

FLORIDA INSTITUTE OF HYPNOTHERAPY

AH202 – Advertising and Marketing Strategies



Disclaimer

The ads and strategies listed herein have been successfully used by Matthew Brownstein during his years of full-time practice. They are not necessarily in accordance with current Florida Hypnosis Laws. You should only use this presentation as a guide to assisting you in designing your own personalized advertising plan that is in accordance with the ethics and rules of the organization(s) to which you belong and in accordance with the laws of the respective state that you practice in. No guarantees can be made about the results achieved by using these strategies and individual results certainly will vary.

Matthew's Story

- ▣ West Stockbridge, Massachusetts
- ▣ Delray Beach, Florida
- ▣ Gainesville, Florida



Moved to Gainesville with \$4,000 and no car – 20+ clients in one month

TIPS

- ▣ TAKE MASSIVE ACTION
- ▣ Understand Guerilla Marketing
- ▣ Work every moment when not in with clients during your scheduled hours
- ▣ Fixety of Purpose
- ▣ Make the phone ring at least once per day
- ▣ Do not take a long time to build your practice
- ▣ 5 calls per week = Full-Time Practice within 2 months
- ▣ Use everything in your bag of tricks

Psychic Advertising and Clarity of Intent



FIH's Creating and Manifesting Skills

Creating and Manifesting Instructions and Meditations



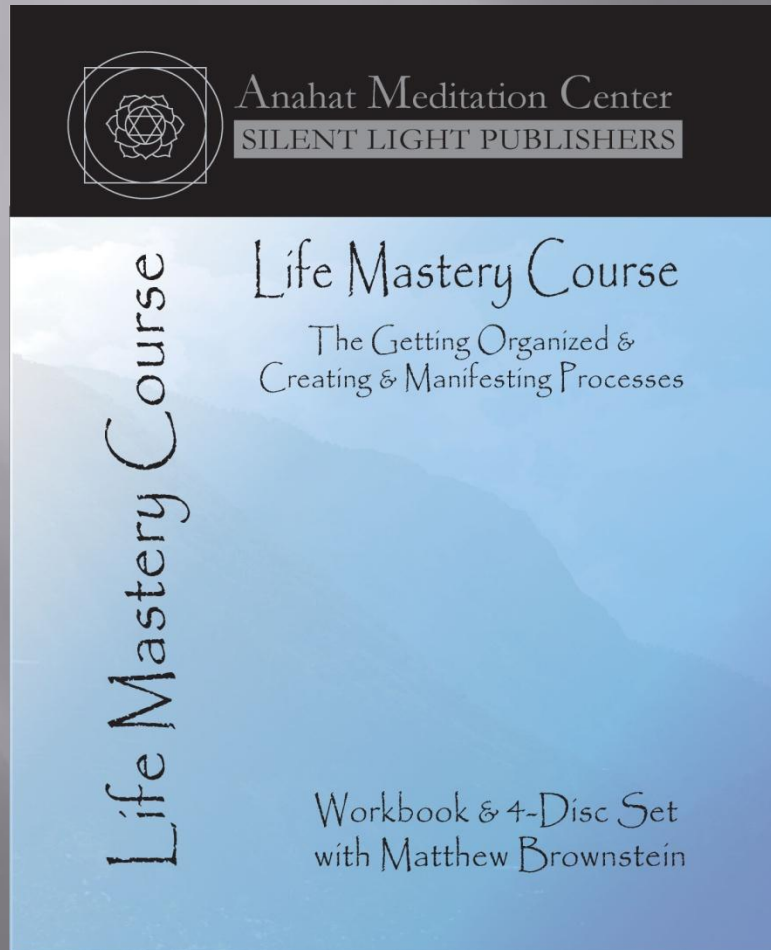
A Silent Light Publishers Production
with
Matthew Brownstein, CHt

1. Clarity of Intent
2. Universal Law
3. Deep Meditation
4. Visualization
5. Emotion
6. Suggestion
7. Belief
8. Desire
9. Acceptance
10. Expectation
11. Commitment
12. Surrender

**10 Minute Meditation Morning and
Evening**

Available online at www.tfioh.com

FIH's Life Mastery Course



Getting Organized Process

1. Core Mission Statement
2. Life Principles
3. Universal Law
4. Life Categories Prioritized
5. Long-Term Goals
6. Mid-Range Goals
7. Short-Term Goals
8. To Do List
9. Day-Timer
10. Collage

- Available online at www.tfioh.com

Creating and Manifesting

- Incorporating the 12 step formula to manifest these bigger picture goals

Manifesting Prosperity Download

Manifesting Prosperity Hypnotic and Subliminal Programming



A Silent Light Publishers Production
with
Matthew Brownstein, CHt

Themes include:

- Knowing who you truly are and what you are meant to do in the world
- Gaining clarity of intent and fixity of purpose
- Learning to trust in and listen to Divine Guidance
- Letting success be easy, automatic and effortless
- Opening to one's own unique Dharma or "Purpose in Life"
- Dreaming big and developing a "Yes-Mindset"
- Raising self-esteem and building self-confidence
- Increasing motivation, enthusiasm and determination
- Developing an optimistic and positive attitude
- Trusting in and utilizing the Law of Giving and Receiving
- Cultivating Financial Intelligence
- Increasing the flow of money in your life
- Developing multiple income streams
- Learning to invest in yourself first.

Embedded in the music of this CD are subliminal messages which include:

- Every day in every way I grow more and more successful
- My creative thinking is now allowing me to manifest prosperity in all aspects of my life
- I make money, I make large amounts of money, I create exceptional success
- I am a money magnet
- I now do what I need to do to become ever more successful
- Abundance is my natural state of being
- I now attract positive and supportive people that help me to achieve my goals
- I am motivated and determined to manifest my dreams.

Running time approximately 25 minutes.

Available online at www.tfioh.com

Manifesting Prosperity Workbook

Manifesting Prosperity

Workbook and 4-Disc CD Set



A Silent Light Publishers Production
with
Matthew Brownstein, CHt

The only limitation to achieving true financial freedom lies within our mind. Our financial self-esteem rests within us, and there is no limit to how vast we can expand in this way. This workbook includes:

- An introduction to making the most of this workbook and MP3 audio set
- The 21 Power Principles of Prosperous Living
- Processes for overcoming mental limitations
- An explanation of using the Creating and Manifesting Process for developing prosperity
- Instructions for using suggestions & affirmations
- Resources and recommended readings

The five audio mp3 downloads on Manifesting Prosperity include:

- Morning and Evening Meditations
- Creating and Manifesting Meditations
- Suggestions and Affirmations
- Subliminal Programming

Available online at www.tfioh.com

Goal Setting

- ▣ Decide on Number of Clients per Week - 25

Goal Setting

- ▣ Decide on Number of Clients per Week - 25
- ▣ Income per Client - \$100 (average)

Goal Setting

- ▣ Decide on Number of Clients per Week - 25
- ▣ Income per Client - \$100 (average)
- ▣ Income per week - \$2,500

Goal Setting

- ▣ Decide on Number of Clients per Week - 25
- ▣ Income per Client - \$100 (average)
- ▣ Income per week - \$2,500
- ▣ Income per month - \$10,000

Goal Setting

- ▣ Decide on Number of Clients per Week - 25
- ▣ Income per Client - \$100 (average)
- ▣ Income per week - \$2,500
- ▣ Income per month - \$10,000
- ▣ Income per year - \$100,000+

Goal Setting

- ▣ Decide on Number of Clients per Week - 25
- ▣ Income per Client - \$100 (average)
- ▣ Income per week - \$2,500
- ▣ Income per month - \$10,000
- ▣ Income per year - \$100,000+
- ▣ 10 Clients by _____ (Short-Term)

