

## **Business Support Meetings: Notes**

*Thanks to Kathie Brodie, Shannon Bath, Margaret Mae, and Michelle Downing for attending these meetings, taking notes, and forwarding them to be compiled in this report.*

*Thanks to the Washington State Holistic Chamber of Commerce for holding the space for these meetings to happen. [www.washingtonholisticchamber.org](http://www.washingtonholisticchamber.org)*

In response to my question if people would like to get together and share what is working for them in their businesses, we had four meetings. Here are the notes from the meetings. You will find that some ideas are expressed more than once. In some instances we had the name of who said what and in others we didn't so we decided to leave off all names so no one is slighted. (There are two exceptions to this where the names were necessary).

Very soon, we will be adding a blog/forum/discussion section to the New Spirit Journal website. It is my hope we can continue this discussion and others in that format as well.

I hope everyone gets some good ideas and reminders from this – I know I have!

Best wishes and green lights to everyone!  
Krysta Gibson

### **Meeting in Seattle**

- ❖ One person gave a delightful demo of the snorting Whine Flu (takeoff of the Swine flu) and got a big laugh, but it reminded us to stop whining and do something about it.
- ❖ Some suggestions were: lowering some prices to demonstrate solidarity. Have a loss leader or gift (maybe some less expensive classes to draw in the audience, four hours for \$15 or whatever feels right to you).
- ❖ More customer attention through emails or calls. Increase your marketing through emails, flyers and just word of mouth.
- ❖ Increase positivity with smiles, praise, positive outcomes, goal and accomplishment creation.
- ❖ Do some "releasing" of blockages to receive abundance. (Envision money coming out of a showerhead and you are just showered with money!)

- ❖ Be a cheerleader for others (it feels so good we do it on ourselves too!)
  
- ❖ Have some new classes or products with fun as the focus.
  
- ❖ Schedule more work to keep yourself busy.
  
- ❖ Use testimonials. If someone says something nice about your product/presentation/service, ask them to send it to you in writing. To avoid the risk of never receiving it, offer to write what they said for them and send it to them to get their permission. Or, at the beginning of your presentation tell the audience you have a little video camera and at the end you would appreciate collecting a 30 second to one minute testimonial.
  
- ❖ One person talked about cooperation. Her business works through the chakras. If you help your tribe, (root chakra) we all move up together so promote each other. Lift your spirits and you lift the spirits of others. Go to the crown chakra and pray for assistance if nothing else is working. Wait for synchronicity and be open. It's not the money; it's the connection that we want. Sometimes you can find someone else to lift up and that helps you too.
  
- ❖ Send out emails to all - new and older clients, about what you are doing.
  
- ❖ Get over the idea of competition. We support one another. Get to know others in your community. Use cross-fertilization! If you don't provide a service but know of someone else that does, refer! Everyone wins that way.
  
- ❖ One person talked about how she uses One Command and EFT. She is in a space with others so it is easier to refer.
  
- ❖ Think about two-for-one specials and/or add ons.
  
- ❖ Bring in all modalities in client sessions, so perhaps massage and EFT or Reiki or One Command in one session, since the client is already there anyway.
  
- ❖ Remember, giving makes you feel richer. The idea is cooperation and empowering people.

- ❖ Teach a class at home, then you can list it on local blogs for free. Perhaps you could keep the price down that way too. Consider a class by donation instead of a set price. If you send out emails, list several resources that are available (people doing it in other parts of town for example), which really helps to build community.
- ❖ Giving more, not holding back, is very self-nurturing because it isn't always necessary to get paid for everything you do.
- ❖ Do your absolute best with each client. Don't do half as much and assume they will come back to finish processing.
- ❖ Perhaps give a free CD you have recorded during a session.
- ❖ If you are presenting a seminar, the attendees like to receive freebies of quality. That way you feel connected, like they appreciate having you there and it is more than just the income for the presenter, you feel a little more connected.
- ❖ Some people said they put in a special something (like a tarot card or the Louise Hay cards or some other "treat" like sprinkles) when they send out invoices or ship a product, or when they pay the invoices they have received. That way the client actually looks forward to receiving the invoice!
- ❖ Have tea or coffee in your lobby/foyer to make your clients feel welcome. Perhaps give them a special bookmark that you have taken the time to design and make. (One person said she does this and her clients love it).
- ❖ Empower your clients with self-help techniques. Tell them what they can do at home after your session. Remember to always give something away after you have given a presentation.
- ❖ One person reminded us that what we are doing, sharing, and it is going to have much more significance.
- ❖ Make a business plan, set your intention. Then update your plan. His business is stronger than ever, even in this economy. He put crystals filled with intention of the walls of his salon. His intention was to have good employees, and he does!
- ❖ When you are marketing and advertising, do a test so you know what is working. For advertising, decide whether money (for ads and flyers) is effective or whether

