

The Profitable Practice

Add To Your Bottom Line By Provoking Thoughts

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INCREASE PROFITS WITH ANCILLARY SERVICES THAT ARE IN HIGH DEMAND

Success, everyone wants it, but statistically, very few ever really achieve it. With the cost of employee salaries and office overhead and taxes rising out of this world, and the limitations being placed by insurance companies on the amount that they will reimburse for a procedure, there are not enough hours in the day to allow the practitioner to make an adequate return for the years and dollars that he has invested in his profession.

But there is an answer. Many practitioners do add substantially to their income by adding profitable ancillary services to their practice.

THE PERFECT ANCILLARY SERVICE

Lets talk about the desirable attributes of the perfect ancillary service.

A. The number one criterion is the chosen service must have a large market.

B. The service must be related to the practice, but it also should be one not require the clinician's personal time. It should be a service that a nurse or technician can learn to be successful with in a very short period of time.

C. The investment to add the service should be small.

D. It must be a profitable service that can begin to make money quickly.

Smoking Cessation Program

Increases Patients / Profits

Practitioners Charge \$400.00*+ Per Patient



A unique new program can be administered by your office staff. Your patients, and new patients attracted by this new program, watch a patented twenty-minute video with computerized digital optics that flash into their subconscious mind and train it to automatically forget about problems

cigarettes, or food to facilitate appetite or smoke cessation while helping them feel more relaxed.

The patients report loss of oral cravings and compulsions. Most quit smoking on the first visit. The trademark of the program is *Neuro-VISION*®.

It facilitates change by training the mind to provide comfort. If a client is suffering from emotional problems as a basis for a compulsion, other forms of therapy may be required in addition.

* There is no assurance that you'll do as well. If you rely upon our figures, you must accept the risk of not doing as well.

ACCORDING TO THE SURGEON GENERAL

- 350,000 People die prematurely each year because of smoking.
- Respiratory symptoms are increased between 20 and 80 percent in children of smoking parents.

WHAT THE EXPERTS SAY

Experts estimate that up to 30% of the population aged 35 – 49 smoke cigarettes, and 8 out of 10 people over 25 have a weight problem. The costs of smoking and overweight are staggering.

Within the past few years appetite and smoking control have become a multi-billion-dollar industry. This market is huge and relatively untapped.



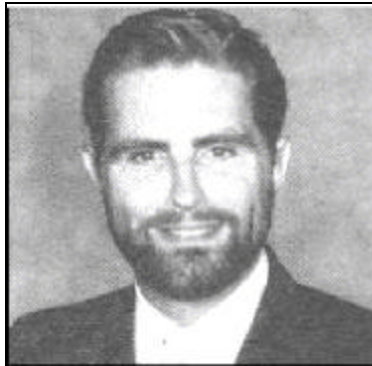
MEET ALAN B. DENSKY

Former Director of the Fort Myers Appetite & Smoking Control Center, and The Center For Applied Hypnosis. The center was formed in Feb. of 1978 to specialize in appetite and smoke cessation. Mr. Densky has successfully treated over 10,000 clients. He has also aided people with stress, pain, migraine, phobias, and insomnia. He is the current Director of the *Neuro-VISION* Appetite & Smoking Control Center Of Coral Springs, Inc.

With the development of **Neuro-VISION** in 1986, he has combined his skill as a certified hypnotist and a Neurolinguistic programmer with the magic of modern video technology.

Densky, who developed the largest professional practice specializing in appetite control and smoking cessation south of Sarasota, Florida is a licensed hypnotist with extensive training and certification in Neurolinguistic programming, a sort of "space age" hypnosis. He attended the Hypnosis Consultation & Training Center and The Southern Institute of NLP. He has authored several published textbooks on hypnosis and NLP and has received clients by referral from many medical physicians.

His greatest thrill, he says, comes from hearing success stories of his former clients who no longer suffer from smoking or eating problems. He began franchising **Neuro-VISION** Appetite & Smoking Control Centers in May of 1987, and recently changed to a licensing format to make **Neuro-VISION** more available to the average entrepreneur instead



Thom Klapp, D.C.
Ann Arbor, Michigan

"Adding Neuro-VISION has made a very positive contribution to my office. I have lay personnel administering Neuro-VISION with excellent results. I am now able to offer my patients very effective help that has proven profitable in many ways. It can bring in substantial additional revenues from current patients, as well as attracting new patients to the practice."

