

Class #3

Today's Topics

Changing the Fear Habit

Do-Overs on Homework -- who you are, your practice, your clients

Magazine article (titles)

FEAR is gremlins' domain, critical and skeptical inner commentary
write it down, move on

How you respond to fear is the result of what you tell yourself

We still have the thought ... what you tell yourself as a result of those thoughts is what holds you back.

He who moves forward even a little, walks like Jesus upon the water.

Not small fears. Could stop a life if we did not have the courage to go forward and a reason, a compelling drive to move forwards.

Fear 1 stops us. Magnifies danger & vulnerability while minimizing your sense of competency
Paralyzes & prevents action

Fear 2 - Mobilizes whole being for effective action, preps body for peak performance. Focus, adrenaline, sharpens perception, Mobilizes for action

Fear 2 stops us but in the heart is a seed that says LET ME BLOOM because I am the seed of something much bigger that helps you accomplish your life's purpose.

When fears come into the light of day, that's what allows shifts to happen. Homeostasis - You ask, can't I stay the same? have to move eventually. Small steps. Shift pattern by changing habitual response. Habits are made in 21 days. Be patient.

There is so much strength in us when we are deeply in touch with our mission and what we are doing in the world. Addressing the fears and moving through them, we fuel ourselves with energy as we do this. Hard or easy, simple or difficult, every fear releases a jolt of energy when we free it up in the daylight. When the energy rises up out of us, we get to put that energy to work on our missions.

Another way to think of these fears is that each fear is an adhesion in your consciousness. It's a stuck place. And just like a fascial restriction in movement, fears also don't allow movement in certain areas.

Business is so much more than a profit game.

*** What did you notice listening to others speak their fears?**

*** When in fear, where do you notice a physical or energetic restriction?**

*** How do you make your own body a safe haven?**

breathe, ground through feet, release pelvic floor, diaphragm, hands

EVOCATIVE WORDS — WHO I INTEND TO BE

Think of your work on way to session -- this is your prayer.

You know what you are meant to do, who you are meant to be.

We are explorers on the outer edge of science,

one foot in reason & knowledge

the other foot in recognizing the wholeness of being.

What wonder comes of this.

IDEAL CLIENT — When you meet her, you will know it's her

A very specific person -- who you WILL meet

Your friends/referral network know who you work well with.

Establish your niche -- narrow niche, little competition

outside niche ok but not your focus

give examples

Where do we find her?

Relationships with other professionals who know her

Your own outreach program

REACHING OUT METHODS — MAGAZINE ARTICLES

Establishes you as a professional
Introduces ideas that solve problems

What does your ideal client read?

Print media without glossy paper! NOT Dressage magazine for first article. Look in your tack shop. Little weeklies are supported by ads BUT need articles to get people to pick them up. No pay. They need you!

What is YOUR local horse magazine (not too professional)
not glossy pages, newsprint, monthly/quarterly
next step up regional — Flying Changes
free at tack shops holistic / alternative

Read back issues - know what readers want — ask editor for copies

Is this reader your ideal client?

You won't get paid but you will get publicity.

former student got call for talk to dressage group, then setup clinic, then got clients. She said, "It's like a tag team, each one leads to something..."

Being in print gives you professionalism. A book or article says not only "I know this stuff," but that an editor said, "This is good and worth publishing."

Not broad. Narrow down the problem a horse owner seeks to fix.
Narrow down to a simple 1-2 page solution

Which magazine or newspaper?

Choose two good articles and read them thoroughly, outline them so you know how they accomplished their purpose. How did the writer do the start, middle and end? The outline (like in high school) helps you follow the info and flow. Three part synopsis.

- a) start -- what did the writer say she was going to show you? Her background?
how does she start it?
- b) middle - facts, stories, new knowledge? How is flow?
- c) end - looping it together, reiterate earlier knowledge, wrapup.

here's what I'm going to do, here's what I do, here's what I did.

What is the most intriguing part of the story? What impressed you? What did you imagine doing after you read it? New info you can put to work? Why is this a good article?

Who is the IDEAL READER of that article?

What five articles (titles) you could write for this publication

What problem can you solve for this readership?

the more specific the better. Now how to get to grand prix...

Describe the problem --> what can you do about that?

“choosing a bridle that fits your horse” (that makes your horse happy)

—> how to fit it correctly, materials, cues it’s not right

Title should have pizzaz so you want to read it.

Should be a problem you can solve in an article, small and specific

Opening paragraph attention grabbing so she will read it

something good will come of reading this

write for specific client, their interests

“Checklist for what to bring to shows”

“How to touch your horse” — what freaks them out

“The Lie Down: How to get there”

Outline

Problem -- Cat has fleas what can I do to change this?

Premise -- nutrition can affect immune system and poor nutrition makes fleas want to be on that animal more than healthy one. To boost the cat’s health you can...

Results -- After breaking flea-larvae process, cat becomes flea-free and more immune to getting fleas in future.

Ending -- Testimonial, flea-larvae cycle, suggest diet, unhappy/happy cats

Not a master’s thesis, just something to read, informational, to learn more while eating lunch.

What are you already pretty good at communicating?

Repeat articles by reworking old ones for other publications

Not writing your article yet, just finding your topic and the title

Who knows enough to write: “How to Muck a Stall Properly”

I offer you send it to me later, too, so I can help you make sure it’s good. I will edit into the future. I want you to look really really good, always.

HOMEWORK

a) Find two newspapers/periodicals, collect back issues, what do their readers want to know more about? study two stories so you understand how the article was written.

b) Write five titles that describe very narrow problems you can solve. Send them to me and I'll help you choose which article to write that have good chance of getting published.