

SPREAD TFH, FILL YOUR CLASSES, AND HELP TO FILL ITW'S

BY BRIAN H. BUTLER.

1. CREATE A SCHEDULE OF CLASSES, SET DATES AND LOCATIONS FOR A WHOLE YEAR. PEOPLE LIKE TO PLAN, SAVE UP, AND SCHEDULE.
2. USE GORDON'S VALUABLE CLASS GENERATION NOTES IN YOUR INSTRUCTOR MANUAL, PAGES 78-90. FANTASTIC HELP TO GET GOING.
3. IN YOUR CLASSES EMPHASISE HOW MUCH JOY YOU GET OUT OF USING AND TEACHING TOUCH FOR HEALTH. LET THEM FEEL THE FIRE! SOW SEEDS AS YOU TEACH THAT THEY MIGHT ENJOY TEACHING TOO!
4. IF YOU ARE TEACHING WEEKEND CLASSES, AFTER LUNCH ON SUNDAY WHEN GROUP ENERGY IS HIGH, PASS ROUND A SHEET OF PAPER WITH THE DATE AND LOCATION OF YOUR TFH II CLASS ON THE TOP. DO THIS WHILE THE GROUP IS SITTING LISTENING TO THE NEXT PART OF THE MATERIAL. SAY: WOULD THOSE OF YOU WHO WOULD LIKE TO TAKE THE NEXT CLASS WHEN WE GO TO TEACH THE REST OF THE BOOK PLEASE PUT YOUR NAMES DOWN. WE'LL COLLECT YOUR DEPOSITS AND REGISTER YOU FOR THE CLASS AT THE END OF THE SESSION TODAY. THEN CONTINUE TEACHING WHILE THE PAPER GOES ROUND THE GROUP.
5. JUST BEFORE THE CLOSING CIRCLE, AFTER THE LAST ACTIVITY, WHILE PEOPLE ARE GETTING THEMSELVES ORGANISED TO SIT AND PARTICIPATE IN THE CIRCLE, PASS OUT TWO OF YOUR SCHEDULES, A REFERRAL SHEET, AND AN ITW LEAFLET TO EACH PERSON.
6. THE CLOSING CIRCLE GENERATES A LOT OF POSITIVE ENERGY ABOUT TFH, HOW MUCH THEY HAVE LEARNED, AND ENJOYED THE CLASS ETC. AT THE END OF THE CLASS IMMEDIATELY AFTER THE CLOSING CIRCLE AND BEFORE YOU FORMALLY DISMISS THE CLASS, SAY:

I'VE GIVEN YOU ALL A COUPLE OF MY SCHEDULES. PLEASE DON'T GIVE THEM AWAY. WELL, NOT TOO EASILY ANYWAY! IF YOU GIVE IT TO SOMEONE AND SAY "I'M SURE YOU'LL FIND THIS INTERESTING" CHANCES ARE THEY'LL THROW IT AWAY. WAIT UNTIL SOMEONE SEES YOU REALLY ENJOYING AND BENEFITTING FROM TFH AND WHO SAYS, "WHERE CAN I FIND OUT MORE ABOUT THIS?" THEN YOU SAY, "I THINK I HAVE A SPARE LEAFLET I CAN LET YOU HAVE!" I TELL ALL MY CLASSES TO BEWARE THEY DON'T OVERDO THE ENTHUSIASM AND OVERWHELM PEOPLE. FOOT-IN-THE-DOOR TYPE SALEMANSHIP TURNS MOST PEOPLE OFF. WE KNOW WE HAVE GOT SOMETHING FANTASTIC, THEY DO NOT..... YET. SLIP IT TO THEM GENTLY!

ALSO I SAY: I WOULD LIKE YOU TO THINK OVER THE NEXT DAY OR TWO OF ANYONE YOU KNOW WHO MIGHT LIKE INFORMATION ABOUT THESE CLASSES SENT TO THEM. MOST OF YOU ATTENDED THIS CLASS BECAUSE SOMEONE YOU KNOW WAS KIND ENOUGH TO SUGGEST IT TO YOU. MAYBE SOME OF YOUR FRIENDS WOULD ENJOY THE COURSE TOO. IF YOU 'LL PUT THEIR NAMES DOWN ON THE REFERRAL SHEET, I'LL SEND THEM SOME MATERIAL. I'LL LET THEM KNOW YOU SUGGESTED IT, SO THEY WILL NOT TAKE IT AS UNSOLICITED MAIL.

