

THE PROSPEROUS HEALER™

AN E-ZINE FOR WELLNESS PROFESSIONALS



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Dear Friend,

It's already the middle of the summer – can you believe it? Our purple coneflowers and brown-eyed Susans are blooming in the backyard, ready to greet my sister when she visits us this weekend.

We'll be having dinner at a Turkish restaurant Saturday night and, when we return home, we'll watch slides from our trip to Turkey and Egypt 14 years ago. I'm sure it will bring back many joyful memories of the sights we saw, the experiences we had and the people we met!

Meeting new people when you travel is similar, in many ways, to networking for your business. They're both opportunities to connect with others and create meaningful relationships. This week's e-zine article is about inspired networking, and my sincere desire is that it will help you develop this marketing activity for your business with ease and grace.

Love and Success,

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P.S. Please forward this e-zine to people you think will derive benefit from it. Thank you!

Magnetize Clients With Inspired Networking by Mary C. Davis

I remember the first time I went alone to a formal networking event, many years ago, when I was a professional fund raising executive. I was young, new to the field and nervous. As I recall, I spent what felt like an eternity furtively scanning the room in search of someone – anyone – with a familiar face. Approaching people and shaking hands was out of the question due to the blanket of sweat covering my palms.

Why, oh, why was I so uncomfortable in this situation? Previously, I had attended many social events at which I felt completely relaxed. Why was this different? Looking back, I can see that this event was different for two reasons: 1) the energy in the room and 2) what I believed to be the objective of networking.

As an intuitive, I could sense that the energy around me felt dense, constricted and unbalanced. Added to this was my own programming about the purpose of networking and what it involved (which, of course, was reflected back to me in the interactions I witnessed).

At the time, I was running the program that networking is self serving and deceptive – all about superficiality, schmoozing, manipulation and pushing an agenda. No wonder I felt so uncomfortable; this perspective totally contradicted the authenticity and generosity I so deeply valued.

Be a Love Cat, Not a Schmoose Cat

“Schmoozing” comes from a place of fear and scarcity and is about pushing your own agenda -- that is, viewing each contact and interaction primarily in terms of what you can gain. Those who adopt this style of networking turn into “schmoose cats”! They go to numerous networking events, collect piles of business cards and follow up with a pitch virtually the next day.

Inspired networking is about being what former Yahoo! Leadership Coach Tim Sanders calls a “love cat” in his book, *Love Is The Killer App: How to Win Business and Influence Friends*. It involves putting your business or sales agenda aside, so you can build lasting relationships with prospective clients and referral partners with an open and giving heart. This networking approach is rooted in the energy of abundance and love, defined by philosopher Milton Meyerhoff as “the selfless promotion of the growth of the other”.

Here are some tips to help you be a “love cat” and selflessly promote others’ growth through your inspired networking:

- * Research where your authentic community members (target market) and prospective referral partners “hang out” through existing clients, local event calendars, special interest groups (such as the ones found at <http://www.meetup.com/>), associations and structured networking groups (such as <http://www.bni.com/> or <http://www.letip.com/>).
- * Before you attend networking events, visualize yourself connecting from the heart with the people you’ll meet and aligning with the energy of generosity. Detach yourself from having an agenda or desiring a specific outcome.
- * Ask yourself, “How can I authentically connect with the people I meet? How can I provide value to them and help them be successful? What knowledge, resources, information and support can I give them?”
- * When you go to events, focus on having fun and smiling! Adopt a service attitude and allow your natural curiosity and interest in other people to guide you; ask questions, share valuable information, ideas, resources and referrals.
- * Create your own networking group specifically for your community members to provide them with information, resources and support. You can do this independently, or you may want to use a service like <http://www.meetup.com/>.

Being a “love cat” feels great and, according to Tim Sanders, it’s the key to business success. It revolves around the prosperity principle that, no matter where you are in terms of your business’s evolution, you always have an abundance of talent, skills, knowledge, experience and resources to share that will promote the growth and success of others.

By choosing to network in this inspired fashion, you’ll build strong and mutually beneficial relationships with your community members and professional contacts that will last for years to come.

Entrepreneur, Coach and Prosperity Guide Mary C. Davis is the creator of *The Prosperous Healer’s Path™*, a 12-step system designed to help spiritually-oriented wellness professionals build prosperous, fulfilling practices with ease and joy. This system integrates law of attraction principles and practical business-building strategies in ways consistent with spiritual values and inner wisdom. Results include an abundance of money, clients and fulfillment. For more information, visit www.anamturas.com and/or contact Mary at info@anamturas.com.

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Network With Other Healers Through The Prosperous Healer™ Community

This fall, I'll be launching an online community of healers who are committed to thriving and shining their light in the world in a big way. This will be a community in which you can give and receive support as you build your business, no matter where you're physically located.

By creating a prosperous healing practice, you and the other healers in this community will help build an economy founded on wellness, love, joy and service! Watch for further details in future issues of this e-zine.

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