished reading a new book called "You Can Heal Your Life" by Louise L. Hay. It is actually not new, it was written in 1984 and it has been a best seller internationally. Miss Hay's key message is "if we are willing to do the mental work, almost anything can be healed." This author has a great deal of experience and first hand information to share about healing - including how she cured herself after having being diagnosed as being terminally ill with cancer. Miss Hay offers practical steps for dissolving both the fears and the causations of diseases. As a metaphysical counselor, she devotes her life to assisting others and discovering and using the full potential of their own creative powers. Bennie S. Seigel, M.D., who is the author of Love, Medicine and Miracles, the book that I have suggested many of you read, says about this book "An excellent book for restructuring one's life and finding self-esteem and self-love."

A list of common health problems, their probable causes and new thought patterns to help alleviate them, is included in the book. If this sounds like it might appeal to you, why not pick up a copy of You Can Heal Your Life?

Now I'll turn you over to Kris.



KRIS' KORNER

As March approaches, the snow is due to melt away. (Or pardon me, maybe it's due to start?) We really have been lucky considering we haven't had that much snow this winter. I think that's what makes all this white stuff kind of hard to deal with now.

I imagine a lot of people will be pretty busy with the kids being off school for the March break. If any of you are going away I wish you all a safe and happy holiday.

I had an interesting hug this month. It's called the time or,uh,hug. I like this one because I don't believe that there is a "the right time and place for a hug." Anytime is the right time - just as long as the person with whom you choose to hug agrees with that, I guess. I also agree that the feeling of touch is very important and it's an incredibly secure feeling - one to very much appreciate. I hope you enjoy it.

HUG OF THE MONTH

Time of Day: Some are morning, up-and-at-'em huggers. Some are evening, thank-heaven-the-day-is-over huggers. Some like to hug at high noon on lunch hours or at teatime. Although routine hugs are fine, sometimes the most appreciated hugs happen spontaneously at unexpected moments.

The feelings that bring on a hug-affection, sympathy, caring, just plain joy - can happen at any time of the day. So can hug situations, like bumping into an old school friend at an airport. True Hug Therapists will entertain the idea of a hug at any time. And hugs scattered through the day will help to maintain a sense of well-being, belonging and self-esteem.

Thank heaven for huggers!

CONGRATULATIONS!

Congratulations to the following patients on their new arrivals.

Mr. & Mrs. Mike Cogo on the arrival of their baby boy, Benjamin James Cogo, born Jan. 31, 1989, 4 lbs.

Mr. & Mrs. Rick Rice on the arrival of their baby girl, Jennifer Ann Rice, born Feb. 16, 1989, 6 lbs. 10 ozs.

Mr. & Mrs. Gary Forster on the arrival of their baby boy, Cody Joshua Forster, born Feb. 27, 1989, 7 lbs. 14 ozs.

CALORIE CUTTING TIPS

- it pays to trim away or drain off as much fat as possible from meats and poultry. Each tablespoon of fat adds over 100 calories to a recipe. To reduce the fat in soups and stews, cook them ahead. Then chill them and skim off the solidified fat before you reheat and serve them. To brown meats or poultry, use vegetable spray coating or skip the browning step altogether.

- spoon meat sauces over bean sprouts, sliced or shredded cooked zucchini, or cooked spaghetti squash rather than pasta.

- use tomato, summer squash, or green pepper shell instead of biscuits or patty shells as containers for creamed mixtures.

CRUSTLESS VEGETABLE QUICHE

3/4 pound spinach
 2/3 cup thinly sliced green onion
 1 cup chopped lettuce
 1/4 cup snipped parsley
 2 eggs
 1/3 cup plain yogurt
 2 ounces Neufchatel cheese, softened
 1/4 skim milk
 dash Worcestershire sauce
 1 tablespoon grated Parmesan cheese

Rinse and chop spinach, removing stems. Cook spinach and onion, covered, with just the water that clings to spinach, till steam forms. Reduce heat and cook 3 to 5 minutes, turning frequently. Drain. Stir in lettuce and parsley. Beat together eggs, yogurt, Neufchatel cheese, milk, 1/8 teaspoon pepper, a dash of salt, and Worcestershire till smooth. Stir in spinach mixture. Turn into greased 9-inch pie plate; sprinkle with Parmesan cheese. Bake, uncovered, in 375° oven for 25 to 30 minutes or till knife inserted just off-center comes out clean. Let stand 10 minutes before serving. Makes 8 servings.

Per serving: 75 calories, 6 g protein, 4 g carbohydrate, and 4 g fat.

CALORIE CUTTING TIPS

- for pies, cut the shortening in pastry crusts and the sugar in graham cracker crusts to conserve calories.

- to boost the sweetness of fruit desserts without adding sugar, increase the vanilla or other flavouring.

- make fruit-flavoured yogurt by adding 2 or 3 tablespoons of sugar and 1/3 cup fruit to a cup of plain yogurt.

PEACH RICE PUDDING

2 cups skim milk
 1/2 cup long grain rice
 1 beaten egg yolk
 2 tablespoons orange juice
 2 tablespoons sugar
 1/4 teaspoon salt
 1 teaspoon vanilla
 1/4 teaspoon finely shredded orange peel
 3 egg whites
 1/4 teaspoon cream of tartar
 2 tablespoons sugar
 1 8-ounce can peach slices, chilled, drained, and cut up

(depending on the season - replace the peaches with mandarin oranges, chopped apple or pear, or berries.)

In medium saucepan combine milk and rice. Bring to boiling. Reduce heat; cook, covered, over low heat for 20 minutes, stirring occasionally. Uncover; cook 5 minutes more. In a small bowl combine egg yolk, orange juice, the 2 tablespoons sugar, and salt. Stir about 1 cup of the hot mixture into yolk mixture; return all to saucepan. Bring mixture to a gentle boil. Cook and stir over low heat about 2 minutes or till slightly thickened. Remove from heat; stir in vanilla and orange peel. Cover surface with plastic wrap. Chill 1 hour.

In a small bowl beat egg whites and cream of tartar on high speed of electric mixer till soft peaks form (tips curl over). Gradually add the remaining sugar, beating till stiff peaks form (tips stand straight). Fold egg whites into chilled pudding. Cover and chill. Just before serving, coarsely chop peaches. Set aside 6 peach pieces; fold remaining peaches into the pudding. Spoon into individual dishes and garnish with reserved peach pieces and mint, if desired. Makes 6 servings.

Per serving: 129 calories, 6 g protein, 24 g carbohydrate,
 and 1 g fat.

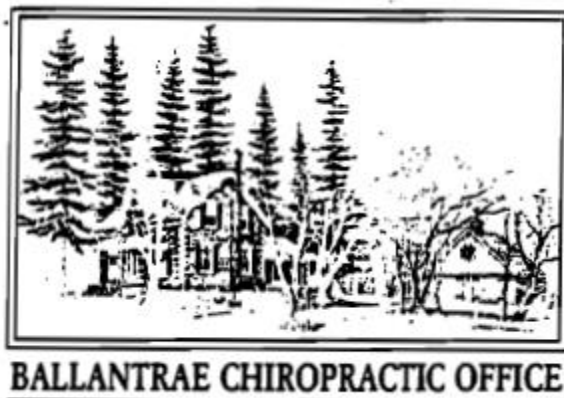
PATIENT OF THE MONTH

I had been suffering with a bad back off and on for 5 years treating it with regular medical care. Chiropractic care had been recommended by friends and I needed help in a hurry.

The pain was relieved quickly and by continuing with a regular maintenance programme I have fewer problems. I would recommend it to others as it works.

CHARLES MACINNES (age 51)
Wildlife Researcher
Uxbridge, Ont.





JANUARY/FEBRUARY '90 NEWSLETTER

WELCOME TO OUR NEWEST PATIENTS!