"Last month we helped 50 bank employees quit smoking, with the bank picking up the tab."

WHO BENEFITS FROM THE Neuro-VISION® PROGRAMS?

While Alan B. Densky has treated well in excess of 10,000 people, he says that the majority of clients have been over 35. This is probably due to the fact that it takes several years of smoking or excessive eating for a person to recognize that they have a serious problem, and then a few more years for them to attempt other solutions that never seem to work. His Licensees have treated people in their teens as well as many people in their 70's who wanted to stop smoking, or lose weight.

Neuro-VISION HAS AN OFFICIAL REGISTERED U.S. PATENT

All of the facts may seem too good to be true, but **Neuro-VISION** is a completely new process, it is innovative, has never been used before, and it is beneficial to mankind.

Based on this criteria, and documented proof of effectiveness, the United States Board of Patents accepted Alan B. Densky's seven claims of effectiveness and exclusiveness and granted a U.S. Patent on **Neuro-VISION**.

Neuro-VISION is not a subliminal video. **Neuro-VISION** is based in the science of Neuro-linguistic programming. This is a method of understanding how the human mind processes thought to produce behavior and emotion.

CAN'T STOP EATING? TRY

Neuro-VISION'S APPETITE CONTROL PROGRAM

Alan B. Densky has combined the arts of Neuro-linguistic programming and hypnosis to create a video presentation that helps people everywhere to STOP doing what they can't seem to stop themselves from doing... over eating.

After extensive research and treatment of clients who wanted to stop smoking, Densky created Neuro-VISION, a patented hi-tech video that trains the subconscious mind to automatically eliminate cravings and tension. In November of 1986 he created an appetite control version of the program, applying many of the same techniques. According to Densky, "Many people are able to

lose weight by dieting, but because they lack the willpower to stick to a diet for the rest of their life, they put the weight back on. **Neuro-VISION** trains the subconscious mind to automatically forget about problems, and to forget about food. This technique eliminates the need for willpower, making weight loss and maintenance an effortless, automatic and natural behavior that does not require willpower or struggle."

Clients pay us \$600.00 - \$800.00+ to participate in this program (in 2005). There is no assurance that you'll do as well. If you rely upon our figures, you must accept the risk of not doing as well.

Neuro-VISION® ALTERS UNCONSCIOUS BEHAVIOR: HAILED AS A MAJOR SCIENTIFIC BREAKTHROUGH

Did you know that the brain is composed of conscious and un-conscious (subconscious) minds? The conscious is the thinking, reasoning, and rational mind. While the unconscious mind is computer like and has little or no ability to reason. Just like a computer, what goes IN determines what comes OUT.

Smoking and excessive eating are examples of unconscious behavior.

Neuro-VISION, recently hailed as a major scientific breakthrough, is a process designed to alter unconscious behavior. It is the result of eight years of research and experience by Alan B. Densky in treating more than 10,000 clients and is based on the way that the unconscious mind is programmed to change thought.

A NEW TECHNOLOGY IS BORN

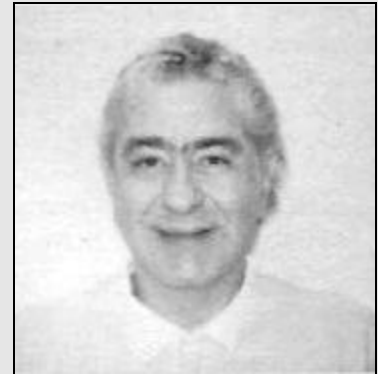
Our Company's president is Alan B. Densky, a certified practitioner of Neuro-linguistic programming, author of several published textbooks in the field, and an expert practicing in the field of Appetite Control & Smoking Cessation since 1978.

After doing hypnotherapy and Neuro-linguistic programming with thousands of clients and watching how his fantastic success rate built a practice that was literally too busy for him to keep up with, our president started to search for a technology that could replace the therapist, and enable him to vastly increase his volume of work and the amount of money that he was making while maintaining the high success rate.

