

## **From the desk of Dr. Name, DPT, FCE**

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Anne Patient  
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***Are you in pain?***

***Tired of pain medications?***

***Facing hip, back or other "parts replacement" surgeries?***

***Please read this potentially life-changing, life-saving letter.***

*-Dr. Name  
Name Physical Therapy*

Dear Anne,

I'm Dr. Name Name, of Name Physical Therapy here in Orange County. If you're like most people I know, you have pain--and you hate taking pills for it. The thought of swallowing more pills, or going through unnecessary surgery, makes you shudder. Yet, unfortunately, and even though a no-medication, no-surgery option DOES exist (I'll tell you about it very shortly), medications and surgery are pretty much the only options you're offered today, no matter what your pain is.

Perhaps your pain is severe. Perhaps it's chronic. It might have been caused by an accident, a fall or a sports injury. It might have started slowly, maybe from work, but is getting worse and worse over time. Or it might have just cropped up, suddenly, for no reason at all.

**Neck pain...shoulder pain...nerve pain...  
...hip pain...back pain...joint pain...muscle pain?**

Maybe it's neck or shoulder pain so bad that you cringe at the thought of having to turn your head. Or maybe it's an annoying nerve pain--the kind that starts in your neck and sends tingles and numbness down into your hands whenever you turn your head the wrong way. Perhaps for you, it's a lower back pain that keeps you up at night because every time you turn, you feel like you're sleeping on a bed of nails. Or, it could be hip or knee pain--the kind that keeps you from walking, shopping or enjoying life as much as you'd like because you can't stand for more than 20 minutes without having to lean on to a shopping cart or a railing.

**How about a little drowsiness to go with your pain?**

Perhaps you're taking or have been offered painkillers whose side effects--like dizziness, drowsiness, vomiting, upset stomach and ulcers--are sometimes more frightening and debilitating than your original pain! Drugs like Vicodin, Naprosin, Neurontin or Flexoril, to name a few.

If pain meds don't work, you might be shipped off to a chiropractor, a physical therapist or a surgeon, who tells you your bones are wearing down: "You better get surgery now if you ever want to walk again!" Or "That's arthritis pain; it's part of getting old." Or, and **this is a doozy**, "Maybe if you lose some of that weight...."

Unfortunately, the medical establishment, driven by profit, has created a world in which **prescribing drugs and selling "replacement parts" and unnecessary surgeries has become acceptable, the status quo.**

One of my patients, a 54-year-old woman, was scheduled for back and hip surgery when she came to see me. Within a month, I reduced her pain by (turn over, please)

50%--enough so she could enjoy jogging again. Believe it or not, her surgeons were ticked when she cancelled her surgeries! They actually scared her into believing she had to go through the surgeries, despite her obvious pain relief and my recommendation to the contrary. I am sorry to report that even now, nine months after her surgeries, this poor woman still can't walk as far as she could before she came to see me--let alone jog. She's regretful and angry.

And, frankly, when I hear stories like this from my patients, so am I.

I'm angry that the very people you're supposed to trust most--doctors and surgeons--have become little more than **pill and spare-part pushers**. Don't get me wrong; I realize not all doctors are like this. But too many of them are. I hope yours is not one of them. I hope that, instead, your doctor helps you get to the root of your problems so you can feel good again quickly--without drugs or needless surgery.

Which brings me to the reason for my letter to you today.

*I suffered from chronic hip pain for over 3 years, tried physical therapy, medications and chiropractors, and even considered hip surgery before my daughter recommended you. After only 3 visits, I am 95% better!*

**- A. Name, Los Angeles**

*When I started having pain in my hands, a few doctors recommended carpal tunnel surgery, although one suggested I try you first. I'm happy I invested in the commute because it's worth every second! After 4 weeks, my hands are 90% better! No more tingling and numbness--and no need for surgery!*

**- J. Name, Mission Viejo**

**End your pain and enjoy life again...**

**...without pain pills, without surgery.**

I am writing to you to tell you that you DO have another alternative for ending chronic, nagging pain, sore muscles, stiff joints and other problems that limit your mobility. I'm writing to tell you that you CAN have your life and mobility back. You can have your restful nights back. And, I'm pleased to say, you can do so **without drugs, without surgery and in a third less time** than traditional pain relief treatments. And--all this with a method I discovered that ACTUALLY FEELS GOOD--AND WORKS.

**Most patients don't care HOW it works...**

**...just THAT it works!**

I call it X, which is a unique blend of acupressure, yoga and Thai massage. I stumbled upon it when searching for a better way to quickly heal my own neck injury. With X, now tested and perfected, I can find and treat, in a comprehensive and methodological way, the cause of your pain. There's plenty of science behind X, but I find that most patients don't really care HOW it works, just THAT it works--and that it feels good in the process! X works without the jerking and twisting of chiropractic adjustments, and WITH all the benefits of a precision-targeted, deep-tissue massage.

Before you give it up as "just a massage," you must know: X is anything BUT your ordinary massage. Massage, in general, doesn't activate your body's trigger points to release endorphins and to relax tight muscles instantly. Massage, in general, works only the top muscle layers of your body. X works DEEPER, penetrating ALL the muscles.

