

MESSAGE 1 OF 11 - INTRODUCTION

Hello, [[firstname]].

First off, I want to thank you for signing up for my "Why You Suffer From Chronic Tension Headaches and What You Can Do To Get Relief Right Now" series.

First, let me tell you a little bit about myself. I'm Paul Bacho, a certified athletic trainer in Cleveland, Ohio. I treat patients who suffer from chronic pain every day.

(My specialties are repetitive stress injuries, low back pain and chronic tension headaches.)

Since 1994, I've been using the strategies you'll discover in this series to help chronic tension headache sufferers from all over the world understand why they get headaches - and what they can do to get rid of them.

I'm confident that this information will help you, too.

You'll be getting this series in 10 parts, one part per day for the next 10 days.

You'll get part 1 tomorrow.

In the meantime, if you haven't had a chance to check out my popular holistic headache program, "How to Get Permanent Relief From Chronic Tension Headaches," I urge you to do so now.

It works by utilizing a simple two-step procedure that not only gets rid of chronic tension headaches, it prevents them from coming back.

It works by eliminating the root cause.

Thousands of people from all over the world (over 80 countries) have used my program to get rid of their chronic tension headaches for good.

Here's the link:

<http://www.tensionheadaches.com/bcdm.html>

The story behind how I developed this program is fascinating, but it's too long for this e-mail.

I'll save it for another day.

Anyway [[firstname]], thanks again for signing up.

Until tomorrow,

Paul

Paul Bacho is a certified athletic trainer in Cleveland Ohio with over 30 years experience treating people in chronic pain. His book, "How to Get Permanent Relief From Chronic Tension Headaches," has helped thousands of headache sufferers from all over the world get rid of their headaches. Learn more at: <http://www.tensionheadaches.com/bcdm.html>

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MESSAGE 2

Hello, [[firstname]]

Here's Part 1 of "Why You Suffer From Chronic Tension Headaches and What You Can Do To Get Relief Right Now . It's talks about the symptoms of chronic tension headaches.

Since you suffer from tension headaches, you may recognize some of the following physical symptoms:

- chronic neck and shoulder soreness
- a persistent pounding in the back of your head, which often works its way over the top of your skull and around the sides
- twitching eyes during really severe headaches
- a continual soreness between your shoulder blades
- aching jaw and pain in your back teeth
- pain in your ears
- decreased movement in your neck - you can't turn it left or right without pain and you can't put your ear to a shoulder without pain, or if you can your movement is limited
- chronic fatigue; tiredness sets in before your workday is over
- when your back, neck and shoulder muscles get REALLY tight, you experience numbness and a tingling down your

arms and into your hands, which is often accompanied by a loss of grip strength

Unfortunately, your pain most likely goes beyond the physical.

EMOTIONAL AND MENTAL SYMPTOMS OF CHRONIC TENSION HEADACHES

Consider the following emotional and mental symptoms that plague chronic tension headache sufferers:

- short-temperedness (EVERYTHING bothers you)
- constant grouching (your friends and coworkers tell you you've changed)
- low self-esteem and self-loathing
- difficulty concentrating due to chronic pain
- decreased work productivity and efficiency

The constant pain and emotional drain will even take a toll on your appearance. Take a look at yourself in the mirror:

- are your eyes bloodshot?
- are there bags under your eyes from lack of sleep?
- is your head jutted forward and down to relieve the pain in your neck?
- are your shoulders slumped forward like the Hunchback of Notre Dame?
- does your back curve inward?
- does your stomach protrude?
- are you frowning?

If you answered “yes” to a lot of these symptoms, chances are you suffer from chronic muscular tension headaches.

The only way to know for sure is to get checked out by your doctor. If you haven't yet done so, that's the first thing you should do. That's because you want to rule out a more serious condition.

Tomorrow, we'll talk about why you suffer from chronic tension headaches.

Stay tuned!

Paul

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MESSAGE 3

Hello, [[firstname]].

Yesterday you learned what some of the symptoms of chronic tension headaches are.

Today I'm going to reveal why you suffer from them.

So just what's causing your chronic tension headaches, anyway?

Why are they so debilitating, so painful?

And how come they won't go away?

When they first started, a couple of aspirins probably did the trick.

But now even the expensive red, blue and green pills your doctor gave you don't work.

If you're like a lot of chronic headache sufferers, you may believe your headaches are a result of stress.

This is unlikely.

Sure, it's true that emotional stress can settle into your neck and shoulders and cause tension headaches.

However, most of my patients' headaches are the result of something else: the posture they're in at work.

