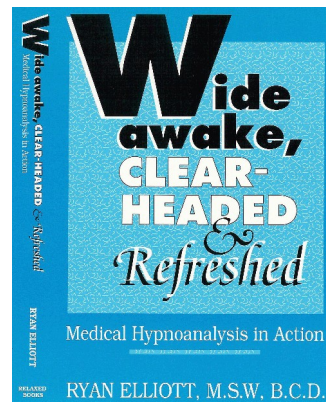


**How I Solved The Seven Biggest
Problems That Keep Even
Really Good Professionals From
Earning Six Figure Incomes And
How You Can, Too!**

by
Ryan Elliott MSW
author of



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About The Man Behind This System: Ryan Elliott
Why You Should Rely On Ryan Elliott For
Practice Development Assistance
by Dan Kennedy

1. **Recognized By TV, Radio And The Print Media.** He is the Author of the first book about medical hypnosis, "*Wide Awake, Clear-Headed & Refreshed - Medical Hypnoanalysis in Action*", and numerous magazine and journal articles. You may have seen him on "The Oprah Winfrey Show", other TV Programs . . . he has been featured in over 100 newspaper and magazine articles . . . he is an expert at utilizing publicity (free advertising) for practice-building purposes
2. **You Get The Support of A Complete Counseling Program As Well.** His success with so many others, his solid credentials, and his desire have led to the development of a counseling program designed to help you avoid the pitfalls and make the most of your practice.
3. **A Unique Advantage From Ryan's Experience Makes His Coaching Extra-Valuable.** He has hosted his own cable TV Program . . . has been an innovative, gutsy advocate of his profession, experimented with many different means of attracting new patients as well as building community and national prominence . . . he brings a wealth of experience with "what works" and "what doesn't" to the table,
4. **Background:** He has a Master's Degree in social work, a doctorate in progress, over 20 years experience in the field with countless hours of supervision, has studied and used numerous forms of therapy, and as a therapist and medical hypnoanalyst he has treated well over 5,000 people and received considerable recognition for innovations in practice. Ryan's history as a child abuse survivor gives him first-hand knowledge of recovery and the therapeutic process.
5. **Uniqueness.** He has created an "unusual specialty", by assisting pool players in relaxation, stress management and improving their games as well as stock and commodity traders to trade without anxiety. . . He has authored articles, books, audio and video cassettes on this subject . . . been praised by top pool players . . . and he has developed a successful, growing national mail-order business and newsletter business in this market.
6. **The System Ryan Has Designed For You Is Based On An Amazing Diversity of Training Information, Technologies and Experience.** He has developed a highly effective, modern approach for the private practitioner that accelerates results, prevents therapist burn-out, makes practice more enjoyable, and even allows therapists to earn above-average incomes while working fewer hours while working more efficiently. What's more, his system is applicable to most forms of service delivery, be they medical, psychotherapeutic, hypnotic, or legal--the principles undergirding his system have been proven over and over again.
7. **Ryan Can Guide You Through The Marketing Jungle--Based On His Real Life Experience.** He has already developed a highly effective SYSTEM for building practices, a system he created based on the real-time, trial and error experience of building his own practice for the last 20 years which attracts an abundant flow of new patients WITHOUT spending fortunes on advertising, and in a totally professional manner!

Ryan Elliott Is On A Mission!

For many people, obtaining professional assistance with referral development and practice promotion has always been financially out-of-reach, too costly, too complex and even "mystical". Ryan's dedication to the free-market economy and to keeping the government's controlling hands and managed-care's greedy nose out of therapist/client relations has earned him a reputation as an innovative leader in creating ways for patriotic Americans to promote their businesses without having to lose sleep over organized and discounted service delivery interlopers as well as the out-of-control regulatory concerns. Based on the belief that market competition is the healthiest, Ryan is determined to provide a similar opportunity for as many

therapists as possible.

Ryan's attitude toward practice development without government and managed intervention reminds me of what Napoleon's drummer boy is credited with saying, "I don't know how to beat a retreat and don't intend to learn."

You could do a lot worse than being connected with this winner!

Here Is The Special Report You Requested When You Responded To An Advertisement Similar To This One .

"How I Built A \$250,000.00 Practice That Treats Three Niche Specialties, Attracts People Nationwide & Is 95% Free of Managed-Care"

***Special Free Report Reveals My Secrets of Consistently
Bringing In All the New Clients You Want!***

DO YOU ever wonder where your next referral is coming from? Have *YOU* sat by the phone waiting for those motivated clients to make an appointment only to be disappointed? Because of a single cancellation, do **YOU** ever worry if the ends are going to meet?

You know you're good at what you do, you get results and you're professional but you've not mastered the art of promotion, marketing yourself. Do **YOU** panic, get tongue-tied about speaking? Selling yourself to others? Or asking for the referrals you need?

How much would you enjoy ignoring those managed care companies that interfere with your business and your therapeutic decisions? Feel frustrated, mad because others, brown-nosers, soak up those capitated (discounted) referrals? Do **YOU** worry about losing your market-share to them? Have you, like me, had it with this Wal-Mart Mentality, with meddlers, and with folks who have no business managing our business for us??? How would you like to be free of all those headaches, EXIT THE SYSTEM, have your calendar filled with mostly fee-for-service clients and make what you deserve?

The truth of the matter is that...