Goal Setting

- ▣ Decide on Number of Clients per Week - 25
- ▣ Income per Client - \$100 (average)
- ▣ Income per week - \$2,500
- ▣ Income per month - \$10,000
- ▣ Income per year - \$100,000+
- ▣ 10 Clients by _____ (Short-Term)
- ▣ 20 Clients by _____ (Mid-Range)

Goal Setting

Organizing Your Week – 25 Clients/Week

Monday	Tuesday	Wednesday	Thursday	Friday
1 – 9:30 -11:00am Client Name	6 – 9:30 -11:00am OPEN SLOT	11 – 9:30 - 11:00am OPEN SLOT	16- 11:00am – 12:30 pm OPEN SLOT	21- 9:30 - 11:00am OPEN SLOT
2 – 11:00am – 12:30 pm Client Name	7 – 11:00am – 12:30 pm OPEN SLOT	12- 11:00am – 12:30 pm OPEN SLOT	17- 1:00pm – 2:30pm OPEN SLOT	22- 11:00am – 12:30 pm OPEN SLOT
3 – 1:00pm – 2:30pm Client Name	8- 1:00pm – 2:30pm Client Name	13- 1:00pm – 2:30pm Client Name	18- 2:30pm – 4:00pm OPEN SLOT	23- 1:00pm – 2:30pm OPEN SLOT
4 – 2:30pm – 4:00pm OPEN SLOT	9- 2:30pm – 4:00pm Client Name	14- 2:30pm – 4:00pm Client Name	19- 4:00pm – 5:30pm OPEN SLOT	24- 2:30pm – 4:00pm OPEN SLOT
5 – 4:00pm – 5:30pm Client Name	10- 4:00pm – 5:30pm OPEN SLOT	15- 4:00pm – 5:30pm OPEN SLOT	20 – 6:00pm – 7:30pm OPEN SLOT	25- 4:00pm – 5:30pm OPEN SLOT

- Set your hours and work those hours just like any other “job.”

- **OPEN SLOT**
When slots are not full you are working on getting new clients

- Book clients back-to-back

- Be in your office when not seeing clients or be our promoting yourself

Goal Setting - Or Make A List And Do Everything To Fill It

- 1 - Client Name
- 2 - Client Name
- 3 - Client Name
- 4 - Client Name
- 5 - Client Name
- 6 - Client Name
- 7 - Client Name
- 8 - Client Name
- 9 - Client Name
- 10 - Client Name
- 11 - Client Name
- 12 - Client Name
- 13 - Client Name
- 14
- 15
- 16
- 17
- 18
- 19
- 20

*Open slots are time
to promote your
business - not time
off to do other
things!*

Design Your Own Hypnosis and NLP for Positive Programming

Hypnotic Programming including:

- ▣ Keywords
- ▣ Goals
- ▣ Visualizations
- ▣ Prosperity Suggestions

Modify at least every 6 months



Know When to Do Things Yourself - Learn Other Skills

- ▣ Branding
- ▣ Marketing/ Advertising
- ▣ Accounting
- ▣ Graphic Design – Adobe Illustrator and Photoshop
- ▣ Public Relations
- ▣ Management Skills
- ▣ Web Design
- ▣ Internet Marketing

Know When to Delegate



- ▣ Professionals in other fields should make you money (or at least save you money)
 - Accountant
 - Web Design
 - Graphic Design
 - Internet Marketing
 - Public Relations Person
 - Distribution (Promotional Materials)



↑ Income and Expenses ↓

This next lesson is how to think – not exactly what to do or how to allocate your funds

- ▣ Start to think in terms of running a business
- ▣ Develop financial intelligence
- ▣ Speak to an accountant
- ▣ Speak with SCORE
- ▣ Start using financial software like Excel, Quicken or Quickbooks
- ▣ Develop Income vs. Expense scenarios to help actualize your goals

Understand Assets Versus Liabilities

- ▣ Assets put money in your pocket 
- ▣ Liabilities take money out of your pocket 

- ▣ Increase Income/ Assets 
- ▣ Decrease Expenses/ Liabilities 

- ▣ Make your business profitable!!!

Risk to Reward Ratio

- ▣ What are you willing to invest and what return do you wish to see on your investment?
- ▣ Start-Up Costs - \$4,000+
- ▣ Monthly Budget - \$2,000+
- ▣ Yearly Income \$50,000 to \$100,000



Income and Expenses - Scenario 1

Gross Income - \$7,500 per month

Net Income After Taxes - \$6,375

Expenses - \$1,000 or less budgeted to run office

Advertising Budget - \$1,000 or more

Net Income After Business Expenses = \$4,375

EXPENSES	2060
Rent	500
Cell Phone	50
Office Phone/Internet	125
Merchant Account	30
Electric	75
ADVERTISING	
Phone Books	600
Website	30
Display Ads	400
Internet Marketing	150
Printing	100

Income and Expenses - Scenario 2

Gross Income - \$5,000 per month

Net Income After Taxes - \$4,000

Expenses - \$1,000 or less budgeted to run office

Advertising Budget - \$1,000 or more

Net Income After Business Expenses = \$2,000

EXPENSES	2060
Rent	500
Cell Phone	50
Office Phone/Internet	125
Merchant Account	30
Electric	75
ADVERTISING	
Phone Books	600
Website	30
Display Ads	400
Internet Marketing	150
Printing	100

Income and Expenses - Scenario 3

Gross Income - \$10,000 per month

Net Income After Taxes - \$7,500

Expenses - \$1,000 or less budgeted to run office

Advertising Budget - \$1,500 or more

Net Income After Business Expenses = \$5,000

EXPENSES	2560
Rent	500
Cell Phone	50
Office Phone/Internet	125
Merchant Account	30
Electric	75
ADVERTISING	
Phone Books	800
Website	30
Display Ads	600
Internet Marketing	150
Printing	200

Pay Yourself First

- ▣ Invest 10 to 20% or more of your income back to yourself and specifically into your advertising budget

To Promote or to Save

- ▣ During times of emergency – PROMOTE
 - ▣ During times of prosperity - SAVE

Demographic Research and Analysis

Demographic Profile Report

Sample Study Area - 3 Mile Ring
Site located at 33 6883, 117.8983

Page 1 of 3
07/08/03

Population

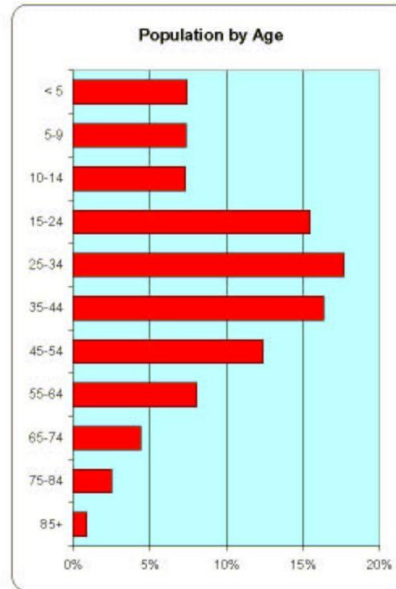
2008 Projection	193,717	
2003 Estimate	182,331	
2000 Census	174,372	
1990 Census	153,061	
% Change 2003-2008	6.2%	
% Change 2000-2003	4.6%	
% Change 1990-2000	13.9%	

Households

2008 Projection	57,333	
2003 Estimate	54,915	
2000 Census	53,061	
1990 Census	49,693	
% Change 2003-2008	4.4%	
% Change 2000-2003	3.5%	
% Change 1990-2000	6.8%	