In *Neuro-VISION*, special images are edited together through computerized digital optics to simulate the way that the unconscious mind automatically triggers itself to a new thought. These images are then projected on a video screen where they are flashed into a client's unconscious mind. Such non-hypnotic simulation can produce instant change in the way a person thinks and feels and behaves.

First used by Densky in March of 1986, this U.S. Government Patented program has been fully tested and proven successful on thousands of heavily addicted smokers. It has also been very successful when a special version is used for appetite control in a complete weight loss program

He began to experiment with a video method of training the unconscious. He capitalized on the use of computerized digital optics. After spending his life savings and several years, *Neuro-VISION* was born. It proved to fulfill the above criteria and work beyond his wildest dreams. He came up with a technology that eliminated the need for a trained therapist. In fact, almost anyone can learn to administer his program because the hi-tech videos do everything from sell the program, to program the human mind to automatically eliminate stress and the cravings for cigarettes or food. **Neuro-VISION is not a subliminal video.**



**Harvey J. Broman, Ph.D.
Plantation, Florida**

"Adding Neuro-VISION has made a very positive contribution to my office. I've found that the Neuro-VISION technology is most powerful and effective. It has added new dimensions to the requisite variety of services now available in my office."

"The audio-visual training program that is included with each program, complete with 60 minute video, operations manual, and telephone sales training tape, is so thorough that even a lay person could learn to effectively administer the smoke cessation program. This step by step concrete training program has eliminated all of the trial and error and helped save much time and money."

"Properly marketed, these programs can provide a major increase in office income. I've found Alan B. Densky and the folks at Neuro-VISION honest, cooperative, and very easy to deal with. Mr. Densky has always shown his willingness to provide guidance and assistance whenever needed."

HOW IT WORKS

If you are a trained Neurolinguistic Programmer, then this explanation is for you: **Neuro-VISION** does visual submodality work directly on a client's unconscious mind. It eliminates the client's need to use conscious effort to visualize. This technology automatically imprints a "swish" pattern at the unconscious level of mind.

If you are not a trained NLP'er, then all you need to know is that by using computerized digital optics, the **Neuro-VISION** Video trains a person's unconscious mind to forget about food or cigarettes or problems so that he can automatically quit smoking, or lose his appetite and weight, while becoming more relaxed. **Again, Neuro-VISION is not a subliminal.**

Neuro-VISION IS PROFITABLE

Alan B. Densky began selling the **Neuro-VISION** concept in his office in 1986, and clients paid \$300. each. **Neuro-VISION** added a tremendous amount of income to his office. In 2005 fees in his office run between \$400.00 - \$800.00+) It's very profitable and several of the licensees have seen their income increase by a great deal. Income will depend, to a great extent, on the degree of a commitment to marketing. There is no assurance that you'll do as well. If you rely upon our figures, you must accept the risk of not doing as well.

The videos never leave the office and the program is so effective that the smoke cessation program has over a 70% long-term success rate! So far it, has proven extremely successful for stress, appetite, and smoking.

OVER 70% SUCCESS RATE!

Since it was first introduced in March 1986, the smoking program has had over a 70% long-term success rate. This is impressive when you consider that 25% of those who seek help, come to prove to their spouse or themselves that they can't quit!

PRACTITIONERS LICENSES OFFERED

After receiving many requests from professionals who wanted to provide additional services for their patients, in 1987 Alan B. Densky announced that he would grant franchises for the **Neuro-VISION** technology. It was found that by licensing the exclusive **Neuro-VISION** videos, effective help could be offered to far more people than if they were used only in the original clinic.

Neuro-VISION programs are now available for stress & smoking cessation, and stress & appetite control.

At **Neuro-VISION**, their main interest is in helping you to add to your center at the lowest cost possible. **Neuro-VISION** can be added to an established health care practice for the license fee plus the cost of a television and DVD PLAYER.

This is a very small investment compared to other business opportunities and franchises that do not have the high investment return that adding **Neuro-VISION** Programs to your established practice offers.

