

FREE ADVERTISING IS THE BEST ADVERTISING-PRESENTING TOUCH FOR HEALTH AND EDUCATIONAL KINESIOLOGY TO THE MEDIA.

by TREVOR SAVAGE.

We are in the people business , so is the media. They are in the business of getting people's attention, generally to sell a product and hold ratings, whether T.V. , Radio, or newspapers. Much of the news items covered are generally bad news topics. We can offer them some controversial "good news" topics.

I am a Touch For Health and Educational Kinesiology Instructor as well as a Naturopath and after attending the 9th Annual Meeting here last year hearing Richard Byrne's dynamic presentation of "Breakthrough", I decided to sell my wholesale health food business and my Natural Therapy Clinic in Brisbane , Queensland in Australia and teach TFH and E-K full time-wow! What if it doesn't work? Well, I decided to approach it from a professional viewpoint and found out that there are a number of things one has to do to crack the professional arena to be successful! I feel I have been very successful in promoting TFH and E-K in Australia and New Zealand through the media. I realized that there is a lot more to TFH and E-K than just knowing the work, being a good teacher, and enjoying working with it, you also have to have a captive audience and people to teach or else your enthusiasm will die very quickly!

Because I have been through the ropes and learned a lot about marketing and promoting through the media , I felt that many of you would benefit from how I do it- just think of the possibility of 150 people in a workshop! It becomes a little embarrassing when that happens because sometimes venues are not big enough to hold that many people.

Well I am going to give you a few guide lines to follow to help you get started.

The FIRST rule is you have to know what you are talking about and you have to believe in it. The SECOND thing is you have to have a PLAN and be committed to some hard work and some hard knocks but if you follow my ideas , I believe you will get results, with less knockbacks!

RADIO

Firstly the Radio. This is the best free publicity you will ever get.

REQUIREMENTS.

You will need a profile about yourself to explain quickly and accurately who you are and what you do. Next you need some good promotional literature about what you are doing and talking about and a good source of this can be obtained from Dr. John Thie's office or the TFH Foundation Store. Any good articles about TFH or E-K will also help but don't send original, keep that and photocopy , maybe 20 or so to have some on hand.

Also Paul Dennison has a lot of relevant literature that is available and he will gladly forward to you if you request it. Should you have any written articles from newspapers such as editorials or advertisements for classes, photocopy and forward also. Next comes the letter. Address it to the manager of the radio station or the producer of the particular show that you would like to be on. In your letter you should point out the disastrous situation in our Education system, regardless of which country you happen to live in. Then mention the work (if E-K) stating that it is the results of many years research by a Remedial school teacher , Dr. Paul Dennison PhD. who wrote the book "SWITCHING-ON" The Holistic Answer To Dyslexia" which you would be happy to supply for them to review. Also include that he had been very Dyslexic and that he was able to overcome his own problems using these methods. You should also phone the station to intriduce yourself and ask if they would be interested in the work you are doing and whether their listeners would be interested in this research and results. Then you post the letter with all the information making sure you have included a stamped addressed envelope to encourage them to write to you to confirm an interview. Also include phone number in case they would like to check details with you. You can then give them about a month's notice and then state when you would like to do the interview. Some radio stations have talkback, in Australia anyway, and this will have the station's switchboard jammed. The other thing to have planned is a date and venue for a free lecture and demonstration about 1-5 days before a planned workshop. I have found free lectures are brilliant ways to intröduce people to both TFH and E-K. Should you be promoting TFH then concentrate on the individual respons-ibility aspect, that people can learn how to reduce visits to profession-al therapists unless really needed and have more energy and do better at sport, something everyone seems to be into these days. You might follow up about 10 days later and call on the station so that they are aware you are serious about your intentions and meet the people such as the producer , manager, announcer or newsreader. Remember , thousands of people out there don't read papers or watch Television but a lot listen to the radio while doing housework, office and factory work plus drive around in cars. Radio is your best resource to advise maximum number of people and in nearly all cases you will be greeted by the radio as a "Special Guest" and it will cost you no more than a phone call and postage and photocopy costs. When you visit for the interview do not wear wayout gear and don't go and hire a suit, go dressed in good casual clothes and present a good image. 19

## NEWSPAPERS

The next best promotion and advertising media is the newspaper. It is usually read by thousands of people, on buses, teabreaks, before breakfast, at night after a hard day at the office etc, and can attract hundreds of people. Use the same approach to the Editor of your local paper or the one in the town that you are visiting and also speak to a journalist if you can as they are paid to write interesting articles and Health and Education are very much in the public eye everyday. Also mention that it would make a good visual or photograph to go with the article and ask for this to be done. Usually they will take 10-20 photos to pick a good one. Muscle testing or crosscrawling shots get people in so go for it. Give them the story to go in the paper between 1-5 days before the free lecture to allow time for people to decide to go as they will think about the printed word longer than the radio message which is an impact, here and now situation. After you have done the interview be prepared for the article to be a lot different from the interview because the journalist will slant the article to suit themselves and you may feel cheated; just be thankful that they did it. Experience is speaking now! Phone and thank the Editor for the article, it pays.

## TELEVISION.

Next is T.V.. There are three main areas where you can use T.V. FIRST is news-sell them on the ideas of a new exciting program to fix backs, find food allergies, improve sports performance etc for TFH and for E-K, a program that gives very high success rate when done correctly, and is both simple and safe for even young children to do!

Point out that it is new and revolutionary and something that can be seen to bring about change in a few minutes in most cases, so that they can get good film coverage of you working on someone.

SECOND is Current Affairs of the day programs which deal with the news of the day in more detail and if you can crack one of these you have made it! Usually half-hour program will have 4 or 5 segments dealing with the investigative journalist checking deeper into what's behind the headlines. This will build credibility because people have time to think and evaluate as they watch the story unfold.

THIRD is the children's shows or special shows dealing in greater depth and should you get into this area, the whole country may see you. Your expertise will be stretched to the limit here as you will possibly find the T.V.'s direction is to try to show up any weaknesses in your story and you can't afford to blow it all seeing you have come this far!

These interviews should be planned 2-3 days before the free lecture to get the impact of live Television. Always write and thank or maybe phone

and thank the people for their assistance because you may like to come back some day.

This is the way I operate and during the last 12 months March 84-March85 I have lectured to about 5,000 people, taught TFH and E-K to over 1,200 people and been seen by most people in Australia on various T.V. Networks, and heard by possibly millions in Australia and New Zealand. Not only does this help me but TFH , E-K and everyone who is involved in these areas as well as the thousands of people who will one day learn these exciting concepts. Here now are two videos of interviews I have done , firstly on "State Affair" in Adelaide in South Australia , with a possible viewing area population of about one million people and then with "Good Morning Australia" shown live in every capital city in Australia(\*8cities) plus many country stations with a viewing audience of possibly a million people. I hope this will help you to be motivated to lookfor success in your teaching, you all deserve it. Thank you all!

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1985 Chairman Joy Lindsey with the microphone and Dr. John Thie left and Instructor Peggy Maddox on the right.