

CHAPTER 3

WHAT A DIFFERENCE A DAY CAN MAKE IN YOUR LIFE

BY PAT ZIEMER

You just can't beat a person who never gives up.

~ Babe Ruth

I share this information with you to show the background and life circumstances we were experiencing when our Magna Wave PEMF (Pulsed Electro-Magnetic Fields) journey began. While everyone's story and reasoning when starting a business are different, what is the same is that it takes belief, dedication, and perseverance to achieve the success you desire.

In 2001, I was in the aviation industry, selling air charter services and corporate jet aircraft. The terrorist attacks of 9/11 devastated the aviation industry and put me out of business. I needed something to do and a friend who knew that I had been around horses all of my life, asked me if I would represent his PEMF therapy products at Churchill Downs in Kentucky and area horse shows.

In June of 2002, I began my PEMF journey by providing low

power PEMF equipment to the equine industry. I worked selling the low-powered PEMF equipment and traveled extensively throughout the United States and Canada selling and training others in the use of PEMF equipment. I was first exposed to high-powered PEMF devices in 2005. I was not sold on the equipment because I did not feel that it was comfortable for the client or easy to use in the equine world. Business was good with my company, so I stayed the course with my current supplier.

In early 2006, we lost our oldest son from surgical complications associated with an unknown genetic heart condition. My life took a spiral and became psychologically and financially challenging for more than a year. In the summer of 2007, while working on getting off of antidepressants and on getting my work-life back together, my wife Debi and I were introduced to the high-powered PEMF device that would change our experience and the direction of my career.

Debi was a school teacher, and she had taken a fall on ice while walking her students between buildings in 2005. As a result, she had severe compression of her upper spine, and she had three herniated discs. She experienced continual pain and limited mobility of her left arm and shoulder. I used all of the devices available to us, including low-power PEMF and laser therapy, to try to help her situation. While she got some relief, she did not experience any reversal of the case. A horse trainer friend of mine at Santa Anita race track in California called me and told me about this machine they were using on their horses and how well it was working. He got me the name of the manufacturer and suggested that I call to get more information.

That same day, while at a horse show in Atlanta, a customer came up to me and told me about a similar device from another manufacturer, and she also gave me a name and a number. I felt that someone was trying to tell me something, so I called them both. It turns out that both were going to be at an anti-aging conference in Orlando, Florida. We decided to go and

find out first-hand about this high-powered PEMF product. While attending a machine demonstration session at the show, they asked for a volunteer from the audience to try the machine. Debi looked at me and said that she would do it because nothing had worked for her and that this new machine probably would not work either, then we could leave and go back to Ocala. She volunteered, went to the stage, sat in a chair, and had her shoulder treated for eight minutes. When she stood up and went to move her arm as directed, she had complete mobility and no pain in her back or shoulder. With tears in her eyes as she looked at me, and I immediately knew that we were going to have to find a way to get a machine.

I spent the next day talking with both companies about the opportunities available. One company was brand new and was just beginning the manufacturing process, and the other had been manufacturing for a few years. Remember, I was psychologically and financially down, but I knew that Debi wanted a machine.

I needed to find a way to make the situation work. Neither company was deep into the horse world, and there were only a few machines in use in the industry. I told both companies about my equine background with PEMF and about my spending the last six years working with leading thoroughbred and hunter-jumper trainers around the world. I told them that I would present the machine to the equine world and that I would deliver the equine market.

I also outlined the changes about timers, packaging, and transporting the unit that needed to be changed on the device to make it more acceptable and easier to use in the equine environment. One believed me, and one somewhat did not think that I genuinely had the necessary contacts. The one who believed me asked me to write him a check, that he would hold, and that I could begin to make payments. I accepted the offer, and we were in business and literally off to the races.

We received our machine in October and officially started the day after Thanksgiving of 2007 with a great tool, determination, and \$50.00 in my pocket. We paid off the machine in less than a year(\$21,000.00), and we grew to become, and remain, one of the largest distributors for the manufacturer. A significant element that contributed to our success is that the machine worked. Debi's arm and back no longer bothered her, and both of us came to experience a sense of wellbeing and less depression by using the machine, which allowed us both to get off of antidepressants. The doctors still, to this day, cannot figure out why her arm and back no longer bother her when they look at her x-rays.

CERTIFICATION CASE STUDY

Before starting in 2007, I was already working in the horse industry, selling low power PEMF therapy devices. Still, with this new device, which we branded as Magna Wave, I began to provide the therapy treatments instead of just selling devices. But providing the treatments was an obstacle because I identified around the country as an equipment salesperson and not a therapist. Consequently, some people felt that I did not have the qualifications to be a therapist. I did have a secondary college degree in the areas of physiology, anatomy, and pathology, so my one-on-one customer service challenge became the one-on-one discussions on my education as a basis for my understanding and qualification to provide the therapy.

While that story helped the cause, the real catalyst for the business growth was that the treatment worked. In the beginning, I was the "crazy guy," pulling around this new therapy machine. Then I became "Dr. Voodoo" with this weird machine that did seem to work. Later, I became the guy that veterinarians considered competition, and it must be potentially harmful, or, at best, illegal. Over time the therapy became so popular that the veterinary community, for the most part, embraced it. At this point, most of the customer service discussions were face-to-face or on the phone. We had a necessary web presence, but we did not have the

traffic for any measurable contact or customer service through the site.

The growth at this point was as a result of direct sales and contact with my potential customers. The methods worked, but I soon learned that I needed to connect with my customers from all over the country in a timely and efficient manner. Thus I engaged the internet and the burgeoning social media outlets, and that is when things got messy. There was so much to learn, and when I would learn what to do, it would change. I found myself starting again. I was drowning in a pool of technical information and strategies from everyone and their brother dealing with their ideal online marketing recommendations.