NEW BUSINESS FORMAT AFFORDS GREAT SAVINGS TO NEW LICENSEES

Neuro-VISION, Inc. was originally formed to offer franchises for the use of the **Neuro-VISION** technology. After 1 1/2 years of franchising, we learned that it costs more to market franchises and police them than we could ever make on them.

Originally franchises were offered for a \$20,000 franchise fee + 10% of gross income royalty. Now we have eliminated the franchise format and offer the sale of the **Neuro-VISION** programs for a small one-time license fee. There are no royalties ever! But you still receive all of the same technology that the franchisees received. You run your own show and make your own decisions!



**Kim Chi, DC
Tulsa, OK**

"Although I have no real previous experience with NLP or any programs of this type, I've found the Neuro-VISION Program to be an effective system that helps patients to learn new thought processes. If your patient has made a decision to quit smoking, the videos will definitely be effective and eliminate the cravings and tension that usually accompanies smoke cessation"

"After ten years as a chiropractic physician, I find that administering these programs offers a change of pace that is very exciting. I believe that this will be a profitable venture. I foresee a lot of corporate work because a lot of businesses are going to a no smoking policy."

"I am now in the process of implementing the Neuro-VISION Appetite Control Program."

PREREQUISITES FOR LICENSEES

To qualify, you must all ready have a business in a related field for two or more years (Ex: a diet control center, or quit smoking center, etc.) Members of the healing arts with an established practice of two or more years are also qualified. For example: licensed Psychologists and Physicians.

**ALL OF THE
TRIAL & ERROR
HAS BEEN ELIMINATED
FOR YOU**

Neuro-VISION, INC. supplies the marketing tools: Pre-tested and proven newspaper advertisements.

With the purchase of a *Neuro-VISION* appetite or smoking control program, *Neuro-VISION*, Inc. licenses you to use the program to produce income, use the registered *Neuro-VISION* trademark for advertising purposes if desired, and copy the necessary questionnaires and forms necessary for your success. In short, we have taken out all of the trial and error so that you can be successful without previous experience.

The *Neuro-VISION* Appetite & Smoking Control Programs offer what everyone is looking for: The easiest possible way to lose the oral cravings for food or cigarettes while becoming more relaxed than before!

**FAR MORE THAN JUST
A SERIES OF VIDEOS**

Neuro-VISION is far more than just a series of patented mind programming videos. It is a complete business format that has a proven track record. It comes complete with a step-by-step written & audiovisual training program for the administrator, and testimonial type videos that are used to sell and explain the *Neuro-VISION* program to your clients. Sample newspaper ads, questionnaires, brochures, and office agreement forms are all part of the proven *Neuro-VISION* system.

Neuro-VISION is a streamlined method of stress control, smoking cessation, or appetite control that anyone who can turn on a DVD and a television set can learn to administer. And best of all, it effectively trains the unconscious mind to forget about problems, eliminate stress, and eliminate cravings for cigarettes or



**Judy Underwood, Ph.D.
Fort Collins, CO**

Dr. Judy K. Underwood has been a practicing psychotherapist since 1982. She is certified in Neuro-Linguistic programming and has studied with the NLP co-developers and top trainers in the field. She operates the Centennial Center For Human Services.

"I've found that these programs effectively train the patient's sub-conscious mind to diminish and eliminate oral cravings and appetite, while helping them to simultaneously feel more relaxed. The fact that these videos effectively do the visualization for the patient eliminates the need for any struggle required from patients who have trouble visualizing. It makes the therapist's job easier."

"The use of this video therapy eliminates the therapist's need to spend lots of time with the patient. Since the patients are able to come in and view the videos on their own time, these programs have proven to be quite profitable as well as extremely effective"

"I feel very good about the inclusion of the Neuro-VISION Programs at The Centennial Center"

or food and the compulsion to smoke or eat.

Most clients who use *Neuro-VISION* stop smoking after the first viewing and actually find that they become more relaxed in general. And when directions are followed, they do not gain weight! *Neuro-VISION* provides for smoking cessation without withdrawal. And it provides for weight loss through appetite control without drugs, shots or pills.

When administered properly, the smoke cessation program has over a 70% long-term success rate. Over 70%! The appetite control program can be even more effective!