CAROL EDWARDS
KATHERINE MEPSTEAD
CARL INSLEY
EILEEN BINNS
DAVID HOOVER
NEAL KILPATRICK
JEFFREY MOSSOP
PAUL TRENTADUE
HARRY SMITH
DANIELLE ROSE
DON ALDCROFT
ED BEACH
ADAM VELTRI
KAREN HOOVER
DAN WATSON
JOSEPH GALLO
BRYAN SHARP
GAIL MAY
DARLENE RICE
JOANNE WAITE

AUDREY ARNOLDS
LARRY ORTLIEB
PATTY WHITE
DOUG KILPATRICK
DILLON MCCARTHY
GORD BINNS
JOHN BOWMAN
JOHN WHYTALL
ED SPICE
MARGARET ROGERS
VINCE CARCONE
SANDY MCDONALD
EVE-LYNN DOBIE
GRACE KINSELLA
LENORA ROSE
MAXINE WALLACE
SANDRA SPURGEON
TED SPICE
PHYLLIS WHITTEN
ALLEN OLDHAM

BILL SHAVER
JENNIFER RICE
KORRI PETERSON
ANN SPICE
TOM WALDHERR
MURRAY WHITE
DAVID WERT
KEITH TUPLIN
TONY TRENTADUE
EDNA SMITH
SUSAN SHAVER
SHIRLEY STEIN
GLADYS SMITH
BETH MACKENZIE
NORMA HENDERSON
THERESA ERTL
DIANE MORGAN
GEOFFREY HOLT
JUDY LAMBERSKY
AUDREY NEWTON

We would also like to thank the following for referring our patients to us!

DOUG WILSON
CAROL-ANNE HOOVER
ANGELA SAGER
DOUG KILPATRICK
ELVA WERT
ANNE ROSE
BONNIE ALDCROFT
HARRY SMITH
DAVE WERT
WILMA VERHOOG
DARYL WHITTEN
SHEILA RICHARDSON

CRISTA VAN BRUGGER
ROBERT FOCKLER
JOHN MEGARRY
EILEEN BINNS
MARVIN CLARK
KIM ROGERS
BILL SHAVER
BERNICE DUNKELD
VERA FRANCIS
MARG HOOVER
JANICE BERGER

LAURIE RICE
PAT PETERSON
LARRY ORTLIEB
JILL MOSSOP
ANN SPICE
RED SMITH
PAM BEACH
WAYNE LINK
BILL WALLACE
MEGAN STANFORD
MURRAY CRONE

Happy New Year to one and all. This is the beginning of a new decade for all of us. We are just recovering from the business of the times that preceded. We look forward to an extremely busy and eventful year in 1990. It was just ten short years ago that I started my practice in my home here in Ballantrae and the support that we have received from the community has been overwhelming. This continues to help us in realizing our dreams of a new professional center.

Well in this report I would like to talk about a new common ground for chiropractic and medicine and that is the treatment of chronic back pain. We will as usual quote from the Chiropractic Report which is an international review of professional and research issues that is published bimonthly. The editor is David Chapman-Smith, LL.B. (Hons.) What is this new common ground? Well chronic back pain, which is pain persisting for several months or years, is now seen as one of the major health issues confronting industrialized society. Work and life get more sedentary each year. Stress intensifies, and disability from back pain is producing remarkable statistics:

- between 1971 and 1981 the US population rose by 12.5%, but the number of people with disabling back pain rose by 168%. The growth of this disability is greater than any other.
- 85% of people will experience disabling low-back pain during their lives. Deyo reports that 6.8% of the U.S. adult population is suffering from an episode of back pain lasting more than two weeks at any given time. In the U.K. episodes of incapacity per 1,000 persons per year rose dramatically from 1954/1955 (21.7 for men and 8 for women) to 1980/81 (58.2 for men and 44.7 for women). In that period days of sick certification per 1,000 rose from 506 to 1882 (about 350%) for men and 329 to 1062 (about 500%) for women.
- the cost is staggering. In 1982 best estimates were \$50 billion in the U.S. and 1,000 million pounds in the U.K. The 30-50 age group low-back pain is the single most expensive health care problem.
- about 85% of those suffering back pain recover within three months. However approximately 15% do not. They develop chronic disability and are responsible for approximately 85% of the cost of back pain to society.

The public and the medical profession have been learning more about chiropractic education and skills and making much greater use of chiropractors.

The medical profession has acknowledged the need for a fundamental new approach to the management of back pain, especially chronic back pain. There has also been a sudden wealth of new research into the management of back pain.

As the 1990*s commence chiropractic, medicine and basic scientists have developed considerable common ground concerning management of chronic back pain. Much remains unclear and it is likely that medicine's new general emphasis on improved function will be refined to incorporate assessment of individual joint dysfunction as the training and manual skills of chiropractors become better understood. However, there is agreement upon these principles traditional to chiropractic education and practice.

1. Emphasis should be on ear ly return to function - of joints and muscles, and activities of daily living - rather than rest and pain management.
2. Maintenance of function of joints and other soft tissues "is a powerful homeostatic mechanism", to quote the words of Mayer. MP. Beneficial effects include promotion of bone and muscle strength, promotion of connective tissue tensile strength, improved disc and cartilage nutrition and increased systemic endorphin levels. Immobilization, by contrast, produces many detrimental effects including first irreversible osteoarthritic changes within two weeks.
3. Patients disabled by chronic back pain should have integrated management that addresses various physical and psychosocial aspects of their problems and combines practitioner-based treatment with patient education and active participation in recovery.

If any of you out there, either professional or lay, would like a reprint of the Chiropractic Report and the full description of this combined approach please contact me and I'd be happy to photocopy it. Now on to Kris' Korner.



KRIS' KORNER

Snow, snow, go away come again another day! (Like maybe next November, December!) I know that's not a very good attitude to have but hey, I have nothing against winter. Snow falling, fires glowing, but it's started to rain, freezing rain, ice cold nasty weather. There I feel much better now!

Spring is slowly approaching and that is definitely something to look forward to. For all of you sweet romantics out there, this is usually a great month to plan that kind thoughtful surprise for your special someone. (One of my favorites.) Then before we know it, spring will have arrived, and all the signs of winter will have faded. And happy thoughts will appear once more. Have a lovely Valentine's Day!

This month I hope you all enjoy the recipes I've chosen for you. Take care. Be well.

HAM AND VEGETABLE ROLL-UPS

2 cups seasoned croutons 1/4 cup melted butter
 1 can (10-3/4 ounces) cream of chicken soup
 1 cup mayonnaise
 1 tablespoons lemon juice
 1 package (10 ounces) frozen chopped spinach, drained 1/3 cup plain yogurt or dairy sour cream 1 teaspoon instant minced onion
 1 teaspoon Worcestershire sauce 8 slices boiled ham, sliced thin 8 spears fresh asparagus
 1/2-pound fresh mushrooms sliced crosswise
 2 tablespoons butter

Mix the croutons with 1/4 cup butter; spread in bottom of 9-in. baking dish. Combine soup, mayonnaise and lemon juice. Spoon half of mixture over croutons; set remainder aside. Mix together spinach, yogurt/sour cream, onion and Worcestershire sauce. Spread spinach mixture on each ham slice. Place an asparagus spear on top; roll up. Place rolls seam side down in baking dish; spoon remaining sauce over top. Sauté mushrooms in 2 tablespoons butter; sprinkle on top. Bake at 350° for 25 minutes or until bubbly. Yield: 4-6 servings.

PINTO BEAN/HAM SOUP

1-pound dry pinto beans
 6 large carrots, sliced 1/2 inch thick
 1 large chopped onion
 6 stalks celery sliced in 1/2-inch bias cuts
 1 large clove garlic
 3-1/2 to 4 pounds ham hocks
 2 teaspoons paprika
 CSIPETKE: 1 cup all-purpose flour
 1/2 teaspoon salt 1 egg
 1 tablespoon vegetable oil

1/2 cup dairy sour cream, optional
 1 tablespoon fresh chopped parsley
 1 teaspoons vinegar

Wash and sort beans. Soak in cold water overnight; drain. In a large 8-qt. pot combine beans, carrots, onions, celery, garlic, meat and paprika. Add enough water to cover ingredients by 2 inches. Simmer, partly covered, for 2-1/2 hours or until the beans are tender, adding more water as needed. When beans are tender; remove meat to side dish. To make Csipetke, mix all ingredients into stiff dough; let rest for 30 minutes. Divide into 4 parts. Flatten each part and pinch off pieces about the size of a cherry pit; roll between fingers and drop into hot soup. Cook 30 minutes. Blend in sour cream, if desired. Mix in parsley and vinegar; adjust seasoning. Cut reserved ham into bite-size pieces; stir into soup. Yield: 4 quarts.