**Hope Exists. You Can Be Done With The Above.
I Did It, And I Will Show You How To Build A Dream Practice
That Includes Your Niche Specialties, Attracts Local Clients
and Is Mostly FREE of Managed Care Contracts.**

My name is Ryan Elliott. Practicing as a counselor, social worker, and hypnoanalyst for over 20 yrs, my practice has been featured on the Oprah Show and countless radio, TV and print media; functioning as my own marketing consultant, I have consistently grossed 6-figures for many years and am considered very successful in the field. Now, you can learn my secrets to a successful, free-market practice, (one with total control) in my FREE Report. In it, you'll learn about everything you need to replicate my success:

- * How to Ethically Protect Yourself From The Ten Most Common Pitfalls
- * How to Advertise Better Than Pros and Get Results to Grow Your Practice.
- * How to Create the No-Marketing, No-Ad Internal Patient-Magnet System.
- * How to get "Slump-Prevention" Insurance Without Paying any Premium.
- * How to Breathe Life into Your Marketing for a Total Practice Transformation
- * Learn the Secrets of Generating a Waiting Lists, Endorsed Recommendations, etc.
- * Find Out How You Can Raise Your Perceived Value By Qualifying for the "Author Program"
- * Drop the Wal-Mart Theory, Find Your Hidden Assets and Discover Your Real Potential

To Get Your Free Recorded Message and

Special Report

The 7 Biggest Problems That Keep Even Really Good Therapists From Earning \$200,000.00 Or More A Year -- And How I've Solved Them

by Ryan Elliott, M.S.W.

READING (not skimming!) This Entire, Admittedly Lengthy Letter COULD Give YOU The Practice BREAKTHROUGH You Need . . . if you've ever wondered "there just has to be a better way" . . .

Dear Friend and Colleague,

Thank you for responding to my advertisement and requesting this Report, which I've prepared, to share with you discoveries, experiences and information that quite literally transformed my entire practice experience from a "grind" to a "joy", and my income from a "struggle" to well over \$200,000.00 a year.

If you've often thought that you're a much better practitioner than your bank account indicates, this information is for you.

Yes, I am going to talk about making money. I'm going to share some things with you that can make you, well, rich! Does that disturb you? At first, it may strike you as too good to be true. I assure you it isn't. It's true. I'm not saying you'll be a millionaire overnight but I am saying that I will teach you how I've made over a million dollars. I have a profound belief in the value of what you and I do and we deserve incomes and financial stability comparable to other expert health professionals. And, I have discovered that does not and will not happen by accident, or just by being a great doctor, therapist, or whatever. (Some of the finest professionals I've ever met are starving, struggling each month just to pay the rent, disappointing their families.) If you're already making all the money you need or want . . . or you insist on stubbornly believing in some kind of implicit vow of poverty . . . you might as well stop reading now.

And I'll tell you something else: I'm convinced I'm a more effective therapist as a financially successful therapist. First of all, I can concentrate on my patients -- not worrying about how I'm going to pay the bills -- which grants me financial freedom from struggling just to survive in this economic environment. And, I have the freedom to see the patients I want to see without compromising my integrity or prostituting my allegiance to any bureaucrat. Second, patients seem to prefer, respect, trust (and more readily refer others) to clearly successful professionals. Third and most importantly, I'm sure that subconsciously I'm not giving mixed signals to my clients and inadvertently fostering dependence. They also know I'll share my winning attitude with them.

So, I am going to talk about money, making money, about how to become: in the words of one of the outspoken teenage clients I saw many years ago, "...a rich social worker".

I'm also going to talk about "quality of practice". My admittedly informal research indicates our typical colleague makes less than \$50,000.00 a year . . . works long, hard hours, often 6 day weeks, often "on call" at odd hours . . . struggles with slumps, erratic cash flow . . . worries about just "getting by" . . .

By contrast, between 1993 -- 2000, I've not made less than \$100,000.00 in a year and, generally I make, over \$200,000.00. But I usually work only a 4-day week which gives me time to write, to research, to create, to travel, to relax, even to be an "entrepreneur" -- I publish a tapes for pool players and golfers. Go to my website, www.thelighthousecenter.org and check it out. It also keeps ME "wide awake, clear-headed and refreshed" . . . prevents burn-out. I love what I do and how I do it! What's more, if I wanted to work five or six days, I could gross over three hundred thousand, maybe more.

So, do I know some things YOU can benefit from? Please understand: I don't brag easily. It's not my nature. In fact, I'm rather shy mostly. So I'm NOT tooting my own horn just to hear the music. But you have to know that I'm NOT a "fat doctor", nor was I born with a silver spoon in my mouth. I do still work, too. What I HAVE achieved is what many consider THE DREAM PRACTICE . . . and I've done it with STRATEGIES you and others can use. These strategies are not only for hypnotists, social workers, psychologists, counselors, alternative health practitioners, and massage therapists but work equally well for lawyers, nurses, chiropractors, and most other professional service delivery persons. Are you open-minded? Willing to do better? To innovate?

If so, then please find a quiet, private place, get a Coke or juice, sit back, kick off your shoes, and carefully consider everything I have to say.

Let's start by saying that I'm not "magical". I'm not a "born salesman", a natural promoter. There are probably smarter, more talented and there are certainly harder working therapists. I do not have the charisma of a Tony Robbins, the big hit these days on TV and self-help circuits. But the one thing I have done is dug, thought, analyzed, tried, revamped, and ISOLATED THE SEVEN BIGGEST "BLOCKS" TO HAPPILY EARNING \$200,000.00 A YEAR IN THIS PROFESSION . . . the seven reasons why even good therapists fail to earn over \$100,000.00 a year . . . and I've devised STRATEGIES that ELIMINATE THESE PROBLEMS. (Once I got this together, my own income shot through the \$100,000.00 barrier easily.)

HOW I ATTACKED THE 7 "ENEMIES"

\$200,000.00 Enemy #1: Attracting new patients.

Many therapists I've talked with detest the entire idea of "marketing". They find it difficult and distasteful. And when thinking about the way

we've been taught or not taught to market, it is difficult! So, most professionals put off doing things to get new clients--procrastinate, avoid, deny, and suffer erratic ups-and-downs.