- word of mouth is more effective. Mix up the specials and compare. Measure the results. Perhaps put a coupon in your ad to track the results.
- ❖ People like to see the ad more than once. It may take a while before they decide to come to you so be consistent and be patient. It was noted that people are now taking longer to commit, too, and it takes a commitment to make the first call. The more personal the service, the longer it takes for someone to call. They are looking for a good fit, and so are we as practitioners.
  - ❖ There is a branding component. There needs to be a sense of value behind your service or product, a heart-felt compassion. There is an emotional component by the individual involved. Having a free phone consultation gives people a sense of your value. You end up talking to them that long anyway, and it is a way to help potential clients feel comfortable with you. Or have something you can email to them that describes you and what you do so they can read it over at their leisure.
  - ❖ A book called Made To Stick was recommended because it has an emotional element to it.
  - ❖ People assess you through your website so your online image may be the first place people see you. How are you representing yourself?
  - ❖ One person talked about recording every session for her hypnosis clients and giving them a free CD. She offered to teach anyone how to do it for themselves. The software is Sound Forge, which is easy to use right on the computer. The client can always decide not to keep the session so it is simply erased in front of them. She also said she sends a card to the client after each session that is personalized for that session and that client with a business card that has the next appointment date on it (if there is one).
  - ❖ Have a free download on your website.
  - ❖ One person talked about negative looping and how One Command has changed that for her and her clients to reprogram to focus on what you do want.
  - ❖ Work on affirmations.
  - ❖ Do Commanding wealth groups - there is energy in groups.
  - ❖ The book The Abundance Plan by John Randolph Price has a 40-day prosperity plan that talks about one affirmation per day.
  - ❖ Biznik.com is a good social network for free marketing ideas.
  - ❖ Gift baskets to possible referral sources in your area of not more than \$20, especially around holidays.

- ❖ Be sure to send thank you cards to referrals.
- ❖ One person picks up rocks and writes words on them. Clients get to choose one that suits them that day.
- ❖ Katelon mentioned the spirited response therapy of Yamini. Prosperity prayer twice a day. It can clear the whole group. Contact her to connect: [katelon9@yahoo.com](mailto:katelon9@yahoo.com) and she will connect because the SRT is offered by someone other than herself.
- ❖ Bev Bryant has a lawsuit protection paragraph that was designed by a judge and six lawyers. Here is the paragraph that she puts in her Disclosure statement that every client signs. Even if you don't quite understand what it says, she says it will help protect you in a court of law. If in doubt, contact your attorney before using:

IT IS AGREED between client and therapist that no lawsuit of any kind shall be brought until the Arbitration procedures of the county and state where the treatment is rendered shall be exhausted, and any lawsuit shall only be maintained in the county and state where the treatment was rendered. The non-prevailing party at the arbitration shall be responsible for reasonable attorneys fees, the fee of the arbitrator and costs and is to be paid prior to the commencement of any lawsuit.

- ❖ One person directed people to Robin Alexis on Mystic Radio. Go to her website [www.RobinAlexis.com](http://www.RobinAlexis.com). There is a link and you will get the free Reiki healing session simply by opening and reading (there is music in the background). She now has a financial abundance message up now too. People are reporting a shift.
- ❖ Another person talked about moving from a secure workplace to owning her own business and found her income increased with her own business. Passion is critical for what you do! Reconnect with your self. Love love love what you do! Why are you doing what you are doing? It comes from a deep place inside. Have a good group of friends that you can network with (honest ones) that can be your pep squad. This will keep you enthused. It is contagious! Reignite your passion.
- ❖ We want to keep this as an on-going project so let's all follow up six months from now. Keep track of what is working, what you have changed and what new ideas you have now that you are open!

**Business Support topics/ideas to share from the north end:**

- ❖ Donate Gift Certificates for your business to fundraisers (churches, charities, schools). You can also give redeemer the option to upgrade services/merchandise for fee.

- ❖ In-home Meetings – “Tupperware” style at home meetings/parties for personal services such as massage therapist. You can also do promotional and/or sales presentations for your business.
- ❖ We as business owners, need to enroll in programs to help our own personal growth.
- ❖ Always do a good job.
- ❖ Word of mouth advertising.
- ❖ Join other networking groups i.e. Women's Professional Network.
- ❖ Donate a service to fundraising organizations, i.e. Boys & Girls Club.
- ❖ Join Toastmasters.
- ❖ Teach workshops/classes at community colleges and other places when possible.
- ❖ Put on seminars.
- ❖ Keep contact with your customers so they don't forget who you are.
- ❖ Book the next appointment before they leave your office.
- ❖ Ask where they found you.
- ❖ Know what your business is - be able to describe your business in one sentence. Be real clear on what you do. Make it simple.
- ❖ Use Numerology and muscle testing to get your own answers to how to proceed.
- ❖ Advertise in the New Spirit Journal, Natural Choice Directory, and other like minded publications.
- ❖ Develop on-line courses.
- ❖ Use clingy decals for windows, etc.

**Ideas from the South end:**

- ❖ Maintaining a positive attitude *toward* any challenges which occur (this will allow space for options/solutions to appear).
- ❖ Accepting the situation(s) are not negative, just different and our choices may need to be different than what we've been used to applying.
- ❖ What fundamental differences do we need to incorporate for a smoother result/outcome?
- ❖ Business is a marathon, not a sprint.