Using X, I treat the deepest muscles, even down to the insertions and origins of muscles as they leave the bone. If you have low

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back pain, for instance, X relieves not only your back muscles, but also your hip muscles, quadriceps and foot muscles, all of which affect your alignment and back pain more than you know.

**X treats the deep muscles...**

**...exposing each muscle layer, like peeling back an onion.**

X releases scar tissues that hold your nerves in constant tension. It lubricates the joints and relieves the swollen, irritated tissue around them. X lets me penetrate your muscles, layer by layer, like peeling back an onion, exposing each layer until I find that injured muscle, nerve or tendon. And when I do, YOU, like most of my patients, will exclaim, "That's EXACTLY where it hurts!"

**If you're scientifically minded, you'll appreciate that research shows X to be three times more effective than chiropractic treatments, which take, on average, a total of 24 visits. Traditional physical therapy methods, such as heat, ultrasound, electrical stimulation and exercises, typically take 20-or-so visits to work. With X though, you'll be 90% pain free, or more, after no more than 6-8 visits.**

This is not hype. It is based on hard data and my more than 10 years experience in practice. Also, Name Physical Therapy is a teaching facility affiliated with USC, Chapman University, Cal State Long Beach, Loma Linda University and other major universities across the United States. Because we're educators as well as clinicians, we're up on the latest advances in pain relief. We know what works and what doesn't.

**And X works.**

**It quickly ends your pain and keeps it gone.**

**Without pills** - 37% of our patients are completely off pain medication within the first 4 weeks of treatment.

**Without surgery** - 34 of our patients have avoided unnecessary hip and back surgery.

**Without neck or back cracking** - X is actually 3 times more effective than chiropractic care.

**Without cost!** - X is fully covered by most PPOs, Worker's Compensation, and Medicare.

**Without a doubt** - Over 300 physicians and surgeons trust X, including those from the renowned UCI Neurosurgery Center, UCI Orthopedic Center, USC Orthopedic Hospital and more. Plus, X is fast becoming the treatment of choice for physicians, surgeons, chiropractors and physical therapists who want quick and lasting pain relief when they themselves are injured.

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*I was skeptical when my wife told me about X. I've had foot pain for more than 7 years and have tried everything under the sun. So I reluctantly went in. I was shocked when my foot stopped hurting after the 3<sup>rd</sup> session! I can now walk barefoot in the house with 75% less pain! I know it sounds weird but when you have foot pain, waking barefoot is a big deal!*

**- K. Name, Buena Park**

*I was scheduled for hip surgery when a friend recommended X. After my consultation with Dr. Name and 6 treatments later, I'm much better. The funny thing is, we found out that the problem was in my back, not my hip! Dr. Name saved me from hip surgery that I didn't even need!*

**- M. Name, San Clemente**

**No insurance? No problem. Financial relief is also available.  
Get 4 complete X treatments for only \$99.**

Listen. Your pain relief is important to me. I know many people just like you who would greatly benefit from X if only they were insured. That's why I'm offering you, for a limited time, a package of four X sessions for only \$99--that's a \$500 value for just \$99. You can't even get one "regular" massage for that price these days, much less FOUR therapeutic, deep-tissue massages guaranteed to end even the most chronic and debilitating pain.

The only catch is that to take advantage of this special \$99 four-treatment package offer, you must call to schedule your initial X treatment before January 30<sup>th</sup>, 2008.

**If you're not feeling better after your treatments...  
...get your money back, no questions asked.**

Also, because I believe so strongly that X will make a major difference in your pain--and in your life--I also pledge that if you're not completely satisfied after your treatments, I will give you your money back. No hassles. No questions asked.

X is just that good. It's good enough for me to stake my reputation as a doctor on it; good enough for me to guarantee that it will work for you as it has worked for hundreds and hundreds of others. So call today. You have nothing to lose but your pain, pills and frustrations.

To your pain-free future,

Dr. Name, Name  
DPT, FCE

P.S. Since these special savings expire January 30<sup>th</sup>, why not call to schedule your deeply relaxing and deeply healing X treatment right now, while it's on your mind? Remember, the special, limited-time savings available through this letter entitle you to four deep-muscle, therapeutic X treatments--not for the regular price of \$500--but for one low, low fee of just \$99. And if you're insured, chances are good your X sessions will be entirely covered. So call today!

#### **See what medical professionals have to say about X!**

*X was very instrumental in my recovery from a very complex shoulder surgery. I highly recommend X for anyone in pain; I refer most of my patients when they need it.*  
- Dr Name, M.D.

*When I had neck pain that wouldn't go away despite injections, medication and even the potential surgery, I tried X and it worked! I was skeptical at first but, now, there's no denying it works. I now use X exclusively for my patients.* - Dr Name, M.D.

*X has saved so many of my patients from surgery this past year. In fact, I have made X a must for any of my patients considering knee, hip, back or neck surgery. I highly recommend it for anyone who is suffering from pain.* - Dr. Name, M.D.