Most professionals know next to nothing about "marketing". When they actually do something, they're often "advertising victims". They try this or that. They waste huge amounts of money. (In my early years, I tried some pretty embarrassing things, dumb things, COSTLY things, too.)

I got really sick of this. I don't like wasting my money!

So I went outside my profession (My background is in social work.) and I looked at highly successful medical doctors, dentists, chiropractors, podiatrists, weight-loss centers, spas, financial planners, and others . . . I spent over \$70,000.00 ferreting out and meeting with America's highest-paid, best and brightest marketing consultants . . . I went to Marketing Seminars costing as much as \$7,000.00 per person to attend . . . and I assembled a collection of very effective ideas for ATTRACTING new patients, but, more important, my big breakthrough came when I learned about "Direct Marketing" and "Direct Response Advertising", in actuality, scientific advertising.

I thank my lucky stars for this.

What I've wound up with is a true SYSTEM that REPLACES the struggle, the ups-and-downs, takes the mystery out of marketing, eliminates the MBA'S, and lets me set and then automatically achieve income goals. I put pieces together and INVENTED an entirely new and different SYSTEM for "magnetically" attracting lots of new patients.

My System can provide real SUCCESS . . . CONSISTENCY . . . PREDICTABILITY . . . STABILITY . . . virtually as many new clients as you want . . . and better "quality" clients, too. The kind we all want: motivated, intelligent and committed.

\$200,000.00 Enemy #2: High Costs and Waste In Advertising.

I shudder when I see most therapists' attempts at advertising. I detest wasting money. Blindly copying what other therapists do is NOT the answer. Even in the Yellow Pages, where most advertisers get a 2, 3 or 4x return on their investment, many therapists FAIL. Betting on Red 15 by advertising and hoping for the best is NOT the answer. And giving \$5,000, \$10,000 or more to an ad agency is NOT the answer, either.

Two things: I have isolated and identified THE few consistently super-productive types of advertising, the right media to use, and exactly what to say. Second, I have eliminated all the waste because I have made every mistake and explored all the dead ends already--so you don't have to.

\$200,000.00 Enemy #3: Billable hours limits.

There ARE only so many hours in a day. You can only see X-number of

patients. And besides, you have time consumed by other "stuff", too . . . bookkeeping, filling out reports, humbling oneself to case managers, trying to market, and so on.

Most therapists I know are terrorized by time.

How can I improve my income? the therapist asks -- I'm already working myself to death. Well, that's my point. To quote a cliché, I had to learn how to work smarter, not harder. And I did. Again, I went outside our standard one-on-one counseling culture to look at other practice management and treatment methods, time management methods, and ways to "multiply myself". I ultimately adopted and refined a rather predictable and different approach to working with my clients, that allows me to legitimately multiply my billable hours. I also incorporated my group, retreat and seminar skills into a highly efficient income generation method, one that provides clients with a specialized and highly valued service. If you've never offered groups or seminars, no problem because I'll introduce you to several proven processes requiring little training, no supervision, and that EVERYBODY wants.

I can show you the exact same ways to leverage your time and overcome the billable hour barrier. Once out of terror time, you can even create residual income with the programs I show you. In addition, many of my course members have begun using their own creativity, ingenuity, and with my help have designed programs, products, and/or new services that help catapult their business out of ordinary "terror time".

\$200,000.00 Enemy #4: Burn out.

I see therapists walking around, burnt out and not even knowing (or admitting) it. It's certainly understandable. There's the nature of what we do, the isolation, the absorption, the intensity, the endless reports to insurance, the pain of recovery, etc. There are the long hours. There are the business problems which, by the way, seem to be getting worse with more governmental control and a litigious-prone society.

That's why I went to the 4-day week. That's why I do other things. Write books and movie scripts. Run my other non-profit business, Consult, Speak, and Invest.

That's why I take time to relax, to visit friends, to be with family, to travel and explore new ideas.

I think the first, giant step to eliminating and avoiding burn-out is to increase your income but to decrease your work hours. You CAN be "up", excited, interested, enthusiastic about working with clients, do a better job, and get better results this way.

\$200,000.00 Enemy #5: The Money Rejection Syndrome.

There's a lot of silliness about fees, about earning outstanding incomes. There's "recession think" and "The Imposter Syndrome". There are "vows of

poverty", erroneous faith in government handouts. There are therapists saddled with all sorts of "beliefs" about fees, income limits that are NOT true. Many therapists confuse beliefs with facts.

You know about self-imposed limits. Ironically, we have them, too, boxed-thinking. I've devised a whole PROCESS for "getting out of the box" from my FIRST HAND experience inside the box. We'll use hypnotic reprogramming as one of many aides.

\$200,000.00 Enemy #6: Hit or Miss.

The biggest discovery I made while studying very successful therapists, chiropractors, dentists, real estate salespeople, business consultants, etc., was that the top performers had a detailed, organized, strategic PLAN for consistently attracting new business. A SYSTEM. Set up and working for them, in other words -- institutionalized. One that was dependable with options built-in allowing for partial hands-free operation. In other words, no-brainers that only need set-up time and minimal maintenance.

Letting your new patient flow be "hit or miss" is a big, big mistake. It's a major stressor. It's worrisome, frustrating. It wastes time and money, undermines your (as it did my) confidence.

So, ask yourself -- honestly -- do YOU have a true, predictable, consistently reliable, professional, ethical, effective and economical "Marketing SYSTEM" for attracting more new clients than you need?

If you have to answer "no", you really do owe it to yourself to check out what I've got because I do have it.

\$200,000.00 Enemy #7: Ordinary Results.

