

THE PROSPEROUS HEALER™

AN E-ZINE FOR WELLNESS PROFESSIONALS



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Attracting Clients With Your Authentic Voice

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Dear Friend,

Happy Halloween and Happy Samhain! Samhain is the Celtic festival marking the end of summer and the harvest season. In medieval Ireland, Samhain was a major festival celebrated at Tara's royal court. A bonfire lit on the Hill of Tara served as a signal to people gathered on hilltops across Ireland to light their own bonfires. What a lovely ritual, don't you think?

Well, I won't be lighting a bonfire on November 1st this year, but I will be making Barm Brack (a traditional Irish fruit bread served at Halloween). I'll also be distributing my healthy treat bags to all the ghosts and goblins that come to our door tomorrow night. I'm known as the "organic raisin lady" in our neighbourhood, and I make no apologies for this!

As you prepare for your own celebrations, I invite you to read this issue of The Prosperous Healer™. The feature article is about finding your authentic voice, defining your distinct healing process and crafting your unique selling proposition.

May these interrelated steps move you forward exponentially with attracting clients and financial abundance!

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!

Attracting Clients With Your Authentic Voice by Mary C. Davis

The haunting melody of an evocative piece of music; the alluring colours and designs of forms on a canvas; the captivating arrangement of words on a page. These are all expressions of perceptible, characteristic "voices" that distinguish one artist from another. Like an artist, your path as a healer involves finding your own distinct voice -- a manifestation of your gifts in a way that's uniquely yours.

According to Britannica Online, art is “the use of skill and imagination in the creation of aesthetic objects, environments or experiences that can be shared with others.” Through the application of skill and imagination, artists eventually find and express their own unique voices and, through this same process, you can find and express yours.

Finding Your Authentic Voice as a Healer

Whether you’re a massage therapist, a herbalist or an energy healer, your authentic voice emerges from within you – an expression of your own unique energy and creativity that you channel into your work. Allowing this expression to expand is an important aspect of your business’s development, and it relates directly to client attraction and sales.

For most healers (and artists), finding an authentic voice is an organic process that unfolds in its own time as your practice evolves. Yet, it’s possible to facilitate this process through self-inquiry. Reflect on the following questions:

- * What parts of me really “shine through” in my work?
- * What aspects of my work feel most authentic to me?
- * How do my skills (the specific modality or modalities I use), natural abilities, experience, personal qualities, intuition and imagination blend together in my work, expressing my own unique approach to wellness and healing?

Sit with these questions for awhile, and be open to receiving the answers over time.

Describing Your Process

When you start seeing, hearing, feeling and sensing your authentic voice from within, you’re ready to start using it externally. As you engage your authentic voice and your work evolves, you’ll discover that you have your own distinct process for helping your clients experience the results they desire. Verbalizing your authentic voice involves describing your unique approach to helping your clients heal specific challenges.

To help you communicate your unique process, complete the following exercise:

- * Write down the specific steps you take clients through to help them achieve the tangible and intangible results your services or products deliver (preferably in chronological order).
- * Name your unique process in a way that conveys the results your clients experience (e.g., “The Healthy Spine Program” or “The Healing From Within Process”).

From a spiritual perspective, describing and naming your unique healing approach is a way of claiming your authentic voice as a wellness professional. From a marketing perspective, it will:

- * enable you to “brand” your work so that it stands out as a unique expression of you;
- * allow you to create a clear and consistent marketing message;
- * help you build your credibility; and
- * make it easier for your community (target market) to understand what you provide and the value of your offerings.

Articulating Your Unique Selling Proposition

Rosser Reeves, a pioneer of television advertising, coined the term “unique selling proposition”. Generally, this is a means of describing the distinguishing characteristics of particular products or services. Defining your unique process will prepare you to communicate your unique selling proposition.

Your unique selling proposition summarizes your work’s distinct features and captures the essence of your unique process. For example, John is a herbalist who serves people with respiratory conditions. He combines other healing modalities such as reiki and pranic breathwork in his own special approach that he calls “The Energized Breathing Program”. His work integrates intuitive assessment, customized herbal remedies and energy healing techniques to help clients breathe more easily and have more physical energy. This is his unique selling proposition.

Besides identifying your community, finding your authentic voice as a healer will be a big breakthrough for you and your business. Expressing your uniqueness through your work will give you creative satisfaction and fulfillment, while drawing clients to an experience of healing and wellness they can only have with you.

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 and/or contact Mary at info@anamturas.com.

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Place your business firmly on the path to success in 2009: attract clients, money and fulfillment with ease and joy through The Prosperous Healer's Path™ Teleclass Series! This series of twelve teleclasses and an open coaching "gym" will help you create and implement an Inspired Business Plan™, including your own customized Inspired Marketing Strategy™. Specific details and confirmed dates will follow soon!

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