

Getting Clients for Kinesiology

by Marguerite Murray

I have a good sized practice in Wisconsin which 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 these haven't worked because Kinesiology is a new field, and no one knows what it is, let alone what it can do. The things that have worked well are word of mouth, networking and demonstrations. Word of mouth and networking topics for another paper, but can be developed through the way you treat your clients. This paper will address how to do a demonstration that will bring you clients.

There are two 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 communicate this in a powerful way.

A good demonstration has certain content. 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?
 - e. WHAT CAN IT DO FOR ME?
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 they exist and what you say about them gives credibility.

What is Kinesiology?

Kinesiology is the art, the science and the philosophy of muscle testing.

As an art, it is determining how much pressure one ought to use to get the correct answer. It is not only the pressure from the tester that is considered, but also the amount of pressure that the person being tested uses to hold his muscle.

As a science, it is the position of the muscle. The muscle is in its most contracted, or most vulnerable position in order to test not only the muscle itself, but also the amount of energy it has to respond. It is also the direction that it will move to elongate it.

As a philosophy, it is many things:

1. Modern medicine looks at the person as though he were a machine. Our philosophy is that he is a multidimensional being and all his parts influence one another. He has a physical body, a mind to think and reason, he draws conclusions from his experiences, a spirit, emotions and feelings, an electrical field, a personality and maybe other things. Since this is true, all parts of his being have to be taken into account as a unit.

2. Medicine says we use only 2% of our brain. They draw that conclusion because they

can only see the machine part. They are correct in a sense. Perhaps it is better stated that we use only 2% of our intelligence in the conscious mind in present time. The other 98% is hidden in the subconscious mind (the individuals interpretations of what happened to them in the past) and the body (The inherited memories) We now have the tool in the muscle test to access these parts of a persons intelligence.

Our philosophy should be closer to the second way of thinking. This way of thinking allows for our wording that we are asking the body (in reality, it is the body-subconscious). It also allows for the spiritual dimension of man without trying to make a religion out of Kinesiology.

This philosophy also would put the responsibility on the individual for his own health since he is the only one who had the answers. However, this responsibility is not conscious or psychology, religion and other such disciplines would have us all perfect by now. They have gathered a mountain of beautiful techniques for explaining what happened to us. Their problem is that they cannot access the part of the intelligence where these are trapped. Kinesiology can

This explains the responsibility of the Kinesiologist. Since the individual is the person with the information, we must not influence it with our belief systems or our attitudes. We have to be as pure as possible in our intention to get the best retrieval of the clients information. We should taint him as little as possible with our beliefs. This is how both of us as a unit will get the best results.

3. In our philosophy, we believe that each meridian is associated with several muscles, a particular emotion or issue, and an organ or gland and its function. Therefore, when we test a muscle, we automatically are testing the function, the emotion, and how the meridian is giving energy to this system. We cannot separate these although we can approach them from only one angle. (Physical, emotional, social, educational, etc.) This is why there are different Kinesiologies.

4. Even though our spiritual dimension is connected to a higher being, it is a mistake to try to include religion of any kind in the philosophy of Kinesiology. Man, by his individual belief systems about religion, takes this ability away from us. It frightens the individual when we talk about God because he is afraid that we are going to try to change his belief systems. This is where we have to be very careful to demonstrate the working of our responsibility to the client if we want him to trust us enough to return for more balances. It also can cause disagreements with the client which leaves us vulnerable to lawsuits.

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 it associates with. It can tell what stresses us and what gives us strength. This definition gives the muscle test credibility, especially if used in connection with a demonstration of it 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 the subjects of your demos give as much testimony as possible. The less you say and the more they say is the most effective.

The results are the most important part, but also the most tricky since they can also cause you to be vulnerable to lawsuits. Use your demonstrations to show the results. How can you demonstrate:

- Better memory or learning?
- Better physical performance?
- Better emotional response and feelings toward an incident?

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 with demonstrations 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 want the results they see others have during the demonstration. They will make appointments.