

# Evidence – Showing Others Their Need for Chiropractic Care

You can do this anywhere--  
at home, at your office/work, at exercise class, class or even at parties. It works very, very, very well. Guaranteed!

What's one of the simplest ways to get motivated, show them evidence of spinal decay by measuring their height.

That's it. It's that simple.

It makes you excited, and motivated to share chiropractic with others and it works, very, very, very well but only if done PROPERLY. I've done it for years and when I showed other doctors or patients how to do it they too got excited. Why? – they become part of a mission, and help others see how they can change their life with Chiropractic Care.

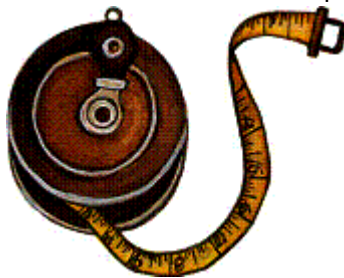
Here's how you do it.

We know that chronic subluxations create spinal degeneration: discs get thinner, spines distort, posture is affected and people get shorter--they lose height. Sometimes a lot of height in a short period of time. And they don't know it's happening until you show them. It hits them like ice water. That's what's so scary about it.

Most people are very sensitive about their height. They see loss of height signifying getting old, bent over and frail. People like height. Being tall signifies strength, power, wisdom, command and control. We say "Your Highness" to kings and queens. "Your Smallness" sends you to the dungeon, if not the executioner.

## How To Do It

You have to do it right for maximum effect. It doesn't matter if you use a fancy doctor's scale or a cheap tape measure or a measuring device attached to the wall. You've got lots of options here.



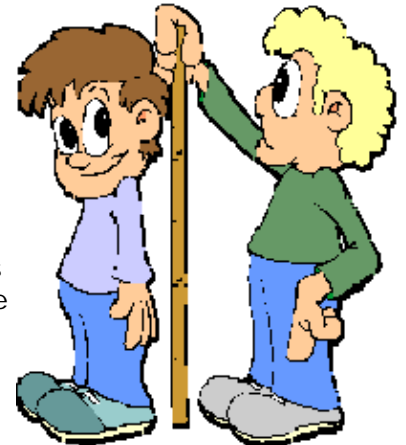
First measure their height. BUT DON'T TELL THEM WHAT THEIR HEIGHT IS! Not yet anyway.

Now ask them, "What is your height?"

This is how the conversation usually goes. They'll tell you what they think their height is. You will hear something like,

"I'm 5 foot 9 ½ inches."

"Hmmm (make a doctor sound). Well, you just measured 5 foot 7 ¾ inches."  
(Almost everyone has lost height as an adult; sometimes it starts in adolescence.)



Your friend or family member will usually be shocked. "What? 5'7 ¾"? No way!!! Check it again. I must have slumped a little."

"OK, hmmm. Yes, it's 5' 7 ¾". When was the last time you had your spine checked?"

**They will ask you,** "How did this happen? I can't believe I lost so much height."

**You can tell them,** "Do you know about subluxations and spinal degeneration? Long-standing subluxations can cause height loss. When was the last time you had your spine checked....? You need to make an appointment with Dr. Mayes."

Try it yourself. People get scared. No one wants to get smaller. Your friend or family member should now be very concerned. All of a sudden he/she has an image of themselves in ten years – shrunken, bent over, frail and being mugged by a gang of girl scouts. Not a pretty picture.

# Incredible!



At this moment of concern and vulnerability, you might quietly suggest a good tailor who can alter their clothes as they continue to shrink. Or, there is an alternative: Dr. Mayes and chiropractic!

"If you want to prevent this height loss from continuing and maybe even restore some height you'll need to get under chiropractic care so your spine will heal."

Tell them about spinal degeneration caused by the vertebral subluxation complex. Give them brochures on chiropractic.

"What is Dr. Mayes phone number?" **208-375-9000**. "I need to make an appointment." Give them our website: [www.drlukemayes.com](http://www.drlukemayes.com) and let them know we will check there whole family.