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YOU MAY WONDER WHY I HAVE GIVEN YOU AN ITW LEAFLET. WELL, YOU MAY NEVER ACTUALLY TAKE THE WORKSHOP OR TEACH TFH, BUT SINCE I GOT SO MUCH OF PERSONAL VALUE OUT OF THE ITW, I'D LIKE TO MENTION IT TO YOU. JUST AS TAKING A TFH BASIC CLASS CAN HAVE QUITE AN IMPACT ON ONES LIFE, THE EIGHT DAY ITW WAS CERTAINLY A TURNING POINT FOR ME. I LEARNED SO MUCH, AND EXPERIENCED SUCH GROWTH, THAT EVEN IF I HAD NOT PLANNED TO TEACH TFH, I WOULD STILL HAVE CONSIDERED IT EXCELLENT VALUE, JUST FOR ME! SO FILE IT AWAY SOMEWHERE. IF ANYONE IS INTERESTED IN KNOWING MORE ABOUT IT, COME UP AFTER THE CLASS AND I'LL BE HAPPY TO TALK TO YOU ABOUT IT.

7. THEN CLOSE THE CLASS IN THE WAY WE NORMALLY DO BY THANKING THEM ALL FOR GIVING YOU THE OPPORTUNITY TO SHARE THIS WONDERFUL KNOWLEDGE WITH THEM, OR WHATEVER ELSE YOU SAY.
8. THEN ON THE MONDAY, WRITE TO EACH PARTICIPANT, THANK THEM AGAIN FOR ATTENDING, AND:
 - A. ENCLOSE A CLASS EVALUATION SHEET FOR THEM TO FILL OUT ('IN IF YOU'RE BRITISH!) SO YOU GET FEEDBACK.
 - B. ENCLOSE ANOTHER COPY OF YOUR SCHEDULE AND BOOKING FORM IF THEY DID NOT REGISTER FOR YOUR TFH II YET, MENTION IN THE LETTER HOW MUCH YOU'D LIKE TO SEE THEM THERE.
 - C. ASK THEM TO RETURN THEM WITH THE REFERRAL SHEET IN THE STAMPED ADDRESSED ENVELOPE YOU HAVE ENCLOSED FOR THEIR CONVENIENCE.
9. USE THE SAME TYPE OF PROCEDURE IN YOUR TFH II VARYING IT SO IT DOES NOT APPEAR AS A SET ROUTINE. PROVIDED YOUR ENTHUSIASM IS SINCERE, AND YOUR CLASSES ENJOY TFH, YOU'LL BE GRATIFIED BY THE RESPONSE YOU WILL ACHIEVE.
10. I WOULD ENJOY HEARING HOW THIS WORKS FOR YOU, AND WOULD LOVE TO RECEIVE LETTERS FROM YOU WITH ANY IDEAS YOU HAVE FOR IMPROVING CLASS ATTENDANCE, AND HOW WE CAN ENCOURAGE MORE PEOPLE TO BECOME TOUCH FOR HEALTH INSTRUCTORS. THERE WILL NEVER BE ENOUGH TO GO AROUND. THE MORE INSTRUCTORS THERE ARE, THE MORE INTEREST WILL BE GENERATED IN TFH, AND THE MORE PEOPLE WILL WANT TO TAKE THE CLASS. WE HAVE ABOUT 400 MILLION PROSPECTIVE STUDENTS. EVERYONE WHO HAS A BODY, NEEDS TOUCH FOR HEALTH, AND THAT'S MOST PEOPLE!!

JULY 1984

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30th July, 1984.

Dear John Doe,

We hope that this letter will not come as too much of a surprise to you, but your friend, Wilbur Wright, told us that you might be interested to have details about 'Touch for Health', so we are taking this opportunity to enclose our leaflets and the latest schedule of classes.

The growing need for health care which is natural and preventive means that people want creative and practical tools with which to help each other enjoy better health and well being. Touch for Health classes were formulated by American Doctors of Chiropractic to teach people to use simple but powerful basic techniques used by professional therapists to ease pain, reduce stress, and relieve mental tension. These methods are taught secure in the knowledge that they may be used in complete safety by anyone, even those without any previous knowledge or expertise of the subject.

Touch for Health is simple to learn. It is eclectic in approach and draws from ancient oriental concepts of body energies known to Chinese acupuncturists for thousands of years, (but without the use of needles). This combines with the fruits of the latest research in the West in anatomy, physiology, and body chemistry to form a fascinating method of health enhancement for lay people.

If there is any more information you would like us to give you John Doe, please get in touch.

Yours sincerely,

Brian H. Butler.

This is a sample of how a letter might sound that you send to those people your class participants have put onto their referral forms. Modify it to suit your own needs in your own area.

Dear Wilbur Wright,

It is always enjoyable to watch a Basic T F H class start as a collection of individuals which quickly blends into a happy group. The joy of learning wonderful techniques to help others always forges bonds of genuine friendship in just a couple of days between people who have never met before.

Most of the group attended the class because they heard about T F H from a friend. How many people do you know who would enjoy the class as much as you did? Put some names and addresses below and I will send information to them about future T F H classes. I'll mention your name and your wish that they too may have some fun with T F H, and improve their health as well!!