This is what most people get and what you don't want. What your competitors don't know can empower you! What you need to know to avoid ordinary results is exactly the information I've discovered. Extraordinary results come from ordinary people with the right information. The client market may never have been as competitive as it is today. However, the competition is usually miles wide but only inches deep. By that I mean, your competitors do NOT know how to package themselves and their skills effectively--to make a compelling presentation to prospective clients. It seems they lose all their empathy once marketing is brought into the practice protocol. That's why there's such a scramble to gobble up the limited positions with those managed care companies. Because those companies are seen as having all the referrals, which is not true anyway, they are developing influence beyond their usefulness.

Due to the focus on these companies and other governmental interference, your competitors do NOT know how to ferret out the hidden, sometimes deeply hidden, but still outstanding referral opportunities (Niches) in their own backyards.

The secret in a professional service business is to know something nobody else knows. It's the secret in any business for that matter. Aristotle Onassis said that, but it's just the right advice for anybody seeking a new and superior opportunity in our field.

Now, the very purpose of this letter is to offer YOU what "nobody else knows", to show you the secrets of a system that gets extraordinary results from simple ordinary effort directed in the right places.

I've "Built" a Solution to All 7 of These Enemies. And I'm Willing to Guarantee Your Results From My System.

First, let me tell you what my System is NOT.

It is NOT a lot of rah-rah motivation, neuro-linguini psycho-babble, slogans, affirmations, positive thinking . . . it is NOT tired old advice about getting down to the Chamber mixers, meeting people . . . it is NOT made up of gimmicks . . . it is NOT a get-rich-quick scam. . . it is NOT an unethical (I have researched the helping professional ethical codes, which differ from one profession to the other, and have gathered enough information to nearly guarantee that my system meets the major criteria. When in doubt, I alert you to that fact.), a rip-off, con-job on the unsuspecting. . . it is NOT outrageously expensive . . . it is NOT particularly difficult.

IT IS:

1. **PROVEN.** These are not "Ryan's IDEAS". The question is NOT "does this work" -- it, frankly, is "will you work with it?" Will you be open-minded and progressive enough to try it?

2. **PROFESSIONAL.** My System is kind of like a McDonald's franchise. Follow the directions. And rest assured that my methods are ethical and professional. (By the way, a typical "small" franchise -- which is really a "system" for operating a particular business successfully - requires fees of \$15,000.00 and up. I've included in my System just about everything that'd be in a franchise. Yes, I do have an option where you can learn to practice medical hypnoanalysis as I do, but that's NOT NECESSARY for the system to work for you.

3. **PROFITABLE.** This System is ONLY for the practitioner or professional seeking a practice income of no less than **SIX FIGURES** and up to over one quarter million per year, financial stability, and strong community, possibly national prominence. But remember what Harry Truman said, "***If you can't stand the heat, get out of the kitchen.***"

4. **FLEXIBLE.** There are "component parts" in my System, so you can use some, skip others . . . start slow or fast . . . test.

5. **RESULTS ORIENTED.** My System is set up to give you clearly measurable results within a week or two of understanding the principles and putting

them to work for you.

6. ABOUT INDEPENDENCE, HAPPINESS AND ABOVE ALL FREEDOM By now, you've guessed that my course isn't only about making money and getting rich. To pay for the entire course only takes generating a few extra sessions. In reality, one additional client on your books will pay for this program. To create the security and peace of mind that comes from a full appointment book, takes more than money. It takes the experience of knowing you can make your business what you want.

7. CONFIDENCE BUILDING. Imagine knowing your practice will flourish even in the most difficult situations, even in the most regulated and hostile environments, even in a depressed economy and even if most of your competitors are going belly up!

8. I USE THE LESSON OF THE GORDIAN KNOT. By recalling the classic tale of the Gordian Knot, you'll understand by analogy how this course works. Hundreds of years ago, in a tiny Asian kingdom of Phrygia, a wagon was fastened to a yoke by a fantastic knot, called the Gordian Knot. Prophecy said that whoever untied the knot would conquer the world. For over 100 years, the knot bested the clever efforts of kings and warriors alike, until Alexander, the young King of Macedonia, came to Phrygia to try his hand at the knot.

On the appointed day, the courtyard filled with curious spectators wondering what magical solution Alexander would apply to the knot. Then as Alexander approached the wagon and seeing the knot, he drew his sword and cleanly sliced the knot in two. The point, of course, is that you must learn an entirely new method for creating your practice.

9. GUARANTEED. Obviously, before this letter is over, I'm going to ask you to make a financial commitment. I do NOT have to sell you anything. MY lifestyle will not be altered by any decisions you make here, although yours might. But I'm not giving 20 years of my work away either. I'm going to ask you to make a fair investment in my System and your future -- enough to separate the serious from the frivolous. But, MOST IMPORTANT, I do stand behind what I put out, and I am going to GUARANTEE your satisfaction AND results.

10. SIMPLY THE ONLY ONE OF IT'S KIND OUT THERE. I've checked them all. No other therapist, doctor, attorney, or organization has done what I have. There are other practice building groups, but ask them if they've lived the life? Walked the walk or are they merely talking the talk? Find out if my competition has actually treated or serviced real people? I'm not only blowing my own horn. This is true. Everything I teach I've done, period.

Now, my Letter continues on Page 17. But first, please study, and I mean STUDY the details of the System described on the next few pages. Do it with a yellow Hi-Liter pen in your hand, and mark the "items" that hit you where you live.

Comments From Others About My System:

"It's great! He has a great ability in marketing."

Theodore Gluck, PhD.
Chicago, Illinois

"Dynamically effective in creating a system that works! Ryan puts together different approaches, experiments with them to find out what works."

