

Energy Light Rejuvenation Business Plan

How To Add \$2000 - \$5000/month To Your Income Within 90 Days

By Darren Starwynn, O.M.D.

Purpose:

The purpose of this Plan is to provide specifics to health care or esthetic practitioners about how offering Energy Light Rejuvenation™ (ELR) treatments in their practices can readily provide \$2,000 - \$5,000 or more additional income per month – in only a few hours per week.

This Plan will detail the investment required and expected ROI (Return On Investment).

This Plan is based on the experiences of many current practitioners of ELR. Expected ROI numbers in this Report are conservative, and are certainly not intended to be a limit on profits that can be earned providing this very exciting and in-demand service in your practice.

Overview of Results:

These projections are based on you only working 4 days per week.

# of ELR sessions/week:	4	6	8	10	12	15
Average income/month:	\$1720	\$2580	\$3440	\$4300	\$5160	6450

If you pay for equipment through a 36-month lease-purchase plan with monthly payments of about \$350/month, you can subtract \$350 plus about \$75/month for skin care products and brochures (\$425/mo total for expenses) from the numbers above to see what your profit will be.

This chart is based on charging only \$100 per session, which is on the low end. The range that ELR practitioners charge is from \$100 or less in rural areas to over \$275 in higher end spas. This means that **only doing one session a day at \$100 will earn you about a \$1300 profit per month AFTER equipment payment and expenses.** If you average just 3 sessions per day, 4 days a week you are earning over **\$4700 per month PROFIT.** Pretty good start...

If you're not comfortable committing to a 3 year finance agreement, and desire the flexibility of paying it off more quickly - no problem! You can put the equipment on a credit card and pay it off

at your own pace. For example, if you use a credit card and then pay it off at \$1350/month for 6 months, you will STILL come out ahead with only 1 treatment per day, 4 days per week! (Of course, after you pay off your equipment your profits are much higher.)

Either way you come out way ahead. Now you've seen how you can leverage a small amount of your time to produce some serious income while having lots of fun and gaining many more devoted clients.

Most ELR practitioners sell package deals – such as 10 to 12 sessions prepaid, with a discount for prepayment. Many have completely paid for their equipment in the first couple of weeks by selling packages.

Working With An Assistant

Most doctors start their facial rejuvenation business doing the treatments themselves. Once you have started to establish your clientele, you may want to hire an assistant to do the treatments for you. Effective delegation is one of the major keys to success.

It is typical to pay an assistant between 35 – 40% of the fees received from clients. After all, you are providing the equipment, training, treatment room and marketing. Therefore you should keep the majority of the fees received.

This is one of the best ways to make money without working! It's a win-win for everyone – you, the assistant and the clients. You might call this “passive income”, although you do need to be a good manager.

When hiring an assistant, look for someone who appreciates natural health, and who has a good healing presence and attention to details. Many massage therapists would love to do this. You can also hire a licensed esthetician. They are already trained in many aspects of rejuvenation. Again, if you hire an esthetician, try to find one recently out of school that already has an orientation toward holistic healing. Don't hire one that is not aware in that way. Many of the young ladies getting out of esthetician training (about a 4 month course) would be thrilled to start earning \$35 - \$40 an hour, and some already have massage licenses.

Chiropractors are generally not licensed to advertise esthetic services in many states, so if you are one it is preferable for you to contract with or hire a licensed esthetician to do your ELR treatments. Acupuncturists and MDs can do the treatments themselves under their licenses, and have more leeway in the background of the assistants they hire.

About Energy Light Rejuvenation

ELR is the most advanced and holistic system of non-surgical facial and whole-body rejuvenation available today. It has been developed by a diverse group of practitioners, researchers, engineers and myself during about a 5 year period of development. The treatment techniques of ELR are frequently updated as new discoveries are found. ELR provides rejuvenation, anti-aging and energetic balancing effects. Articles about the scientific background and methods of ELR is posted on the East-West Seminars Knowledge Base at:

http://www.east-westseminars.com/vibrational_beauty_therapy_facial_rejuvenation_with_light_and_microcurrent_article.html

http://www.east-westseminars.com/facial_rejuvenation_good_medicine_article.html

Tapping Into Massive Current Social Trends:

Some of the most wealthy people alive today have gotten that way by “being in the right place at the right time.” Great wealth has been amassed by offering products or services that fulfill the needs of new social “epidemics”. The term epidemic has been used by Malcolm Gladwell in his bestselling book The Tipping Point to refer to massive trends in society that transform the lives of large numbers of people, often rather suddenly.