NAME _____ PHONE _____

ADDRESS _____

_____ POSTCODE _____

NAME _____ PHONE _____

ADDRESS _____

_____ POSTCODE _____

NAME _____ PHONE _____

ADDRESS _____

_____ POSTCODE _____

NAME _____ PHONE _____

ADDRESS _____

_____ POSTCODE _____

This is a sample of the type of letter one may send out after a class, together with the class evaluation form, and some more of your class schedules and promotional leaflets. It gives those who have taken your class an opportunity to share what they have enjoyed with their friends, and let them in on something good.

HOW ABOUT A PROGRAM FOR THOSE WHO DO NOT WANT TO LEARN TFH??

BY BRIAN H. BUTLER

THERE ARE THOUSANDS, NAY MILLIONS OF STRAIGHT FOLK OUT THERE WHO DO NOT WANT TO LEARN TFH... YET. THEY DO NOT KNOW THEY NEED IT!! THEY HAVE NEEDS THOUGH. JUST ASK THEM HOW THEY FEEL. ASK THEM HOW THEY ARE GETTING ON IN THEIR PERSONAL RELATIONSHIPS? HOW MUCH DO THEY ENJOY THEIR FOOD? ARE THEY OVERWEIGHT? ARE THEY HAPPY THE AMOUNT OF EXERCISE THEY ARE GETTING?

IS THERE ANY ROOM FOR IMPROVEMENT IN THESE AREAS??? IF THE QUESTIONS ARE ARTFULLY PUT, THE ANSWERS WILL COME BACK.. YOU BET!!! PEOPLE KNOW DEEP DOWN THEY NEED HELP. THEY MAY EVEN ADMIT IT TO YOU ... EVEN IF THEY WILL NOT ADMIT IT TO THEMSELVES!

SO HOW ABOUT A "ONE DAY" PROGRAM FOR THOSE WHO ARE NOT INTERESTED IN ESOTERIC IDEAS. THE ONES NOT "INTO GROWTH". THEY PROBABLY WOULD NOT EVEN KNOW WHAT YOU WERE TALKING ABOUT. THERE IS A SURGE IN "HEALTH". AEROBICS CLASSES, YOGA CLASSES, WEIGHT WATCHERS, AND MANY OTHERS ALL ARE ENJOYING A BOOM.. SO SHOULD WE.

WE HAVE TO MAKE WHAT WE DO ACCEPTABLE TO THE GENERAL PUBLIC IN A FORM THEY CAN RECOGNISE. SOMETHING THEY WILL WANT FOR THEMSELVES AND THEIR FRIENDS. IF WE TAILOR A CLASS ESPECIALLY FOR THEM, THEY'LL BUY IT... IN THEIR THOUSANDS. LET'S DO IT!!

HERE ARE THREE POSSIBILITIES FOR A LAYPERSON'S PROGRAM:-

1. E. S. R. THE MOST POWERFUL TOOL THERE IS FOR LAY PEOPLE TO HANDLE STRESS EASILY. HELPS THE MIND.
2. CROSS CRAWL HAS MORE BENEFITS PER EXERCISE THAN ANY OTHER IN THE WORLD OF PHYSICAL EXERCISE. HELPS MIND & BODY
3. FOOD TESTING CAN LEAD THE WAY TO USING FOODS THAT ARE BIO-ENERGETIC, AND EXCLUDING THOSE WHICH ARE NOT HELPING. HELPS MIND, BODY & BIOCHEMISTRY.

WHO COULD RESIST SUCH A PROGRAM IF PRESENTED WITH RESPECT TO THE NEEDS EVERYONE HAS IN TODAY'S SOCIETY? FORMULATE YOUR OWN IDEAS. EXPAND ON THIS CONCEPT. THINK ABOUT ALL THE BENEFITS OF THESE FEATURES OF TOUCH FOR HEALTH, LIST THEM AND USE FOR YOUR TALKS.

OFFER PUBLIC LECTURES ON NATURAL HEALTH CARE, BUT DON'T CALL IT THAT. THINK UP A NAME THAT WILL GET THEM TROOPING IN. IF IT WORKS, TELL THE REST OF US, AND WE'LL ADAPT IT AND USE IT TOO! OFFER TO GO INTO CLUBS AND CLASSES AND JUST EXPLAIN THE ONE IDEA, DO IT FREE, AND THE SPIN OFF WILL BE IN BIGGER, BETTER CLASSES.

REMEMBER K I S S ? IF WE KEEP IT SIMPLE SWEETIE, WE'LL ATTRACT A LOT MORE ATTENTION FROM JOHN Q., WHO REALLY CANNOT BE BOTHERED TO THINK TOO HARD. DEVISE A ONE DAY PROGRAM ON THE THREE INCREDIBLY POWERFUL TECHNIQUES. DON'T TEACH NEURO- ANYTHING. DON'T GET COMPLICATED! KEEP IT SIMPLE. GIVE WHAT YOU HAVE TO THE PEOPLE, THEY'RE WAITING FOR YOU, EVEN IF THEY DON'T KNOW IT!!