CAULIFLOWER AND HAM CHOWDER

1 cup thinly sliced celery
 1 cups sliced cauliflower, fresh or frozen
 1 can (13 ounces) chicken broth
 1 cup half-and-half or evaporated milk
 1 can (10-3/4 ounces) cream of potato soup
 1/4 cup water
 1 tablespoons cornstarch
 1/8 teaspoon white pepper
 2 cups diced, cooked ham
 1/2 cup grated Cheddar cheese

In large, covered saucepan, cook celery and cauliflower in chicken broth until almost tender, about 10 minutes. Do not drain. Set aside. In mixing bowl, gradually stir half-and-half/milk into undiluted potato soup. Blend water, cornstarch and pepper. Stir into soup mixture; pour over cauliflower. Stir in ham. Simmer over low heat for 10 minutes. Just before serving, stir in cheese. Garnish with fresh parsley. Yield: 6-8 servings.

ASK THE EXPERTS (University of California. Berkeley Wellness Letter) Vol. 6. Issue 5

1. Are jalapeno peppers and other spicy foods bad for you? V.S., Dobbins, CA

All hot peppers contain capsaicin, a natural substance that produces a burning sensation in the mouth, causes the eyes to water and the nose to run, and even induces perspiration. Many people enjoy the experience, and there's no evidence that spicy foods do any harm. The inhabitants of Brazil, Mexico, India, and Thailand, for example, where hot peppers are used heavily in cooking, have no higher incidence of stomach ulcers. Hot peppers won't aggravate or cause hemorrhoids, as has often been claimed, since capsaicin is broken down before it reaches the lower intestine. Of course, if the peppers seem to give you heartburn, you should limit your consumption of them.

On the bright side, spicy foods do promote the secretion of saliva and gastric juices and may help speed up digestion. They may also have some antibacterial effect. Peppers, by the way, are relatives of the tomato and are rich in vitamin C - though you would have to eat half a chili pepper to get a significant amount.

2. What are hot dogs really made of? G.S., Richmond, VA Hot dogs are made of either beef, pork, or poultry, as well as the following: corn sweeteners, salt, spices, smoke flavoring; soy flour/protein or dried milk as fillers; and sodium nitrate or other preservatives such as sodium erythorbate, BHT, or BHA. Some people worry that hot dogs contain animal by-products (such as pork stomach, snout, heart, spleen, lips, and cartilage), but few brands actually do. If by-products are used, the specific parts must be listed on the labels.

The real problem with nearly all hot dogs - even those made from chicken or turkey, which generally contain skin - is that they are relatively high in saturated fat (fat accounts for about 70% of their total calories) and sodium (450 to 650 milligrams).

3. Should I wash dried peas, beans, and lentils before cooking them? What about soaking? A.L., West Orange, NJ. Dried peas and beans may indeed contain small pebbles, bits of soil, and other debris, so it's always a good idea to wash them under running water and to look at them, handful by handful, so that you can spot any foreign material and remove it. Generally, dried legumes are much cleaner today than they used to be.

In addition, soaking the dried beans for at least a couple of hours is usually necessary before cooking, but most packages have suggestions for short cuts (such as letting the product stand in very hot water for an hour). To reduce the amount of carbohydrates that cause intestinal gas, you will need to soak the beans overnight and then discard the soaking water before cooking. Or pour boiling water over the beans and soak for half a day or so, then discard this water.

HUG OF THE MONTH

(From The Hug Therapy Book - by Kathleen Keating) Picked by Bryan Sharp - thanks Bryan!

BEAR HUG: In the traditional bear hug (named for members of the family Ursidae who do it best), one hugger usually is taller and broader than the other, but this is not necessary to sustain the emotional quality of bear-hugging. The taller hugger may stand straight or slightly curved over the shorter one, arms wrapped firmly around the other's shoulders. The shorter of the pair stands straight with head against the taller hugger's shoulder or chest, arms wrapped - also firmly! - around whatever area between waist and chest that they will reach. Bodies are touching in a powerful, strong squeeze that can last five to ten seconds or more.

We suggest you use skill and forbearance in making the hug firm rather than breathless. Always be considerate of your partner, no matter what style of hug you are sharing.

The feeling during a bear hug is warm, supportive, and secure.

Bear hugs are for:

- Those who share a common feeling or a common cause. Parents and offspring. Both need lots of reassuring bear hugs.
- Grandparents and grandoffspring. Don't leave grandparents out of family bear hugs.
- Friends (this includes marrieds and lovers, who hopefully are friends too.)
- Anyone who wants to say, wordlessly, "You're terrific!" Or, "I'm your friend; you can count on me." Or, "I share whatever pain or joy you're feeling."

What can a bear hug say for you?

CONGRATULATIONS!

Congratulations to Mr. & Mrs. Robert Reynolds on the arrival of their son Christopher Erin, October 25, 1989 - 91bs.

PATIENTS OF THE MONTH

For three years I had been suffering from dizziness, clumsiness, numb toes and feet and difficulty in walking. I had tried some drugs which were prescribed by my doctor but was still having troubles. A friend suggested I see Dr. Bare, knowing that these problems could be caused by problems in the spine.

I have had very good results with chiropractic. I am walking much better and the numbness and dizziness drastically decreased. I would definitely recommend chiropractic to others as I had fast results without drugs.

Eileen Binns (age 55)
Housewife
Kirkfield, Ontario

Having used the services of another chiropractor I knew of the benefits of spinal manipulation. I was suffering from lower back pain and after using the corrective foot devices for about four months I have found that the pain has disappeared.

If anyone has had prolonged periods of back pain I believe they should investigate the services offered by a qualified chiropractor.

Philip Pearson (age 41)
Heavy Equipment Operator
Zephyr, Ontario

After taking the Smoking Cessation Program with Dr. Bare I have quit smoking after 20 years. I had tried "Nicorette" and will power without success. I did not experience any withdrawal symptoms and after almost 1 year I have no desire to smoke - I am free.

Crista van Brugger (age 48)
Account Manager
Agincourt, Ontario

CHIROPRACTIC HEALTH BULLETIN

March-April 1990

A newsletter from Steven J. Tremaroli D.C.



Calendar

Spinal Care Workshops

March 6: 6:45PM
 March 20: 6:45PM
 April 3: 6:45PM
 April 17: 6:45PM
 Call to reserve your seat.
 All welcome.

March 27, 1-7PM
Food Drive
Free Chiropractic care in
return for food donation.
New patients welcome.

Office Hours:

Mon: 10AM - 1PM
 3PM - 7PM
 Tues: 3PM - 7PM
 Wed: 10AM - 1PM
 3PM - 7PM
 Fri: 10AM - 1PM
 3PM - 7PM
 Sat: 9 - 12PM

Headaches—Can Chiropractic help?

Headaches are one of the most common reasons why people consult their doctor. The causes of headaches are extremely complex and variable so when a patient consults my office complaining of headaches, often times extensive detective work must be done to get some idea as to what is causing them. Anything from simple muscle tension, to a brain tumor and everything in between is possible.

Investigation of past injuries to the neck or head, diet, lifestyle, occupation, hobbies, etc., is an important part of the initial consultation in my office. The patterns the headaches have and where the pain occurs in the head is also important to figure out the type of headache we are dealing with. The examination includes orthopedic, neurological and chiropractic analysis of the spine. Pathology such as tumors in the brain or neck must be

(Continued on Page 2)

Food drive for the needy

On Tuesday, March 27, 1990, from 1pm to 7pm, our office will be conducting a food drive to benefit the Interfaith Nutrition Network, (INN), of Hicksville. The INN is an Island wide organization dedicated to feeding the needy. We have a local chapter here in Hicksville operating out of the Redeemer Lutheran Church, offering hot meals to anyone who needs it.

With the Easter and Passover holidays coming upon us, we should all be aware that there are people who may not be able to enjoy a holiday meal as most of us do. It is a time of year to reach out and think about those people in our community who are less fortunate than ourselves.

Our office wants to do its share, so, on Tuesday, March 27, 1990, between the hours of 1pm -7pm, my treatment rooms will be open to anyone at no charge whatsoever. All services, treatments, consultations, examinations, and x-rays will be performed free of charge. In return, we ask that you bring a nonperishable food donation which will in turn be given to the Interfaith Nutrition Network.