A COMPLETE PROGRAM

We start by providing an audiovisual training program that covers every facet of adding *Neuro-VISION* Appetite & Smoking Control services to an established practice. Some of the topics covered are:

1. Building a professional image;
2. Marketing and advertising (we include sample news paper ads;
3. A 45 minute audiotape featuring live telephone calls covers proper telephone technique so that you can turn your phone inquiries into clients;
4. Having clients and physicians refer new clients to your clinic;
5. Suggested fees and operating policies;
6. How to interview the client and apply the *Neuro-VISION* technology for consistent success (a 60 minute training video and a complete operations manual are included);
7. Materials needed and estimated costs to add *Neuro-VISION* to an established business or practice;
8. **Free** telephone consultations.



Richard W. Bennett, Psy.D.
Westford, MA

"I received my Neuro-VISION program in December, 1989. I have found that it is the most successful smoking cessation program I have used in my 15 years of clinical experience. For anyone who is serious about quitting smoking, this is the most effective program that I am aware of."

"Our results indicate that almost 60% of our clients continue to be nonsmokers 6 months after starting Neuro-VISION. For those clients who have followed our program as instructed, their success rate is significantly greater. This success rate is two to three times greater than other smoking cessation programs, e.g., hypnosis, acupuncture, programs used by various national societies, etc. Those clients who were not successful readily admitted it was because they did not follow the program as instructed."

"As a psychologist, it is my opinion that Neuro-VISION addresses the most important psychological aspects of smoking cessation, which is teaching a smoker to visualize him/herself as a nonsmoker, and to use cognitive strategies to think like a nonsmoker."

"I have been very satisfied having added Neuro-VISION to my practice, both from the clinical results obtained as well as the financial return."

AN OVERVIEW OF THE Neuro-VISION PROGRAM

Potential clients hear about *Neuro-VISION* through word of mouth from previous clients, newspaper, and television advertising. Also, clients are often referred by their physicians. They then call and make an appointment for a free preview.

On the free preview, the potential client views a video which has Alan B. Densky, the developer of *Neuro-VISION*, explaining how the program works. It also features a series of previous clients who praise the program and explain how it helped them to achieve success. (In the home office, approximately ninety-five percent of all those who view the testimonial video purchase the program.)

The client next fills out a questionnaire, and signs an office policy agreement. S/He then generally pays in full, and an appointment is set up to start the program.



MARIE DE STEFANO
- AGE 33 -

"I knew it was time to quit smoking when I realized I was spending \$75.00 a month on cigarettes. I needed an easy way out."

"I heard about Neuro-VISION, so I called and went in for a free consultation. I liked what I saw and heard. Now I'm not smoking and Neuro-VISION made it really EASY to quit. Now I fit in with the crowd and feel great!"

THE SMOKE CESSATION PROGRAM

On the first appointment the client attends a "before viewing" explanation of the program. The program administrator will speak to from one to six people at a time (depending on office space), and help clients to understand whether they are actually ready to quit, and how the *Neuro-VISION* videos work to eliminate feelings of stress and cravings for cigarettes. The client then views the video, which lasts approximately twenty minutes.

After the video, the client is offered a cigarette, and in most cases the client will have lost the cravings for the cigarette. In many cases the client will feel an aversion toward the cigarette. The client then returns the following day and fills out a follow-up report and has a reinforcement viewing.

Clients return four to six times over a two-week period for reinforcement viewings. During this time the secretary generally takes charge of having the client fill out the follow-up forms as well as placing the client in the viewing room.

The *Neuro-VISION* Smoke Cessation Program offers a streamlined method of helping a person who has decided to quit smoking, remain very comfortable without the normal withdrawal, tension, nervousness, upset or the substitution of food. After a six-month follow-up, over 70% of the people who had gone through the program were still not smoking. When you take into account that out of every 100 clients who go through the program, 25 of those clients are there to prove to their spouse or themselves that they cannot quit, the program really has close to a 100% success rate.

A non-therapist with no previous experience can learn how to administer the Smoke Cessation Program.



ADOLPH GALIC
- AGE 56 -

"After 43 years of smoking up to 3 packs a day, I decided it was time. I had burned holes in things and even fell asleep while smoking. I saw an ad for Neuro-VISION. Even though I was skeptical, I called for a free consultation. Deciding to make that call changed my life. Neuro-VISION helped me stop smoking for good! It made it easy to quit and is well worth the money."

