

Getting People To Try Touch For Health

by Larry Green



Abstract.- Touch For Health is an energy modality that is unknown to many people. How can you get people interested and willing to experience it. This talk will focus on strategies for enrolling people into letting you balance them. If time

allows in the presentation I will talk about how to work with people so they recognize the positiveness of the experience and see/hear/feel the value of TFH.

Whether you use TFH professionally with paid clients, or, with friends and family, there are probably more people who you would like to see experience a TFH balance.

There are two main areas that may have stopped you from doing more balances.

1.) Any of your 'stuff' that stops you from presenting TFH as an important and effective option 2.) The people you want to share this with may have said, "No thank you."

CLEARING SABOTAGES AND PSYCHOLOGICAL REVERSALS

To address the first point we should work with our skills in TFH and get a goal(s) balance. Some possible goals to balance for-

- I am comfortable and confident approaching and/or presenting TFH to others
(general others or specific others e.g. peers, teachers, family, mother, etc)
- I am comfortable and confident doing TFH with others
- I am comfortable asking to get paid to do TFH

- I believe TFH will work for me with clients
- I am confident my clients will benefit from TFH
- I am comfortable about what others will think of me if I do this weird energy work (or add in all your negative, fearful descriptions)
- I deserve to succeed at TFH (or work, life etc.)
- I am committed to doing TFH
- It is safe for me to do TFH
- I am accepted if I do TFH
- It is acceptable for me to do TFH (Acceptable to me, my parents, peers, friends, God)
- I am allowed (I allow myself) to do TFH
- I have a right to use TFH.
- I have a right to get paid for using TFH. (I am allowed, I deserve, it is acceptable, etc)
- I am worthy to get paid \$_____ using TFH. (per session, per week)
- I am willing to let go of everything stopping me from using TFH (or succeeding)
- I accept/ allow myself to be powerful with TFH.
- Others accept/ allow me to be powerful (or succeed) with TFH
- I will be forgiven if I do TFH
- I am comfortable (acceptable) 'selling' myself and/or TFH.

The possibilities that can be added to the list are quite long. It may be useful to explore ALL the blocks in your way, and balance for them. Use muscle testing to identify any and all

specific places you hold yourself back from sharing TFH.

In addressing the second point we are talking about marketing and selling. Marketing is informing the public that a product exists and the utility of that product (why you should use it). Sales is asking someone to buy the product. You may need to go back to step 1 to clear issues you have about marketing and selling the product called TFH. This section is about sales and how to 'sell' more people on using TFH. Information about marketing can be found in other places, including the author's regular column on marketing in the TFHKA newsletter.

Once you feel clear about step 1, there are many well known strategies for sales. I will touch upon some of them here, but this is not a comprehensive list of all the approaches and methodologies known about sales and marketing.

Many people consider 'sales' a negative or charged word, and don't want to 'sell' themselves or their service. If this is you, go back to step 1.

SOME SALES FUNDAMENTALS

Oversell.-In sales they say it is far easier to sale another product to a satisfied customer than to find a new customer, Wait a day or three after balancing someone and call them as a follow-up. Ask how they are doing and do they notice the differences. Then ask them what other issues in their lives they would like to clear using TFH.

Referrals.-Ask for referrals. When you get a good result, ask the person if there are other issues in their life they would like to work on with TFH. They are referring them self. Ask if they know anyone who they think would benefit from this work. It may help to suggest possible categories- people from work, family, church, social clubs, neighbors. As they think through each list, other possible people may come into their awareness. Ask them if you can call and say "So and so asked me to call you." It is great if they first tell the person about how you helped them. Remember, it will probably work far better for you to describe what TFH is and

how it works, rather than letting them explain it.

Ask for the sale.- This is a common theme in sales training, People pitch the product but aren't comfortable asking the person to sign up. If this is you, go back to step 1 and get a balance. If you are comfortable asking the person to come see you, notice what else might get in your way (your beliefs about their/your financial situation, your belief about their openness to TFH, Your comfort level asking for money, Your beliefs about how your integrity is perceived? Are you focused on them achieving their goal or you achieving your goal of getting paid?, etc).

Be enthusiastic!- Ever notice how you pick up on other people's enthusiasm? People will be drawn as much to your energy and aliveness as they are to the 'reasons' TFH is good. Show how enthusiastic you are for TFH.

Enthusiastic or emotional agents.- You may have clients who LOVE what you do and talk it up to everyone. Offer to support them in selling your services. Would they like to hold a meeting at their house for you to talk and do a demonstration on stress release skills? Do they need brochures from you? How about a half off coupon for the first session that they can give away?

Handling objections.- Most sales training teaches people to handle objections and then re-ask for the sale. If someone says they are not interested, ask them the reason they don't want to do TFH. Ask them what is stopping them from trying it. Whatever the reason, really listen and try to understand their concern. Then address it and ask if they are ready to try it now. Sometimes people have only one objection, sometimes a few (sometimes many because they may not be sharing the main one). In sales they say a "No" answer is temporary until you clear all the objections, then they will say "Yes". Sometimes people will surprise you, but try not to alienate people by over pestering. Pay attention to the energy, the vibes. Have fun. Be enthusiastic. Hold their best intention while talking with them.

80/20 Rule.-In sales they have a rule called the 80-20 rule. This 'rule' says that 80% of your sales will come from 20% of your clients. What this means is that you may have some reliable and regular clients who will use TFH much more than many other clients combined. Treat these people who are your best clients like they are your best clients. Appreciate them, support them, encourage them.

Intention.- As you do any of these sales approaches, hold the other person's best interest in your intention, they will pick up on that. We are energy workers, so we have to honor that energy works.