

Soft-Sell Marketing your Healing Practice

Learning to Stay in Your Spiritual Heart While Letting People Know What You Do

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You take a course in Healing Touch, Healing Touch Spiritual Ministry or Healing Touch for Animals and by the end of the first morning you are inspired, in fact by the end of the day, you know that you have found the next step on your path and your life's work is clearly before you. You can hardly wait to take the next course and before you know it you have finished your coursework and you are certified in your field. You are passionate about your new-found healing knowledge. You have dreams of establishing a practice and being of service to either the two-legged or four-legged creatures of God. You just know you have found the work of your heart. You may even have set up a room in your home or gone out on a limb and rented an office space. Maybe you have dreams of a healing ministry in your church and just know that the people will come. You have done all the right things you were taught in your coursework, printed up business cards, maybe a brochure or flyers advertising your practice. And then you wait.

After a few months, you have little to show for your investment. Disappointment begins to set in. What have I done "wrong" or what haven't I done right to show people what I have to offer in the way of healing? Sound familiar?

All too often healing practitioners lose faith and enthusiasm because they don't know how to stay in their spiritual heart while letting people know what they do. Your typical "hard-sell" techniques simply don't work in healing but how do you spread

the word about what you do and build an abundant practice that supports you financially, emotionally and spiritually? How do you not lose heart in the process? Is it possible to love your work and let it love you in return? Being in a healing practice is a spiritual process. It is tapping into the love that you are and letting it be your magnetic attraction. Hard you say? Your beliefs and attitudes are the connecting links between your heart and mind. When your heart has become attuned to scarcity, your mind will work overtime to generate ways and means of making money! This is when the fear sets in—I've made a mistake, no one will come, and then you start to buy into the belief that you aren't very good at this thing called energy healing. The truth is the universe is infinite and infinitely abundant. Your heart understands this.

Here's a novel concept: "selling," that is letting people know what you do is actually spiritual service. It's about loving your clients/patients and allowing them to love you in return. It involves a sincere, non-manipulative emotional connection that is spiritually rewarding. Is that not what drew you to this work in the first place? Your exchange with your clients/patients is what marketers call ROE (return on experience.) This is a life-change transaction where you are creating and maintaining an authentic, heartfelt emotional connection with your clients/patients. And so we are getting back to the heart once again. This is just one of the many trade secrets to soft-sell marketing while staying in your heart.

Come join me at the Healing Touch Program/Institute of Spiritual Healing/Healing Touch for Animals joint conference coming July 31st - August 2nd in Denver, CO where I will aim to inspire you in your work with people and animals.