Larry Todryk, MBA, MS, Arlington Heights, Ill.

"His ideas and encouragement have meant the difference between success and failure in my practice."

Renee' Ryan, BA, MST
Wheaton, Illinois

"His marketing techniques helped me start my business and he didn't know anything about it. He's creative yet simple enough for anyone to follow".

Sandie Hearne
CEO, Time Shavers
Hanover Park, Illinois

"As a therapist just beginning a private practice, it can be very overwhelming. Especially in a saturated marketplace such as Denver. Ryan's practice building course has given me some solid tools in marketing myself...being a good therapist is not enough. Without marketing skills, no good therapists are going to make it. It seems to me Ryan has put his heart and soul into putting this material together to help other therapists succeed."

Nancy B. Harris
Denver, Co.

"This course is practical and well organized."

Allan Allard
Naperville, Il.

"...within a very short time, we had converted our practice to fee-for-service. We eliminated an employee, reduced our telephone bill, postage and increased our revenues. We no longer had to wait to get paid for our services. In the process, we lost no clients and even maintain this policy for referrals." This was even before ordering the course...

Paula J. Haymond, Ed.D.
Licensed Psychologist
Houston, Texas

My business has more t "My name is Linda-Jeanne Christion and I purchased a marketing kit from you last Fall. han DOUBLED!!! THANK

YOU." Albuquerque, NM

"Saved my practice...asking for referrals--going great!" Toby B.
New York

Contents of Your Six-figure Income Private Practice System

1. Answers to Advertising: What Works And What Doesn't

An A-to-Z discussion of different advertising media, including Yellow Pages, newspaper, "shoppers", radio, TV, etc.; costs, cost control. Why most professionals' advertising fails and the two big secrets to making advertising pay-off. Proven advertising ideas and examples you can use as is or with slight modification. Ephemeralization: how to get more from less, make small, low-cost ads work like big ones, and put a plan into motion to reduce dependence on advertising.

2. The Better Way -- Direct Marketing

How strategies borrowed from the DIRECT Marketing field can much more easily and affordably and reliably ATTRACT new patients. How to successfully use Direct-Mail, Newsletters, and Direct-Response Advertising. Discover the incredibly efficient "Target Market" and "Niche Market" approaches, including how to achieve total, dominant recognition and prominence within any defined target market for \$1.50 per prospective patient/client.

3. The No-marketing, No-advertising Patient Magnet System

How to use books, articles, news releases, interviews, events and other publicity, public relations and community relations strategies to RAPIDLY achieve "Celebrity" and "Authority" in a local market, an industry or nationwide, so that more new patients than you can accommodate seek you out and just about beg for your services! Actual examples of publicity efforts that flooded my practice with new patients. At one point, I actually had over 100 on my waiting list; and that was years before I actually "knew" what I was doing.

4. Referral Systems, Word-of-mouth Marketing And Networking

How to obtain good referrals from clergy, other health care professionals, business and civic leaders and patients. Can a successful practice be completely referral driven? Yes -- but not by accident; not just by being a great therapist. Learn to organize, manage, control and "systemize" the stimulation of referrals.

5. How to Use Public Speaking to Attract New Patients

Actual segments of my successful speeches and "lay lectures" . . . exactly how to get lots of

bookings . . . and proven secrets for IMMEDIATE RESULTS when giving speeches. Here is the fastest, lowest-cost (virtually free) path to immediate new patient flow and cumulative community prominence. How to make your presentations continue to pay off even years after. Why many professionals give up on "public speaking".

6. How to Conduct Groups, Retreats to Improve And Stabilize Income

How to "lock in" stable, consistent, predictable monthly income . . . give yourself "slump prevention insurance" . . . make your practice more time efficient . . . achieve better patient satisfaction, generate referrals, earn tens of thousands of dollars in yearly steady income in the "retreat business". **Insider secrets:** how to get great guest speakers FREE, how to get free advertising for seminars and retreats, how to create appealing agendas, sources and help in designing and facilitating informational groups, and much more.

7. For Public Speaking And Workshop Leadership: Special "Performance Anxiety/calm Confidence" Hypnosis Tape.

8. Effective Client Communications: How to Make Better Use of Your Skills.

What to do about the "hard to motivate", clients stuck in denial, hurtful priorities, immaturity and irresponsibility, and answers to similar problems. Several secrets that communicates your interest in their welfare, fosters retention, results, follow-through and referrals. Learn how to get successful past clients to flood you with new business.

9. How to Solve Money Problems And Create Financial Stability in The Practice.

Why therapists are terrible at getting paid! All about . . . preventing collection problems, accepting credit cards, collections. HOW TO CHEERFULLY EXIT THE INSURANCE COMPANY DEPENDENCE -- THE best strategy about fees, charges, and how to avoid over-dependency on insurance companies. Understanding the "trap" of professional organizations and stay out of their negative, mediocrity conditioning influence. Avoid managed-care and its corrupt and corrosive effect on client and practitioner alike.

10. Learn About My "Instant Author/expert Program"

Is getting a book of your own PUBLISHED like mating elephants? (Takes years, lots of screaming, pain and agony, etc.) I have invented a very different approach -- you can be a published author "instantly" with a credible, quality book that opens doors to talk show interviews, publicity (free advertising), corporate world contacts, community prominence and many other benefits. A complete discussion of your options.

I will share the secrets that William Strunk, Mark Twain, Upton Sinclair, D.H. Lawrence, Walt Whitman, Benjamin Franklin, Edgar Rice Burroughs, Wayne Dyer and countless other well known

authors used in gaining notoriety (read referrals in your case). For a helping professional, there's no better way to raise your perceived value above all the others.

11. Total Practice Transformation: How to Create And Enjoy The "Perfect" Practice (Well, as close to that as possible in our business.)

