

4 Tips for Successful Videos:

- 1. Wipe/ Clean your Camera lens**
- 2. Good Lighting - Natural Lighting is preferred**
- 3. Smile + Look Engaged**
- 4. Take a step back - do not zoom in (we can do cropping later)**

Sponge Video Script -

"Hey guys, it's Dr. [Insert Name], and today it is science experiment time. I'm going to use this kitchen sponge to teach you about degenerative disc. And I want to do this because a lady came in yesterday and she said, my doctor told me my disc is gone, that there's not much disc material left. Well, that's not in fact the case.

And I want to show you exactly what I mean by that using this kitchen sponge. So this kitchen sponge is wet, right? It's squishy. It's pliable. You can bend it and twist it and it's thick and spongy. This is a healthy disc. It's hydrating. Compared to this disc, right? This sponge was bought out of the same package.

This is the dehydrated version. So we can see that it's much thinner. It's brittle. It doesn't bend or twist and there's no squish to it. It's hard, right? So this is the dehydrated version of this disc. There is no less material. We didn't cut any sponge out. But once it dehydrates it gets thinner. So it stands to reason if we're able to rehydrate this disc that it will start to look and function like this one again.

How do we do that? We use the DRX 9000 and spinal decompression and a very precise protocol to rehabilitate, to rehydrate disc from this back to this. What's that look like? So this machine allows us to target the specific discs that are dehydrated and start to pull the hydration back into the disc. It looks something like this.

As we start to return the normal hydration to the disc, we see old, degenerative discs that were not functioning properly start to come back to life. Start to thicken up to allow more room for the nerves. And to rehydrate back into the discs that are stronger, happier, healthier. So if you're

dealing with a bulging, degenerated, a herniated disc and you're ready to get that disc back healthy again, click the link below.

Come in and sit down with us. Let's see if we can get you back in action. I look forward to seeing you soon. God bless."

Pain Feels Like Video Script -

"Some of our patients have described the pain from a bulging or herniated disc as blowtorch-like pain. Burning down the back of the leg, down the arms, into the hands and fingers. Some, they describe the pain as a stabbing, shooting sharp pain. And others, more of a deep, boring, inescapable pain. At Genesis Back and Neck, we utilize the DRX For spinal decompression, to effectively decompress the spinal disc, one, taking the pressure off the spinal cord and nerves, giving you pain relief, and rehabilitating, rehydrating the disc.

Can you imagine what it's like to live life without pain? Click the link below. "

Oreo Video Script -

Hey guys, how delicious are these things? I'm an Oreo lover. I'm Dr. [Insert Name] at Genesis Back and Neck here in [Location], and if you're dealing with a bulging or herniated disc, I want to teach you something about that with this Oreo. Now, just like an Oreo, my favorite part and America's favorite part is what's inside, right?

That space in between the two, that's the sweet spot. Now, when we think about a disc, The same thing is true. This cushion in between, that's the disc. It's the cushion or the spacer. And if we go back and we think about an Oreo, There's a lot of people running around with a disc like this. The cushion, the space is gone.

There's just not much disc. We're able to take those patients and using this big contraption behind me, the DRX9000, starts to improve. That disc space slowly starts to rehabilitate it back to a more normal level by adding hydration, utilizing true spinal decompression. As that disc starts to improve and the health starts to come back, these people start to feel incredibly different.

Not only that, here at Genesis Back and Neck, we have an 86 percent success rate at helping patients get better. their discs back to a healthy level. If you're dealing with a bulge or herniation, or you've been told that you have a degenerative disc, click the link below and come in and we can sit down and figure out if we can help you get back to these delicious levels. God bless.

Bulging Disc Video Script -

"Have you been told that you have a bulging or herniated disc, but you have no idea what that means or how it works? Let me explain. So the bones of your spine are separated by this thick,

healthy disc right here. Which creates space for the nerves and for the spinal cord. Now, when you have an injury to the disc, it pushes backwards and puts pressure on these nerves.

These are the ones that go down your arms, down your legs. They cause pain, numbness, and tingling. And what a lot of people don't understand is that this situation is a mechanical problem and it requires a mechanical solution for which there are only two. You either cut it out or you pull it back in.

Outside of those two solutions, you're merely treating symptoms. Okay. If you're looking for a non surgical solution for your bulging disc at Genesis Back and Neck, we focus on safe and effective spinal decompression using the DRX 9000. So click the link below, come in for your no cost consultation, try out the DRX and see if spinal decompression is right for you. “

Disc Symptoms Script -

“Hey, do you have low back pain? Do you have chronic horrible burning pain? Have you been told maybe it's a disc bulge or disc herniation? Is it worse in the mornings? Does it shoot down the leg, maybe split at the calf or burn in that lower calf area and even fan to the front of the foot? These are all disc symptoms.

Have you been told you need injections or maybe had them and they haven't even worked? Have you been told you need surgery? Well, these are the things that the DRX9000, our particular spinal decompression machine, can help. See, a disc bulge pushes out like this, and it puts pressure on the nerves. And you can have surgery, or you can do our spinal decompression to help bring that back in.

Take the pressure off those nerves and finally get the relief you're looking for. Again, without drugs and without surgery. If this sounds like you, please click on our link here. We would love to show you our office, talk with our doctors and actually do a free consultation and free first treatment. So come on in, take the leap.

