

# MONEY AS Energy

by Marilee Tolen, RN, HNC, HTCP/I

## Healing Touch: The Practice and the Person

How Bringing the YOU into Your Practice Can Put Dollars in Your Pocket

One of the unique features about the Healing Touch Program curriculum is that it encourages self-growth and self-healing of the practitioner.

The Development of the Healer portion of the program brings a certain quality to the Healing Touch work that makes the work extraordinary and each healer special. As healers-in-training discover unhealed aspects of themselves, and bring light to those areas, they begin the healing process and they are also laying the groundwork for a great marketing campaign!

I've studied healing and marketing enough to safely make a guesstimation that 92% of healers reading this would never make that connection. That is because most healers don't have marketing minds. That is neither here nor there – but worth taking note - as a way to encourage readers to open their minds to some unexplored possibilities.

I've often said in my classes that “the wound becomes the gift to the world” because our own wounds and need for healing is often what drives us into the program (coupled with the desire to help others). So often I've seen healers correct/heal/balance an imbalanced area in their bodies or their lives, and they then want to help others who have that same problem.

The healer who is willing to be transparent about their personal process and share their personal story is the most likely to be successful in business.

Why is this? Because - it is a known fact in marketing that “Stories Sell.” People love to hear stories – especially success stories that can help to offer hope and solutions.

There is an expression in the industry that says “Facts Tell, Stories Sell.” So, when you are sharing information with others as to what Healing Touch is and what you do in your practice – you

needn't list all the facts – just tell them your story – and you will see a greater interest in your work, your practice, your classes – and put more dollars in your pocket!

*You are the product of your business, your HT practice is your tool.*

About the author:

Marilee Tolen is board certified in Holistic Nursing, a graduate of the Barbara Brennan School of Healing Science, completed Intuition Training with Caroline Myss, and has practiced and taught Healing Touch for over 12 years.

She has integrated abundance and prosperity principles into her professional life for three decades. Her studies of the energy of money became her specialty at the Brennan School in 1996 as demonstrated in her thesis “Currency As Consciousness” ©. She is a contributing author to the recently acclaimed award winning book *Invitation to Holistic Health: A Guide to Living a Balanced Life* (Bartlett and Jones) writing the chapter on “Financial Health.”

Marilee has taken her healing work to the World Wide Web and has created a virtual community for holistic health care professionals and others interested in natural healing.

She is now teaching marketing for healers helping them to launch (or re-energize) their practices. Her e-book “Eight Steps to Kick Start Your Practice” [http://snipurl.com/8steps\\_ebook](http://snipurl.com/8steps_ebook) is now available and her very popular course in Internet Marketing <http://www.introtointernetmarketing.com> has been successfully attended by many in the Healing Touch community.

Follow Marilee on her new podcast program The “Green Tea with Marilee” Show at <http://www.GreenTeawithMarilee.com> and sign up for her free Tips of the Week at her website <http://www.HomeSpaLady.com>.