

## **CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 8:**

### **• KNOW YOUR LANGUAGE**

Since most of you are in the alternative health field, this section will be on “knowing your language”.

Unless you are a medical doctor, you are not allowed to diagnose and prescribe.

The definition of diagnosis is as follows:

1. Identification of illness: the identifying of an illness or disorder in a patient through physical examination, medical tests, or other procedures.
2. Identification of problem: the identifying of the nature or cause of something, especially a problem or fault
3. Decision reached by diagnosis: a decision or conclusion reached by medical or other diagnosis: "The diagnosis is flu."

Therefore, if a client visits your office you are not allowed to evaluate them and diagnose them and name a “disease”.

That’s why I like iridology – because I can analyze the iris and tell them what I see based on the iris of the eye. I still don’t say “you have diabetes” because I see orange pigmentation in the iris. I say that there is orange pigmentation in the iris and “historically” that has been known to be an indication of blood sugar imbalance.

Then I proceed to ask the client specific questions that pertain to blood sugar imbalance, whether it be high blood sugar (diabetes) or low blood sugar (hypoglycemia) but I never name any diseases.

I learned that in 1987 when I took Dr. Jensen’s course down at the Hidden Valley Health Ranch. He kept saying it over and over again to the point that I walked out of his ranch afraid to do iridology. Of course then the next week I had my first client and I’ve been in business ever since.

Now what about prescribing?

If someone comes to you with a cold is it ok to say “you need to take 9 Echinacea, 5,000 mg of Vitamin C, and 3 CC-A per day?”

Again, it’s not ok.

It’s ok to say that “If it were me I would take ... Or historically we would use ... for the cold. Or even better yet purchase the cards or other material that you can make a copy of and just hand your client the information and just say “this is what I would do” if it were me.

I caught myself this morning while speaking to a woman about her 17-year old about chronic sinus infections. I found myself saying that because she’s been on so many antibiotics for all these years she probably has candida and needs to take the candida test. I told her that she probably needs to take 5,000 mg Vitamin C per day up to bowel tolerance and also to purchase Echinacea and have her take 9 per day. Then I stopped and realized what I was doing.

If that call was recorded they could say I was prescribing without a license and they could shut down JLS. That would be a horrible thing. So I then added “if it was my daughter that is what I would do and that is what I do with my children”. That way I have saved myself from prescribing and have now changed the wording to say that it’s “what I would do” rather than “what you should do”.

Be very careful with your wording. In iridology we prefer to use Constitutional Iridology which stops us from looking at each individual organ and we instead look at each system. This keeps us from saying “your liver looks stressed out so you need milk thistle combination, or your bowel is toxic so you need bowel cleansing and probiotics. It keeps us from diagnosing and prescribing which I just did in the last sentence. Instead of say “it looks like the intestinal system is weak based on the colors in the iris of your eye” and then we point out the bowel area and explain what the darkness means and what needs to be done to clear out the darkness.

Do you see how this can get you into a lot of trouble?

One of our colleagues has written a very important paper on using the proper language in your business. That paper is part of this course.

Please read it and then write a 2-page report on what you thought about his paper. Please include what you are currently doing in your business and what you plan to change as far as the language you use.

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