



Guide to Leading Successful Public Demonstrations

By John Maguire (USA)

If you want to get more clients and students, and help more people, you'll find that doing public demonstrations is one of the fastest ways to fill your schedule and your classes. I have done several hundred of these over the years and find them fun, effective and usually of no cost, so you don't have to spend any money to market yourself effectively. Here are my tips to holding successful demos.

Choose who you want to speak to

- Realize that there are people all around you who are praying for someone with your skills to help them. You just have to determine who these people are and how to reach them. Do you want to work with people who have particular interests or challenges? For example if you are doing client work these could be: women's issues, athletes, special needs children, people with emotional challenges, business people, elderly, people with a particular condition, such as autism, diabetes, auto immune deficiencies, obsessive compulsive disorders, etc.
- If you are teaching, consider who most wants to have the skills that you teach, such as massage therapists, nurses, teachers, psychologists, doctors, parents, musicians, athletes, energy workers, etc.
- Write a list of who you know who has contact with groups of these people who can invite their friends, clients and colleagues. If you want to work with people who are interested in better health, think of places they go.

Choose a location

An easy place to start is in your own home or a friends house, where you can invite everyone you know and your friends know who has a desire to benefit from what you have to offer.

If you have a contact that has one of the below mentioned facilities, you can hold your demonstration there.

Here are some of the places and groups I have done demonstrations for:

- Massage schools and organizations
- Chiropractor's office
- Gyms and fitness centers
- Health food stores
- Dance schools

- Dojos
- Churches
- Health expos and conventions
- Herb and nutrition groups
- Country clubs
- Runners and triathlete clubs
- Women's groups
- Yoga studios
- Single parent groups
- Book stores
- Employee Assistance programs
- Hospitals
- Sports teams and Olympic training facilities
- Union meetings
- Schools
- Libraries
- Kiwanis and Rotary clubs
- Multiple Sclerosis, Diabetes and other associations for health conditions
- Prisons (you're sure to have a captive audience)

Get yourself balanced and in a positive state

Right before you are going to do your presentation do some balancing activities, such as drink water, do cross crawls, rub your K-27's, hold your stress release points and do a visualization of everyone getting great results and having fun. Put your focus on how you want to benefit the participants and not on yourself and how you are doing. If you are feeling nervous, just know that being excited has the same body sensations as anxiety. Just tell yourself you're excited. I usually start a demonstration by telling the group how excited I am with sharing these with them. The most important thing is to be enthusiastic.

Have people sign in with their name, email address and phone number. It is important that you follow-up with people after your presentation, so make sure you get their contact information. I also have a free drawing form I use where I ask people what specific interest and benefits they are looking for, such as more energy, freedom from pain, helping others, etc. Then I do the drawing near the end of the presentation and give away a book or intro session.

Get in relationship with people

As people come into the room welcome them and get to know each one and how they heard about you. Find out how they would like to personally benefit from the session. Remember that people don't care how much you know until they know how much you care.

If you haven't found out how everyone wants to benefit before you start, you can ask for a show of hands by saying, "Raise your hand if you would like to have more energy. How many of you would like to be free of some pain or tension in your body? Who has someone at home who they would like to help? How many of you work with clients and would like to discover more ways to help them?"

Options to cover in your presentation

I have done demonstrations as short as 5 minutes and as long as four hours, so depending on how long you have, you can divide the following components:

Thank people for coming to find out how they can have better health and live a longer and higher quality life. Acknowledge anyone who helped you put on this event.

Give an overview of what you are going to cover and how long your session is going to be. If you are going to take a break, let them know when it will be. Have water or healthy beverages and tell people where the restrooms are.

Give your background and how you got into this field. Be authentic and let people know your story, especially if you have used kinesiology to overcome challenges. You want people to get to know you, like you and trust you. Also establish your credibility with your training and experience. Even if you are relatively new as a teacher or clinician, tell them the great results that come from this work, even for people who are just starting.