Population by Age

< 5 yrs	13,575	7.4%
5 - 9 yrs	13,501	7.4%
10 - 14 yrs	13,394	7.3%
15 - 24 yrs	28,235	15.5%
25 - 34 yrs	32,260	17.7%
35 - 44 yrs	29,854	16.4%
45 - 54 yrs	22,589	12.4%
55 - 64 yrs	14,686	8.1%
65 - 74 yrs	8,033	4.4%
75 - 84 yrs	4,578	2.5%
85+ yrs	1,626	0.9%
Median Age	32.3	



Male Population by Age

< 5 yrs	92,663	
< 5 yrs	6,992	7.5%
5 - 9 yrs	6,861	7.4%
10 - 14 yrs	6,830	7.4%
15 - 24 yrs	14,617	15.8%
25 - 34 yrs	16,999	18.3%
35 - 44 yrs	15,782	17.0%
45 - 54 yrs	11,417	12.3%
55 - 64 yrs	6,996	7.6%
65 - 74 yrs	3,795	4.1%
75 - 84 yrs	1,858	2.0%
85+ yrs	515	0.6%
Median Age, Males	31.8	

Female Population by Age

< 5 yrs	89,668	
< 5 yrs	6,583	7.3%
5 - 9 yrs	6,640	7.4%
10 - 14 yrs	6,564	7.3%
15 - 24 yrs	13,618	15.2%
25 - 34 yrs	15,261	17.0%
35 - 44 yrs	14,072	15.7%
45 - 54 yrs	11,172	12.5%
55 - 64 yrs	7,689	8.6%
65 - 74 yrs	4,238	4.7%
75 - 84 yrs	2,719	3.0%
85+ yrs	1,111	1.2%
Median Age, Females	32.9	

Race/Ethnicity


White	104,220	57.2%
Black	3,195	1.8%
Asian/PI	21,359	11.7%
American Indian	1,721	0.9%
Other Race	43,977	24.1%
Multiple Races	7,860	4.3%
Hispanic Origin	84,991	46.6%

1. Who is your target market?
2. What is the population of your target area?
3. What age group are you marketing to?
4. What gender?
5. What household income?
6. Is race or ethnicity a factor?

Branding

- ▣ What is your business name?
- ▣ What is your look?
- ▣ What is your angle?

You are your own product




HYPNOSIS WORKS...

Safe – Professional – Confidential – Affordable

- Stop Smoking
- Feeling Depressed
- Health Concerns
- Trouble Sleeping
- Lose Weight
- Reduce Stress
- Success Programming
- Improve Memory
- Feeling Anxious
- Eliminate Bad Habits
- Fear and Limitations
- Past-Life Regression

Transpersonal Hypnotherapy
Matthew Brownstein, CHt
American Council Of Hypnotist Examiners -HT#198-146
4051 NW 43rd Street, Suite #36, Gainesville, FL 32606
(352) 514-3434

- Free In Office or Phone Consultations
- Affordable Sliding Scales
- Call about Free Lectures
- Special Student Rates
- Evening & Weekend Hours
- Millhopper Location



*“Healing the Mind,
Healing the Body”*

Matthew Brownstein, CHt

Discover the Links to Mind/Body Healing

Branding - Yourself

You are your own product

How You Present Yourself

1. Office
2. Literature
3. Clothing



Clearly Define Your Services



HYPNOSIS WORKS...

Safe – Professional – Confidential – Affordable

- Stop Smoking
- Feeling Depressed
- Health Concerns
- Trouble Sleeping
- Lose Weight
- Reduce Stress
- Success Programming
- Improve Memory
- Feeling Anxious
- Eliminate Bad Habits
- Fear and Limitations
- Past-Life Regression



Transpersonal Hypnotherapy

Matthew Brownstein, CHt

American Council Of Hypnotist Examiners -HT#198-146
4051 NW 43rd Street, Suite #36, Gainesville, FL 32606
(352) 514-3434

- Free In Office or Phone Consultations
- Affordable Sliding Scales
- Call about Free Lectures
- Special Student Rates
- Evening & Weekend Hours
- Millhopper Location


Your Up Selling Position

What makes you better than the competition?

- ▣ Price
- ▣ Services
- ▣ Training
- ▣ Location
- ▣ Uniqueness
- ▣ Professionalism
- ▣ Others...




Business Cards



**FLORIDA INSTITUTE
OF HYPNOTHERAPY**

Matthew Brownstein, CHt
Certified Clinical Hypnotherapist (HT#198-146)
ACHE Certified Instructor and Examiner
State-Licensed Hypnotherapy Training (#3448)

4051 NW 43rd St. #37, Gainesville, FL 32606
www.tfioh.com - matthew@tfioh.com
(352) 378-5746



1. Logo – ACHE or other for credibility
2. Branding – Headline – Business Name
3. Your Name – You are the product
4. Your Credentials and HT#
5. Your Picture
6. Contact Info
7. Keep it simple and professional
8. No need to list your services
9. Hand out 3 at a time per person
10. Tell people to give them to their friends

Collect Testimonials

“In October of last year I went to Matthew in hopes of ending a long-term nail biting habit. Not only was Matthew able to help me easily stop biting my nails after just one session, but he was also able to help me identify and resolve some major sources of anxiety and worry in my life. Unsolicited, friends and family have noticed that I am happier, more calm and able to enjoy the things I love. I am extremely pleased with the results and have recommend Matthew to friends and family members who are serious about making positive changes in their lives. ”

Thank you again,
Ashley B. Weser

p.s. you have my permission to use this note in part or whole in any way you see fit :) --WESER,ASHLEY B

Press Releases

alligator the independent florida ONLINE

Friday, March 18, 2005 1:00 am

Searching for truth

UF GRAD MATTHEW BROWNSTEIN PRACTICES HYPNOTHERAPY IN TOWN

By [MEGAN V. WINSLOW](#)
Alligator Writer

The exterior of Matthew Brownstein's office suite is unassuming. Nestled among travel agencies and doctors' clinics, its cookie-cutter front is easily overlooked by the casual passersby failing to read the letters on the glass: "Matthew Brownstein, Certified Hypnotherapist."

Using a variety of techniques, from simple meditation to programming methods that study the way a person thinks, Brownstein, 32, has been helping area residents understand and eliminate their physical and emotional problems for more than seven years.

To make his teachings more accessible to clients, the UF alumnus plans to expand his business by opening Anahat Meditation Center in July.

"I'm really not in this just to help people relieve symptoms or to get over certain limitations," Brownstein said. "I feel that I am really here to help others actualize their full potential and to remove the underlying causes of their current problems."

Within his private practice, Brownstein teaches his clients that physical ailments such as ulcers and sinus infections are psychosomatic and can be cured by examining the belief system behind them.

"If you come in, and let's say you're overeating ... one emotion might be that you're feeling lonely or sad, and then I might say, 'Okay, that's the emotion - now what's the belief causing that?' and you state, 'Well, I feel unlovable and alone.'" Brownstein said.

"That belief, that you're unlovable and alone, is the cause of the problem."

Brownstein said he experienced his first glimpse of enlightenment on Jan. 13, 1992. The self-proclaimed former agnostic was laying on his bed in his parents' South Florida home when he experienced what he now refers to as a "spiritual awakening."

"Really, the best word for it was an 'invasion,' without ever asking to experience something bigger than my own ego and my own confidence as a human being," he said.

At the time of Brownstein's awakening, he was a student at Broward Community College. He later transferred to UF to study world religion and specialize in Eastern mysticism.

"My major in college was really 'How do I get others to that state of profound peace, oneness, love and wisdom and health?'" Brownstein said.