If you are an active patient, please be sure your treatment is scheduled for March 27th. If you know someone who needs to start Chiropractic care, this is an opportunity I offer only once or twice a year. The entire first visit, consultation, examination, and x-rays will be performed free of charge. The response is expected to be strong, so we ask that you call now and make an appointment so that we can handle the flow of patients efficiently.

Please open your hearts and be generous on March 27th!

Volume 1-2

362 South Oyster Bay Road, Hicksville, NY 11801 Tel: (516) 935-1030

Health Briefs ...

Best and Worst Running Surfaces

"If a horse can't eat it, I don't want to play on it," was Philadelphia Phillie Dick Allen's initial comment on the then-new artificial surface, Astro-turf, some decades ago. And the ace home-run hitter's opinion was definitely on the right track, say Biomechanics experts at Lehigh University. Of all surfaces tested, good old natural grass was found to cause the least stress on the joints of a runner who covered 15 to 20 miles a week. Running on asphalt produced the worst shocks to the system, they found. But the researchers fell short of declaring grass #1, because of the danger of falling into an occasional divot. Instead, they recommend professional-style polyurethane tracks, which are kind to your joints and free of gopher holes.

Prevent Cataracts; Take Your Vitamins

Animal studies have shown that vitamins C and E seem to protect the eye against the development of cataracts—those nasty lens-clouders that affect the vision of 20 percent of the people between the ages of 60 and 75. Now there's evidence that the vitamins also help human eyes.

Canadian researchers compared 175 people over the age of 55 who had developed cataracts with a similar number from the same area who hadn't. The only significant difference they found was that the cataract-free group reported taking at least 400 IU of vitamin E (a normal, one-capsule amount) and/or at least 300 mg. of vitamin C a day. Those who took vitamin E cut their cataract risk in half; people who took C did even better; they had a 70 percent lesser chance of clouded lenses. (Not enough people took both vitamins for the researchers to draw any conclusions.) Apparently, these antioxidizing vitamins prevent the "protein clumping" that leads to cataract formation (Science News, Vol. 135, 1989).

Reprinted from
Men's Health Feb. 1990

ruled out and x-rays are helpful in that respect, and sometimes CAT SCANS and MRI's are utilized. X-rays give us pictures of the spine showing subluxations or misalignments of the vertebrae. The subluxations pinch the nerves exiting between the vertebrae and also pull on the muscles around them causing the headaches. Spinal adjustments eliminate the subluxations and can be extremely effective treatment of many types of headaches.

All too often, people with chronic or recurrent headaches, of all types, rely on medication, either over the counter or prescription. The problem here is that the medication only covers the symptom but doesn't get to the cause of the headache. Some prescription medications such as Fiorinal have been known to have a rebound effect, meaning that although they block the pain temporarily, when they wear off, the headaches return worse and with more frequency. The chiropractic approach is to first rule out pathology and after that is done, seek the cause, which many times includes the treatment of subluxations in the spine to correct the CAUSE of the headache, not just cover the symptom.

Headaches come in many shapes and forms, however, limited space allows me to discuss only the major types. Tension headaches are perhaps the most common of all headaches. Everyday stresses at home and on the job tend to tighten the muscles in the back of the neck. These muscles attach up in the back of the head and when they spasm they have a "clamping down" effect which gives the characteristic headache in that area.

The muscle spasms misalign the vertebrae in the neck and midback causing multiple subluxations. Subluxations irritate the nerves exiting between the vertebrae and pull even more on the muscles causing even more spasms. Treatment of tension headaches includes, stress management, relaxation of the muscles of the spine and head with various forms of physical therapy, and removal of the vertebral subluxations with spinal adjustments.

Migraines are another type of headache. They are known as vascular headaches, meaning that they are caused by the blood vessels in and around the brain. Initially the blood vessels constrict or narrow, decreasing the blood flow. In some people this sets off what is known as an aura. Symptoms include nausea, vomiting, dizziness, and abnormal vision such as seeing blinking or flashing lights, and/or, tunnel vision. This typically lasts 15 - 30 minutes after which the severe headache begins. At this stage the blood vessels swell, become engorged, and can remain that way for hours or even days. The severe pain can be generalized over the entire head or only on one side, and many people become sensitive to light and sound.

Reactions to certain foods have been known to cause migraine headaches. Chocolate and shellfish are often the culprits. When a patient of mine is having a particularly difficult time with recurrent migraines, I have found it especially useful to have a diet history kept for one week. Over a seven day period, the patient writes down everything he/she eats and when the headaches come and go. Often times, a pattern can be discovered and certain foods are then eliminated. Occasionally, very specialized blood tests are utilized to ascertain the foods a person is allergic to.

(Continued on Page 3)

Recipe of the month Meatball and Rice Soup

Meatball Mixture

- 1 lb chopped chuck
- 1 egg
- 1 heaping tblspn. of grated romano cheese
- 1/4 cup of bread crumbs
- 1/3 cup water
- 1 large clove of garlic chopped very fine

Soup Ingredients

- 2 large cloves of garlic chopped very fine
- 1 tblspn. of tomato or spaghetti sauce
- 1 cup of rice
- 3 heaping tblspns. of grated romano cheese
- 2 tblspns chopped parsley.
- olive oil - enough to just cover the bottom of a 6 qt. pot

1. Saute the 2 chopped cloves of garlic lightly in the olive oil - do not brown. Set aside to cool.
2. Mix meatball ingredients well and form spoon size meatballs.
3. By now the garlic and oil should be cooled off. Fill saucepan with about 4 qts. of water and bring to a boil.
4. Put meatballs and tomato sauce in the boiling water and simmer for 40 minutes and then add the rice and cook 20 minutes longer.
5. When the rice is cooked add the parsley and cheese. Add a little salt if you need to but adding more cheese will have the same effect.

If you have a favorite recipe, send it or bring it to us, for possible publication in this column.

(Continued from Page 2)

Subluxations of the vertebrae in the neck and mid back can also be the cause of the migraines. When the nerves feeding the blood vessels are irritated, they receive the "wrong messages", and in some people, go through the phases of narrowing and swelling. Normalizing the flow of impulses over the nerves by removing the subluxations, is many times crucial to reducing or eliminating the migraines.

Chiropractic treatment of migraine headaches is most effective when the patient is between headaches. Usually the frequency and intensity of the headaches can be reduced or eliminated. If treatment is given during the aura phase, often, the headache can be averted. Once the severe headache has begun, it usually must run its course, as breaking it at that point can be difficult.

Sinus headaches are also a common complaint among patients. The sinuses are open cavities within the bone structure of the face and skull. These cavities are lined with tissue that can become irritated and swell causing the feeling of pressure and pain above the eyes or in the front of the face on either side of the nose.

When infection is not present, normalizing the function of the nervous system by the removal of subluxations in the spine, has been very helpful to many sinus sufferers. Often these patients are quite dependent on decongestants and antihistamine. Usually the medications can be reduced drastically if not eliminated, with proper chiropractic care.

Over the past ten years or so another cause of headache has been determined - TMJ dysfunction. TMJ refers to the tempular mandibular joint. These are the two joints on the right and left side of the jaw.

The jaw is a swinging type joint that is controlled by the powerful muscles we use to chew. Some people clench their teeth unconsciously, while others grind their teeth in their sleep. These actions tend to put the muscles around the jaw into severe spasm causing face and neck pain as well as headaches. Treatment includes relaxation of the jaw muscles with physical therapy, massages and light manipulation of the jaw to assure proper alignment.

Dental problems can also cause TMJ dysfunction. A bite that is off can put abnormal stresses and strains on the joints and muscles of the jaw causing similar symptoms noted in the previous paragraph. These cases are usually treated by a dentist who specialized in TMJ dysfunction.

Headaches of all types cause a lot of people to be very dependent on medications which don't treat the cause of the problem, just cover them up. Sometimes the medications worsen the headaches with their rebound effect. Millions of people have found chiropractic care to be extremely effective in reducing and/or eliminating their headaches.

If you suffer from headaches or know someone who does, and chiropractic has not been given a chance to help, don't you think now is the time to consult our office? Help is available, all you have to do is seek it out.