I share the secret of the "medical model" (with actual case histories from my book) and why I chose a hypnoanalytic practice? Also, why I practice with a psychiatric consultant and the secrets of "automation". "How I changed from a long hours' grind to a 4 day a week, super-efficient, more enjoyable practice." My way is not for everyone and I don't expect anyone to practice my method. The important questions for you to consider about you, your life and your future are questions you can get answers to from what I've accomplished in the field. Thus, preventing burn-out and guiding you to transform your practice in one that suits your needs, serves your niche markets, generate the money you desire, and headlines the most important concept of the whole course: your Unique Service Proposition.

12. Choose as Many Practice Secrets From My 100+ Secrets Book For Ideas in Creating Your Dream.

13. Avoiding Malpractice Claims

Certain personality traits, disorders contribute to a client's tendency towards litigation, toward blaming or faulting the therapist for his or her problems. There exist SEVERAL ways to automatically weed out a fair amount of these kinds of clients without offending or even saying anything to them. This happens with the implementation of my system.

You Will Also Receive...

12 Monthly Modules With All The Printed Support Materials I Have Which When Added Together Comprise:

1. A Complete Marketing Document Kit

Examples and ready-to-use ads, direct-mail letters, form letters, in-office hand-outs, professional brochure prototypes, and much more. If you hired a professional advertising copywriter to create these same materials for you, you'd easily spend several thousand dollars. And, the "ads that work" included here represent over \$25,000.00 in experimentation to "get it right". There are also special "niche" advertising suggestions for attracting desirable cases.

2. A Complete Articles Kit

Articles, newspaper columns, fact sheets, personally written by me and proven in use, which you can take and use virtually "as-is" or use as a shortcut form of research, to write your own materials. Also includes newsletter ideas and materials.

3. A Complete **Publicity Kit**

News releases, form letters, information on how to get bookings on talk shows, "how to be your own publicist in 30 minutes a day".

4. **Audio Tape Series**--total of 10 cassette tapes

Complete hypnotic self programming success tapes. Set of six key subconscious reprogramming sessions including the Burn-Out Eliminator *Squeeze The Sponge* Imagery, a subliminal success tape with original music you can play anytime and anyplace.

For convenient listening and easy reference, four additional Audio Sessions are included detailing important information and concepts that are best communicated by word of mouth.

5. **Management Supplies**

Financial forms, referral letters, recall letters, notices, thank you letters, special documents, information concerning independent contractors and how to make use of them to increase your revenue,

6. **Collected Resource Materials**

Reprints of Articles, Recommended Reading/Listening List, other materials and resources that have been most helpful to me.

7. **Contacts:** You also get valuable contacts in my system. These are vitally important. There are names and addresses of institutions, people and sources of information that you can use to turn your knowledge into action for your practice. Several wildfire opportunities for creating residual income -- the true source of wealth for the entrepreneur.

For example, I know a former IRS revenue agent, a revenue agent is the guy who audits tax returns--every small business person's worst nightmare, who now holds a CPA degree and works for me. He has saved me, I'm not joking either, several hundred thousand dollars that I would have foolishly turned over and lost forever had I not had his help. You get information about Massachusetts Trusts, a way to safeguard your property from frivolous law suits that even lawyers won't tell you about. You get a **FREE** fifteen minute phone consultation with me as a way to get you started.. There are others, too!

Not only that, but my course includes the contacts for investments, software, financial privacy, expert supervision & consultation, legal protection, insurance companies you may have not known about, editorial and copywriting whizzes, information on many types and forms of therapy as a reference for you as well as discounts on seminar training you can offer your clients, insights about various political policies and case law (i.e. decisions concerning the False Memory Syndrome and the like) as they apply to our field. (To protect yourself and your assets from the ravages of a bureaucracy out of control--"*Politicians*

will sometimes do the right thing, but only after they've exhausted all alternatives." Carl Hess said that. I wish I had.) and much more.

The goal of this course is to give you more than just knowledge. It is designed to bring you real usable knowledge that you can put in action immediately. Each lesson has sections dealing with theory, examples, contacts, and material you can put to use.

Follow-up Assistance Kit

Critique service, to have your marketing materials reviewed, information about practice management training, practical seminar training, and consulting. FAX Bonus Certificate, a discount on my week-long Hypnoanalytic Intensive where we can personally work on routing negative subconscious suggestions that hamper your success, an opportunity to participate in my Marketing Boot Camp Seminar where some of the brightest people in direct marketing will present, Dan Kennedy, Jeff Paul to name a couple. You will have the unique position to learn, if you want to, about the type of treatment I offer and pick up skills of subconscious analysis, to learn how to tap into and treat the 50 Billion Dollar Smoking Market. In total, everything I'm offering cannot be priced since it's taken me nearly a whole career to synthesize. You'll be getting everything for a fraction of what I paid.

Lastly, you'll be able to stay in touch with me, share in the market research I do, and fine tune your marketing skills even after your course is finished because you'll have the opportunity to speak to me personally.

2 Ways I Can Help You:

For as little as \$497.00 to no more than \$597.00, depending on the Option you choose, you can get my A-to-Z "Six Figure Income Private Practice System" and personalized attention and assistance.

Because people have different needs, I've put together two different OPTIONS, two different ways you and I can work together--they are fully described in great detail on the following pages.