After graduating from UF, Brownstein dabbled in acupuncture school. But still he desired to learn more about helping others end their suffering through enlightenment.

At age 23, Brownstein went to live in New York's Zen Mountain Monastery.

After waking each day at around 4 a.m., Brownstein typically would meditate within a group for about two hours before performing chants and studying scriptures.

"Monasteries are definitely not for the faint-hearted," Brownstein said, smiling. "You have to really want to be there; it's not a vacation."

Although Brownstein admits many people might view the monastic lifestyle as grueling, he said his daily routine there was comfortable and natural, as if he had experienced something similar to it before - just not in this lifetime.

Brownstein, who believes in reincarnation, said he has been able to view approximately 10 of his past lives through "past-life regression," a method utilized within a hypnotic state.

During one of his past lives, he lived as a Jewish rabbi in a monastic temple setting near the desert, he said.

"In that lifetime, I was really upset with God and human suffering, and I've definitely seen how that's played out in this lifetime into something that I've worked through," he said.

Brownstein's spiritual journey took him from New York to Massachusetts, where he started his first holistic teaching center, to New Mexico, where he attended hypnotherapy school, and then back to Florida.

Thirteen years after he first set out to discover his place in the world and help others reach their own form of self-actualization, Brownstein said he has found his calling.

Hypnotherapy, and the teachings and practices that accompany it, have managed to shine a light on what he once regarded as unattainable: practical ways to make people happy and free.

"I don't work to just change negative thinking to positive thinking," he said. "I think a person comes in with a false belief about who they are, but it's my job to help them discover their own truth."

Brochures - Outside

Hypnotherapy can help with:

- Ending Insomnia
- Lowering High Blood Pressure
- Pain Management
- Relationship Problems
- Smoking Cessation
- Exam Preparation
- Stress Reduction
- Enhancing Sports Performance
- Improving Self-esteem
- Past-Life Regression
- Ending Fears and Phobias
- Stopping Addictions
- Improving Job Performance
- Anxiety and Depression
- Finding Your Earthly Purpose
- Increasing Financial Prosperity
- Ending Writers Block
- Stuttering
- Healing Claustrophobia
- Emotional Difficulties
- Healing Grief and Loss
- Increasing Physical Energy
- Weight Loss
- Resolving Angry Feelings
- Becoming More Optimistic

**Call For More Information or
A Free Consultation.**

*Matthew Brownstein Hypnotherapy
4051 NW 43rd Street, Suite #36
Gainesville, FL 32606
(352) 514-3434*

*Learn to effectively
harness and direct the
natural power
of your own mind*

Transpersonal Hypnotherapy

With
Matthew Brownstein, CHt
A.C.H.E. Certified Hypnotherapist
#HT 198-146

4051 NW 43rd Street, Suite #36
Gainesville, FL 32606

(352) 514-3434



Brochures - Inside

What is Hypnotherapy?

Hypnotherapy combines therapeutic techniques and the natural expanded state of mind known as hypnosis. Hypnosis, or trance, has been used throughout the ages to safely and gently access the subconscious and its divine wisdom. Hypnotherapy holistically integrates body, mind and spirit into a force for healing and transformation.

When hypnotized, the lines of communication are open to the subconscious mind so that you and your Hypnotherapist can direct positive changes in your life.

Most people find the state of hypnosis to be extremely pleasant as it involves profound levels of relaxation to both body and mind.

Using hypnosis for positive programming, mental exploration or simple relaxation is perfectly safe and can benefit everyone.

Modern day hypnosis is very empowering as it holds the belief that all hypnosis is self-hypnosis. Instead of being robotically programmed to change, the client is assisted in tapping into their own inner resources to make profound life-long breakthroughs.

Simply put, if your mind has something to do with it, hypnosis can help.

Call for a Free Consultation and ask about current ongoing discounts (352) 514-3434.



Matthew Brownstein, CHt

Matthew is a member of the American Council of Hypnotist Examiners and is a Nationally Certified Hypnotherapist. He is a graduate of the Academy of Alternative Therapies in Santa Fe, New Mexico.

Matthew's training is quite extensive and includes:

- Master Hypnotist Training
- Advanced and Regression Therapy
- Healing and Pain Management
- Inner Child Work
- Past-Life Regression
- Neurolinguistic Programming
- Rebirthing
- Ericksonian Hypnotherapy
- Gestalt Therapy
- Core Transformation

Matthew also has a strong background in many other holistic and traditional modalities which include: Acupuncture, Herbology, Shiatsu, Reiki, Nutrition, Meditation, Yoga and studies in Comparative Religion dealing with Mysticism, Spiritual Healing and Transpersonal Therapies.

Matthew's Philosophy on Therapy

We often unconsciously imprison ourselves with negative mental programming that leads to unpleasant emotions, maladaptive behaviors and a lack of physical well being. Hypnotherapy skillfully reverses these patterns.

Good Hypnotherapy can assist in harnessing the mind so that it becomes the creative tool of the heart and soul. The mind's amazing power coupled with newly gained understanding frees a person from a myriad of unpleasant physical and emotional symptoms such as depression, anger, sadness, lack of aliveness, insomnia, migraines, etc.

Through Hypnotherapy you will be using your mind for its divine purpose moving you beyond a limited fear-based view of yourself and the world. Within this system there is the firm belief that effective, long-lasting benefits come from reacquainting client's with their inner resourceful self.

Hypnotherapy can help to discharge the negative information of the past and then retrain the mind with positive, helpful information. This gives you the opportunity to be in charge of reinventing yourself. The results can be astonishing as we learn to "Activate Our Mind Power."

*Medical conditions only treated under the supervision or referral of a physician

Flyer Type One

1. 8 ½ x 11"
2. Bold Headline
3. Bullets of what people are looking for
4. Promote Yourself
5. Free Offers
6. Coupons when starting out
7. Credentials
8. Major Credit Cards Accepted
9. Contact Information

HYPNOSIS WORKS...

- ◆ Stop Smoking
- ◆ Anxious Feelings
- ◆ Eliminating Bad Habits
- ◆ Trouble Sleeping
- ◆ Overcome Limitations
- ◆ Lose Weight
- ◆ Improving Memory
- ◆ Reducing Stress
- ◆ Resolving Anger
- ◆ Success Programming

Matthew Brownstein, CHt

A.C.H.E. Certified Master Hypnotherapist
Master NLP Practitioner



- FREE in Office or Phone Consultations
- Recorded Sessions on CD or MP3
- Hypnotic Programming
- Subliminal Programming
- Neuro-Linguistic Programming
- Offering the complete line of hypnotherapeutic services
- Major Credit Cards Accepted
- Confidential & Affordable

**20% off
First Session**

Offer ends 5/15/05

www.healingthemindhealingthebody.com



Nationally certified through the:
American Council of Hypnotist Examiners
HT# 198-146

Gainesville - **(352) 514-3434**

Flyer Type Two

1. 8 ½ x 11" Black and White
2. For tables and hand-outs, not for posting
3. Also works for advertisements
4. Bold Headline
5. Subtitle
6. Branding
7. Bold Paragraph Breaks
8. Personalized
9. Warmth
10. Bullets
11. Testimonials
12. Reduce and Eliminate Risk
13. Your Picture
14. Your Credentials
15. Contact Information
16. Free Consultation

HEALTH UPDATE

Healing the Mind, Healing the Body

"Discover the Links to Mind/Body Healing"

I Can Help!