SJT

**Welcome
New Patients!**

Marc Goldstein
Marvin Eisenstadt
Felicia Eisenstadt
Ilene Africk
Todd Temkin
Lucille Sulzer
Marina Milin
Danny Agpalo
Cheryl Golden
Nathan Lindsay
Paul Pollicino
Jessica Ariuck
Agnes Cafiero
Ellen Cooper
Tom Thomsen

Happy Birthday Wishes!

March:

Keith Adams
William Agar
Stephanie Bambino
Alan D. Barth
Margaret Byrnes
Renee Cole
Bernard Diamond
William Drury
John Dymant
John Eichner
Bernie Fraid
Erwin Gerung
Becky Giladi
Peter Goodman
Stacy Karzenski
Sharon Kiemzele
Joan Koroneos
Harold Kuperman

April:

Danny Agpalo
Mary Ahlm
Robert Bambino
Henry Bender
Alicia Bouton
Lisa Cardillo
Gerry Carr
Chris Cole
Patricia Copolla
Anthony DiMasso
Charles Dione
Norman Frome
Caterine Gibson
Gordon Holcomb
Dave Houlihan
Maureen Kolinowski
Helen Kowalski
Kenneth Krogman
Curt Launer
Randy Levy

**Our Thanks to Those
Who Refer New Patients**

Marvin Eisenstadt
Arnold Temkin
Bill Agar
Pat Fisher
Brian Cohen
Dwight Lindsay
Ilene Africk
Richard Ariuck
Dr. Kellerman
Scott Cooper
Dotti Thomsen

**CHIROPRACTIC
HEALTH BULLETIN**

Steven J. Tremaroli, D.C.
362 So. Oyster Bay Road
Hicksville, NY 11801

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U.S. POSTAGE
PAID
Hicksville, NY 11801
Permit #527

When you are finished reading this newsletter, pass it on to a friend.



WHITE MARSH CHIROPRACTIC CENTER'S MONTHLY PATIENT NEWSLETTER

Vol. I

May 1989 Issue

No. 1

FAMILY HEALTH 2000?

As we explain at the start of your care at the White Marsh Chiropractic Center, health is a condition in which all functions of the body and mind are 100% active, not merely the absence of symptoms or disease.

We feel that "health" care as it exists today is predominately "sickness" care, since most people take health for granted and do little to positively influence their health until a crisis arises.

At the White Marsh Chiropractic Center, we feel that there are 6 essential facets of health:

1. Regular exercise.
2. Good posture.
3. Proper nutrition.
4. Restful sleep.
5. Positive mental attitude.
6. Balanced spine = optimum nerve supply.

As we progress toward the beginning of the 21st century, our goal is to create a healthier world by "turning people on" to the chiropractic ideal of health care. By the year 2000, we hope this ideal will be an integral part of our mainstream health consciousness. This increased level of health awareness must start with you, the individual and family, and spread to the community, nation and world.

With this in mind, we decided to unveil our new monthly newsletter entitled "*Family Health 2000*". We are excited and hope you will find it informative and worthy of sharing with your loved ones and friends.

— Dr. J. Mitchell Adolph

CHIROPRACTIC ADDS YEARS TO LIFE AND LIFE TO YEARS!



Bernadine Borawick

PATIENT OF THE MONTH

For May, our staff selected Bernadine Borawick "*Patient of the Month*". She kept all of her appointments and understood chiropractic well enough to refer her daughter Sharon and her grandson Collin for care.

For her enthusiasm and communication regarding chiropractic, she was sent a bouquet of fresh flowers.

Enjoy them, Bernadine, and thanks for the confidence you show in us!



Susan Diepold

C.A. PROFILE

Susan Diepold joined the staff of the White Marsh Chiropractic Center in February of 1982. Her duties include reception, typing and helping with insurance work.

Suzy takes pride in her role in the healing process. In her words, "I have great satisfaction in our doctor-patient achievements when someone comes in with pain and leaves feeling healthy once again." Suzy understands that chiropractic health means being "free of subluxations."

We appreciate Suzy's continued service to our patients and staff, and her spirit of enthusiasm about chiropractic.

THANK YOU

In the words of Dr. B.J. Palmer, the developer of chiropractic, "It is better to light one candle than to curse the darkness." We would like to thank the following individuals for referring others to our office in April. We appreciate you and hope those whose candles you lighted appreciate you, too.

Rose Taylor
 Bonny Adolph
 Jean Duley
 Lou Grasmick
 Eileen Schaefer
 Joe Corey
 Brian Adolph
 Wayne Wright
 Bernadine Borawick (2)
 Jackie Szymanik
 John Gants
 Phil Dilworth
 Moddy Gable
 Ed & Kim Matthews
 Bart Tremper
 Brian Taylor
 Betsy Rojahn

If you know anyone who would like to receive "Family Health 2000", please send us the following information:

Name _____

Street _____

City _____ State _____ Zip _____

"GOOD POSTURE" POSTER CONTEST

Our first annual "Good Posture" poster contest resulted in some terrific entries from fourth graders at the Harford Hills Elementary School. Many thanks to Mr. Wes Wolinski, their art teacher who coordinated their efforts and submitted the posters.

Since we found it difficult to choose a winner — the posters were all excellent — we turned the decision over to our patients. Each patient was given one vote to cast for their favorite poster.

The decision, after one week of tallying, went in favor of Sabrina Reilly as the first place winner of a \$100 savings bond.

There were two second prizes of \$50 savings bonds. They were awarded to Kim Bates and Jeff Spalding.

Honorable mentions went to Jim Dempster, Patrick Johnson and Nastasha Khan, who were each awarded gift certificates from McDonald's.

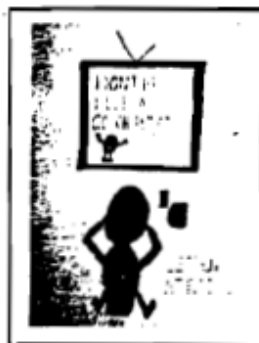
We thank McDonald's for their sponsorship. We thank our patients for their difficult decision. We thank most of all Mr. Wolinski and his art students for their participation.

We wish good posture and good health for all!

The Winning Entries!



Sabrina Reilly



Kim Bates



Jeff Spalding



Patrick Johnson



Jim Dempster



Natasha Khan

THE TRUTH ABOUT . . .

RELIEF FROM YOUR HEADACHE

Although many think headaches are "normal", this is not the case. Pain is never normal.

Television advertising has conditioned many to believe that relief of those "normal" headaches is just a pill away. The problem with continuously taking drugs is that they all have side effects, and they fail to address the cause of the headaches while offering temporary relief.

Chiropractic care is different! Instead of addressing just the symptoms, we work to correct the cause of the headaches. Regardless of the type, most headache cases respond well to chiropractic care.

If you or someone you love suffer with headaches, we suggest you call for an appointment today. The sooner you begin chiropractic care, the sooner you will enjoy relief.

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256-9650

Baltimore, MD 21236
8817 Belair Rd.



Dr. J. Mitchell Adolph

What's New With Dr. Adolph!

- ***Dr. Adolph attended a chiropractic pediatrics seminar in Philadelphia on April 1-2.
- ***Dr. Adolph, accompanied by C.A.'s Shirley Tesar and Susan Diepold, attended a chiropractic practice seminar in Long Island, New York on April 6.
- ***Dr. Adolph participated in the Maryland Chiropractic Association Board of Director's meeting in Bethesda on April 13.
- ***Dr. Adolph attended MCA sponsored seminars about clinical lab diagnosis, CAT scans, MRI scans, and neurosurgery of the lower back on April 14-15.
- ***In appreciation of their constant hard work, Dr. Adolph treated the staff of WMCC to an evening at Nichi Bei Kai on April 19.
- ***Dr. Adolph attended a seminar about treatment of



Dr. Barbara Leibforth

What's New With Dr. Leibforth!

- ***Dr. Leibforth was recently named Associate Director of the White Marsh Chiropractic Center.
- ***Dr. Leibforth has developed an Industrial Back School program designed to prevent work-related injuries. It is being offered as a community service to all local businesses. For more information, please call Dr. Leibforth at 256-9650.
- ***Dr. Leibforth was a guest speaker for the Health Careers Club of Chesapeake High School on April 17.
- ***Dr. Leibforth will be at the Perring Parkway Health Fair again this year on May 13 from 10 a.m. to 4 p.m. The event is coordinated by Brown & Iannantuono Advertising Agency.