Unfortunately, most of today's jobs involve sitting or standing over work stations. These stations are usually in front of workers at odd angles, forcing them to stoop or

slouch down.

Look around at your co-workers. Whether they're sitting at computer terminals, talking on the phone or working at drill presses, their posture is the same: slightly bent at the waist, shoulders rolled in, head pushed out.

This is an abnormal position that strains the muscles of your upper back and neck. As a result, your upper body is pulled down and forward.

To fully appreciate the effects of this poor posturing, I want you to try this experiment:

With two hands, hold a gallon of water in front of your waist and stand in front of a mirror.

Assume your best posture - head up, shoulders back and stomach in. See if you can stand there for five minutes.

As the seconds tick by, watch yourself carefully. Are your shoulders rolling in? Are you beginning to bend slightly at the waist? Is your head coming forward? Are your neck and shoulders starting to tense up?

Does all this look familiar? It should because this is exactly what's happening to you as you sit at your desk, work bench or computer all day. The muscles in your back, neck and shoulders are straining against the weight of your upper body. As the day wears on, strain on your muscles increases.

Eventually, they begin to tire and fatigue sets in, as evidenced by the tightening and burning you feel in your neck, back and shoulders.

Well [[firstname]], that's the end of today's segment. Tomorrow I'll talk about how poor posture causes muscle spasms in your neck, shoulders and upper back - and why these spasms are the true cause of most chronic tension headaches.

Until then,

Paul

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MESSAGE 4

Hello, [[firstname]].

Yesterday I talked about how poor posture causes muscle fatigue in your neck, shoulders and upper back.

Today I'm going to explain why this causes chronic tension headaches.

The clinical term for muscle fatigue is called spasm. What happens is that as your muscles reach their point of exhaustion - the point at which they will no longer be able to work - the spasm increases.

This is your body's way of protecting the muscles from going beyond their physiological limits. Otherwise they would tear.

The longer you sit at your desk or stand over your drill press, the more work you force your muscles to do. More work equals more fatigue, which equals more spasm. Eventually, the muscles become so tight from the spasm that two things begin to occur:

1 - the nerve endings in your bones, where the muscles attach, become irritated

2 - blood flow to the muscles becomes restricted (a spasmed muscle squeezes the arteries that supply it with blood; it's like stepping on a turned-on garden hose).

This is how the pain starts.

All you need to do to stop the pain is to stop straining your muscles and resume normal blood flow. The problem is - if you're like most people - you continue to strain your muscles, even after work.

Think about it. After work you go home and feed the kids... mow the lawn...clean the house...do the laundry.

As you perform these chores, what's your posture like?

(Be honest!)

I'll bet it's lousy. Then when you can finally relax, what do you do? You slouch in your favorite chair, with your shoulders rolled in and your head forward. Then you go to bed and, in

the morning, you start this vicious cycle all over again.

You'd think that eight hours of sleep would allow your tired, fatigued muscles to relax and return to their normal state. However, if you're sleeping in the wrong position you'll aggravate your muscles even more.

Yes, some of these muscles may have relaxed overnight, but the spasms are NOT all gone. This means that it won't take as long for these muscles to begin to fatigue and spasm (or knot up) again. Now your headaches and neck aches return earlier - and last longer.

Tomorrow I'll discuss how continual poor posture makes it impossible for tightness and spasms in your neck, shoulders and upper back to go away.

In good health,

Paul

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MESSAGE 5

Hello, [[firstname]].

Yesterday I talked about how working all day in poor posture strains your neck, shoulders and upper back and causes these muscles to tighten up.

This continual strain results in the tearing of muscle fibers.

This happens on a microscopic level - too small to see, but big enough to feel.

Now, this tearing is NOT a problem per se - provided you allow your muscles to recover.

It's like lifting weights. Take bicep curls, for instance.

You do bicep curls until you can't lift the weight any more (fatigue). By working the muscles to fatigue, you tear them slightly. The soreness you feel the next day tells you that the muscles are slightly torn.

If you let the muscles rest before you lift again, they don't return to normal; they go beyond their normal state and get stronger.

But if you were to lift every day to the point of fatigue without giving your muscles a chance to rest, your muscles wouldn't get stronger.

Instead they'd begin to break down and get weaker.

It's the same with your neck muscles; - they never get enough rest to recover fully.

Not even a relaxing weekend is enough to do the trick - two days of rest isn't enough time for them to recover from five days of abuse.

Because you're not allowing your neck muscles enough time to relax and recover, your spasms never really go away.

The reason is that your body begins to repair the tearing in the muscle tissue while your muscles are still spasmed.

It does this by laying down scar tissue over the tears. It's like a scab over a wound.