Practitioners of Energy Light Rejuvenation™ are in the right place at the right time now because this service appeals to growing millions of people in the following two groups:

1) Baby Boomers - According to statistics from the U.S. Census Bureau, there are now about 75 million Americans between the ages of 41 and 59. Between 4 - 5 million Americans turned 50 in 2008, about 7.1 people per minute! A high % of these are affluent.

One of the obsessions of our baby-boomer generation is a desire to feel and look young. This has led to an explosion in cosmetic surgery and uses of Botox™ and other chemical or abrasive cosmetic facial procedures. As growing evidence of the harmful side effects of these is made public, there is a rapidly growing demand for less invasive methods of facial or body rejuvenation. Practitioners of ELR are ideally poised to service and greatly profit from this “epidemic”.

2) Holistic Pain and Health Services - Americans spend over 100 billion dollars a year on all aspects of pain treatment and lost time at work. We are a nation of pill-poppers, and the largest number of over the counter and prescription medications are for pain relief. The FDA pulled two popular drugs from the market (Vioxx and Celebrex), and there is new research showing significant organ damage from long term use of even the “safe” OTC pain medications. As a result there are many millions of people seeking safer alternatives to pain medications. If you are a health professional, you can use the Acutron Mentor microlight system for safe, natural pain relief and assisted rehabilitation, and ALSO use it for Energy Light Rejuvenation. This versatility makes it a very smart investment in your success!

This desire for remedies that are more natural and with less dangerous side-effects also applies to esthetics. Many of the techniques now used for facial rejuvenation have only local effects, and cause adverse reactions. These methods include surgery, Botox™, dermabrasion, and chemical peels. New deep-heating facial techniques such as ultrasound and Thermage™ also have highly intense local effects, and their long term effects are unknown. All these methods are highly unnatural to the sensitive tissues of the face, and often cause unpleasant to dangerous reactions.

High-end spas have known for some time that holistic and pseudo-spiritual services are very popular. That is why so many spa advertisements show a beautiful woman in a robe sitting in a meditation posture radiating health and well-being.

Because ELR uses only subtle energy stimulation matched to individual client’s skin types and constitutions (through custom color selection), and is applied through acu-points, it is a truly

holistic, whole-body service. It ideally appeals to the exploding “epidemic” demand for facial rejuvenation that is beneficial for body, mind and spirit.

Summary: Energy Light Rejuvenation can easily increase your income because it provides a practical and highly effective answer to the rapidly growing demand for holistic anti-aging facial rejuvenation without any harmful side-effects.

Pro-Forma Business Plan:

This plan is directed to practitioners who already have a place of business and a treatment table for ELR treatment, and so overhead expenses are not included. Numbers will be different for start-ups.

I. Investment Required:

- | | |
|--|--|
| 1) Acutron Mentor or VB1000 equipment set | \$7495.00 (discounts are available for multiple unit purchase, financing can be arranged)

Cost is amortized using a credit card, paying \$1350/month for 6 months, including interest. Cost will be lower if you wrangle a card with 0% or low interest intro period. |
| 2) Supplies – VBT Gel, Moisturizer, Q-tips, etc. | Estimate high about \$2.00 per ELR session |
| 3) Promotional Brochures | Use premade ones from EWM - .35 each
Produce own brochure: about \$500 |
| 4) If hiring assistant to do ELR procedure | 35 – 40% of fee collected from client |

For further details speak to your sales rep, or call Eastwestmed at 1-800-872-6789. See intro ELR and Acutron videos on this webpage:

<http://www.east-westseminars.com/info.php>