

## DORN SPINAL THERAPY HOME STUDY COURSE

Now let's have a look at what is in the **DORN SPINAL THERAPY HOME STUDY DVD COURSE AND TURN KEY SYSTEM™**, what you will receive and how you will use everything:



### THE THERAPY TOOLS

- The Extensive Dorn Spinal Therapy **DOUBLE DVD-COURSE**
- The Comprehensive Dorn Spinal Therapy **STUDY GUIDE**
- The Dorn Spinal Therapy **QUICK REFERENCE GUIDE**
- The Dorn Spinal Therapy **CLIENT QUESTIONNAIRE FORM**
- The Dorn Spinal Therapy **Assessment Sheet**
- Personal **SUPPORT & COACHING**

### THE BUSINESS TOOLS

- The Dorn Spinal Therapy **BUSINESS FAST START GUIDE**
- The **MARKETING GUIDE**
- The Dorn Spinal Therapy **MARKETING TOOL KIT**
- The Dorn Spinal Therapy **TEMPLATES COLLECTION**
- **FREE CRITIQUE**
- Personal **SUPPORT & COACHING**

**ORDER the ONLY comprehensive Home Study Course for DORN SPINAL THERAPY worldwide and the only one which comes with all the support you will need.**

To learn an ultra successful therapy is one thing - to build a thriving massage or health business another. You can't just offer a quality product or service like **DORN SPINAL THERAPY** at a fair price. YOU have to know how to **MARKET** this revolutionary treatment (and business opportunity!) in a way, that new customers will flood your clinic. You have to know how to build a **successful business** from scratch.

In other words: besides a successful therapy you need skills in business building and marketing. The **DORN SPINAL THERAPY HOME STUDY DVD COURSE AND TURN KEY SYSTEM™** provides exactly that.

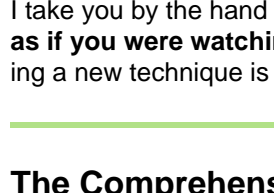
**I have to share a secret with you ...**

**You see, we found out that all of the body work and health treatment courses out there do lack one very important thing.** All of them, no kidding. Regardless of how good they may be in teaching a special technique, how comprehensive their workbook is or how careful and conscientious they put together business and marketing tools (if they even do that), there is still a vital piece missing. A very vital piece. The piece which holds together the medical and the economical parts of such a course. Without it the vast majority of the expectantly, eager-to-learn students, who buy the course will ultimately fail.

So with the **DORN SPINAL THERAPY HOME STUDY DVD COURSE AND TURN KEY SYSTEM™** we decided to develop the **BUSINESS FAST START GUIDE** and put it at the top of our **Business Tools**, as the all important connecting tool needed to be **SUCCESSFUL** as a qualified therapist AND a business.

## THE THERAPY TOOLS

### The Extensive Dorn Spinal Therapy DOUBLE DVD-COURSE



Here you see and learn hands on the gentle DORN SPINAL THERAPY from Germany. From correcting the leg length to working on the most delicate areas in the neck, from basics at the skeleton to scoliosis treatment, from lower back to upper back and from stretch massage to self-help exercises.

The **DORN SPINAL THERAPY DOUBLE DVD-COURSE** gives you **absolutely everything you need to learn** this gentle, simple and highly effective way of helping people with acute or chronic back and neck pain - FAST.

I take you by the hand and guide you step through a complete DORN SPINAL THERAPY treatment. **It is as if you were watching over my shoulder.** I go into every detail possible. And as everybody's speed in acquiring a new technique is different you are able to watch it over and over again until you know every detail.

### The Comprehensive Dorn Spinal Therapy STUDY GUIDE

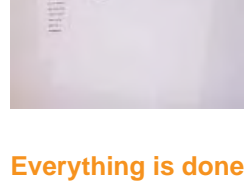


The study guide explains **all the key elements** of DORN SPINAL THERAPY and how to apply the technique, complete with photos.