THE APPETITE CONTROL PROGRAM

Clients pay \$600.00 - \$800.00+ to participate. The *Neuro-VISION* Program is an **appetite control** program, not a diet control program.

There is no assurance that you'll do as well. If you rely upon our figures, you must accept the risk of not doing as well.

After purchasing the program, the appetite client returns a day before his initial consultation and watches a special video designed to educate him/her about how people are motivated to be fat. This video helps the client to give quality information to the interviewing counselor during the consultation.

The following day the client returns for the first consultation with the counselor. After the consultation the client views a post-consultation video, which explains in detail the behaviors that the client is to begin to practice.

The appetite program uses videos for all educational portions so that time spent with the counselor is used for important work such as collecting information or nutritional counseling. This makes for a highly streamlined program.

Next the client views a video called introduction to *Neuro-VISION* Appetite Control. It explains how the videos work on the mind. He/she then views the video, which is designed to train the unconscious mind to forget about food and problems.

The client then returns for weigh-ins, diet counseling and *Neuro-VISION* viewings once or twice per week. Clients start out with five to ten short sessions with the diet counselor and up to fifteen viewings of *Neuro-VISION*. Clients report that they lose their cravings and compulsions for food and in fact, they become much more relaxed. They are able to sleep much better, and find themselves highly motivated to lose weight and keep it off.



WALTER GRATKOWSKI
- AGE 65 -

"I had a weight problem all my life. I was like a yo-yo, up and down. When I saw the Neuro-VISION commercial, I figured that was my last hope. It worked! My compulsion to eat is gone and I've lost my appetite. I feel much more relaxed and much better about my appearance. Today I can live and sustain my 60 lb. weight loss and I feel great!"



Wade Steverson
Winston-Salem, NC

"I own and operate 'National Quick Weight Loss Centers.' I have seen a tremendous increase in client success, not only from a weight loss point of view, but from a stress management point of view. Clients are always talking about how great the program is, and they recommend their friends daily. The rate of client referral has increased dramatically since I added Neuro-VISION to the clinic."

"Before adding the Neuro-VISION videos, I never heard clients say that they did not crave food any longer. Since adding the programs, I hear, on a daily basis, about how wonderful it is to not crave food or constantly feel hungry."

"I've done very well financially, and since adding these programs, I've witnessed a steady increase in revenues."



**DEBBY DUNN
- AGE 30 -
LOST 72 LBS**

"The Neuro-VISION Program really works and you don't feel hungry."

"When my friends see me and I hear the compliments, it makes me feel great!"



**ROSANNE LIEBERMAN
- AGE 30 -
LOST 50 LBS**

"I've struggled to lose weight before. But with Neuro-VISION I was able to lose weight without a struggle and without feeling hungry."

"What makes it work is that you just don't feel hungry. And best of all, the 50 lbs. I've lost has stayed off."

**ALL OF THE BENEFITS
OF A FRANCHISE
WITHOUT THE EXPENSE
OR HASSLE!**

The advantages of adding *Neuro-VISION* Appetite & Smoking Control Programs:

- A. Licensees are earning an average of \$400.00* - \$800.00*+ Per patient for these programs in 2005.
- B. LOW ONE TIME FLAT FEE No Royalties Ever;
- C. The use of an established, totally unique concept - requires no previous experience;
- D. Option to use a registered trade-mark (at no charge);
- E. A copyrighted program (can't be duplicated!)
- F. Patent by U.S. Government in 1988 proves it; (patent expired)
- G. An identity with a large group of already successful professionals;
- H. Lower risk because all of the trial and error have been eliminated;
- I. Continuing guidance is available using a proven system of operation;
- J. Access to pre-tested advertising that has proven cost effective;
- K. The ability to tap into an existing multibillion dollar market;
- L. The benefit of an operations manual and audio visual training materials, but you make all of the decisions concerning your method of operation, policies, fees, and what your business will be named.

* There is no assurance that you'll do as well. If you rely upon our figures, you must accept the risk of not doing as well.