Again, that's not a problem as long as you give your muscles time to recover. Assuming you do, your body will begin to break down the scar tissue and your muscles will return to normal.

But if they're forced to endure daily strain, this doesn't happen. Instead, the spasms remain constant.

Worse, your muscles are continually torn.

This sets the stage for chronic tension headaches.

Tomorrow I'll talk about this in more detail.

In the meantime, if you haven't already done so, you should check out my holistic headache program, "How to Get Permanent Relief From Chronic Tension Headaches."

I developed this program over 15 years ago.
And since 1999, it's been available on the
Internet.

More details are at:

<http://www.tensionheadaches.com/bcdm.html>

Check it out. It's helped thousands of chronic
tension headache sufferers from all over the
world get headache relief.

And I guarantee it will help you too.

Well firstname, thanks for taking the time to read
this series.

Until tomorrow,

Paul

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MESSAGE 6

Dear [[firstname]]

Yesterday I discussed how practicing poor posture at
work causes microroscopic muscle fibers in your neck,
shoulders and upper back to continually tear.

Whis is this so bad? Because as these tears heal, your
body lays down microscopic threads of scar tissue
between the muscle fibers.

When that happens, the spasmed muscles can't relax
even if they wanted to because the scar tissue is binding
them together.

Those knots you feel when you run your hands over
these muscles? They're the result of this scar tissue.

That's why your headaches never really go completely

away - and why they come back earlier.

That's also why muscle relaxers usually don't work for people who suffer from chronic tension headaches - their muscles are physically incapable of relaxing.

As your muscles get tighter and tighter, as more spasm and scarring takes place, your symptoms change.

Your headaches become more frequent. They're more intense and longer lasting.

The pounding in the back of your head now comes over the top of your skull. Your forehead hurts. Your eyes may even twitch.

As the muscles around your neck fatigue and tighten, you may develop earaches. On really bad days, your back teeth might ache.

Eventually these muscles will spasm so much that they'll pinch off the nerves that go down to your arms, resulting in numbness and/or tingling down your arms and to your fingers. Eventually you'll lose some of your grip strength.

If you've reached this state, something needs to be done ...but what?

Forget about muscle relaxers; I've already said why they won't work.

All but the strongest medication will prove ineffective (even if such medication provides relief, it will be short-lived - I've had patients tell me that nothing relieves their pain).

Tomorrow I'll reveal the two specific things you have to do to get rid of your tension headaches.

So keep your eye on your inbox!

Until tomorrow,

Paul

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MESSAGE 7

Hello, [[firstname]].

Yesterday I painted a pretty depressing picture.

But have hope and be strong. You're NOT doomed to a lifetime of chronic tension headaches.

Two things are all that are necessary to get you complete relief. They need to be done at about the same time.

The first thing you have to do to get rid of your chronic tension headaches is eliminate the cause of your muscle tension.

If you're like most people, the root cause of your muscle tension is the poor posture that you're in at work all day.

Be honest! When you're sitting at your computer or desk, or standing at your work table or bench, are your shoulders hunched or rolled in?

- Is your head forward?
- Is your stomach out?
- Is there a slight lean forward at your hips?

If the answer is yes, then you're following a recipe for chronic tension headaches.

You **MUST** reverse your poor posture! As long as you continue to slouch, there will be tension in your neck and shoulder muscles.

The second thing you need to do is to increase blood flow to those tense neck and shoulder muscles.

Let's assume you have a tension headache right now and you want relief...**RIGHT NOW**. Okay, I'm going to give you the details on how to increase blood flow to your tense neck and shoulder muscles.

This will provide some instant relief.

Now remember that a tight, spasmed muscle squeezes down on the blood vessels that feed it.

Since blood provides the muscle with the oxygen and nutrients it needs to relax and recover, this squeezing prevents it from ever fully relaxing and recovering.

Applying heat to the muscle is the best and easiest way to increase blood flow to it. Moist heat is best, as it penetrates furthest into the muscle tissue. Try any or all of these suggestions:

- take a hot shower
- relax in a hot tub or jacuzzi
- apply a towel soaked in hot water (you can heat a wet towel in a microwave - just remember to ring it out first!)
- apply a moist heating pad

While not as effective as moist heat, dry heat will also provide relief. You can use a regular heating pad.

There are also gel packs available that you heat in your microwave (you can find them at most drug stores).

Whichever source or combination of sources you choose, the more heat you can stand, the better.

Tomorrow I'll show you another way to increase blood flow to your tense neck, shoulder and upper back muscles.

You'll love this one because it's easy and you can do it anywhere. Better yet, you can use it not only to get rid of a tension headache, but to prevent them as well.