As you might imagine, I'm fairly familiar with every company, every practice development seminar, newsletter, program and person involved and so on, out there--and I make a point of staying on top of this field. Therefore, I can tell you with complete confidence that there is no other source of practice assistance that gives you more, for less. Because I've done all the research and the hard work myself **FIRST!** and for that reason, I'm delighted to offer you a

180 DAY TRIAL OF MY SYSTEM ENTIRELY AT MY RISK.

Sceptical? Doubtful? Wondering, is "this" right for me? Okay, I understand. So, first of all, I absolutely guarantee that everything handed to you in my System is exactly as, no, better than described here. You'll get your first three lessons, the Action Manual **100 Secrets For A**

Six Figure Private Practice Income, 6 tapes, Articles Kit, Reprint Kit, 2 Free books and much more within 10 days of placing your order. It will exceed your expectations. After examining and using it and receiving the next six lessons, you can honestly say that it doesn't meet your needs, you can return it all (in usable condition) within 180 days of receiving the first three lessons and I'll buy it back.

You take **ZERO RISK**.

Whichever OPTION you choose from the following pages, your satisfaction is absolutely GUARANTEED. It's very important for you to understand that I have on-going consulting relationships with many people and organizations. We frequently receive positive publicity in newspapers, radio and television. In addition, we have many clients who refer others or return to us. I'm certainly not going to jeopardize all that...the reputation I've built up over the years...by having an unhappy customer out there. It is my firm policy to have only satisfied students using my course and System. So, even though these OPTIONS represent the highest value, for the lowest cost that you can get here on earth, I will take no shortcuts in assuring your satisfaction.

You have Six full months, 180 days, from the receipt of my materials to review all the lessons and use whatever you desire. And anytime within those 180 days, if for any reason you're unhappy, I want you to return everything for a FULL, IMMEDIATE REFUND.

Second, I'll even give you an **EXTRA "RESULTS-OR-ELSE" GUARANTEE** for **OPTION B**. If, with my help if necessary, you can't increase your practice by at least 10%, if you can't choose and use methods from my System to successfully attract new patients, with a full 12 months to make it happen, I'll STILL buy the System back. (Excluding the one-on-one private consultation fee.) That's right: after you use my System for One Year, you can still get a full refund on the course materials.

So, you've got not one but **TWO GUARANTEES**. With these two guarantees to protect you, why would you go it alone? My System is PROVEN: to make more money and improve your practice easier...faster...and less costly, less frustrating...to open doors to more opportunities, better opportunities...even resulting in an increase of your fees...all these benefits can be yours, for ZERO RISK. So--why go this alone? How many new clients must the System produce to recover the minimum investment? Obviously, not many.

Decision Time.

As you know, if you do what you've always done, you'll only get what you've always gotten. You were originally motivated to respond to my ad because you were interested in creating positive change in your practice and your professional income. I'm offering a thoroughly researched, proven and 100% GUARANTEED path to just that change. So, why not get it?

Sure, I know I haven't offered you anything really "cheap". Besides who really wants cheap stuff? If this investment is a strain for you, that's

probably the best reason to do it! -- YOU deserve to have plenty of money, to be well-paid, NOT to have to agonize over money.

If you're already quite successful, then this will be a very easy decision for you -- it's my observation that successful people place a high value on information, seek it out, acquire it, prefer profiting from "OPE" (Other Peoples' Experience) rather than their own trial-and-error.

Carefully review the following pages describing the two OPTIONS. Choose the one most appropriate for you, then send in the ACTION FORM on the last page or call our office today at 1-800-421-2717.

Since you have nothing to lose and everything to gain, decide to order today, then decide whether to buy after you've put the System to work for 6 months.

Sincerely,

Ryan Elliott, MSW

P.S. If most people had to guarantee their advice, they'd be..... broke in a New York minute. My System works. It's that simple. So I'm glad to take all the risk away from you, guarantee your satisfaction, even guarantee your results. Your entire investment in my System is 100% tax deductible on your federal income tax return as Education or as a Cost of Doing Business. Will you pay ANY income taxes this year? The tax deductibility DOES effectively "discount" your investment in my System. Again, more importantly, how much would a consistent flow of new clients be worth to you???

P.P.S. **FREE BONUS** It'll be my pleasure to give you a copy of my book, *Secrets From Your Subconscious Mind* by responding within 21 days. I put my heart and soul in this book and you should get some good ideas from it. By the way, do I have your name spelled correctly so that I may autograph your copy when you order?

Your Choice of 2 Options

Option A **SIX FIGURE PRACTICE SUCCESS COURSE** *Basic System*

This course includes **Ten Audio Cassettes** sessions described on pages 9-12 of this letter, 6 of which are hypnosis reprogramming tapes, the others are recorded by me and other experts detailing the fine points of the course.

A total of **12 lessons**, the first three arrive within 10 days of ordering and the balance arrive monthly. The content is described on pages 13-17 of this letter.

The **100 Secrets** Action Manual described on page 15 of this letter, which includes your marketing plan and 99 other little-known tips to boost your practice. **FREE** 15 minute consultation with my X-IRS associate.

AND COMPLETE SATISFACTION GUARANTEE shown on page 16 of this letter.

Your total investment in this offer is only **\$497.00**, which can be paid in two monthly installments.

.....

Your Best Deal!

OPTION B Assisted Six-figure Practice Success Course Advanced System

Includes EVERYTHING DESCRIBED ABOVE (the basic system)....Value **\$497.00**

PLUS

*After returning your Confidential Practice Questionnaire, call us and set the date for a **Free 20 minute consultation** on your marketing progress with Ryan. This one-half hour long consultation is designed to give you the benefit of a seminar without having to leave your office. A **\$100.00** value

*** PROFESSIONAL ADVERTISING PREPARATION:
30 minute private tele-consultation with Ryan Elliott.**

In combination with your first consultation, Ryan will help you strategize, design and customize, review and refine, and implement your advertising insertions, business cards and/or practice brochures, speeches and seminars, or discuss any subject you like. A **\$150.00 value**

* ***The Lazy Man's Way to Riches*** by Joe Karbo, newly updated 1994, 300 p. twentieth anniversary edition. Joe Karbo, a legend in his own time. A **\$30.00** retail value.