Most people understand that our minds play a very large role in our health, happiness and well being, but few of us have ever truly tapped into this power for healing and personal growth. From first hand experience in my private practice, I have seen many people heal their bodies and minds through very effective therapeutic modalities. In my 11 years in the field, I have seen amazing relief occur for:

- Headaches and Migraines
- Ulcerative Colitis
- Asthma and Allergies
- Fibroid and Breast Tumors
- Sinus Problems
- Nervous Seizures
- Ulcers
- Endometriosis
- High Blood Pressure
- Hepatitis

It's not just about the body, because many people want help with their minds and emotions as well. In this, I have seen success with:

- Depression and Sadness
- Anxiety
- Anger and Frustration
- Fears and Phobias
- Guilt and Regret
- Grief and Loss
- Low Self-Esteem
- Panic Attacks
- Stress and Worry
- Self-Sabotaging Behaviors

Testimonials

"Thanks to Matthew I finally dealt with my anxieties that I had buried for years. Some that I didn't even know were there...the most caring person I have ever met."

- Alex G.

"I had no idea that only three sessions would help me so much with my illness [endometriosis] and anger. I never experienced such intense pain again...I never experienced a rage attack again. Thank you Matthew from the very bottom of my soul."

- Sasha E.

"I struggled with ulcerative colitis for years and cannot even begin to explain my relief having seen all of my symptoms fall away after only four sessions. I never would have believed it, but it worked."

- Paul C.

Risk-Free Environment

I believe in letting you be guided toward your own personal transformation and healing. Your first consultation is always free. You can schedule to talk with me in person or on the phone. That way you can see for yourself whether my style of healing is right for you. I am here for you. If you decide to try a private one-on-one session, then you have my assurance of the highest levels of quality and professionalism. I understand being skeptical, and that is why I offer an unconditional money back guarantee for your first session. If you are not completely satisfied at the end of your first session, then you simply do not have to pay for it. I know I can help. I only need to help you feel comfortable enough to take that first step. Therefore, I am willing to take all the risk. If you are not satisfied, then it will cost you nothing.



Matthew Brownstein, CHt
A.C.H.E. Master Certified Hypnotherapist
Master Neuro-Linguistic Programming
Practitioner

Your Experience

Working with me you will experience powerful therapeutic modalities ranging from Hypnotherapy to Psychoneuroimmunology. We will explore and understand not only the cause of your problem, but together we will work to heal it. Not only will you know why this issue manifested, but you will be empowered to resolve the symptoms and the root cause as well.

I have dedicated my life to healing others and have spent thousands of classroom and clinical hours to be as effective as I am today. My path has been deeply practical and filled with my own intense personal growth and years of yoga and meditation. Using Transpersonal Hypnotherapy, (NLP) NeuroLinguistic Programming, Transactional Analysis and other powerful healing modalities, I know I can be of great assistance. My sessions are always safe, professional, confidential and affordable.

Matthew Brownstein, CHt

(352) 514-3434

Call Now for your Free
In-office or Phone Consultation

healingthemindhealingthebody.com

Flyer Type Three - Two/Page

1. 2 per Page
(8 ½ x 11")
2. Promoting
Free Lectures
3. Branding
4. For Posting
and for Pick-
Up
5. Your Picture
6. Date, Time,
Location
7. Lecture
Description
8. Credentials
9. Contact
Information



"Healing the Mind, Healing the Body"

Matthew Brownstein, CHt

Discover the Links to Mind/Body Healing

Free Lecture

Wednesday, August 31st, 2005 ~ 7:00pm

(Main Library - Downtown -401 E. University Ave.)

Have you ever wondered about how miraculous healing occurs? Why do some people heal and others don't from the same illness? What role does the mind play? Faith? Attitude? Emotions?

During this dynamic presentation, Matthew will lead the group through the nature of the mind/body connection, while empowering you to tap into your own inner resources for personal transformation. Each participant will discover just what it is that enables the mind to be so powerful in its ability to heal the body.

This very practical talk will offer you many creative tools for personal empowerment and a brief overview of profound healing from the following perspectives:

~ Transpersonal Hypnotherapy ~ Psychoneuroimmunology
~ Neuro-Linguistic Programming ~ Energetic Healing
~ Rebirthing/Breathwork ~ Christian Science
~ Yogic Philosophy and Psychology ~ A Course in Miracles

Matthew Brownstein, CHt, is a Nationally Certified Master Transpersonal Hypnotherapist and is a Master Practitioner of Neuro-Linguistic Programming. He is the author of *Peace Under All Circumstances* and *The Sutras on Healing and Enlightenment*.

For more information call: 352-514-3434 or
visit www.healingthemindhealingthebody.com



"Healing the Mind, Healing the Body"

Matthew Brownstein, CHt

Discover the Links to Mind/Body Healing

Free Lecture

Wednesday, August 31st, 2005 ~ 7:00pm

(Main Library - Downtown -401 E. University Ave.)

Have you ever wondered about how miraculous healing occurs? Why do some people heal and others don't from the same illness? What role does the mind play? Faith? Attitude? Emotions?

During this dynamic presentation, Matthew will lead the group through the nature of the mind/body connection, while empowering you to tap into your own inner resources for personal transformation. Each participant will discover just what it is that enables the mind to be so powerful in its ability to heal the body.

This very practical talk will offer you many creative tools for personal empowerment and a brief overview of profound healing from the following perspectives:


~ Transpersonal Hypnotherapy ~ Psychoneuroimmunology
~ Neuro-Linguistic Programming ~ Energetic Healing
~ Rebirthing/Breathwork ~ Christian Science
~ Yogic Philosophy and Psychology ~ A Course in Miracles

Matthew Brownstein, CHt, is a Nationally Certified Master Transpersonal Hypnotherapist and is a Master Practitioner of Neuro-Linguistic Programming. He is the author of *Peace Under All Circumstances* and *The Sutras on Healing and Enlightenment*.

For more information call: 352-514-3434 or
visit www.healingthemindhealingthebody.com

Flyer Type Three – Four/Page


1. Four Cards Per Page (8 1/2 x 11")
2. Use Card Stock
3. Place around town
4. Same formulas and look as all other flyers



HYPNOSIS WORKS...


Safe – Professional – Confidential – Affordable

- Stop Smoking
- Feeling Depressed
- Health Concerns
- Trouble Sleeping
- Lose Weight
- Reduce Stress
- Success Programming
- Improve Memory
- Feeling Anxious
- Eliminate Bad Habits
- Fear and Limitations
- Past-Life Regression



Transpersonal Hypnotherapy
 Matthew Brownstein, CHt
 American Council Of Hypnotist Examiners -HT#198-146
 4051 NW 43rd Street, Suite #36, Gainesville, FL 32606
 (352) 514-3434


- Free In Office or Phone Consultations
- Affordable Sliding Scales
- Call about Free Lectures
- Special Student Rates
- Evening & Weekend Hours
- Millhopper Location



HYPNOSIS WORKS...


Safe – Professional – Confidential – Affordable

- Stop Smoking
- Feeling Depressed
- Health Concerns
- Trouble Sleeping
- Lose Weight
- Reduce Stress
- Success Programming
- Improve Memory
- Feeling Anxious
- Eliminate Bad Habits
- Fear and Limitations
- Past-Life Regression



Transpersonal Hypnotherapy
 Matthew Brownstein, CHt
 American Council Of Hypnotist Examiners -HT#198-146
 4051 NW 43rd Street, Suite #36, Gainesville, FL 32606
 (352) 514-3434


- Free In Office or Phone Consultations
- Affordable Sliding Scales
- Call about Free Lectures
- Special Student Rates
- Evening & Weekend Hours
- Millhopper Location



HYPNOSIS WORKS...


