

**Some do it for money,
Some do it for approval, and
Others only because it gets results....**

Reaching Out Door to Door

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Purpose: To share my positive experiences and skills in door to door marketing, and my belief that it can work for you with Touch For Health.

When I was nine years old a man owned a fruit stand near by and he gave my father over ripe produce for our horses. I would pick out the good stuff and share it with the neighbors. On special occasions the neighbors I shared with, let me pick flowers from their garden for my mother. I found that sharing door to door paid off.

My father always talked about someday having a riding arena where people would come and buy rides on our horses. I got the idea to go house to house in the nearby housing developments and sell horseback rides for a quarter. On my way home I would also stop at the country club where some parents were happy to pay a quarter for me to give their child a ride while they sat and had cocktails. Eventually I knew more people in our community than my parents.

When it came time to sell Girl Scout cookies I sold the most going door to door. Trick or Treating on Halloween was my favorite holiday activity, it was fun to visit the neighbors again and later I made a profit on the candy.

In 1974 I became one to Jehovah's Witnesses and going door to door along with street work and telephone witnessing became a way of life. It wasn't easy at first, this was a tough subject, eventually, I entered full time service (100 hours per month). I gave an in presentation to 10,000 persons in 1986 on my experience pioneering with 4 children. Many mothers were inspired and entered the work. In 1987 I was chosen as a international delegate to Liberia West Africa and I especially enjoyed going door to door there and met persons from Lebanon, Germany and Switzerland. Also I became very familiar with the Bible and other religious points of view.

As a result of my door to door activities I have come in contact with thousands of different people

I would never have met. Some became, and still are very close friends.

In 1988 I became a Touch for Health Instructor. My first class was attended by my friends. Richard Harnack suggested I try my door to door stuff. The next class consisted of neighbors as a result of going door to door for a few hours in my neighborhood inviting people to my home for a presentation about Touch for Health. Ten persons showed up and eight enrolled in the workshop. The next time six showed up and five persons enrolled. Every time I do this the statistics are high for the number of people who show up to enroll.

I presented this door to door experience at the annual TFH convention in 1988 at the University of San Diego CA., a few persons tried this approach and have benefited from their efforts. I still find this method very productive and always come home feeling good about having shared positive information.

Like anything else, the more I did it the easier it became. As much experience as I had, it still took me a few hours to get comfortable with a TFH presentation. I even taped myself, played it back, got embarrassed and then made improvements. Finally I developed...

PEACE OF MIND:

- Purpose - the goal of sharing.
- Enthusiasm - expressing fondness and zeal.
- Acceptance - of where other people are and being flexible.
- Creativity - colorful, resourceful impressions.
- Endurance - not giving up under negativity and adversity.
- Organization - preparation, notes, schedules, follow ups.
- Faith - belief in myself and my purpose.
- Modesty - relative humility.
- Information - clear and concise.
- Neatness - pleasing appropriate appearance.
- Diplomacy - skill, tact and self control.

Here's a Plan:

1. Schedule a free introductory presentation.
2. Produce a flyer with time and location.
3. Target an area.
4. Prepare and practice an introduction and conclusion.
5. Schedule a block of time when people are at home.
6. Set a goal: 1 hr of territory or 50 flyers or 2 blocks.
7. Dress professionally.
8. Get a goal balance using creative visualization and ESR. See and hear yourself and others responding in a positive way and skillfully handling any objections.

What I Found Doesn't Work:

1. Balancing people at the door.
2. Sell anything at the door.
3. Staying too long.
4. Giving too much information.
5. Getting too personal.
6. Getting too pushy.
7. Going inside a home alone.

Here Is a Sample Presentation:

Knock, Knock.

Hello, my name is Victoria Di Ana. I am a Touch for Health Instructor (Shake hands). I live at 25th and Kipling Street and I am here to extend and invitation to you, your family and friends to hear a presentation at my office about Touch for Health (hand them a flyer). It will be at 7:00 next Wednesday evening.

My purpose is to introduce lay persons to this system of natural health care which is beneficial for using with yourself and the people you care about. Have you heard about the powerful results taking place by combining ancient oriental medicine with recent discoveries in western science?

These easy to use methods utilize muscle testing to reveal energy and structural imbalances in the body which are corrected by acupressure and other forms of massage, allowing the natural healing energies of the body to flow freely.

I want you to attend Wednesday evening because those experiencing this work often notice increased energy, improved posture, freedom from aches and pains and greater overall relaxation.

You will learn two techniques Wednesday evening that can help you for the rest of your life.

Would you like me to call and remind you early next week? Would you like to be on my mailing list so you will know about future events? Please feel free to call me anytime in the future if you have any questions, my name and number are on the flyer.

Thank you for your time and attention it has been a pleasure sharing this information with you, I hope to see you Wednesday evening.

(After you leave, write down their name, the house number and everything you noticed about this person).

Remember -

When a person shows up at your presentation they will remember you. It is better if you remember something about them. If you do, there will be immediate rapport between the two of you.

The key here is to focus more on them and your purpose to inform them about TFH then on yourself. You may even say; "Going door to door is not easy for me but I am very committed to sharing this information with as many persons as possible." Just be real, it is not going to be easy for them either, to show up at your place, with strangers, talking about something they know nothing about. Some may even be a bit afraid at first.

Suggestions -

Make a good first impression, smile, breath, have eye contact, listen with all of your senses.

If you know about "Structure Function", use it:

Wider set eyes: They may have a more open viewpoint.

Eyes Closer set: Get to the point.

Fuller lips: Give them time to express themselves.

Slanted forehead: Use logical sequence.

Do you know about NLP and creating rapport by figuring out a persons primary representation system? By using mirroring and matching, you will be able to experience the same sort of internal experiences and thoughts as the other person. Also notice:

Slow speech & looking down: Kinesthetic, create feelings.

Fast speech & looking up: Visual, create pictures.

Articulate speech & looking side to side, arms crossed: Auditory, use facts & statistics.

I have inserted a copy from Dianetics and Scientology about their Tone Scale. Figure out where a person is at, match him on the Tone Scale and quickly rise up two steps at a time and bring people Up Tone.

If you believe in God, pray for guidance, direction, blessing and harmony, to help you to cultivate the fruitages of the Spirit, (Love, Joy, Peace, Patience, Kindness, Goodness, Faithfulness, Gentleness and Self Control) as you take a personal interest in sharing and being with people. (Galatians 5:22,23,26).

Use Emotional Stress Release techniques. Put yours in pause lock. Hold their points with creative visualization.

There Is Something in This for You -

- * Add to your own growth and character.
- * Overcome shyness.
- * Overcome fear of rejection by not take things so personal.
- * Approach and engage persons in conversation.
- * Reinforce your commitment.
- * Build your practice and seminars.

- * Listen and observe others more objectively.
- * Build your confidence, clarity, resourcefulness and flexibility.
- * Add some adventure to your life.

The only thing you have to lose is FEAR.

With your own added style, you can do this.

I am now a Touch for Health Instructor Trainer for the IKC. I use this material in my ITWs so that the students will have an opportunity to role play and have fun with this when we discuss different marketing strategies.

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If you have any questions or would like assistance, you may call Victoria Di Ana at (303)233-3838

Emotional Tone Scale