All the best,

Paul

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MESSAGE 8

Hello, [[firstname]].

Yesterday I told you how to use moist heat to get rid of a tension headache.

Another way to get rid of a tension headache - or better yet, prevent one - is to take frequent stretch breaks.

It's important to realize that the trick to preventing muscle tension headaches is to recognize the warning signs. These telltale signs let you know that - unless you take action - a tension headache is unavoidable.

Perhaps the best indicator is when the back of your neck starts to tighten up.

Whenever you feel the back of your neck - or shoulders or upper back - begin to get stiff as a result of computer, office or phone work, you must take a break and do a simple 3-minute behind-the-back stretch. You can do it sitting or standing.

To do it seated, you must have a chair with backing that comes halfway up your back.

Your arms must be hooked over the back of your chair and your shoulder blades pulled together. If you're standing, you should assume the military position: head up, shoulders back and stomach tight.

As you do this, make sure your chest is stuck out. It's also important to keep your head up.

Your shoulder blades should be pulled together until you feel a steady tension in your shoulder joints. You shouldn't go overboard on this; there should be no pain.

Now hold this stretch for three full minutes.

At the end of this stretch, you should feel your back muscles loosen a bit. You may also feel a sensation of warmth up the back of your neck, which is a sign that blood flow has increased.

If you work all day in an office setting, you should take breaks throughout the day to perform this stretch - it will prevent tension headaches!

But if your tension headaches are chronic, it's likely the relief you get from this stretch will be short lived.

That's because in all likelihood, you have stubborn muscle spasms that just won't relax. And because of those spasms, you suffer from a constant restriction of blood flow to the back of your head and nerve ending irritation there.

And as you may recall, it's this blood flow restriction and nerve ending irritation that are causing your headaches.

But have no fear! Tomorrow I'll show you how to get rid of these troublesome muscle spasms with a little trick that you can do in minutes.

See you tomorrow!

Paul

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MESSAGE 9

Hello, [[firstname]].

Yesterday you learned how to do a simple stretch that can prevent or get rid of a tension headache.

But if you have a lot of stubborn little muscle spasms in your neck, shoulders and/or upper back, you may find the relief you get from this stretch will be short lived.

So let's get rid of these nasty little buggers!

Here's one way that can help - acupressure.

Acupressure is sort of like acupuncture, but without the needles.

What you're going to do is stimulate muscle "trigger points." A trigger point is an area where you have or have had pain. If you stimulate that area, you'll cause more pain.

Yes, I know that sounds counterproductive but bear with me.

First, find a trigger point to stimulate.

That's easy.

Take your hand and run it over the back of your neck and down the base of your neck to your shoulders.

This area is probably tight, so you may have to push into the muscles a little bit. Besides being sore and tight, you'll feel little lumps or knots.

Now, using the tip of a finger - the one that's going to reach the trigger point and provide you with the most leverage - roll over the trigger point until you find the tip.

Then push your finger in ***as hard you can*** - and hold it.

Yes, it's going to hurt.

Nevertheless, I want you to continue pushing until:

1. you can't stand the pain, or
2. you feel the trigger point "pop," or dissolve (you won't actually hear it pop, but you will feel a little explosion in your muscle)

A tingling sensation may spread out from the trigger point.

That's normal.

Once the pain subsides, your headache will most likely either significantly decrease in intensity or disappear.

If you have more than one knot, or trigger point (as is likely), you'll need to stimulate each one.

If the trigger point is in a spot you can't reach very

well, you'll need to enlist the help of a good trustworthy friend or your spouse/significant other.

When using acupressure to dissolve trigger points, don't worry about hurting yourself.

The worst thing that can happen is you won't be able to "pop" the trigger point. In that case, wait until the area of the trigger point calms down, then repeat the procedure.

While it doesn't work 100 percent of the time, I've gotten great results most of the times that I've used this technique on my patients.

When it doesn't work, it's usually because there's just too much spasm over too wide an area.

In these cases, I pull out the heavy artillery - a muscle stimulation technique I developed that gets rid of these spasms no matter how wide an area they occupy.

I'll give you the details tomorrow.

Until then,

Paul

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MESSAGE 10

Dear [[firstname]],

Yesterday I told you how to use acupressure to get rid of headache-causing muscle spasms. I also told you that when acupressure doesn't work, it's usually because there are too many spasms to treat one by one.

So in this case, you use a unique muscle manipulation technique I developed to get rid of all these spasms.

I call it "digging."

This "digging" technique only takes about five minutes to do. You have it done on you once a week for anywhere from 4 to 10 weeks.

And it's simple - so simple that a child can master it in minutes.