Safe – Professional – Confidential – Affordable

- Stop Smoking
- Feeling Depressed
- Health Concerns
- Trouble Sleeping
- Lose Weight
- Reduce Stress
- Success Programming
- Improve Memory
- Feeling Anxious
- Eliminate Bad Habits
- Fear and Limitations
- Past-Life Regression



Transpersonal Hypnotherapy
 Matthew Brownstein, CHt
 American Council Of Hypnotist Examiners -HT#198-146
 4051 NW 43rd Street, Suite #36, Gainesville, FL 32606
 (352) 514-3434


- Free In Office or Phone Consultations
- Affordable Sliding Scales
- Call about Free Lectures
- Special Student Rates
- Evening & Weekend Hours
- Millhopper Location



HYPNOSIS WORKS...

Safe – Professional – Confidential – Affordable

- Stop Smoking
- Feeling Depressed
- Health Concerns
- Trouble Sleeping
- Lose Weight
- Reduce Stress
- Success Programming
- Improve Memory
- Feeling Anxious
- Eliminate Bad Habits
- Fear and Limitations
- Past-Life Regression



Transpersonal Hypnotherapy
 Matthew Brownstein, CHt
 American Council Of Hypnotist Examiners -HT#198-146
 4051 NW 43rd Street, Suite #36, Gainesville, FL 32606
 (352) 514-3434

- Free In Office or Phone Consultations
- Affordable Sliding Scales
- Call about Free Lectures
- Special Student Rates
- Evening & Weekend Hours
- Millhopper Location

Free Sessions

- ▣ When starting your practice it is important to see clients no matter what
- ▣ Offer free sessions to fill your client slots
- ▣ Ask those who had free sessions to refer their friends, family and co-workers
- ▣ Stop doing this once your practice is established

Website

- ▣ Have One!!!
- ▣ Professional Design
- ▣ Your picture on the home page
- ▣ Ease of navigation
- ▣ Write with sincerity
- ▣ Find those you like and duplicate the basic design

Internet Marketing

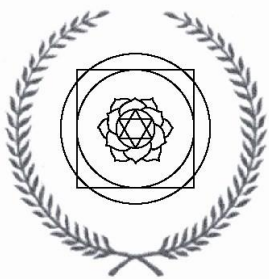
- ▣ Website
- ▣ Domain Name
- ▣ Search Engines
- ▣ Search Engine Optimization
- ▣ Organic Listings
- ▣ Pay-Per-Click Listings
- ▣ SEO Services
- ▣ PPC Services
- ▣ Directories
- ▣ Blogs

Email Marketing

- ▣ Sign-Up Forms on Website
- ▣ Sign-Up Forms in office, at lectures, anywhere people can sign-up
- ▣ Collect Database
- ▣ Autoresponder
- ▣ Monthly Newsletter
- ▣ Special Announcements

Phone Book Advertising

- ▣ Dominate the Competition
- ▣ Your Picture
- ▣ Website



FLORIDA INSTITUTE OF HYPNOTHERAPY

- Private Hypnotherapy Sessions - Offering the complete line of hypnotherapeutic services
- State-Licensed Clinical Hypnotherapy Certification Training - Ongoing Classes
- Free in-office or phone consultations - Free Life Mastery and Meditation Classes

4051 NW 43rd Street, Suite #37, Gainesville - (352) 378-5746 - www.tfioh.com



Matthew Brownstein, CHt
Certified Clinical Hypnotherapist
Certified ACHE Instructor

Phone Book Advertising

- ▣ Dominate the Competition
- ▣ Your Picture
- ▣ Website

Hypnosis Works

- *Offering the complete line of hypnotherapy services*
- *Ask about our unconditional money-back guarantee*
- *Always affordable and extremely effective*



Matthew Brownstein, CHt

Member of the American Council of Hypnotist Examiners
Certified Master Hypnotherapist / Master NLP Practitioner
4051-37 NW 43rd Street Gainesville
(352) 514-3434 - www.healingthemindhealingthebody.com

Free Consultations

Display Advertising

- ▣ Newspaper Ads
 - ▣ Magazine Ads
 - ▣ Coupon Books
 - ▣ Church Bulletins
-
- ▣ Yes – Utilize Them
 - ▣ Consider Being in 5 different publications

Display Advertising



HYPNOSIS WORKS...

Safe – Professional – Confidential – Affordable

- Stop Smoking
- Feeling Depressed
- Health Concerns
- Trouble Sleeping
- Lose Weight
- Reduce Stress
- Success Programming
- Improve Memory
- Feeling Anxious
- Eliminate Bad Habits
- Fear and Limitations
- Past-Life Regression



Transpersonal Hypnotherapy

Matthew Brownstein, CHt

American Council Of Hypnotist Examiners -HT#198-146

4051 NW 43rd Street, Suite #36, Gainesville, FL 32606

(352) 514-3434

- Free In Office or Phone Consultations
- Affordable Sliding Scales
- Call about Free Lectures
- Special Student Rates
- Evening & Weekend Hours
- Millhopper Location

Public Lectures - Display Ad

- As many as possible
- Libraries
- Rotary Club
- Chamber of Commerce
- Men's and Women's Groups

Healing the Mind, Healing the Body *Discover the Links to Mind / Body Healing*

Free Lecture - Wednesday, August 31st, 2005
7:00pm at the Main Library in Downtown Gainesville

Have you ever wondered about how miraculous healing occurs? Why do some people heal and others don't from the same illness? What role does the mind play? Faith? Attitude? Emotions? During this dynamic presentation, Matthew will lead the group through the nature of the mind/body connection, while empowering you to tap into your own inner resources for personal transformation. Each participant will discover just what it is that enables the mind to be so powerful in its ability to heal the body.



Matthew Brownstein, CHT



(352) 514-3434

www.healingthemindhealingthebody.com

Hypnosis Works...Call for a FREE Consultation

Matthew Brownstein, CHT

A.C.H.E. Certified Master Hypnotherapist HT#198-146

Master Neuro-Linguistic Programming Practitioner

Author of *The Sutras on Healing and Enlightenment*

- Offering the complete line of hypnotherapeutic services
- Major credit cards accepted • Sliding scale rates when applicable
- Visit us online for books, audio CDs and for more information

** Medical conditions are only treated through the referral of a physician*

Rate Cards and Media Kits

- Make a list of all print media in your area
- Call and get rate cards and/or media kits
- Be willing to sit down with sales reps

RATE CARD

Magazine:

Color: 4 Color Process

Size: 8 3/8 X 10 7/8

Finish: Gloss

Premium Positions

Front Cover

Back Page

RATE CARD	1X	2X	4X	6X
AD SIZE Rate	Rate	Rate	Rate	Rate
Full Page	\$1,078	\$975	\$913	\$799
1/2 Page	\$538	\$487	\$456	\$399
1/4 Page	\$268	\$243	\$227	\$199
1/8 Page	\$134	\$121	\$114	\$99
Cover Page	\$1,348	\$1,219	\$1,142	\$999
Back Page	\$1,348	\$1,219	\$1,142	\$999

Price Includes:

Professional layout & artwork assistance

Typesetting

Postage

Certification of mailing

Your ad reproduced on mysnipit.com

Terms:

A proof of your ad will be provided prior to mailing

Payment due with approved proof

We Accept



receipts are available upon request to verify distribution

The Best & Most Cost Effective Local Advertising

144 Erie Blvd Schenectady New York 12305

Phone: 518.381.6443 Fax: 518.381.6781

www.mysnipit.com

\$nipit
Magazine

Direct Mail Distribution 25,000 Homes Advertising Rates

INTRODUCTORY

AD SIZE RATE

1/8 Page		\$99
		\$39.60 / 10K Homes .00396 per home
1/4 Page		\$199
		\$79.60 / 10K Homes .00796 per home
1/2 Page		\$399
		\$159.60 / 10K Homes .01596 per home
Full Page		\$799
		\$319.60 / 10K Homes .03196 per home
\$nipit		\$999
		\$399.60 / 10K Homes .03996 per home
Cover Page		
Back Page		\$999
		\$399.60 / 10K Homes .03996 per home