**MARK MILLER
- AGE 31 -**

"When I came to Neuro-VISION, I was smoking between 20 and 30 cigarettes per day and really wanted to quit. I was skeptical about the program but went ahead with it. That was in 1986, and I still have not smoked since my first visit. I'd highly recommend this program to anyone who wants to quit. It has absolutely changed my life. Before, my chest was starting to feel bad and I couldn't breathe. I wanted to be healthier. I'm very happy I quit."



**STEPHANIE DAVIES - 24
LOST 50 LBS.**

"Since I've lost 50 lbs., I've had no trouble maintaining my weight for two years. Before, I had overwhelming cravings to eat. But after a few sessions, the cravings disappeared!"



Jan Tiedemann, RN, MS
Portland, Maine

"Having received extensive training in the field of Neuro-linguistic programming, I can certainly appreciate the Neuro-VISION technology. I have found that the training in the training video and operations manual is complete enough that even a lay person could learn to administer the Neuro-VISION video smoke cessation program and get excellent results."

"Since adding the Neuro-VISION programs, I've seen my office income increase by thousands of dollars each month, and I plan to expand my advertising and promotion in the coming year to make Neuro-VISION a major part of the services that I have to offer my clients."

"I've found Alan B. Densky and the folks at Neuro-VISION, Inc. hones, cooperative, and very easy to deal with. Mr. Densky has always shown his willingness to provide guidance and assistance whenever needed."



Robert S. Mogyrosy, Ph.D.
Tampa, Florida

"My practice involves the usual services offered by other clinical psychologists. In addition to these, I have provided the Neuro-VISION Smoking Cessation Program since January of 1989."

"In the past I used hypnosis and various behavioral procedures for smoking cessation. However, I have found Neuro-VISION to be the most effective approach of any that I have tried. In fact, with highly motivated, emotionally stable clients it seldom fails."

"I don't actively promote the Neuro-VISION program, but offer it mainly to my regular clients and referrals that I have from them. I derive a great deal of satisfaction from the success of this approach and have been very adequately rewarded financially for my relatively small investment in it."



Carol Ann Beverly, MSW
Shreveport, LA

"I have used the Neuro-VISION programs in my practice for over a year and find the technology to be very powerful."

"I have an established practice and I screen my patients. In my office, I have had over a 90% success rate!"

"Neuro-VISION has added new dimensions to my work in that it is not only an effective modality, but a profitable one as well. It helps attract new patients and it frees up time."

"The very complete information in the operations manual has eliminated all of the trial and error and helped save a tremendous amount of time and money. I definitely recommend this program, its a winner!"



Francis White, Ed.D
Albany, NY

Dr. Francis White, who holds a doctorate from the Harvard Graduate School of Education in Boston, researched, designed and organized a quit smoking program in the mid-1960's following the death of his father to lung cancer. He is the founder of the nationally recognized Smokers Anonymous® program which has helped tens of thousands of people to quit the cigarette habit.

"The Neuro-VISION program teaches people, at the subconscious level of mind, how to stop smoking in a more relaxed fashion. We have incorporated the Neuro-VISION technology into our regular Smokers Anonymous® teaching program, and we feel that it is a most useful cessation tool. We are quite pleased with the results."

"Neuro-VISION makes the cigarette withdrawal process substantially more navigable. It helps people change their neurological perceptions of smoking and, consequently, makes it easier for them to quit."

**A Personal Note
From Alan B. Densky**

Thank you for taking the time to read, "The Profitable Practice," 'Add To Your Bottom Line By Provoking Thoughts.' And you really can add substantially to your bottom line by adding **Neuro-VISION** programs to your practice to provoke the kind of thoughts that train your patient's mind to forget about problems, cigarettes or food.

Appetite control and smoking cessation have become a multi-billion dollar field. But, up until now, only an expert hypnotherapist or Neuro-linguistic programmer, working one-on-one with the patient, could invoke the kind of thoughts that are necessary for the patient to be successful. With the advent of **Neuro-VISION**, almost anyone can provide effective help in these lucrative fields.

