

How to Increase Your Business while Increasing Effectiveness by Integrating the Bach Flower Remedies

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This paper is directed toward learning new innovative ideas of application of the Bach flower Remedies; creating a multiplicity of new variations of integrating the Remedies into your specific field of knowledge and business, while increasing effectiveness.

The Bach Flowers are very effective in stimulating business, because the Remedies address very simply basic wants, needs and desires for the public in general in an more accepted approach into the natural healing fields.

When I started out on this strange journey of the ultimate study of mankind, including all areas of the kinesiological fields toward understanding the varied aspects of life holistically; mentally, emotionally and physically; I did not think that it would be those "Flowers" that would change the direction and focus of my business and life. As a matter of fact, while studying the Remedies I made mention that "I was just learning this information for the fun of it." Since then the Bach Remedies have been the most important factor in increasing my business to capacity.

My experience from when I was just beginning and up to the present time, has been that this strange field of natural health is still very scary for many with whom we share our ideas. Watch! Many still think that we are very crazy yanking on someone's arm and crazier yet, that we are receiving information from this unintelligent arm. I know how difficult it can be to convince others that you are not talking to their arm but to the inner intelligence of who they are. Well, at this point we are assumed totally crazy and need of altering the color of our coats to white. This is where Bach Flowers come into play. I have found them to be the perfect tool to bridge the gap toward accepting a more natural approach. Even though the concept of the Remedies may be difficult to fathom, their application is very acceptable to the general public; that is, the

public is conditioned to just take a substance to heal their ills.

The Bach Flowers have been used for over 50 years and are officially recognized as over-the-counter homeopathic remedies and are listed with the Homeopathic Pharmacopeia of the United States. The Remedies are non-toxic and non-habit forming.

The public is also not "touch conditioned." It can be very uncomfortable for many to accept someone actually touching them, especially the opposite sex. Whereas, the Remedies can be given in a safe, talking, counseling, non-tactile atmosphere.

A Bach Flower Counseling session offers a break from the standard, typical kinesiological session of standing on your feet pushing, pulling and tugging. I also make my consultation sessions very friendly by offering the client some tea or coffee, relaxing on comfortable chairs away from an office environment. A time to get acquainted while noting constructive investigative information toward the priority objectives; seeking the root cause.

New Ideas for Bach Remedies

I have spent most of my time creating ideas based on the application of the Bach Remedies and exploring how to make them very useful in everyday life. For example my book titled *Bach Flower Formulas* (ref. 3) lists the use of the remedies in common areas of life where there is a demand and desire from the general public. What a door opener toward creating more business! The Formulas categorize the Remedies in specific areas: toward achieving more success, attracting relationships, releasing relationships, breaking habits, increasing learning abilities, improving study habits, alleviating depressions and so forth. I find that most people are concerned with one or more of the above objectives. I think even you will agree

that the above formulas also address issues in your life. Give the public what it wants and your business will be booming! The Remedies work. I could bore you with all the success stories of the Bach Remedies but I will let you discover them for yourself.

To help you further understand how I have placed the Remedies in formulas, I have listed a condensed version of a few of the remedies in the Success Formula:

Wild Oat opens doors of opportunity when seeking new employment or increases your present volume of business.

Wild Rose creates charisma, magnetism, attract-ability and approach-ability, attracting and gravitating business your way

Vine promotes leadership abilities gaining the respect in your chosen field.

Clematis initiates "the get-up and go" attitude, preventing procrastination. Dreams need to be realized and materialized.

Gentian prevents self-doubt, guard against discouragement. To be successful one must exemplify a steadfast attitude in an inconsistent world.

Larch increases self worth, self esteem and confidence. TAKE A RISK...Become a self-starter!!

To stimulate business, begin by arranging short one-half hour talks during company weekly business meetings, using the Success Formula as a topic. Many organizational meetings welcome a guest speaker and often are required to engage a speaker for the meeting. Also, most men and women's business clubs do require a speaker at each meeting: and what a perfect topic to discuss--Success!!

Practical Uses and Applications

Practical Uses and Applications of the Bach Flower Remedies (ref. 4) is another book designed to familiarize you with the uses of the Bach Remedies to further assist your client in other areas of their life; thus expanding your expertise in a multiplicity of others wants and desires. In other words,

being of greater service in additional areas of their life.

There are over 1000 new ideas of applications of the Remedies including over 250 ideas for our animals and plants. Listed below are just a few examples of the Remedies in action:

Gorse helps decrease those dark circles around the eyes; especially those who admit "there is nothing that can be done for me, my entire family has those dark circles." This statement of hopelessness and futility further confirms the need for the Remedy, Gorse. (Suggested application for optimum results when applied topically under the eyes.)

Crab Apple is a must for clearing up eruptions on the face and skin. Crab Apple is a necessary assist for any kind of infection, flue or cold; expediting the healing process. (Used both topically and internally.) Also Crab Apple for rape victims to help them feel clean and worthy again.