Here's To ... Your Health

Robert J. Marsillo

Chiropractic
Physician

January, 1990

Office located at 36 Old Kings Highway South
Darien, Connecticut 06820
Telephone: 203/656-2044

Volume 1, No. 1

Welcome!!

Welcome to our premier issue of "Here's To ... Your Health". We are sending our Newsletter to all our patients, new and old. Included in each issue will be tips on improving your health and fitness naturally with chiropractic care. We sincerely hope you will find these hints helpful and practical!

Yours for better health,
Robert J. Marsillo, D.C.

Just for the Health of It!

A four-part article featuring

Posture and Your Health - Part 1

The spine is not an inflexible rod as some people would believe. In fact, it is quite flexible. Structurally strong, it reflects the dynamic movement of the human body - the backbone of all activity. It not only supports the body and all its organs, it also protects the sensitive and delicate spinal cord and spinal nerves. Every activity, even breathing, demands movement of the spine, ribs and attachments.

Man is one of a small group of beings that is classified as a "biped" (stands erect on two legs). This upright position creates a continual structural stress of gravity to maintain its balance. It is imperative that man maintain a good posture.

The most obvious benefit of good posture is efficiency and comfort. Yet, because of the interrelationship between the bone and organ systems of the body, posture may also be an integral factor for determining health. For example, poor posture compromises movements of the rib cage and does not allow the lungs to function to their maximum, bringing needed oxygen to the tissues and eliminating

carbon dioxide wastes. Other vital organs are also restricted when body posture is improper. The result: structural stress.

Your Doctor of Chiropractic is a specialist in bone mechanics. He is concerned with structural, muscular and neurological aspects of the body. His treatment is aimed at maintaining sound structure of your body, as needed, by correcting spinal and postural distortions, and preventing functional and structural health problems.

See our next issue regarding the importance of posture to physical development and its effect on mental attitudes.

Nutri-Notes

Did you know that . . .

- - in fast food chains, a cheeseburger packs over seven times more sodium than french fries do?

What you don't know . . .

- - can hurt or kill you through the side effects of pain killers and muscle relaxants. Look for these articles and more in the next issue: "Salt in Your Diet!" and "The Side Effects of Motrin". Nutri-Notes will be a regular feature together with one of Lucy's delicious and wholesome recipes to aid you in maintaining better health.

SPECIAL CONSULTATION AVAILABLE to all patients to discuss a holistic (total) approach to things you should do and/or avoid doing to help us help you feel better faster. Health isn't just a part of you, it's all of you. Call me at 656-2044 for more details and/or to set up an appointment.

A Warm Welcome to Our New Patients
from **Robert J. Marsillo, Doctor of Chiropractic**

Mary Jo Iannuccilli	Marlene Navarro	Wilma Gonzalez	Peter Dayton
Joe Iannuccilli	Mark Esposito	Spencer McIlmurry	Joe Monticchio
Cariannc Iannuccilli	Gina Esposito	Norman Seagrave	Jose Salazar
Pastor Vizzo	Steve Trygg	Andre Gilmore	Steve Hurd
Noel Vizzo	Mike LiVecchi	Mary Pleasic	Ward Cleary
Chris Vizzo	Rose LiVecchi	John Wainwright	Walter Lugo
Joey Vizzo	Michele Twardy	Brenda Castelli	Joe Thomas
Hannah Vizzo	Chris Twardy	Alicia Gimenez	Donald Miller
Jeremiah Vizzo	Sherry Twardy	Anthony Marsillo	John Panella
Sharon Reidy	Elizabeth Clark	Diane Marsillo	Joan Arias
Lindsey Reidy	Jennifer Scott	Norine Carter	George Grant
Shannon Reidy	James Bell	David Carter	Louise Patinsky
Manny Navarro	Sonny Cardinali	Susie Loughran	Kattia Salazar

We appreciate the confidence you have shown in us by referring
your friends, relatives and neighbors to our office for care!

Please - when referring a patient for health care, kindly telephone in advance so that
sufficient time may be set aside for a thorough examination!

A Special Thank You
for Your Referral — to:

Mary Jo & Joe Iannuccilli	Chris Aguilar	Alma Monticchio
Anthony & Diane Marsillo	Edna Sanchez	Charlie Ponger
Norine & Bob Carter	Rose & Mike LiVecchi	Sonny Cardinali
Peter Dayton	Louise Patinsky	Jose Salazar
Dr. James Sullivan	The Vizzo Family	

Headaches — Are They Really in Your Head?

Before a proper treatment regime can be employed for a specific problem, one must understand the mechanism or cause of the condition.

In Chiropractic, we do not treat the symptoms, although they are important in understanding any health problem, instead we get to the cause of the problem and eliminate it, thereby making its chance of returning remote. That is what makes Chiropractic's gentle and medically accepted approach toward headaches so effective.

The major cause of headaches appears to lie within the neck region of the spine (cervical spine). Within this area are seven neck bones (vertebrae), eight spinal nerves, discs, blood vessels and spinal cord which is actually an extension of the brain. When one or more of these spinal bones become misaligned enough to cause pressure on a nerve (this is called subluxation), the amount of nerve energy no longer flows at its optimum level. One of the symptoms of a subluxated vertebra is headaches.

It is important to understand the body's response to pain. Pain is the body's warning signal that senses "something's wrong". Taking pain killers to eliminate pain instead of eliminating the cause is like sending the fire department to a three

alarm fire - only instead of putting out the fire, they just shut off the alarm!

The traditional medical approach to headaches appears to be geared towards relief rather than correction, via the use of prescription and/or over-the-counter medications. The problem with this approach, according to Dr. Alan M. Rapoport, an assistant clinical neurology professor at Yale and Director of the New England Center for Headaches, is that many analgesics including aspirin and narcotics like codeine can actually increase the number and severity of headaches in some people, not to mention the increased amount of micro-bleeding within the GI tract from long-term aspirin therapy. Specifically, this is of greater concern to women with the already increased amount of blood loss each month during menses.

Chiropractic care in treatment of headaches is geared towards a structural approach. Through the adjustment of vertebral subluxations found via a thorough chiropractic examination, irritated nerves and muscle tension can be eased - for these frequently trigger or aggravate headache pain. This is a natural approach combining a method derived from the Greek words "Chiro" meaning hand and "Practic" meaning to do. Thus, Chiropractic's literal translation: "done by hand".

About TARGET MARKETING POSTCARDS

Following this page, you will find Examples demonstrating how virtually any letter in this Kit can be turned into an inexpensive, eye-catching postcard. Currently, postcards cost 12 cents less than letters to mail, and there's the savings of the envelope and the inserting labor to consider.

It's important to note though that we recommend using letters, in "A-Pile mail style" to plant a farm. Then postcards can be used for continuing, periodic communication with that farm.

You'll also find an Example of a Reply Card. (The other side of this would be addressed to you, either stamped or with a place indicated for the stamp.) You might include a Reply Card in with a letter, in an enveloped mailing, when one or more "widgets" are offered.

Dr. Don Doright, D.C.
1 Main Street
Anytown, USA 00013

Important Alert

From Dr. Don Doright, D.C.

Charles Patient
1 Misery Lane
Anytown, USA 00013

Dr. Don Doright's Mini-Seminar:

PAIN-FREE LIVING AND YOU

Dr. Don Doright, D.C.
1 Main Street
Anytown, USA 00013

Dr. Doright's Mini-Seminar: PAIN-FREE LIVING AND YOU

DISCOVER...

- how to Sleep...Sit...Stand...and Stretch to RELIEVE and PREVENT BACK PAIN, Joint Stiffness
- One-Minute Exercises you can do Anywhere, Anytime, to relieve back stiffness...relieve neck stiffness...restore flexibility...replace fatigue with energy
- how to prevent back pain on Long Drives, while Sitting At Your Desk or Computer or while Sitting In Meetings...how to prevent Back Injury From Work, Household Chores, Lifting, Weekend Sports
- how your Spine is designed and constructed, how it gets trouble, how Chiropractic restores Natural, Healthy functions
- how to Live "Headache-FREE"
- how to postpone and delay signs and symptoms of aging...look and feel younger than your years...the facts about arthritis, other "age diseases"
- ...and much, much more!

THIS MINI-SEMINAR CAN HELP YOU GET WELL FASTER...LOOK AND FEEL YOUNGER...HAVE MORE ENERGY...BE MORE PRODUCTIVE AT WORK, HAVE MORE FUN AT PLAY!!!

