

ASSOCIATION OF HOLISTIC PRACTITIONERS



The Association of Holistic Practitioners

www.holisticassociation.org

Where's your focus?

'If you are the captain of the Titanic where is your primary focus, on the icebergs or the passageway?' ~ Lynda Austin

Whenever something is taken away from us we can be sure that we no longer need it. Yet, it is difficult to let things go, especially those things we are emotionally attached to or which offer security. In this time of global change, it is easy and natural for loss and fear to become our primary focus.

On a human level we feel the challenge of losing something of value. On a soul level we feel the opportunity to create the space for a deeper, more authentic aspect of our Self to be born into our existence. Loss becomes gain. Challenge becomes opportunity. It is a matter *(Cont' on page 2)*



Breath as a Metaphor

For years people told me how important it was to learn to breathe properly. I never could get into it. As an intuitive channel and teacher, I felt I definitely should be paying attention. Then one evening I was doing a channeling for a group in Colorado. Someone asked about the importance of proper breathing. The response stayed with me ever since as one of the most powerful and beautiful explanations of the importance of breath.

Response:

We have said in the past that there is a great deal of agreement in every culture -- what you could call universal truths -- the "Golden Rule", etc. Virtually all of the disciplines will talk to you of breathing, particularly the disciplines that work to simplify life. We say: "Simplify it down to the breath."

Breath. "The breath of life." You all say it; and you do not understand what you are saying. Each time you draw in a breath, you create. Each time you breathe out, you present a creation to the world, to the Universe. Each time you breathe in, you take oxygen to your lungs, your bloodstream, your cells -- and you become a different human being. You are changed with each breath. Each time you breathe out, you are a different human being than you were when you breathed in. This is LIFE: Experience comes in, experience goes out, and you are changed. Breath is not good or bad, it IS. Life is not good or bad, it IS. Experience is not good or bad, it IS.

Breath is symbolic in that you cannot take in more than *(Cont' on page 2)*

6 Marketing Tips for Holistic Practitioners

Most holistic therapists ask me what is the best "advertising" to increase my business. To be honest no advertising formula exists that works for everyone. But what I can tell you is that marketing consists of three categories:

1. Ads you purchase
2. Free publicity you generate
3. Promotion in-house that you create yourself

Before you embark on any marketing adventure, review the following tips. These steps will save you money, time and effort:

I. Create a Marketing Plan:

Setting up a marketing plan, will have you identify your target market and figure out the best way to reach it. *(Cont' on page 3)*

INSIDE

Where's your focus?	1,3
Breath as a Metaphor	1,2,4
Marketing Tips for Holistic Practitioners	1,3
Joyful thoughts	2
Seasonal Jewels	3
Humility	4
New Books	4
Association Information	4



★
Joyful thoughts

'The great teachings unanimously emphasize that all the peace, wisdom and joy in the universe are already within us; we merely need to open our eyes and realize what is already here.'

- Unknown

★
'Do not take life too seriously. You will never get out of it alive.'

- Albert Hubbard

★
'It's hard to feel sad with a smile on your face.'

- Be the Change

★
'If you want to be happy, be.'

- Leo Tolstoy



TITANIC (Cont' from page 1)

of perspective. Where is your primary focus, on the iceberg or the opening being created in front of you?

Currently, we are being asked to re-prioritize our life, to ask ourselves new questions such as: What is really important to me? What is my life really about? Who am I?

If life were to stay the same we may never inquire into such questions. We would continue the way we always have, caught up in the business (busy-ness) of life, lost in the status quo, distracted from life's real agenda.

The little agenda in life is your career, relationships, money and health. These are gateways for the real agenda: The awakening of your soul.

Life has bigger plans for us. It moves us towards the awakening of our soul. Often this requires rocking the boat of the little

agendas in our life we are so attached to. Our life situations then become the gateways, the opportunities, to fulfill our real purpose for being here.

This time of change requires us to surrender to a deeper relationship with life and ourselves. It is an opportunity to ride the wave that is being brought to us as best we can, and to trust it will take us to the shore where we have firmer ground beneath us. It is there we can stand on the rock, our soul.

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BREATH (Cont' from page 1)

you can use. If you attempt to hold on too tightly, you are forced to let go. It is no good to you to try to hold onto it. Think of everything that comes into your life as breath. "He was a breath of fresh air in my life." Then why would you want to hold onto him when it is time for him to leave, when you know that to hold your breath will kill you?

It is so simple. You cannot take in more than you need, and if you try to hold onto it after you have taken the good out of it, it is of no value to you. You will die. You can only live by letting go, and when you let go, you are then able to take in again. You cannot take in until you let go.

Consider the person who chooses to give and give and give and is not good at receiving - - - one cannot breathe that way! You cannot simply breathe OUT. No one blames you if you breathe in. No one says, "Oh, my, isn't she selfish. Look at her breathing up all that air."

It is the same in life. You take in what you need, you pour out again to the Universe what you have taken and what you cannot use you let go of. And no one calls you selfish. It is so simple. The Breath of Life. Breath IS life. Life and breath -- Balanced: In and out, in and out. IN is not more important than out. OUT is not better than in. "Out" is not good and "in" bad. It is a perfect balance. It is so simple.

It is so simple and it is so beautiful and it is so true. If you learned nothing else in your life, if you would sit and contemplate your breathing you would understand that such is life. That is not hard. They say the yogis contemplate their breathing. Well, you can do that. (Cont' on page 4)





MARKETING (Cont' from page 1)

Remember to always keep your goals for your target market clear.