Beech increases tolerances toward pollens and allergens, especially if complaining about their allergies and all of the accompanying symptoms.

Agrimony helps people open up and discuss the issues at hand. Helpful for those who have a difficult time getting in-touch with themselves and their problems. Agrimony can save a lot of time by allowing them to realize and face the problem; facilitating a release of emotions.

Willow is great for those clients who are very reluctant to admit an improvement.

Heather helps the counselor to be a better listener. To hear the client's wants and desires without interruption; allowing the client to feel special, not the counselor.

Application to Dysfunctional Co-dependency

I have also written a booklet for the Co-dependent (ref. 5), that is, for the enablers, the controllers, and the mediators or middle men. The focus is toward understanding the

different roles and emotions of all parties involved in a dysfunctional cycle. This booklet explains the function of each Remedy and it's potential to solve the problems pertaining to the role each individual portrays.

For example: The Minulus Remedy type is very shy and timid (the enabler), and can be manipulated by the Chicory Remedy type (the controller), with the Scleranthus Remedy type being stuck in the middle, (the mediator), always trying to make peace between the enabler and the controller.

Ninety five percent (95%) of the population is co-dependent or dysfunctional in one way or another. I believe there is a real market and need in society to introduce others to alternative healing avenues. The Bach Remedies are great tools to empower the co-dependent to be able to open some doors of communication. Once they have grown in confidence in this style of healing, they are more apt to be open to other forms of healing their conditions. As kinesiologists, we know that the cellular memory needs to be addressed. It has been my experience that once a level of competency and confidence has been established people are more apt to continue with further in-depth learning sessions.

Bach Flower Power

The Bach Flowers are a valuable tool in our tool chest of knowledge. *Bach Flower Power* (ref. 7) is a comprehensive study of the Remedies. Dr. Edward Bach based the 38 remedies in correlation with order of acupuntural law, understanding the law of proper power placement. For example there are king, command, and servant points of acupuncture; and the law of herbs also follows this chain of command, as does life in general. The Remedies also have a chain of command, an order of power and purpose. Bach Flower Power teaches this system of properly combining the Remedies, in a synergistic approach that increases their effectiveness. When properly combined the Remedies square their power. This system has proven very effective time and time again by further expediting the healing process.

By knowing the Remedies in depth it can add to your overall understanding of hidden

emotions that become obvious to the trained Bach Flower counselor. (There are at least three levels of the personalities of the remedies to be understood). This knowledge is necessary to explain in detail the depth of the emotional involvement; increasing the ability to access long term emotional traumas by understanding the personality of the Remedies on the third level.

The Remedies are so very versatile. They can be integrated into most any kind of practice in use today. Of course, we know, as trained Specialized Kinesiologists, that the Bach Flowers can be an option if the priority is the emotional mode. However, I do not limit the Bach Flowers only to the emotional mode priority.

For example, if you are trained in the 12 Step program, there is a corresponding Bach Flower to assist in overcoming and expediting the healing process for each and every step, or . . .

For those who have interest in astrology and are privy to impending, so-called "troubled" months ahead, take the Remedy to overcome or protect against the negative planetary influences. I believe the knowledge of these sciences was to made known to prepare mankind for up-coming challenges; not to succumb to the negative influence, but to overcome. Take the appropriate remedy to create the "passover effect" in conquering the up coming challenges. In short, the Bach Remedies offer solutions to astrological influences, or ...

For those working on releasing the inner-child. or ...

For those who do rebirthing to help lessen the trauma while facilitating a more in-depth release, and on and on . . .

No matter what your specialty is, the Bach Remedies are very easily integrated into whatever your previously learned skills might be.

As a Specialized Kinesiologist, I am never without a bottle of Bach Remedies in my hand. The Remedies are integrated into every step of the session, greatly cutting my working time and production to produce

more effective results. Often I do the counseling while I am in session, thus increasing the overall effect while increasing business at the same time.

Since the Bach Remedies are continued on an everyday basis, this adds to a on-going healing effect with optimum results, while further assisting my clients to accept responsibility for their own healing process.

Other ideas of increasing business:

Have small in-house get-togethers to illustrate the uses of the 38 Remedies while integrating other areas of your expertise. (Remember, once you have your foot in the door, others are more apt to listen to other healing options).

Arrange small lectures for many of the various specialty groups that may be of interest to you. For example, instruct animal rescue groups on the advantages of using the Bach Remedies on very disturbed, hurt, terrified animals. Or help abused children or adults to reshape their lives with the assistance of the Bach Remedies.

Discuss a particular formula for a specialized group.

The Remedies are truly God sent!!!

P.S. Don't forget to take your own formula to achieve the desired results you want in your life.

Note: The Bach Flower books by Jessica Bear are available through the THEnterprises book store.

Bibliography and Suggested Reading

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6. Jones, T. W. Hyne, *The Dictionary of the Bach Flower Remedies*
7. Scheffer, Metchild, *Bach Flower Therapy*