

THE PROSPEROUS HEALER™

AN E-ZINE FOR WELLNESS PROFESSIONALS



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August 7, 2008; Volume 1, Issue 16

PUBLISHED BI-WEEKLY ON THURSDAYS. You've received this e-zine because you've subscribed to it. To cancel your subscription, please see the end of this e-zine.

Dear Friend,

It's hard to believe we're halfway through the summer, isn't it? I love seeing the various perennials blooming at different times. My red dahlias are just starting to bloom, and the Asian lilies, purple coneflowers and black-eyed Susans have been out for awhile.

How have you been enjoying your summer? I hope you've been able to take some time off for rest, relaxation and fun!

When you've "recharged your batteries" and you're ready to bring this renewed energy to your business, I invite you to read and "play with" the feature article in this edition of The Prosperous Healer™. Continuing with the bird metaphor from the last issue, it's about identifying your flock.

May this be a joyful and illuminating process for you!

Love and Success,

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P.S. My sister visited us this past weekend, and we watched an amazing, yet, disturbing documentary about sharks called Sharkwater. Please check it out at <http://www.sharkwater.com/> and direct your healing energy and prayers for the protection of these magnificent animals and all creatures of the sea, air and land!

Birds Of A Feather... by Mary C. Davis

No matter how many times I see Canada geese flying in formation, it always enralls me. It also reminds me of the wisdom of nature and the widely-known English proverb, "birds of a feather flock together". In human terms, this adage means that people with similar interests congregate in groups. As simple as this idea may seem, it's one that spiritually-oriented entrepreneurs, like you and me, can learn to more skillfully and consciously work with as we build our businesses.

“Birds of a feather” are your market -- what author Rick Jarow defines as your community or “the people who are vibrationally aligned with you and your work”. In quantum physics, vibration refers to electromagnetic frequencies that make up everything in the universe, including our bodies, thoughts and emotions. So your market includes those people who vibrate in alignment with the electromagnetic frequencies you emit personally and through your work. In other words, “that which is like unto itself is drawn”. Intentionally using this concept will help you identify and connect with your authentic market.

Blocks to Recognizing Your Flock

When it comes to identifying your flock or market, you may experience some blocks in the form of limiting beliefs. Your inner guidance will help you discern whether this is true for you or not and what specific beliefs you’re holding.

The top limiting beliefs I’ve encountered amongst spiritually-oriented wellness professionals are:

- * “If I intentionally offer my work only to those who are vibrationally aligned with it, I’ll be excluding/rejecting others and, therefore, coming from my ego; so to be inclusive and spiritually evolved, I must offer my work to everyone.”
- * “If I intentionally offer my work only to those who are vibrationally aligned with it, I won’t attract enough clients, because that’s too small a group of people.”
- * “I’m a healer and, as such, my life purpose is to help everyone I can in whatever ways I can.”

These three beliefs can create much suffering and frustration for healers wanting to share their gifts with the world and prosper.

The first is based on the misperception that consciously using the universal law of attraction to identify and market your offerings to a specific group of people will mean that you’re rejecting or judging other people. Identifying those who are vibrationally aligned with you and your work isn’t about rejection or judgment; it’s about offering your work to those who will derive the most benefit from it and, by doing so, having an impact on many more people.

The second belief is based on the misconception that identifying a specific group of people as your market and offering your gifts to this group only, rather than a wider pool of people, will limit your financial prosperity. Yet, only those who are vibrationally aligned with your work will truly understand and honour its value financially and refer other like-minded clients to you.

The third belief is what I would call a “buried resonance” in that it’s a vibrational imprint held at a deeper subconscious level than the other two beliefs. It seems to arise from a sincere, yet unbalanced, desire to help everyone and ingrained patterns of self-denial. Offering your work from this perspective will drain and scatter your energy, limit the potential impact of your work and restrict your financial flow.

Consciously Identifying Your Flock

Getting a clear picture of the people who are vibrationally aligned with your work is key to identifying an authentic market for your business. An authentic market consists of people you connect with from the heart, who derive great benefits from your offerings and value them.

Consider doing this exercise to help you get more clarity about your flock. Begin by sitting quietly and meditating for five to ten minutes, allowing your mind to become still. Then, calling on your higher guidance, take a pen and paper and answer the following questions:

- * Who do I get the most joy from serving? List their qualities and attributes.
- * What are common passions we share?
- * What’s the age range of these people? Are they predominantly male or female or a mix of both?
- * What are these people’s livelihoods?
- * What are the three top challenges in their personal lives?
- * What are the three top challenges in their professional lives?
- * What are their dreams and aspirations?
- * How do my offerings help these individuals surmount their challenges and realize their dreams? (This can be limited to a specific challenge and dream/goal, if your offerings are more specifically focused. You don’t have to be all things to all people!)
- * What am I most passionate about helping these individuals attain?
- * How does this fit in with my mission and purpose?

Consciously identifying your flock – those who are vibrationally aligned with you and your work – is an important step to take on the prosperous healer's journey. Doing so will help you direct and use your energy more efficiently and effectively for marketing your offerings and serving others. This, in turn, will bring you into energetic alignment with the thriving business you intend to create.

Entrepreneur, Coach and Prosperity Guide Mary C. Davis is the creator of The Prosperous Healer Program™, a menu of coaching and learning services designed to help spiritually-oriented wellness professionals build prosperous, fulfilling practices with ease. These services integrate law of attraction principles and practical business-building strategies in ways consistent with spiritual values and inner wisdom. To find out more, visit www.anamturas.com and/or contact Mary at info@anamturas.com.

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