2. Clean up Your Practice:

Take a day, to clean and refresh your healing space, change the energy inside your space and do this every 3 months or so. If you have products you sell move them around. Walk outside and come into your office as through you were a new client coming for the first time. Pay attention to the sights, smells and sensations that you experience. Advertising is primary; it will bring clients to you, if you have something to tell people about. "Like what new healing modality have you learned recently. " What new healing tools do you have for sale, etc".

3. Train Your Staff:

A good staff keeps clients returning. And remember start with yourself. Are you cheerful, happy and helpful? Do you value your clients?

Your employees learn their attitudes from you. Have laid out standards for dress, behavior, punctuality and lunch breaks, etc. Having a clearly laid out employee manual will create a clear understanding of what is expected on the job.

Create a training approach that taken the individuality of the worker, and gives them the opportunity to learn at their own pace. Each staff member will learn differently, some need written notes, some need a verbal approach, and some require both approaches. Train you staff to treat your clients like the special people they are.

4. Create Events:

Doing educational seminars, classes and workshops in the community brings you practice attention and potential new clients.

5. Partner with Local Charities:

You will get more media attention when you partner with a local non-profit organization on your events. I have offered free 15 minute readings or mini-healings sessions to people who join the local non-profit (MRS) Metaphysical Research Society. Thus the organization gains members, and I gain potential clients and exposure to its membership. Pick a charity and make it your own. Join its board of directors and make a difference in your community. You and your practice will become better known, your public trust will rise, and you will help a local no-profit organization in the process.

6. Send Out Press Releases:

This is a great marketing tool, so get to know your local areas, newspapers, magazines, TV stations, radio stations disc jockeys. When possible get to know what specific reporters like to cover in the community, which ones are health conscious, open minded and interested in alternative medicine and Metaphysics. The send them tailored press releases.

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Seasonal Jewels

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*Tiny little diamonds
hanging on a branch
Wind just tickles gently
causing them to dance*

*Pokey spiky fractals
repeating in the air
Chickadee a' chirping
all without a care*

*Fall is right upon us
thundering with the sound
Leaves are turning colour
dropping to the ground*

*Cold and frosty mornings
complete with ruddy dawn
Icicles from rooftops
slippery on the lawn*

*Ozone smell tells me
snow is coming soon
Songs of joyful carols
whistling happy tunes*

*All is as it should be
in the world today
Cycles seasons pass us
inviting us to play*

*Play within each moment
notice what's around
Never let the weather
ever get you down*





Humility:

'I long to accomplish a great and noble tasks, but it is my chief duty to accomplish humble tasks as though they were great and noble. The world is moved along, not only by the mighty shoves of its heroes, but also by the aggregate of the tiny pushes of each honest worker.'

~ Helen Keller

New Books

Zen Wrapped in Karma Dipped in Chocolate (February 2009)

A Trip Through Death, Sex, Divorce, and Spiritual Celebrity in Search of the True Dharma

Zen teacher and punk bassist Brad Warner, mixes his real-life adventures with Buddhist philosophy and pop culture examples. He applies the Buddha's teachings to his own real-life suffering, deconstructing the popular image of the Buddhist Master. How does a real Zen Master deal with death, divorce, job loss, and personal discord? How does he perform the work of trying to help others get over their tough times while going through some pretty heavy pain of his own? How do you sit and meditate while your world crumbles all around you?



Fractal Time (March 2009)

The Secret of 2012 and a New World Age

In his latest work, former senior computer systems designer Gregg Braden merges these ancient and modern world views into a powerful new model of time. Marrying the modern laws of fractal patterns to the ancient concept of cycles, he demonstrates how everything from the war and peace between nations to our most joyous relationships and personal crises are the returning patterns of our past. As each pattern returns, it carries the same conditions of previous cycles - fractal patterns that can be known, measured and predicted! What makes this model so important today is that the returning cycles also carry a window of opportunity - a choice point - that allows us to choose a new outcome for the cycle.



BREATH (Cont' from page 2)

It is quite simple. It comes in, goes out, and you live. And you do not have to ask anyone for it. You do not have to ask permission to let go. And no one has to give you permission to breathe in. No one judges you for breathing.

And there is not one moment in a day when any of you questions whether or not there is going to be enough air for you to breathe!

You assume that it is going to be there. The Universe has provided you an abundance of the most vital thing in your life -- the one thing that you cannot live more than a few minutes without -- air. Not money. Not water. Not money. Not food. Not money. Not clothes. Not love. AIR! And the Universe has provided it in an abundance to you, to the point that you do not even question that it is going to be there. Why would you possibly doubt that anything else you should need is going to be there?

It is so simple, and it is so hard. The simplest things are often the most difficult, you know? Love. Love is so simple. If the Universe provides you with air to the point where you accept it as a given -- and it is the single most important thing in your life -- how could you think that you are going to be deprived of anything else. And once you can live accepting life the way you accept breath, it will be as automatic as breathing. We will tell you; not very many get to that point.

Lynda Austin, www.followjoy.com Lynda@FollowJoy.com

ASSOCIATION OF
HOLISTIC PRACTITIONERS

OUR MISSION:
To serve and unite Holistic Practitioners in the fields of alternative healing, personal development and intuitive consulting.
To assist in maintaining the highest standards in the fields listed above.
To serve as a resource for Holistic Practitioners and the clients who seek such services.

To register as an association member visit www.holisticassociation.org