- FREE Refreshments • FREE E-Z Exercise Tip Sheet
- Health Food Store DISCOUNT COUPONS
- DOOR PRIZES

Date:
Time:
Place:

Dr. Don Doright, D.C.
1 Main Street
Anytown, USA 00013

Important Alert

From Dr. Don Doright, D.C.

Charles Patient
1 Misery Lane
Anytown, USA 00013

Here's Something I Hope You
Never NEED ...

Dr. Don Doright, D.C.
1 Main Street
Anytown, USA 00013

Here's Something I Hope You
Never Need....

Back injuries happening at work are all too common. (They cost American business over 55-Billion Dollars last year).

If you hurt your back at work, there are many things you have to consider — what kind of exam or exams to get, what kind of treatments are best, how to best get well and get back to work as quickly as possible, what your rights are, what you are entitled to from your insurances. To help with all that, I have a **FREE COPY** of our "In Case You Have An Accident At Work Kit" reserved for you.

We both hope you never need this Kit. But please take a quick look at it, then put it in a safe place, just in case you do. And, should you or a family member have such an accident, please call on us for assistance. **There is NEVER A CHARGE FOR THE INITIAL CONSULTATION** in these circumstances.

Treating people with back injuries or back pain from heavy lifting or work accidents, people with neck injury, neck pain or headaches from sitting at CRT-screens for long periods of time — these are among our top areas of specialization at our clinic.



Dr. Don Doright, D.C.

Here's Something I Hope You
NEVER NEED ...

Dr. Don Doright:

- Please send me my FREE COPY of your "In Case You Have An Accident At Work Kit".

The Doctor of the future will give no medicine but will interest his patients in the care of the human frame, in diet and in the cause and prevention of disease.

- Thomas A. Edison

Name _____
Address _____
City, State, Zip _____
Home Phone _____ Business Phone _____



Dr. Don Doright, D.C.

Is There Anyone In Your Family Or Circle Of Friends Suffering, Even Occasionally, From
LOW BACK PAIN
And Just "Toughing It Out"?

Dr. Don Doright:

- Please send me additional FREE Information about prevention of Low Back Pain.
- Please call me to schedule my No-Cost Low Back Pain Examination.

Best Time To Call: _____AM _____PM

The Doctor of the future will give no medicine but will interest his patients in the care of the human frame, in diet and in the cause and prevention of disease.

- Thomas A. Edison

Name _____
Address _____
City, State, Zip _____
Home Phone _____ Business Phone _____

Dr. Don Doright, D.C.
1 Main Street
Anytown, USA 00012

Important Alert

From Dr. Don Doright, D.C.

Charles Patient
1 Misery Lane
Anytown, USA 00013

Is There Anyone In Your Family
Or Circle Of Friends Suffering,
Even Occasionally, From

'Low Back Pain'
And Just "Toughing It Out"?

Dr. Don Doright, D.C.
1 Main Street
Anytown, USA 00012

Is There Anyone In Your Family Or Circle Of
Friends Suffering, Even Occasionally, From
LOW BACK PAIN
And Just "Toughing It Out"?

THEY MAY BE SETTING THEMSELVES UP FOR
VERY SERIOUS FUTURE HEALTH PROBLEMS.

Please Pass This Warning Along To Them.

Many people think low back pain is just an "ordinary" stress and strain... something to be ignored and forgotten... occasionally endured... toughed out. This is simply **WRONG**.

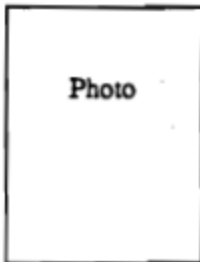
As a back pain treatment specialist, expert in the same techniques favored by pro athletes, including Joe Montana and a number of the L.A. Raiders, I am here to tell you that if your back hurts, if back pain occurs repetitively, it means you have strained the ligaments or muscles, pinched a nerve, injured a disc or damaged your back in some other way.

These are the conditions that Doctors of Chiropractic, like myself, treat most often and most success-

fully. These conditions, unfortunately top the list of causes of back surgeries — often unnecessary surgeries, always expensive surgeries, sometimes debilitating surgeries! Your low back pain is a "warning signal." Ignoring it is dangerous.

If you have low back pain, the only sensible thing to do is to get a thorough, expert examination and diagnosis, so you know the real CAUSE of the pain, the possible developmental consequences and the treatment options.

This month (only), we are providing this Low Back Pain Examination **FREE OF CHARGE** at our office — just mention this card when you call for your appointment. There is no cost or obligation.



Dr. Don Doright, D.C.

Here's Something I Hope You
Never Need....

Dr. Doright:

- Please send me my FREE COPY of your 'In Case You Have An Accident At Work Kit'.

The Doctor of the future will give no medicine but will interest his patients in the care of the human frame, in diet and in the cause and prevention of disease.

— Thomas A. Edison

Name _____
 Address _____
 City, State, Zip _____
 Home Phone _____ Business Phone _____



Dr. Don Doright, D.C.

Is There Anyone In Your Family Or Circle Of Friends Suffering, Even Occasionally, From
LOW BACK PAIN
And Just "Toughing It Out"?

Dr. Doright:

- Please send me additional FREE information about prevention of Low Back Pain,
- Please call me to schedule my No-Cost Low Back Pain Examination.

Best Time To Call: _ _ AM _ _ PM

The Doctor of the future will give no medicine but will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease.

— Thomas A. Edison

Name _____
 Address _____
 City, State, Zip _____
 Home Phone _____ Business Phone _____

Dr. Don Doright, D.C.
1 Main Street
Anytown, USA 00012

Important Alert

From Dr. Don Doright, D.C.

Charles Patient
1 Misery Lane
Anytown, USA 00013

"I've Got Another
Headache ..."

Dr. Don Doright, D.C.
1 Main Street
Anytown, USA 00012

"I've Got Another **Headache** ..."

Did you know that some people suffer from headaches so frequently they consider them to be a regular part of life? That's why aspirin and other headache pills are such big sellers. **But drugs just relieve the symptoms temporarily — when, in up to 90% of all cases, the cause can be treated and the problem corrected with appropriate Chiropractic Care.**

Is headache-free living possible? Absolutely. Chronic headache sufferers, even migraine sufferers, can stop drugging their symptoms and get real freedom from pain.

If you, a family member, friend or co-worker often complains of headaches, this Complimentary Headache Examination Certificate will be of value. There is no cost or obligation of any kind. I'll be happy to discuss the health history and provide a preliminary examination to determine whether or not Chiropractic Care is likely to be beneficial.

Dr. Don Doright, D.C.
1 Main Street
Anytown, USA 00012

Important Alert

From Dr. Don Doright, D.C.

Charles Patient
1 Misery Lane
Anytown, USA 00013

Dr. Don Doright's Mini-Seminar:

PAIN-FREE

LIVING AND YOU

Dr. Don Doright, D.C.
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Dr. Donright's Mini-Seminar:

PAIN-FREE

LIVING AND YOU

DISCOVER

- how to Sleep...Sit...Stand...and Stretch to RELIEVE and PREVENT BACK PAIN, Joint Stiffness
- One-Minute Exercises you can do Anywhere, Anytime, to relieve back stiffness...relieve neck stiffness ... restore flexibility...replace fatigue with energy
- how to prevent back pain on Long Drives, while Sitting At Your Desk or Computer or while Sitting In Meetings...how to prevent Back Injury From Work, Household Chores, Lifting, Weekend Sports
- how your Spine is designed and constructed, how it gets trouble, how Chiropractic restores Natural, Healthy functions
- how to Live 'Headache-FREE'
- how to postpone and delay signs and symptoms of ageing...look and feel younger than your years... the facts about arthritis, other 'age disease'
- ...and much, much more!

THIS MINI-SEMINAR CAN HELP YOU GET WELL FASTER...LOOK AND FEEL YOUNGER...HAVE MORE ENERGY...BE MORE PRODUCTIVE AT WORK, HAVE MORE FUN AT PLAY!!!

- FREE Refreshments • FREE E-Z Exercise Tip Sheet
- Health Food Store DISCOUNT COUPONS
- DOOR PRIZES

Date:
Time:
Place:

Dr. Don Doright, D.C.
1 Main Street
Anytown, USA 00012

Important Alert

From Dr. Don Doright, D.C.