We'd love to help you out”

Degenerative Disc Video Script -

“Have you been told you have a degenerative disc? Is there anything you can do? Is there any disc left? And if not, where did it go? Let me explain. Imagine the disc just like a sponge in the kitchen sink. If you're using it, it's thick and wet and pliable and hydrated. If you set that sponge on the counter for a week and come back, it's gone.

It's thin, it's dry, brittle, it cracks. That would be like a degenerative disc. Now, there's no less sponge, right? It's just severely dehydrated. The exact same thing can happen to the disc of your spine. At Genesis Back and Neck, we utilize the DRX 9000 Spinal Decompression System. To not only target a disc, but be able to pull the fluid and hydration back inside.

This rehydration allows the disc to take the pressure off the nerve, finally getting you relief from unrelenting back pain. So if you have a degenerative disc, click the link below and come experience the Genesis Difference. “

IPad Video Script -

“See that? That's a herniated disc, and every day in our office, we help people that are dealing with the terrible side effects of bulging and herniated discs. Numbness, tingling, radiating sciatic pain, they've tried everything they can think of. Chiropractic, acupuncture, pain management, the shots, the drugs, nothing seems to help until we use this guy behind me.

This is the DRX 9000, and its sole purpose is to decompress that disc and give it the best opportunity to heal. If you think you might be a candidate for what we do here, I encourage you to click the link below, give our office a call. We'll do a no cost consultation. You have nothing to lose, everything to gain.

If I can help you, I'll tell you that. If I can't, I'll tell you that as well. I look forward to seeing you soon. God bless.”

New Genesis Spine Video Script -

Hey, so check this out. This is a spine model. Right? This is if you were standing from the side, you would be facing this way, these bumps of the bumps you feel up and down your spine. So we got the hard square backbones, the vertebrae. They're held apart by the soft, squishy, thick disc. When that happens, it creates a hole and that hole is where the nerve exits.

That's the nerve that goes down your arm, the nerve that goes down your leg. Now, here's the problem. If you've had a bulging or herniated disc, this is what's actually happening. That disc bulges out into this space. and puts pressure on the nerve. When that happens, that's what's causing that radiating pain, the burning, the shooting, the weakness, sciatic type symptoms.

Now here's the unfortunate truth is when you're in this situation, a lot of times people are doing injections, uh, pain management, rhizotomies, they're taking pills, they're seeing the chiropractor, physical therapy. Uh, here's the problem though, is when you have this disc putting pressure on the nerve, this is a mechanical problem and it requires a mechanical solution.

There's only two mechanical solutions for a disc. One is to cut it out. That's surgery. Everyone's trying to avoid that when we can. Uh, two is to pull it in. We do that with spinal decompression and here at Genesys, we use something called the DRX 9000. I want to show it to you. Follow me. So the machine you see behind me, it's called the DRX 9000, the most researched spinal decompression machine on the planet.

And It is highly successful in being able to essentially un bulge or un herniate a disc. We can put a negative pressure on the disc that pulls those bones apart and brings the disc material back to the center, taking the pressure off the nerve. When that happens, that's what actually gets you real relief, not just short term relief.

And best of all is there's no downtime and it's 100 percent non surgical. Uh, if you want to check it out and see if you could be a candidate for spinal decompression here at Genesis Back, click the link below. Come check us out. Let us take great care of you. See you soon. God bless.

NPS Video Script -

“Hey guys, Dr. [Insert Name] at Genesis Back and Neck and man, I got to tell you, we're finishing up a pretty big morning. Lots of people are getting better. In fact, I'll show you an MRI. The guy behind me, that MRI, that's an actual person that came in, could not go to the gym, could not work out, could not run. Severe spinal stenosis, he's hitting the gym now, running miles, and uh, feeling great.

That's a real patient. Before, after. You know, and then I had this call today. Guy asked to talk to the doctor, which is me, and said, uh, what's the catch? I saw your ad on Facebook. And I was like, there is no catch, you know, I've never charged for anything, and he said that's impossible. And I said, listen, if you come to see me, my only concern is for you to understand what decompression is, and to see if you're a good candidate.

And if you are, I want to give you a treatment, then we talk about what it's going to take to fix you financially and the treatments and all that. And he goes, nah, I don't believe it. And I said, listen, if you come and see me and have a charge to you or your insurance company, I'll pay you a hundred bucks.

He's scheduled for tomorrow morning. Guys, there is no catch to this, really. I'm here to help people not have surgery. That's my only goal in life. For 10 years, we've never charged for a first visit. So that means if you are wondering and you have shooting pain down your arms or legs or spinal arthritis or degenerative disc or numbness, tingling, or your MRI looks like that guy right there behind me, there is no catch.

Come and see me. If you get charged for the first visit, you or your insurance company, I will pay you a hundred dollars. It's not going to happen. My goal is to get you back to your normal life again. So, click the link below, come and see me, ask me all the questions, and if you're a good candidate, I'm going to give you a treatment the same day.

Alright, look forward to meeting you. No catches. See you guys”

Office Tour Script -

Hey guys, it's Dr. [Insert Name] at Genesis Back and Neck. If you've got a bulging or herniated disc, I've got something you need to see. Follow me. This is it. This is the DRX9000, and whether you have a disc problem in your neck or your back, we can help with both of those. So if you're tired of popping pills, if you're tired of getting injections, if you're trying to avoid a surgery or you want to prevent a second one, we've This is the room you need to be in.

Click the link below. Let us know that you want to have a consultation. We'll sit down with you one on one. We'll get you better. God bless. Have a great day.