I found myself buying a product, starting to learn it, and then a week later, someone had the next best thing, and I would jump in and start again. My wife called it acting like a squirrel, or what many call the shiny object syndrome. In 2011, I once again purchased a new marketing product and embarked on the learning and implementation path. The difference this time was a support community that could answer questions. The community turned into a mastermind where we could all grow and learn from each other, which was incredibly helpful. If you do not participate in a mastermind or coaching community, start tomorrow.

For the first years, my wife and I traveled the country in a motorhome providing treatments. We were starting to do well, and as you might suspect, people began inquiring about purchasing machines to offer the therapy. I did not know where this would go, but I started selling the devices and training the new practitioners. It seemed that wherever we would travel, we would find someone wanting to purchase the equipment and begin working with their customers. The training was not an issue because I was there treating horses that provided the perfect way to train the new machine owners.

Over the next three years, we grew to nearly 100 practitioners around the country, and I had to quit treating so as not to compete

next thing I had to do was work out the logistics of promotional videos, recording the webinars, editing, hosting, SEO, and a myriad of other details. Ultimately, I sought out the help of my mastermind, for guidance on each step of the way in producing the Magna Wave certification program.

This group suggested what programs to use and, in most cases, helped me avoid learning curves to get quick implementation. The bones were in place in two weeks. The program launched within four weeks and the live webinar classes were completed, recorded, and edited within ten weeks. The certification program has now successfully been running for the past ten years. We have added modules for humans and small animals in addition to the initial equine training. So the question is, how did the program affect the business?

The impact was immediate and dramatic. Over the first 30 to 60 days, sales were up 40%, and the driving force was the certification process. Some racing jurisdictions now require the certification for access to the grounds with our type of device. We became experts in the field, and our credibility and respect increased proportionately. This momentum drove the business to seven figures. This past year, we surpassed eight figures and we are 40% ahead of last year at this time. With sales tripling within two years, customer service became the focal point of our customer interaction.

The staff grew from my wife and me to include our daughter Alane and then Erin joined us as our Director of Certification and Training. We have now grown to over twenty-five full-time staff members. In 2017, I hired an outside marketing company on a dare that for every dollar we put in, they would return two or three dollars in new revenue. I started with a modest but real budget that has increased to a dizzying amount by some standards, but the payback has been right on track. Our marketing has included every platform covered earlier, and our staff provides the multi-source customer service for our increasing customer base.

with the new practitioners. As you can imagine, the customer service at that point was still pretty much face-to-face and handled entirely by me, as I was still pretty much a one-person show.

By this time, our business revenue had grown to the mid-to-upper six figures, and it seemed to plateau there for three years. I knew that I needed to enhance education, and I wanted to offer training and certification as part of the program. I worked with several different platforms, but I just could not get the system going. The work and time involved seemed insurmountable. I was actively working on the internet and social networks to grow the business because we learned that our primary customers, horsemen, and horsewomen, were active on sites like Facebook.

In 2010, we discovered that almost 90% of our business was in some manner moving through Facebook. Because of this, we were able to sell the RV and return to Louisville and travel less. Customer service was originating and being handled through Facebook, LinkedIn, and our website.

It was late 2011 when I discovered the TPNI Engage marketing system. TPNI Engage provided an email and text auto-responder system and list building tools that I desperately needed for customer service and follow up. I bought into the system to use it to market our products, and our practitioner's services. We now offer these services in-house, custom-tailored for our practitioner network that has grown to nearly twenty-five hundred practitioners. While attending a TPNI event, I was sitting with a group, and I was discussing my need for a certification program, when one member of the group looked at me and said you could build the program within TPNI Engage, just duplicate their program. I was in awe. Could it be that easy?

Within a week of my returning home from the event, the basis of my certification program was in place. All I did was change the wording where necessary to reflect the machine usage. The

I continue to meet with my mastermind group weekly, and I seek advice about what I am currently working to accomplish. The answers I receive continue to give me the direction I need and cuts implementation time in half or more. You, too, can benefit from this brain trust of experts in the ever-changing world of internet and offline marketing. If you do not ask for help, you will spend unnecessary time learning, or if you can ask for help, you will save time and ultimately make more money. My accountant used to tell me it is not how fast you find a hole, it's how quickly you fill it. Make expert marketing and superior customer service your priority, and you will not have as many holes to fill.

Health and Wellness utilizing Magna Wave PEMF have become my passion, and I now dedicate my life and time to helping thousands of people to gain financial independence and success in their life that they desire. I thank God every day for the opportunity to do this. I am available to help; just let me know.



About Pat

Pat Ziemer is the owner of Magna Wave PEMF. PEMF is the application of High Voltage Pulsed Electro-Magnetic Fields into the body that reduce inflammation and relieve pain, allowing for the body to better heal itself. Pat has been working full time with PEMF since 2002. The company's therapy devices are used extensively on racehorses, performance horses, and even professional athletes. Seven recent Kentucky Derby winners and numerous world champions in many horse disciplines utilize the therapy regularly.

Many NFL, MLB, NBA, NHL and MLS teams utilize Magna Wave Therapy. In 2007, Pat acquired the rights to the PEMF device, repackaged it, branded it as Magna Wave and hit the road marketing the Magna Wave brand. Since 2007, the company has placed over 2000 Magna Wave devices into the market for private and professional use. Magna Wave now services the human, small animal, and equine markets.

You can find Pat on LinkedIn at: Patrick Ziemer.