If you look at the facts, and realize that other professionals have added the **Neuro-VISION** program to their office utilizing the services of a nurse, technician, or even lay personnel to administer these programs effectively, you will see that these ancillary services represent an exceptional value to the overworked professional. Licensees charge \$400.00* to \$800.00*+ per person. When you divide the cost of a **Neuro-VISION** program by the amount that it returns, it would be totally absurd not to add these programs to your office. Please call with any questions, or just to chat. 1-954-977-9360 **Alan B. Densky**

* There is no assurance that you'll do as well. If you rely upon our figures, you must accept the risk of not doing as well.



Tom Andrews, Ph.D.
Waynesburg, PA

"I teach psychology at a small private college in a small rural town. I also operate a wide ranging private practice of psychology."

"Recently I added Neuro-VISION appetite and smoking control programs to my services. Within four weeks of advertising, I have nearly recouped my entire investment and I will soon show a profit. In fact, I'm turning business away because I can't fit it all into my schedule."

"I find the Neuro-VISION technology and business advice I've received to be quite helpful. In the hands of the right person, these programs represent a great value to clients and can prove to show a significant return on the investment."



Is \$5000. for a Neuro-VISION License expensive? Compare.

Name of Franchise	Experience Required	Year Bus. Began	Franchising Since	Franchise Fee	Royalty	Advertising Royalty	A* *B	
<i>Neuro-VISION*</i>	NO	1978	1987	\$5K	0	0	NO	YES
Diet Center	NO	1970	1972	\$12-24K	VARIES	0	YES	NO
Nutri/System Wt. Loss	YES	1971	1976	\$13-60K	7%	0	YES	NO
Physicians Weight Loss	NO	1979	1979	\$17.5K	10%	\$150	YES	NO
Slender Center	YES	1979	1981	\$12-27K	VARIES	1%	YES	NO
Omni Hypno-Health	NO	1970	1980	\$24.5K	5%	0	NO	NO
Med+ Way Med Weight	YES	1978	1985	\$18.5K	6%	1%	YES	NO
Fortunate Life Weight	YES	1986	1986	\$8K	5%	0	YES	NO

A = A labor intensive program.

B = May be added to an existing health care practice.

We believe that the above is accurate in 1990, but not responsible for errors or omissions.

* *Neuro-VISION* Appetite & Smoking Control Centers are NOT A General Franchise.

Application For *Neuro-VISION* License

Yes! I want to add substantially to the income of my established professional practice by adding *Neuro-VISION*. I understand that I need no previous experience.

I understand that *Neuro-VISION* is not a franchise or a business opportunity. It is a tool that I will use in my established professional practice to help my patients quit smoking or lose weight through appetite control.

I understand that **the smoke cessation program** is in a DVD format and includes: Two copies of the *Neuro-VISION* mind programming video; two testimonial sales videos made by users of the *Neuro-VISION* program; a sixty minute training video; a 45 minute training audio tape; and a complete operations manual with sample news paper ads; master forms for questionnaires, office contracts, and brochures in electronic format that I can copy and modify for use in the operation of my *Neuro-VISION* practice; and unlimited telephone consultation time with Alan B. Densky, the developer of the *Neuro-VISION* technology..

The **appetite control program** includes all of the above. The two sales testimonial videos show patients/clients both before and after their weight loss.

I understand that I must give each of my patients who participate in the *Neuro-VISION* program an audiotape (CD format also available at same price) and an instruction booklet, which are only available from *Neuro-VISION*, Inc. The cost of each set is Ten Dollars (\$10.00), and the minimum quantity available for purchase is ten sets. Florida residents must add 6% sales tax.

Each program will cost a total of Five thousand dollars (US \$5000.00). Florida residents must add 6% sales tax. I want to be licensed for the:

Neuro-VISION Appetite Control Program

Neuro-VISION Smoke Cessation Program

PLEASE PRINT CLEARLY

Name: _____

Street: _____ City _____

(Must supply street address that matches business license)

State _____ Zip _____ Home Phone _____ Work Phone _____

My current gross office income is \$ _____. I expect that the addition of

the *Neuro-VISION* program(s) will add \$ _____ of gross income to my office in the first year, which represents less than a twenty percent (20 %) increase in income. I have been in practice for two or more years.

I have enclosed a copy of my business license. (**Required**)

Signature

Date