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Hello Doctor,

As you can see, this is a letter from one chiropractor to another. Though we may not have met, I feel you should know about something that has amazed and astounded me and that every chiropractor should be aware of. In fact, this could be the most important letter you'll ever receive from another chiropractor.

My name is Dr. Dusty Cloud, and I am a chiropractor practicing in La Habra, California. I feel compelled to write today as a professional courtesy to you.

I am excited to tell you I recently received my **MBJ**. That's right - not an MBA, but an MBJ. It is a diploma that stands for "*Master of BJ Palmer Marketing*." I'll tell you how I got it (and how you can get an MBJ too).

You've probably heard of Tim Paulson, the guy many in the industry refer to as "*The BJ of the 21st Century?*" I want you to know Tim has that title for a very good reason. I was floored when I first heard that he "cracked BJ Palmer's code" for successfully developing the chiropractic profession. It made sense when Tim told me that the things BJ did as "The Developer" to develop the profession can also be applied to my individual chiropractic office (and yours) to "build the practice of my dreams."

I admit, I was skeptical of all this at first, but I'm not the least bit skeptical anymore. Tim and his "BJ Code" has changed me, and has helped make me much better prepared for taking my practice to the highest levels of success.

I've been practicing chiropractic for 27 years, and I am thankful to say I have a successful practice. But I wanted to do better in practice than I was. I was tired of doing things to build my practice that didn't work, and today's economy has made things more challenging for many chiropractors. That's why when I heard that "*The BJ of the 21st Century*" was leading a chiropractic marketing/practice building "coaching and consulting" program, I jumped at the opportunity to be a part of it. And am I ever glad I did!

I and other chiropractors from around the world were a part of the program (in fact, a chiropractor from far away in Israel named Dr. Ronen Mendi participated in the program as well). Tim Paulson delivered the program in 12 separate teleconference sessions. Each session was planned to be 80-minutes long, but

several sessions were longer because Tim gave and gave and gave, wanting to give us MORE than we expected to get. And I can tell you he did exactly that! When it was all done, I had received over 20 hours of world class marketing instruction, amounting to the equivalent of an "MBA in chiropractic marketing." In fact, when I completed the program with Tim, I received an "MBJ" diploma, the "Master of BJ Palmer Marketing." In case you're interesting, here's a scan of my "MBJ" here, along with a photo of me holding it. It now hangs proudly on my office wall.



The "BJ Code: Exposed" program had two "tracks." The first track was to expose me and the other docs in the program to the 24-elements of BJ's "Secret Code" and to provide a world class chiropractic marketing education (I and the other participants in the program were blown away by what Tim provided more than I ever expected to get in each of the 12 sessions of the program. In fact, there are over 400 pages of Session Notes created and delivered by Tim in the program, which clearly illuminated The Developer's "Code").

The second track of the program was Tim providing me and the other members with absolutely *awesome, ready-to-go* chiropractic marketing materials which he "developed" throughout the program. It was fascinating to see these marketing materials (created just for those in the program) develop from week to week. The marketing materials Tim provides in the program are plentiful, and include brand-new never before seen ads (oh are they cool!), letters, press releases, reports, and all kinds of other materials. Frankly, the "cost of admission" in the program was a pittance for what I received. I received dollars back for each penny I invested in this program. Just one ad in the program that's going to get me a plethora of new patients was more than worth what I paid. But no, I received a boatload more than that.

Doc, it's rare these days to get more than we expect to get. Tim gave me a multiple of what I expected to get. I promise you, it's one of the best bargains I've ever seen. "Remarkable" is

not an overstatement.

I want you to know that Tim Paulson did NOT ask me to write this letter - I volunteered! I am so absolutely delighted with Tim giving me and the chiropractic profession 110% of what he promised, that I just had to let you know about it.

Doc, I absolutely and completely recommend Tim and his "BJ Code: Exposed" program. Tim tells me he is making the program available now in a "home study" version with over 20 hours of recorded sessions on CD, and printed materials (as I mentioned, he gave me over 400 pages of notes for the sessions). He also gives all of the marketing materials he's created and which he shared during the program, on a very convenient, very easy to use CD that I can simply pop into my computer, find the ad I want to use, personalize it (it's already written-it just needs my name and info in it), and it's all done!

The thing that surprised me most is the burning desire Mr. Paulson has for chiropractic and mankind. Again, he's more than 100% dedicated to chiropractors, and the profession.

Doc, the program is absolutely awesome. It's GIGANTIC!

If you have any questions, give me a call at my office and I'll be happy to personally tell you more about the program. My number is (562) 697-4090 or (562) 691-2225. Really though, the best thing you can do is go to the program website at www.BJcode.com. You'll be able to see a short video of Tim revealing more about the program. You can learn all about the program right on that website.

Yours in health,



Dr. Dusty Cloud

P.S. I urge you to go to the www.BJcode.com website right now, before you put down this letter and turn your attention somewhere else. Yes doc, it is THAT important!