The guide manifests what you will see in the DVD course and gives some additional information. Combined with the DVD's, the study guide gives you everything you need to become proficient in the **theory and techniques** of DORN SPINAL THERAPY. After that, it's just practice.

Some books sit on your shelves - not this one. You may just wear it out going back to it again and again.

### The Dorn Spinal Therapy QUICK REFERENCE GUIDE



This tool gives you quick, easy definitions and descriptions of all of the DORN SPINAL THERAPY terms, concepts and techniques, in alphabetical order, like a dictionary.

**You are in the position to instantly look up a term or technique that is unfamiliar to you.** This makes learning the entire DORN SPINAL THERAPY especially easy.

### The Dorn Spinal Therapy CLIENT QUESTIONNAIRE FORM



This template is a prewritten questionnaire you go through with your clients. It clearly points out every issue and medical condition you must know before starting your treatment. **You don't have to work out or even think about all the information you need** about your clients' medical history you have to check before performing DORN SPINAL THERAPY.

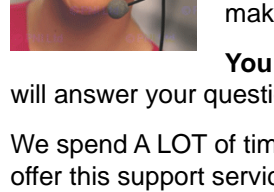
Just print out the DORN SPINAL THERAPY Client Questionnaire Form and **fill in the blanks** with your client and you'll have a complete anamnesis.

Furthermore there is a client questionnaire form for follow up treatments.

**Everything is done for you.**

You will receive this document as pdf.file on a cd-rom, so you'll be able to print it out as often as you want.

### The Dorn Spinal Therapy ASSESSMENT SHEET



This is a prewritten template where you fill in the blanks with the relevant information about where and how you performed the treatment. Whether you worked on the left or right side, on the coccyx the hips or L1. How far is your client able to bend side or backwards, in what way and where his movements are limited. **Altogether you have 48 different parameters to check and work on**, but you don't have to work them out. Everything is done for you with this assessment sheet. You just perform the examination and fill in your assessment in the corresponding column.

You will receive this document as pdf.file on a cd-rom, so you'll be able to print it out as often as you want to.

### Personal SUPPORT & COACHING



One of the main reasons the DORN SPINAL THERAPY HOME STUDY DVD AND TURN KEY SYSTEM™ works so well for health practitioners is because **we give you personal support via phone, email, fax and mail.**

We want to make sure you really understand the whole system, perform the examinations correctly and know what to do in which case. We are there helping you to identify which specific challenges you encounter on your way to become a super-successful practitioner, ensuring you make consistent progress and answering any questions you might have along the way!

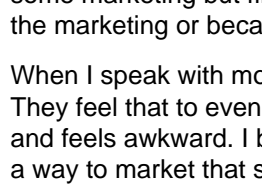
**You have unlimited access to us.** If you have a questions simply email, fax or call us and we will answer your questions with a detailed response within 24 - 48 hours.

We spend A LOT of time and money working with our customers on a one on one basis and therefore we can only offer this support service at no charge for a very limited time!

This is invaluable – **NOBODY OFFERS ANYTHING LIKE THIS!**

## THE BUSINESS TOOLS

### The Dorn Spinal Therapy FAST START GUIDE



**This is your "simplified roadmap" to the entire System. It guarantees, you will NOT be confused or overwhelmed with a new technique or (business) concept you're not familiar with.**

It guarantees you will get the best outline for learning DORN SPINAL THERAPY

**It makes absolutely sure you will understand how to implement DORN SPINAL THERAPY** into your existing business or start from scratch as a body worker and alternative health specialist.

This Guide provides a four week easy step by step teaching environment for you where we guide you step by step through the entire course material.

**With this bullet proofed fast start guide you will never get lost – guaranteed!**

### The MARKETING GUIDE



A Quick and Simple Guide to Taking Charge Of Your Marketing written by one of the UK's leading marketing experts and business coaches. Read what invaluable advice she has to offer:

- "I need paying clients."
- "How do I get new clients?"
- "I struggle to make my marketing work."
- "I don't know where to start with marketing."
- "I hate marketing and marketing myself feels horrendous."