April 2006

Television Advertising



Public Service Announcements

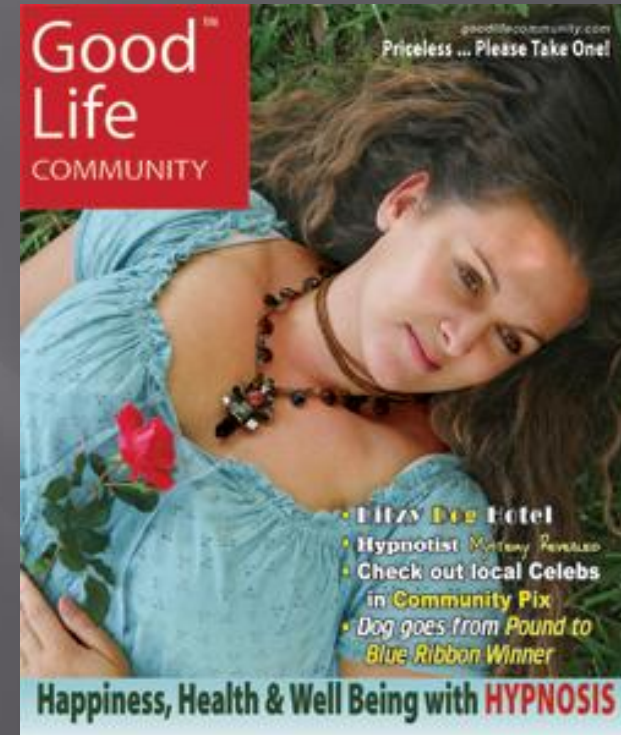
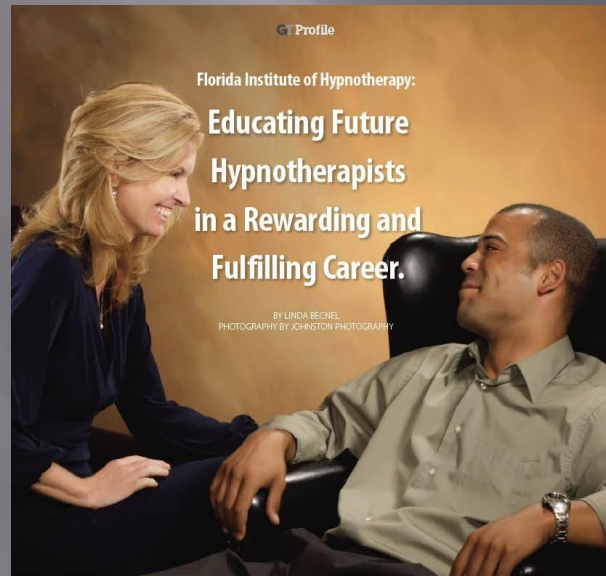
- ▣ PSA's
- ▣ Through Newspapers, Magazines, Church Bulletins, Radio, Television
- ▣ Get all contact information
- ▣ Make a master list for easy automation
- ▣ Send announcements to be posted via fax, email or direct letter
- ▣ Follow Up

Calendar of Events

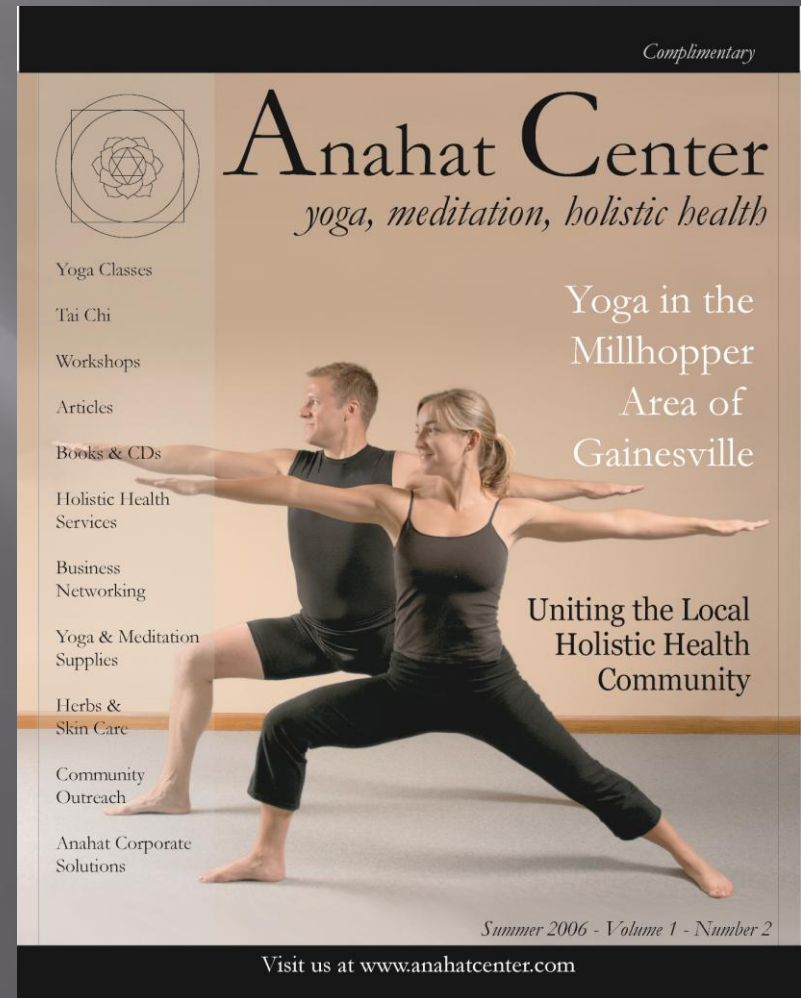
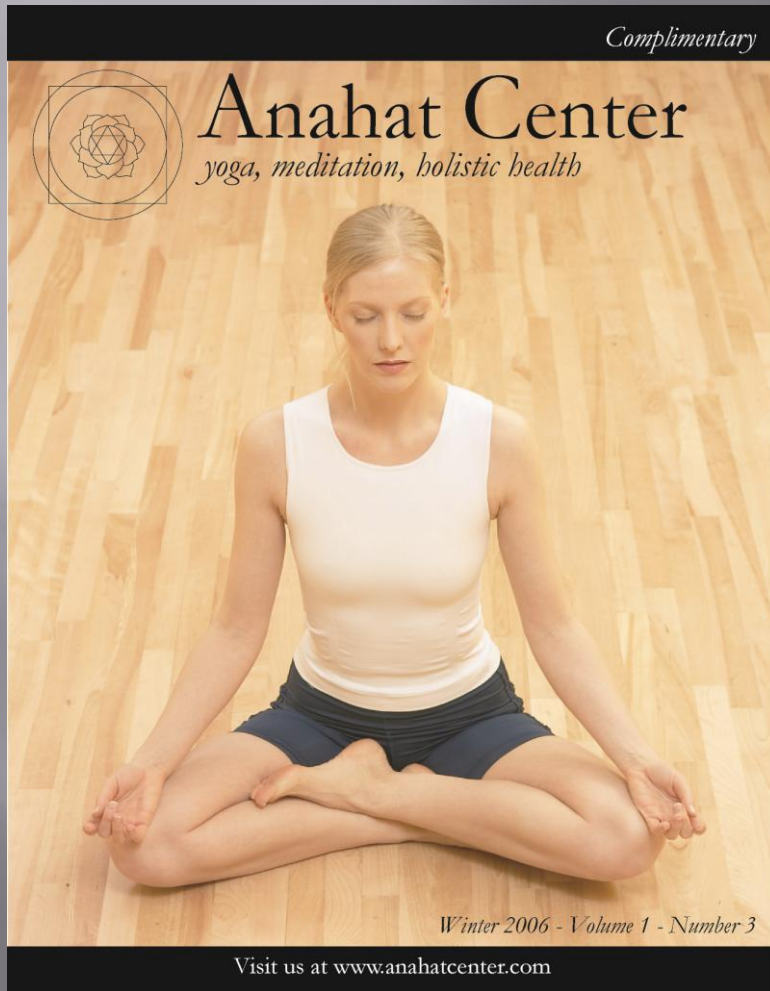
- ▣ Offer a free weekly class
- ▣ Promote events
- ▣ Through Newspapers, Magazines, Church Bulletins, Radio, Television

