

## Getting Clients for Kinesiology

by Marge Murray

I have a good sized practice in Wisconsin. It has been the sole support of my family for the last ten years. There are ways to get clients easily. I want to share some of the things that have worked for me and some that haven't.

The things that have not worked are ads in the newspaper and flyers to attract clients. I believe that these haven't worked because Kinesiology is a new field and no one knows what it is, let alone what it can do. The thing that has worked well is word of mouth and demonstrations. Word of mouth is a topic for another paper, but can be developed through the way you treat your clients and networking. This paper will address how to do a demonstration that will bring you clients.

There will be two overriding things that you will communicate in your demonstration:

1. Kinesiology is a credible science.
2. Kinesiology benefits and gets results

You will never say these things, but what you say and what you do will communicate this in a powerful way.

A good demonstration has certain content. You can use all or any of the following, knowing what you want to leave as your message:

1. A little history
2. Definitions
  - a. What is Kinesiology?
  - b. What is a muscle test?
  - c. What is a meridian?
  - d. What is a balance?
3. Charts and pictures
  - a. The TFH chart
  - b. The TFH book
  - c. Muscle, organ, meridian, emotion drawing
  - d. Metaphor of conscious, subconscious, body

### 4. Demonstrations

- a. The muscle test and how it works
- b. 14 muscle balance
- c. Simple ESR
- d. Surrogate
- e. Food testing is not a good one. It can cause political problems.

What might you include in your history? My favorites are George Goodheart, Terry Bennett, Chapman's reflexes, Dr. Thie, the IKC and the TFH Association. You may use others. The fact that they exist and what you say about them give credibility.

How would you define Kinesiology? I define it as the art, the science and the philosophy of muscle testing. The art includes knowing the proper pressure to use and knowing how not to influence the test. It also includes how to communicate with love and acceptance. The science includes the position and direction and the corrections. The philosophy is the functions of the meridians and emotions in relation to one another and the empowerment of the individual to take control over his own health and well being. This definition gives Kinesiology credibility.

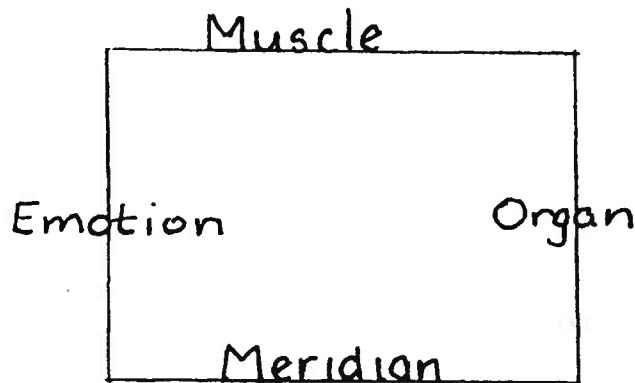
How would you define a muscle test? I define it as slow gentle pressure against a muscle that is held in its most vulnerable position. It is a perfect biofeedback tool. Its purpose is to gather information from the subconscious mind from the past and the body mind which holds inherited information. It also gets the cooperation of the body since it involves the body in the communication loop. It is accurate according to the beliefs of the individual which makes the answers subjective and allow the person to remain in charge of his process.

A muscle test not only tells us about the ability of the muscle to work, it also gives us information about the meridian, the function and the organ that it associates with. It can tell

what stresses and what gives us strength. This definition gives the muscle test credibility, especially if used in connection with a demonstration that gets your hands on as many people attending as you can.

How would you define a balance? I define it as the process we go through to get results. Kinesiology gives good results. As a matter of fact, that is the scientific basis for Kinesiology. What results do you want? Your demonstrations will show results. Let your subjects give as much testimony as possible. The less you say and the more they say is the most effective.

These are samples of the charts and pictures I use:



During the demonstration, it is essential to treat your volunteers with gentleness and kindness. It is best to honor what they say with acceptance and patience. It is best to accept skepticism. It is best to answer questions when they can be answered and allow yourself to not know the answer. It is best not to give advice, but instead frame your questions to educate. After all, you are the expert and experts educate.

Demonstrations should have as little talk and as much action in them as is possible. You will want to be prepared with your schedule on hand. People will want the results they see others have during the demonstration. They will make appointments.