If you hear yourself saying any of these, then this book is especially for you. I'm asked by many business owners how they can gain clients quickly for their service-based businesses. They're either just starting their business and don't know how to market themselves and their services, or if they have an existing business, they may have done some marketing but find it a real struggle and lots of hard work. The struggle comes from not personally enjoying the marketing or because they're not getting the results they want, i.e., a stream of new clients.

When I speak with most people about marketing, they often say, "It just isn't me" or "I don't feel okay doing it". They feel that to even do some marketing, let alone becoming really good at it, pulls them out of shape personally and feels awkward. I believe this to be the case when you haven't identified your natural marketing style. There is a way to market that suits you quite naturally, which feels right for you, and I encourage you to discover it.

This book is a brief overview of all you need to consider when marketing and is founded on what I've learned over many years. Most of this learning has come from actually doing the marketing in my own businesses. Even today, my technique isn't perfect and I still make mistakes, but I just keep learning, moving forward and gaining a deeper understanding of all that's required to market effectively.

It's my intention to, shorten the learning curve for you, to share with you a process that will enable you to market more effectively, as well as finding a way for you to enjoy it and be proficient at it. The process that I outline will help you to get to know yourself, your business and your marketing even better.

### The Dorn Spinal Therapy MARKETING TOOL KIT



**How To Market Your DORN SPINAL THERAPY Business . . . Effectively!**

This is the core business tool of the entire system. **With this tool kit you finally get accurate measurable, quick results from each and every dollar you put into ANY kind of marketing, advertising, or promotion.**

This tool kit gives you the outline of your marketing strategy, you just have to **fill in the blanks and then execute your strategy.**

**You will discover the seven P's for marketing DORN SPINAL THERAPY.**

- **The First P – Planning**
- **The Second P – Positioning**
- **The Third P – Pricing**
- **The Fourth P – Packaging**
- **The Fifth P – Promoting**
- **The Sixth P – Persuasion**
- **The Seventh P – Performance And Service**

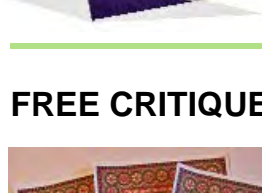
You will get ideas, tips, real-life marketing and copywriting examples that are current and ready to put into action immediately.

**You will find out the wrong way and the right way to advertise.** The wrong way is guaranteed to send you broke. Be WARNED! This is the type that nearly every advertising agency and newspaper rep in the world recommend you use. The right way can pull in more sales than you could ever imagine . . . for little cost.

You will discover how to use testimonials in such a powerful way . . . they could double your business in 12 months. **You'd be amazed at how powerful these simple techniques and tricks are.**

**And much much more....**

### The Dorn Spinal Therapy TEMPLATES COLLECTION



Depending on your version of the DORN SPINAL THERAPY HOME STUDY DVD COURSE AND TURN KEY SYSTEM™ you'll receive **up to 12 templates of my most successful marketing pieces ever.** These are emails and sales letters which have attracted literally thousands of customers to come to my clinic and benefit from DORN SPINAL THERAPY.

You will receive....

1. **Fake Check Letter**
2. **Introducing A Whole New Way To...**
3. **Winner Of A Free Leg Length Assessment**
4. **Special Occasion Offer**
5. **Stimulate Referrals**
6. **Testimonial Request**
7. **Thank You Letter With Discount**
8. **Do You Want....**
9. **The Strangest Coupon**
10. **Letter To Contest Entrants**
11. **JV With Non Competitive Health Practitioner**
12. **Children Awareness Letter With Discount**

These templates (you just fill in the blanks) for a killer sales letter or flyer to get the news out to your clients and prospects about DORN SPINAL THERAPY have proven to be the most successful ever. **Pretty pictures and Graphics alone won't cut it – words sell. That's why you need these templates.**

