



The Yin and Yang of Successful Teaching/ Marketing

By Arlene Green

Being a successful teacher involves more than just a certificate to teach and one's belief that teaching is a good idea. It involves a strong desire to teach, knowing oneself, followed by strategic planning and follow through.

Below are some questions to ask yourself if you're ready to start teaching or wish to empower your teaching/marketing to greater heights than it may be now.

Yin – Internal Processes - Heart

1. Intention to Teach
 - a. What is my motivation to teach?
 - b. Do I have a burning desire to make it happen?

2. Do I feel I'm ready to teach and if not, what will it take for me to start?
 - a. What areas do I lack confidence in and how can I change that?
 - b. Do I have any sabotages that keep me feeling less than I am?
 - c. What skills do I feel I need in order to market or teach?

3. What are my goals and objectives?
 - a. Who do I want to teach?
 - b. How many classes and people do I want to teach
 - c. How often do I want to teach?

4. What are my strengths?
5. What are my challenges?
6. Feeling supported -Is there someone who I can call on to help coach me or co-teach with me?

Yang – Strategic Planning and Execution - Head

1. Based on my goals – Do I have an action plan with deadlines ?
2. Do I have a way to keep myself focused on my action plan? (i.e. daily/weekly list of things to do)
3. Do I have a website? Do I keep it up-to-date and exciting/inviting?
4. Do I know people/organizations and places to network to?
5. Do I use social media including meet up groups?
6. Do I know holistic calendars (Natural Awakenings, etc.) that I can put announcements in?
7. Do I know how to get lists of massage Therapists, acupuncturists, holistic nurses, who need their CEs, as well as other holistic groups?
8. Do I know of holistic minded organizations or other groups that I can give a talk to with emphasis on stress/pain management?
9. Do I know of people who want to take a class for a discount or free if they can organize minimum # of people to take a class (6 – 8)?
10. Are there massage schools in my area who I can approach about teaching or see if they will market to alums for CEs (usually % split)
11. Do I know about the new Mailer program – through TFHKA ?

After you've asked yourself these questions next step is to identify what areas that you have stress or blockages with and see how you can do things differently to create success. The key to making successful changes, in any area of one's life and in this case applied to teaching, involves three simple steps: Knowledge, Volition and Action. First we must know what we want to change, have a desire to make it happen, then take some action to make it so.

The below outline is based on these three key elements of Knowledge, Volition and Action, the basic A, B, Cs, of successful marketing/teaching. Also included is a list of qualities that are important for successful teaching as well. I created that list about 20 years ago and most of it can also be found in the Instructor Manual on part 5 page 32.

What I'd recommend doing with these two lists that follow, is to muscle test through them and notice the areas of stress response. Then prioritize the ones that show stress response and look for the

best one to start working with first. Create a goal or positive affirmation around it, then do some balance to shift the inner energetic stress around it.

Here is a balance procedure that you can use to release the inner blockages to moving forward with your teaching goals. After that, take whatever steps needed to create a plan for yourself to actualize your goals.

BALANCE FOR SUCCESSFUL TEACHING

1. Muscle test to determine the areas of stress from the following two lists:
A, B, Cs of Successful Teaching and the Qualities for Effective Teachers
2. Once you identify all the areas, then check for the priority to start with. “Looking for the priority area to start with.” Look for indicator change.
3. Once you identify it, create a positive goal or affirmation around it.
4. Rate your stress over that goal/affirmation 0 – 10.
5. Do some balancing activity. Can use the database of TFH techniques at the back of Gralton’s Book 2.
6. Check if there’s something more to do. If yes, then check:
 - a. Another technique
 - b. Home reinforcement/follow up
 1. Repeat the correction again
 2. Do some self-balancing technique for reinforcement (i.e. cross crawl with goal statement, ESR for future performance, etc.)
 3. Make an action plan for follow up
7. Re evaluate level of stress 0 -10
8. Check the goal statement or affirmation for stress response (should now be locked).

A, B, Cs..... and Qualities of Successful Teaching

A. Knowledge

1. Know content – techniques, theories, applications, etc.
2. Know how to use and find material in the book
3. Organizational knowledge -How to put a class together
4. Communication skills –
 - a. Verbal - assertiveness, active listening, answering questions, presentation, etc.
 - b. Written – flyers, articles, emails
 - c. Social media – Facebook, LinkedIn
5. Know yourself –
 - a. your strengths and weaknesses (see list below)
6. Set goals and objectives

B. Volition

1. Burning desire to teach/ motivated
2. Willingness to grow
3. Desire to learn
4. Willingness to do whatever it takes to make the class happen (can include marketing, presentations, emailing, calling people, doing mailings, etc.)
5. Clear intention of who to teach
6. Willingness to walk one's talk
7. Clear intention when muscle testing

C. Action

1. Have a plan of action

Based on your goals then create :objectives, action items, time deadlines, priorities

2. Follow up – Follow through

| | |
|------------------------------|-------------------------------|
| knowledgeable | organized |
| effective motivator | allows self to make mistakes |
| marketing skills | resilient |
| well prepared | relaxed |
| patient | punctual |
| demonstrates self - | time conscious |
| responsibility | knows and accepts limitations |
| speaks positively | active listening skills |
| sensitive to students' needs | encourages students |
| clear communicator | love and accept students |
| stamina | flexible |
| tolerant | confidence |
| goes with the flow | skillful with techniques |
| humble | good memory |
| respects boundaries | creativity |
| appearance | spirit of serving |
| open to feedback | languageing |
| problem solving skills | hygiene |
| humor | commitment |
| leadership qualities | self worth |
| assertive | self aware |

reliable

trustworthy

productive

kind to self and students

diplomatic

respectful

dependable

resourceful

- a. stay open to possibilities and follow up
 - b. enrollment – close the sale
 - c. follow through on your marketing plan
 - d. develop your lesson plan with time deadlines
3. Re-evaluate – see where making changes might work better

In addition to the A, B, C list above, on the next page you will find the list of Qualities to muscle test through to help you identify those areas of stress to do your balance with.