Tell how people have benefited from your work or your classes. This further establishes your credibility. If you have clients or students who are in attendance, they can share their experience. You can ask them ahead of time if they would be willing to give a testimonial and then let them know about how long they have. Thirty seconds to a minute is usually good. Some people like to tell their life story, so ask them ahead of time to give the potent points of their story and not go too long. These shares can be at anytime during the presentation when it feels appropriate. You can also read written testimonials from people.

Get everyone noticing a beneficial result. As quickly as you can fit it in, have everyone do some procedure to get a result where they notice a benefit. Before I was about to present to 1,000 people at a Tony Robbins event, I asked Dr. John Thie what would be the best to have them do. He recommended the ear unrolling technique where you have people turn their head from left to right to notice any stiffness in their neck. Then have them take the rolled over part of the ear and unroll it, pulling it away from the opening of the ear. Start at the top and work your way back and down. Have them turn the head back and forth to notice the difference. Most people have a noticeable improvement. The other benefit is it improves people's ability to listen and it gives them energy, as the ears act as antennae for the acupuncture meridians.

Demonstrate on as many individuals as you can. I have noticed that around 80% of the people I work on at a demonstration sign up for my classes and client sessions, while only about 20% who just observe enroll. Therefore I spend about 5 - 7 minutes with each individual and get as many as possible to come up and experience the work. You can demonstrate one technique per person, covering as many

techniques as you can that you teach in your class. For example, ask for someone who is experiencing stress to demonstrate the Emotional Stress Release technique. Show the spindle cell and feathering technique on someone with a muscle spasm or cramp.

If you are doing the demo to get new clients, show some of what you do in your sessions and how people benefit. Remember that people are looking for what is in it for them. Address individuals needs and wants from what you learned earlier when you found out why they came.

If you have the time to stay after, let people know who didn't get a chance to come up and get worked on to stick around and you'll do your best to get to them. Some may want to ask personal questions or get advice.

Answer questions. Again direct your answers to helping people discover if your work or class will give them the benefits they want. There are three areas you want to address - **Benefits - Advantages - Features.** The benefits are how their life will be better, such as freedom from pain, greater energy, better performance in school or sports, etc. The advantages are how this is better than other approaches, such as faster, longer lasting results, non-invasive and drug free. The features are things like muscle testing, the content like specific techniques you teach or do and how long the class or session is.

Give them an opportunity to enroll or schedule a session. This can be at a break and again at the end. Have a form they can fill out to enroll in your class or schedule a session. If you are taking a break, tell them you can answer questions on the break and let them know what you are going to show after the break that will make them want to stick around.

I recommend you have a special discount if they enroll in your class or schedule a session before they leave. If nothing else, tell them they can pick up the course manual once they enroll so they can start reading the material to prepare for the class. Acknowledge people who have enrolled to the group. Once someone takes action it can create an impetus for others to join in the fun. People don't want to be left out.

Review what you covered. Briefly go over what you presented so they will again see how much they will learn in your class or experience in a session. Have them consider how they will benefit and ask people to share what they got out of the presentation.

Thank them for coming. Show gratitude and appreciation for their willingness to discover new ways of improving the quality of their health and their lives.

Follow-up. Send an email or phone them the next day to thank them for attending your demonstration. If they didn't sign-up for your class or session, ask them if they have any questions. Many times people just needed to check their schedules or talk about it to their spouse and they are now ready to take action.

I recommend you schedule regular demonstrations and make them the core of your marketing of your classes and services. If you have them on the same night each week or month, then you can have your students and clients know that they can invite their friends and colleagues. You can reach and help so many more people by scheduling these presentations to make yourself highly visible and accessible to others.

John Maguire - is the founder and director of the Kinesiology Institute. He completed the Applied Kinesiology 100 hour course with George Goodheart and Wally Schmidt in 1982, then went on to become a Touch for Health Instructor. In 1987 he moved from Akron, OH to Pasadena to join the Touch For Health Foundation faculty. Known for his ability to make complex material practical and easy to understand, John has trained tens of thousands of people from 81 different countries. For the past twenty years he has taught at Anthony Robbins' Life Mastery University, where his students are continually amazed by the profound and rapid results they receive.

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