

# THE PROSPEROUS HEALER™

AN E-ZINE FOR WELLNESS PROFESSIONALS



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Dear Friend,

The weather this past weekend was absolutely gorgeous...perfect for Canadian Thanksgiving. Marty, my sister Sheila and I went on a hike to see the fall colours at Mono Cliffs on the Niagara Escarpment. I love all the pretty shades of red, orange and yellow when the leaves change colour!

In the spirit of Thanksgiving, I feel very grateful for many things in my life, including you, my dear subscriber. That's why I'm sending this e-zine issue your way with a great deal of appreciation. The feature article is about offering your services and products to your community in an authentic, loving way -- the Taoist way. This is the final article in a four-article series about The Tao of Marketing.

May it shift your perspective about selling to a higher frequency, allowing you to experience more ease and joy in your business.

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!

## Selling The Taoist Way: Allowing The Flow by Mary C. Davis

"By letting it go, it all gets done. The world is won by those who let it go. But when you try and try, the world is beyond the winning."

-- Lao Tzu

At some point in your life, you've probably been at the receiving end of a traditional sales pitch and, perhaps, you've walked away feeling like the prey of a predatory animal. As someone once commented to me about such an experience, "I felt like I was being devoured". With all due respect to predatory animals, approaching the process of exchanging goods and services for money with this energy is unnatural and disempowering for both the seller and the buyer. It's a case of force versus flow.

In Taoist philosophy, the practice of wu-wei revolves around letting go of the ego-based fears that compel us to want to push, force, manipulate, coerce and control, in favour of a state of being rooted in trust and detachment -- flow. By applying the practice of wu-wei to your selling approach, you won't try to force sales. And, by not forcing, the sales will flow to you with ease, empowering both you and your clients through the exchange.

## Selling From a Yin Perspective

Like many spiritually-oriented wellness professionals, the process of selling may be the least favourite aspect of your business, and you may have all sorts of conflicting feelings about it. In terms of the emotional charge it may hold for you, it's probably right up there with pricing your products and services!

Expanding on the practice of wu-wei, it may be helpful to explore selling from a yin perspective to release more of the emotional charge. While traditional selling is a predominantly yang marketing activity, working consciously with the yin aspects can help you experience a breakthrough.

The yin aspects of selling are a collective expression of the yin aspects of relationship building and pricing: the feminine impulses to connect, nurture (serve) and receive. The key to successful selling is your ability to hold the vibration of connection, service and receptivity in your thoughts and emotions throughout the sales process.

To help you move to this state of consciousness, it's important to recognize how you may be vibrating fear when it comes to selling your products and services. Here are five top, fear-based "flow blockers" you may be experiencing:

- \* worrying about not making enough sales to pay your bills;
- \* focusing on just making enough to survive;
- \* feeling desperate;
- \* making fear-based decisions, rather than inspiration-based decisions; and
- \* focusing on the sale, rather than the prospective client.

If you find yourself drifting into a fear-based mental and emotional state either before or during a selling opportunity, use your conscious awareness to bring yourself back to a space of connection, service and receptivity. Keep the following in mind to help you make this shift:

- \* the higher purpose or vision of your business;
- \* why you're selling your product or service;
- \* the results you're passionate about helping your clients experience; and
- \* how your product or service will do this.

Most importantly, focus your attention on your prospective client and stay in the energy of service, trust and non-attachment to the outcome.

## Selling From a Yang Perspective

Like "money", "selling" is a word that has a lot of mental and emotional baggage attached to it. It's been polluted by the fear-based vibrations of force and manipulation we've projected onto it. For this reason, I prefer using words like "offering" and "inviting".

The yang aspects of offering relate to action. Specifically, they involve conveying information about your service or product and its value in relation to your prospective clients' needs and desires, and extending an invitation to receive this value from you.

If you've followed the steps of an inspired marketing plan, you've laid the groundwork for this final step. You've built sincere and genuine relationships with members of your community (target market), without an agenda, and you've nurtured these relationships through regular contact and service. Extending your offerings to your community in an honest, heart-centered and authentic way will deepen these relationships.

You can use numerous vehicles to invite your community members to purchase your services and products, including:

- \* your website, particularly specific "offering" pages;
- \* your e-zine and/or blog;
- \* separate e-mail offers;
- \* at the end of free seminars and speaking engagements or during one-on-one meetings; and
- \* during follow-up phone calls or at the end of free teleclasses.

A powerful invitation has the following characteristics:

- \* it comes from the heart and is honest, authentic and credible;
- \* it focuses on key challenges your community members experience related to your specialty and explains how your product or service can help solve these challenges (solutions);
- \* it highlights the benefits your product or service provides;
- \* it's totally transparent about the price;
- \* it triggers positive feelings such as hope, optimism, enthusiasm and trust; and
- \* it leaves your community members feeling respected and empowered to make their own decisions.

The true purpose of the offering process is to help others raise their energy vibration. When you're a catalyst for this through your invitation, prospective clients feel good -- even, joyful -- and want more of you and what you have to offer. This, in turn, opens the floodgates and allows money and joy to flow freely.

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 and joy. These services integrate law of attraction principles and practical business-building strategies in ways consistent with spiritual values and inner wisdom. Results include more money, clients and fulfillment. For further information, visit [www.anamturas.com](http://www.anamturas.com) and/or contact Mary at [info@anamturas.com](mailto:info@anamturas.com).

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Bring more money and joy into your business by clearing fears and doubts, raising your energy, developing an inspired business model and marketing your products and services in an authentic, heart-centered way! The Prosperous Healer™ One-on-One Coaching Program will help you do just that.

If this service resonates with you, please give me a call at 416-588-0011 so we can discuss how to design this program to fit your needs and budget. I'd be honoured to serve you!

## Experience a FREE Share Your Gifts and Prosper Now Jumpstart Session

"My session with Mary was awesome! I found it very helpful and insightful. I really appreciate how she listened and held the space for me to 'figure it out' on my own, yet provided enough questions, guidance and reassurance when needed. This is something I'll definitely do again and keep in my 'tool box' for a long time."

-- Jacquie Carter  
Massage Therapist and Life Coach

If you want to be certain that The Prosperous Healer™ One-on-One Coaching Program is the right choice for you or you just want help with some specific challenges (with no strings attached), please sign up for a free, one-hour Share Your Gifts and Prosper Now Jumpstart Session. [Click here for details.](#)

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