Charles Patient
1 Misery Lane
Anytown, USA 00013

Here's Something I Hope You
Never need....

Dr. Don Doright, D.C.
1 Main Street
Anytown, USA 00012

Here's Something I Hope You
Never Need....

Back injuries happening at work are all too common. (They cost American business over 55-Billion Dollars last year.)

If you hurt your back at work, there are many things you have to consider — what kind of exam or exams to get, what kind of treatments are best, how to best get well and get back to work as quickly as possible, what your rights are, what you are entitled to from your insurances. To help with all that, I have a **FREE COPY** of our 'In Case You Have An Accident At Work Kit' reserved for you.

We both hope you never need this Kit. But please take a quick look at it, then put it in a safe place, just in case you do. And, should you or a family member have such an accident, please call on us for assistance. There is **NEVER A CHARGE FOR THE INITIAL CONSULTATION** in these circumstances.

Treating people with back injuries or back pain from heavy lifting or work accidents, people with neck injury, neck pain or headaches from sitting at VDT-screens for long periods of time — these are among our top areas of specialization at our clinic.

How To Market Nutrition: Thoughts & Tips

Many chiropractors could do themselves and their patients a great favor by effectively marketing nutrition. Certainly, if you are interested in promoting “wellness care”, and keeping patients involved in lifetime maintenance, nutrition ties in magnificently.

As part of marketing nutrition, I would advise getting into “juicing” and marketing “juicers.” The tremendous success of several TV-infomercials selling juicers has created substantial consumer awareness and interest about this and can be a great way to “bring patients into” the whole area of nutrition. If you’re interested in a source of supply, drop me a note, and I’ll refer you to a good source.

One of the Big Goals of marketing nutrition is the building of a customer base for monthly “pack programs” (of daily nutritional supplementation), with the customers signed up an automatic ship-and-charge, til forbid agreements—per agreement, on the first of each month, the customer’s credit card is charged the appropriate amount and that month’s supply shipped. Consider the business-income stability that can be developed through this approach. Imagine, for example, having 200 customers on auto-bill each month for, say, a \$40 supplement package — that’s \$8000.00 of business locked in. The best example I know of personally has over 3,000 auto-bill-and-ship nutrition customers—puts \$105,000.00 in the bank the first of each month like clockwork.

Another aspect of marketing nutrition is the “Doctor supervised weight loss business.” This is a huge, successful business, and there’s no reason why you shouldn’t participate in it.

The best way to sell nutritional programs and products is in a group presentation class, so the Marketing Documents that I’ve prepared are aimed at filling seats in such a class, from existent patients and their guests.

Nutrition Letter #1

Dr. Don Doright Invites You To a 2-1/2 Hour Evening Event That Just May Change Your Entire Life For The Better

Dear Patient,

A bold promise.

If you'll carefully examine the following list of topics we'll be talking about in a special FREE SEMINAR, with a pen in hand, I'm sure you'll find several topics that you really would like to know more about. We've put together a unique program of "how-to" information that you just cannot afford to miss!

Which Of These "Secrets" Could Mean The Most To You & Your Family?

1. How certain highly-processed, pesticide-sprayed, stored, store-bought foods can actually be DANGEROUS, hazardous to your health, CAUSE HEADACHES...FATIGUE...keep kids from being able to study and get good grades...age the skin and make you look older than you years...increase risks of heart attacks. cancer...ruin memory. (7 things you MUST know before your next trip to the grocery store!)
2. A dozen really delicious foods, snacks and recipes that can reduce risk of disease...provide energy surges...fight arthritis pain...reduce stress...
3. Recent discoveries about vitamins that HELP THE HEART...STRENGTHEN SEXUAL STAMINA & IMPROVE SEX...MAKE LOSING WEIGHT EASIER. require less will power...
4. How to EASILY make your own, fresh, nutrition-rich juice and "juice shakes" (like Orange Julius) from fruits and vegetables – 6 "exotic" juice recipes you won't believe how great they taste ~ and how good they are for you! (You've seen "juicers" on TV...get the facts...taste-test the results!)
5. The foods and vitamins most likely to IMPROVE ATHLETIC PERFORMANCE– a better golf game! Play better tennis!
6. How to get a GOOD NIGHT'S SLEEP every night-really relax without drugs, alcohol, pills...if you "wake up tired" here's the answer!

Nutrition Letter #1 (cont.)

7. HEALTHIER HAIR...reduce, delay hair loss, stimulate hair growth with nutrition-fuller, glowing hair...YOUNGER LOOKING- BLEMISH-FREE SKIN...

8. LOSE WEIGHT & KEEP *IT* OFF - without gimmicks, fad diets, pills, starvation; bingeing, frustration, guilt. Is this possible? Yes!

Isn't this an exciting program? Come and join us for a truly fascinating evening—and bring a friend, family member, co-worker or neighbor. It's FREE! – but reservations ARE required, so call 000-0000 immediately,

DonDoright,D.C.

Nutrition Letter #2

WE'RE GOING TO MISS YOU.

Dear Patient,

And you're going to miss a fun, fascinating, very beneficial evening – our FREE “Nature’s Secrets Seminar” now just a few days away-Attached is a duplicate copy of the letter I sent you a couple of weeks ago about this important event–plus a reprint of an article about how foods affect our aging, which may interest you also.

Now, there’s still time to register for this Free Seminar--we have (only) a few seats left. Call 000-0000 right now to reserve your seats.

Healthfully Yours,

DonDoright,D.C.

Nutrition Letter #3

53 people had a fantastic evening – that you missed. But I've got a second invitation just for you.

Dear Patient,

ENCLOSED are the Comments from some of the 53 patients who attended our free nutrition seminar, The Nature's Secrets Seminar...you can see for yourself what a great evening they had!

(Please take a minute to look at their comments. I'll bet they discovered some things you'd like to know more about, too.)

This Seminar was such a success that we are hosting a REPEAT PRESENTATION OF THIS SAME SEMINAR< on the date listed below.

We expect the limited number of available seats to fill quickly, just from referrals from the last one - so please call us immediately to reserve your seats.

There is no charge for this Seminar, but it is extremely valuable. Let me tell you why:

REASON #1: YOUR GROCER MAY BE POISONING YOU.

At the very least, he's selling you a lot of food that has already lost 70% to 90% of its nutritional value. It's been sprayed with pesticides, dunked in preservatives, had vitamins sucked out, other vitamins added, been sugared, salted, and stored for weeks in warehouses. (Why do you eat what looks like a "balanced meal" and STILL feel tired, lack energy, and hunger for more? Your body's getting very little fuel per pound of stuff you're consuming.)

Also, some of the foods you eat regularly are KNOWN TO CAUSE OR ACCELERATE AGING, DISEASES, AND RISKS OF DISEASES. Women: there are certain foods that make "PMS" a lot worse (and other foods that make it go away).

REASON #2: EVEN MINOR CHANGES IN FOOD CHOICES AND MEALS CAN MAKE HUGE DIFFERENCES IN YOUR LIFE.

Do you look younger or older than your years? Is your hair healthy? Do you tire easily? Are you fatigued? Have trouble sleeping? Bothered by

“little aches and pains” all the time? How’s your sex life? The foods you eat or don’t eat...the juices you drink or don’t drink...can make those kinds of differences.

REASON #3: CERTAIN VITAMINS ARE ALMOST ESSENTIAL THESE DAYS. DO YOU KNOW WHICH ONES? IF YOU’RE TAKING VITAMINS, ARE THEY THE RIGHT ONES FOR YOU? OR ARE YOU WASTING YOUR MONEY?

Our soil is so badly depleted, our foods so “unnaturally” grown and raised – certain vitamins are virtually essential for good health. But different people need different nutritional supplementation. You could very easily be throwing away money on stuff you don’t need, still not getting what you do need, but thinking you’re doing the right thing.

Now, please understand – I’m not a “nuts, berries and twigs freak”. At this Seminar, we don’t get into the weird and impractical. Instead, we discover foods that are GOOD AND GOOD FOR YOU, nature’s secrets for optimum health. Things you can do and will do to live better and longer. I promise you that you’ll really enjoy this Seminar.

Healthfully Yours,

DonDoright, D.C.