You are receiving Dr. Brimhall's Health Puzzle Piece newsletter either because you subscribed or have been subscribed to receive weekly health and wellness announcements. To modify your subscription go to the bottom of the page.

Notice: The Brimhall Health Puzzle Pieces are created exclusively for practitioners to elaborate on the benefits of the Brimhall Protocols by providing greater insight on the use and application of the Six Steps to Wellness and the recommended tools and nutrition that have proven to be successful. The articles are copyright protected and as such cannot be duplicated or redistributed without written permission.

Dr. Brimhall's Health Puzzle Piece | **September 11, 2006**

headline :::

Next Seminars

Seattle, WA	**Billings, MT**
Sept. 29 - Oct. 1	Sept. 30 - Oct. 1
with	with
Dr. John W. Brimhall	**Dr. Brett Brimhall**

EXTRAS :::

Invitation to all Brimhall Protocol Practitioners

:::

Send us your **"Marketing Success Stories"** to share with our readers in a future Health Puzzle Piece Publication. Read more...

Will Patients pay CASH for CARE and even in ADVANCE? (Part I)

Yes they will and **I have proved it** for many years. Two of our certified teachers Dr. David Lee of Georgia and Dr. Jason Campbell of Colorado are totally cash. I was a mixture, as is my son Dr. Brett Brimhall of Arizona, of cash and insurance. Dr. Brett says he is personally about 85% cash. Some of us are in big cities and some in small towns that have mainly cash practices; and some of us collect over a million dollars per year. One of us is over 6 feet tall and one of us is barely over 5 feet. We graduated from Palmer, Life and Parker. We are even different religions. What is constant between the four of us is we all practice the same way identifying the "**6 Interferences**" and correcting them with the "**6 Steps to Wellness™**."

Doctors have asked me to share how we do it. I will tell you the end before I tell you the beginning: we use the 6 steps on every patient that chooses that type of care and while we educate them to what the options are and we let them choose the result they desire. Dr. Lee

says, "**Your body, your health, your choice**." We then explain to them what course of action is necessary to achieve that desired result. When a patient comes in for care, you give them what they asked for while you educate them to what they need.

When you build it, they will come. You have to build a wellness practice first in your heart and head. You then get the techniques, equipment and Nutri-West nutrition to allow you to deliver the care the patients need to get the results they deserve and desire. As in the rest of life, **IT ALL STARTS WITH YOU**. As Harv Eker states in his book Secrets of the Millionaire Mind, you must master the inner game to manifest any outer manifestation you desire.

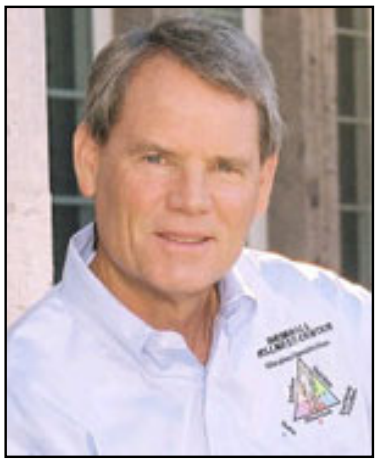
So here is the plan: Look at the schedule and register for three seminars over the next few months where we can help you with your heart/head and hone your skills in the application of the **6 Steps to Wellness™**. Schedule your Certification or re-certification for a date next year.

Let yourself and the world know you are a Wellness Practitioner by getting the Brimhall Web Site [(866) 338-4883 or dial direct (480) 659-7447– talk to Cynthia]. Read Solving the Health Puzzle with The Six Steps to Wellness™ and then get a case to give to every patient or potential patient (same 866 # - talk to Janell, Brittny or Natalie). Use the cards and brochures we have prepared for you that tell the world what you have to offer [(602) 632-1076 - talk to Scott]. Get the CD's Wellness For Life for any chiropractic practice and patient or the 6 Steps to Wellness™ CD for the practice and patient ready to do all 6 Steps. Have every patient or potential patient watch the CD and especially the Introduction before you do your initial consultation. We have the introduction available on repeating office copy in DVD format so they can see it easily on TV.

In the consultation you **ask them if they want relief, corrective or wellness care**. You again give them what they ask for while you continue to educate them to what they need. The Website, Brochures, Book, DVD's, CD's, Report of Finding Booklet (we have also prepared for you), the Total Scan for Nutri-West products, the show and tell with the Erchonia Laser (red or violet or red/violet), along with the foot baths continued in the exam and treatment **show them you are really the PURPLE-IST COW** (most outstanding/different) **Practitioner they have ever seen**. Seth Godin in three of his books, the Purple Cow, The Prize is Inside and in The Big MOO, says if you are not outstanding/purple/remarkable, YOU ARE INVISIBLE.

You do your one to three day exam and treatment (depending on your office procedures), showing this patient that they get results they never dreamed were possible. You continue your education with every patient on every visit. The Report of Findings we mentioned is a continuation of your show and tell and the CD you gave them that helps them understand Wellness Care, your "**6 Steps to Wellness™**" approach and your recommendations. At your report of findings you give them the option to pay cash and receive a substantial discount.

A NOTE FROM DR. BRIMHALL



In **Part II**, *next week* I will give you how we have done this over the years to great success.

The real secret is no secret at all. You know that you know. The Patient knows you know and the rest is you're knowing manifesting the best diagnostics, treatment and results possible. The miracles achieved sets into motion a referral network only results can yield. To get this type of results, we use Nutri-West Nutrition made to exacting specifications, without compromise, to help correct the underlying causes demonstrated in the Total Scan, whether by hand or with the DermaLaser. We use the Erchonia equipment with the techniques we demonstrate at the seminars. We recommend you do the same if you want to achieve the same results.

We look forward to seeing you soon and hearing of your miracles. Please e-mail to us some of your case histories that we might share with the rest of the Puzzle Piece Team. Please include the case history, the treatment, the N-W nutrition used and the results achieved.

In Love and Respect,
JW Brimhall, DC and the Wellness Team

NUTRI-WEST
A World Leader in
Pharmaceutical Grade Nutrition

ERCHONIA
The World's Leader in
Low Level Laser Technology

Brimhall Wellness
See Miracles Daily

Dr. Brimhall's Health Puzzle Piece is a weekly email newsletter distribution that has been brought to you by the collaborative efforts of the Brimhall Wellness Team. All newsletters are published and available at www.BrimhallPuzzlePiece.com a division of Health Path Products, LLC.

The above statements have not been evaluated by the FDA. The nutritional information, suggestions, and research provided are not intended to diagnose, treat, cure, or prevent disease and should not be used as a substitute for sound medical advice. Please see your health care professional in all matters pertaining to your physical health.