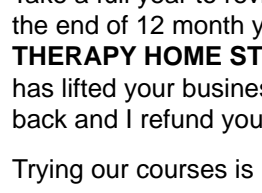
**Just one template (number 4) brought in 178 new clients in just ten days, so that I had to hire two therapists to work nearly around the clock to get the business done.**

**And another one (number 11) helped me to form an incredible joint venture with a dentist, which brought in more than \$ 71,400 net over just two years for both of us.**

**Whilst the last one (number 12) opened up a totally new line of business for my clinic.**

The Marketing Tool Kit and the DORN SPINAL THERAPY Templates Collection are filled with ready to use marketing campaigns, **each proven to bring in hundreds of new clients.** Combined with the 12 templates this marketing tool provides you with results beyond anything you have ever gotten before.

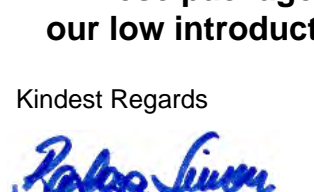
### 10 PROVEN KILLER HEADLINES for Marketing Dorn Spinal Therapy



**As a special bonus for the next 20 customers who do order the DORN SPINAL THERAPY HOME STUDY DVD COURSE AND TURN KEY SYSTEM™ I will throw in 10 PROVEN KILLER HEADLINES for marketing Dorn Spinal Therapy.**

These headlines hook in prospects commanding them to literally stop what they are doing so they read every single word of your email, letter or ad as though their lives depended on it. These headlines will make your marketing piece a success.

### FREE CRITIQUE



Additional for the platinum package you will find three coupons for critique of your sales letter, flyer or advertising valued \$200 each.

**These critiques will save you a lot of time, money and head aches!**

You are entitled to submit three marketing or PR-pieces for Critique by **Back Care Solutions Marketing Department.**

You may submit finished material as well as plain ideas or sketches. **This will guarantee that you're on the right track with your efforts.**

### Personal SUPPORT & COACHING

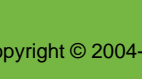


As for the therapy tools you will receive unlimited personal support and coaching for the business tools.

This is the **ONLY** comprehensive Home Study Course for DORN SPINAL THERAPY worldwide and the only one which comes with all the **SUPPORT** you will need.

**For details look under the therapy tools further up.**

**HURRY to take advantage of this incredible OPPORTUNITY! ORDER TODAY!**  
**You and your business cannot AFFORD not to INVEST in this course.**



**My 100% Simple, Unconditional, No Questions Asked, Ironclad Money Back GUARANTEE**

Take a full year to review **DORN SPINAL THERAPY**. Yes, that's right: if at the end of 12 months you are not convinced that the **DORN SPINAL THERAPY HOME STUDY DVD COURSE AND TURN KEY SYSTEM™** has lifted your business to a complete new level, just send the system back and I refund your money, no questions asked.

Trying our courses is **risk free** and a **win-win** for you and your patients.

You can't lose – except by not ordering the **DORN SPINAL THERAPY HOME STUDY DVD COURSE AND TURN KEY SYSTEM™** and falling behind your competitors who understand the value of the gentle way to treat back pain and the smart way to build a thriving health business.

**Order online 24 hours a day, 7 days a week, 365 days a year!**

**YES, I want to order the DORN SPINAL THERAPY HOME STUDY DVD COURSE AND TURN KEY SYSTEM™**

**Start Learning Today With 3 Affordable Packages Available**

**See Packages & Prices >>>**

**Buy Now**

**These packages will not always be discounted so HURRY to to benefit from our low introductory prices and begin healing with Dorn Spinal Therapy Today!**

Kindest Regards  
*Barbara Simon*

Barbara Simon  
Dip. N.T., Cert. Ref., Dip. S.T., Cert. A.Acup., Cert. Th. Mass., ATMS