* **The Master-Therapist Interviews: 6 Tape Set**. Ryan interviews four well-to-do master therapists and two very special tapes, *The Power of Now* by best selling author Guy Finley and Ryan's course interview on radio. A **\$99.00 value**.

* The Recently filmed **8 Hour Live Marketing Class** on 2 DVD's titled "*The 9 Marketing Mistakes Every Practitioner Makes and How to Avoid Them*" by Ryan Elliott, 6 hours of lecture time and 2 hours of Q & A. This is a must to help understand how the system works. A **\$150.00 value!**

Your investment in Option B of the entire System is just **\$597.00**, a savings of well over \$500.00 for similar services offered by retail agencies. You

can pay in two monthly installments if you prefer.

Two Guarantees!

FULL SIX MONTH UNCONDITIONAL GUARANTEE

Choose Option A--examine and use my System for a Six Full Months--if you are not thrilled with it, for any reason, return it for a full, immediate refund.

ONE YEAR RESULTS or ELSE GUARANTEE

Choose Option B--One Year Guarantee for Option B is conditional and requires combining our effort. (Materials must be returned in useable condition.) For Option B, The DOUBLE GUARANTEE is in effect for 12 months after date of purchase, excluded are fees for private marketing & advertising consultations and/or Personal Week Long Hypnoanalytic Success Intensive.

Ryan Elliott, MSW

Just A Few Words About PROCRASTINATION

It's a natural enough temptation to put this off, to set it aside and say to yourself: I'll think about this for a while. Or, you might think: I can't afford it. The problem with this is that every day you wait, no every hour you wait costs you money--income lost from those new clients that you would have had. In life, we have two things: Reasons or Results. We either have what we want or airtight alibies why it was not even possible to get what we wanted. Denis Waitley says,

"Procrastination is the fear of success. People procrastinate because they are afraid of the success that they know will result if they move ahead now. Because success is heavy, carries a responsibility with it, it is much easier to procrastinate and live on the 'someday I'll' philosophy."

For this very reason, I've given you my strong, straightforward **GUARANTEE**--so that you won't have to worry over this decision. As soon as you receive my materials, you'll **KNOW** you made the right move and be glad you did!

The Last Word. I promise...

According to *Longevity Magazine*, the number one killer of American career men and women can be described as the "Western culture disease." Stress, distress, etc. You've heard it a thousand times, we deal with clients who are stressed out, and the media is full of it. As you know, any change, whether positive or negative, involves stressing the psyche. Being in charge of the changes helps to minimize the effects of change. Therefore, because you're gearing up to change, I'm including J. Paul Getty's book on how to be rich as a **FREE** gift for ordering within 21 days. And even if you exercise your guarantee to return the system, you can keep my the *Rich* book just for trying my system.

Do You Qualify for Success?

If you're thin-skinned, wedded to tradition, adverse to marketing, stuck in how things "should" be, afraid to take decisive action, afraid of change, afraid of innovation, new ideas or just plain stuck in your life, then you won't help either of us by taking advantage of my offers.

I'm looking for doers, for players, success-driven men and women eager to be pushed, prodded or pulled by their bootstraps to achieve greater success in their practice.

I want people who'll take action, who have a passion for action. I want those who are truly committed to greater accomplishment and achievement with both personal and financial rewards that follow. In other words, I only want those who have a compelling obsession to succeed and prosper.

To those of you who qualify, I extend these propositions. Are YOU up for the challenge? Will you study and then execute? Do YOU believe in you? In me, too? And in my ability to make you a lot more successful?

If you would like to engage in this process, sign up now. If not, two years from now, I'll be putting my best ten success stories in a new book. Wait and you can read about them then.

Now, the choice is yours: make a better life for yourself, be freer, make the world a better place by making everyone a little bit freer, make a great deal more money, help more clients, it's a win/win proposition.

I'm fortunate to personally know with some of the world's most successful authors, wealthy marketing geniuses and doers. The thing that separates them from the wannabees isn't intelligence or desire or belief or knowledge, it is **the willingness to take action**. Just pick up the phone and order now. Mail or fax the coupon today!

Action Form

Your Name _____ Signature _____

Address _____

City, State, Zip _____

Phone # _____ Date _____

"PLEASE ENROLL ME AND RUSH MY MATERIALS FOR"

_____ OPTION - A \$497.00

_____ OPTION - B \$597.00

E-Z PAY PRIVILEGES:

_____ FOR OPTION A: Please charge my Credit Card in 2 installments of \$248.50 each. Total of \$497.00

_____ FOR OPTION B: Please charge my Credit Card in 2 installments of \$298.50 each. Total of \$597.00

Please Provide The Information For The Single Credit Card You Wish to Use or Instruct Us to Split Your Purchase Among Cards.

VISA # _____ Expire Date _____ (\$ _____)

DISCOVER # _____ Expire Date _____ (\$ _____)

MASTERCARD # _____ Expire Date _____ (\$ _____)

AMERICAN EXPRESS # _____ Expire Date _____ (\$ _____)

_____ CHECK OR MONEY ORDER ENCLOSED \$ _____

_____ CASH MUST BE PRESENTED IN PERSON

(1) FAX This Form to: 1-630-462-7063 Anytime, 24 Hrs. a Day, 7 Days a Week

(2) MAIL This Form to: Lighthouse Productions, 165 S. Church., Winfield, IL 60190. Call our order desk, 1-800-421-2717 Anytime, 24 Hrs. a Day, 7 Days a Week.

(3) You can email this information to me at seelight@juno.com just be sure to send two emails with your cc information separated.