(You won't have to go to an expensive massage therapist, but you will have to have someone perform the technique on you because you won't be able to get enough leverage yourself).

But as effective as my "digging" technique is, by itself it won't get you permanent relief from your chronic tension headaches.

That's because the mechanism that caused all your muscle spasms is still in place.

And what's that? It's poor posture.

Even if you get rid of all the headache-causing muscle spasms through my "digging" technique, these spasms will just return if you don't correct your posture.

So how to you do that?

Simple - you retrain your muscles. You do that through some simple stretches.

You do these stretches a few times a day. They don't take long, but spending a few minutes doing them every day retrains your muscles to "get used" to being where they belong.

All the details of how to perform my digging technique and posture-correcting stretches are in my holistic "How to Get Permanent Relief From Chronic Tension Headaches" program.

More information about the program is at:

<http://www.tensionheadaches.com/bcdm.html>

Thousands of people from all over the world have used this program to help them get rid of their headaches.

It's worked for them and I guarantee it'll work for you, too.

With my "How to Get Permanent Relief From Chronic Tension Headaches" program, you'll discover:

- How to perform my quick and easy "digging" technique that gets rid of chronic tension headaches
 - How to do some simple stretches that correct your posture (so your headaches don't come back)
 - A host of strategies that can short-circuit an oncoming tension headache (before it ruins your day)
 - How changing the position you sleep in helps prevent chronic tension headaches
 - How to get rid of a tension headache (without resorting to painkillers or muscle relaxers)
 - Easy stress-reduction techniques that help keep your headaches from coming back
- and much, much more!

To get "How to Get Permanent Relief From Chronic Headaches, go to:

<http://www.tensionheadaches.com/bcdm.html>

"How to Get Permanent Relief From Chronic Tension Headaches" is unconditionally guaranteed for 90 days, so you take no risk at all.

All the risk is on me.

So what are you waiting for? Start getting rid of your tension headaches right now!

Go to:

<http://www.tensionheadaches.com/bcdm.html>

[[firstname]], thanks for taking the time to read part 9 of This 10-part series about getting headache relief.

Tomorrow I'll wrap it up.

Please don't hesitate to contact me if you have any questions.

All the best,

Paul

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MESSAGE 11

Dear [[firstname]],

I want to thank you again for subscribing to my 10-part series on getting rid of tension headaches.

So far In this special report you discovered :

1. What the symptoms of chronic tension headaches are
2. Why you suffer from chronic tension headaches
3. How neck, shoulder and upper back spasms cause tension headaches
4. How poor posture strains neck, shoulder and upper back muscles and cause them to spasm
5. How torn muscle fibers in tight and spasmed neck shoulder and upper back muscles keep them from being able to relax
6. Two things you can do to get rid of chronic tension headaches
7. A stretch you can do to prevent or get rid of a tension headache
8. How to use acupressure to get rid of a tension headache
9. How my "digging" technique and posture correction stretches get rid of your chronic tension headaches for good

And now it's time for the final part of this 10-part series.

Today I want to give you a simple exercise you can do to help correct your posture.

It's a rowing exercise.

You can do this exercise in a number of ways.

If you have a rowing machine, use it. Emphasize the pullback and really stretch our your chest and shoulders as you pull and squeeze your shoulder blades together.

If you don't have access to a rowing machine, a simple alternative is to get an old inner tube or one of those therapeutic bands that are available in sporting goods stores (they're like giant rubber bands).

Or you can simply get some old tubing, like the inner tube of an old bicycle tire.

Sit on the floor with your legs in front of you. Take your tubing, theraband or old bicycle tube and hook it over your feet. Now duplicate a rowing motion.

Make sure you keep your shoulders, back and head up as you pull back. Also make sure you squeeze your shoulder blades together.

Pull back until you come to an upright position, then pull your arms back as far as you can go.

Make sure you keep your shoulders, back and head up throughout the entire exercise.

Don't do the exercise rapidly, but keep up a good pace.

Do this exercise until your muscles begin to burn. Note how much time you spent rowing and try to increase the amount of time by 15 or 20 seconds the next time you row.

Each time you do this exercise, try to improve your performance by that amount of time.

Your goal is to gradually increase your performance until you're able to do this for 10 minutes three times a week.

Well firstname, that ends my 10-part headache report.

If you have any questions, please don't hesitate to shoot me an e-mail. You can also call 707-431-0467.

And if you suffer from chronic tension headaches, I urge you to check out my "How to Get Permanent Relief From Chronic Tension Headaches" program.

It's at:

<http://www.tensionheadaches.com/bcdm.html>

All the best,

Paul

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