

MFRMail Newsletter

August, 2008

Greetings,

Thanks again for supporting the MFRmail Newsletter. This month I've provided a great way to reach deeper into the cervical spine with traction. This technique utilizes a Back Roller or Nola Rola. I have also redone the patient handout PDF on the Shoulder Sheet Stretch which will make it easier for your clients to understand the looping of the sheet. This has been a powerful home treatment for my clients, and I've received a lot of positive feedback from all of you as well.



Check out these two Treatment Tips at:

<http://www.myofascialpainrelief.com/NewsletterArchives.html>

As you are aware, all past treatment tips are provided on this page of my website. Feel free to print the PDF file directly onto your letterhead, as many of the Tips are great patient handouts.

On the Treatment Tools page, you will find a link for the Back Roller. Available individually or in quantities, this tool is priced well below the Nola Rola. Check it out at:

<http://www.myofascialpainrelief.com/tools.html>

The Myofascial Release Practitioner Directory continues to grow every month. 2700 clicks have come from the Google AdWords campaign, with the “Find an MFR Practitioner” ad being seen nearly 162,000 times during targeted searches. What all of this means is that your advertising dollars are well spent on the Practitioner Directory. At \$40 per year, I challenge you to find a more cost effective means of reaching your target audience.

For more information or to sign up:

<http://www.myofascialpainrelief.com/PractitionerDirectorySignUp.html>

I’ve posted some new articles showing the effectiveness of Myofascial Release with treating incontinence, as well as an article on the benefits of MFR after high-intensity exercise. Find them at the [MFR Research](#) page

FOUNDATIONS
IN
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The Foundations in Myofascial Release Seminars (Foundations One) was held in Rochester NY recently and was very well received. Participants, both novices as well as experienced MFR therapists, were all very satisfied and excited with the material and presentation. I have another Foundations One class scheduled for October 4-5, 2008, sponsored by the Onondaga School of Therapeutic Massage. Go directly to the massage school’s site to register.
<http://www.massage-school/>

I've postponed the Foundations Two: Head and Neck that was set for September 13-14, 2008 due to a scheduling conflict. Check my site for the new date. This class will include some valuable techniques for the eyes, mouth, neck, and upper trunk. Read more about the Foundations Seminars on my website.

As always, feel free to contact me with any questions or comments, or just to say hello. If for any reason you would like to unsubscribe, just send me an e-mail with "Unsubscribe" in the subject line.

Be Well,

Walt Fritz, PT



www.MyofascialResource.com

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