Magazines

- ▣ Articles – We need to explain our business



Create Your Own Magazine/Catalog



Create Your Own Magazine/Catalog



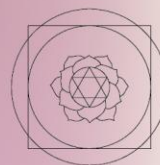
Anahat Meditation Center
yoga, meditation, holistic health

Yoga
Meditation
Classes
Workshops
Private Lessons
Holistic Health
Hypnotherapy
Massage
Reiki
Books
CDs
Yoga & Meditation
Supplies
Herbs & Oils
Environmental
Projects
Business Networking
Community Outreach
Meditation Teacher
Training



catalog spring 2006

Complimentary



Anahat Center
yoga, meditation, holistic health

Yoga Classes

Tai Chi

Workshops

Books & CDs

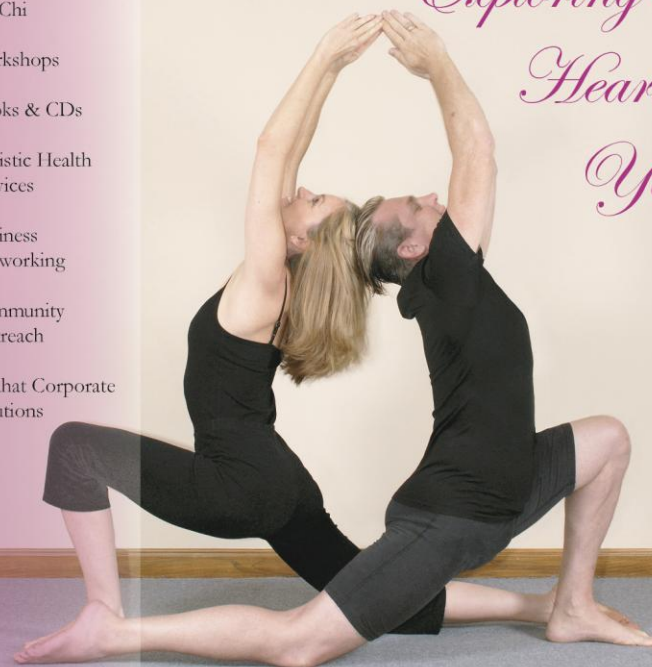
Holistic Health
Services

Business
Networking

Community
Outreach

Anahat Corporate
Solutions

*Exploring the
Heart of
Yoga*



Fall 2006 - Volume 1 - Number 3

Visit us at www.anahatcenter.com

Create Your Own Magazine/Catalog



Anahat Meditation Center

yoga, meditation, holistic health

Silent Light Publishers, Inc. publishes a quarterly catalog for Anahat Meditation Center containing the Center's classes, workshops, IGE Networking Groups, Affiliate Businesses, and our other books, audio CDs and workbooks. The catalog serves as a magazine for the local community thus allowing local businesses and health care practitioners to advertise within its pages and to gain other placement through the following categories:

Classes - Teachers at Anahat Meditation Center are given free catalog and website listings for their given classes.

Workshops - Anahat Meditation Center has an on-going series of workshops that are promoted in a variety of ways. These workshops are listed in the catalog as well as on the web. An excellent way to promote one's services is to teach an afternoon workshop on a topic that benefits those in attendance.

Books/Audio CDs - Silent Light Publishers, Inc. distributes the books and CDs of Matthew Brownstein and many fine authors and artists. Your products can be distributed through the Anahat Catalog, at Anahat Center, and on the website as well. Anahat Center/Silent Light Publishers operates a fully operational e-commerce website for global sales.

News Briefs - You can submit a 50 to 100 word news brief for consideration in our catalog to promote your new business, new office or special event. We will consider all submissions and post those that we choose free of charge.

Feature Articles - We are always looking for talented writers to offer an educational and informative article for our publication. Articles, which can range from 250-750 words, should be written with the best interests of the reader in mind.

Advertisements - By advertising in Anahat Meditation Center's catalog, your business will be exposed to thousands of people who are interested in healthy conscious living. Our student base and distribution of catalogs is constantly expanding, which guarantees that your business is always being discovered by more and more people.

Phone Services - Many small businesses, especially those in the healthcare fields, are operated by one person who is not able to answer the phone when working with clients. This can lead to an enormous loss of business because many prospective clients will not leave messages on voice mail. Anahat Center offers an answering service where real people who are well trained, professional, friendly and well informed answer your phones. This affordable service can increase your income as new clients, previously lost, can add thousands of dollars.



Anahat Meditation Center

Circulation - Silent Light Publishers distributes 10,000 copies Anahat Center's Catalog in the Alachua County area. Catalogs are distributed through the mail to our Center's ever-growing mailing list and to numerous locations including health food stores, restaurants, fitness centers, medical centers, holistic health care facilities, public libraries, book stores, cafes, spiritual centers and many other public locations.

Format for Camera-Ready Ad - All advertisements that are designed outside of our office must be submitted as camera-ready art at 300 dpi. Our catalog is full color. Files can be submitted as jpegs, tiff, pdf, or .ai files. Files should have embedded fonts (outlined). Please note that Silent Light Publishers and our editors are PC based.

Photos and Graphics - All photos must be high-quality at 300dpi and should not be downloaded images from the internet. Images should be scanned at 300dpi and saved as tiff or jpeg files.

Layout Charge - Silent Light Publishers can assist in the design of your advertisements. The rates listed in this catalog are for camera-ready ads. For each advertisement requiring layout and/or design work there will be a charge of 25% added to the cost of your ad. Other graphic art fees may apply.

Deadline - All submissions must be received by the 5th of the month prior to the date of publication. Changes to existing advertisements must also be met by the 5th and additional fees may apply for layout/design work.

Contracts - Contracts are required for advertisements, classes and workshop listings appearing in Anahat Center's catalog. Payment must be received by the 15th of the month prior to the publication. Invoices for advertisers committed to more than one issue will be sent as a reminder for future issues.

Contact Information

Silent Light Publishers
4051 NW 43rd Street, Suite #37
Gainesville, FL 32606
(352) 378-5746
www.silentlightpublishers.com
info@silentlightpublishers.com

Letters

Send letters to:

- ▣ Local community
- ▣ Local groups
- ▣ Local doctors, dentists, holistic health practitioners
- ▣ Collect your own mailing list
- ▣ Buy mailing lists

Trade Shows/Health Fairs

- ▣ Set up a booth
- ▣ Have large signage
- ▣ Offer free sessions and small cards to fill out for raffle – call everyone
- ▣ Demonstrate hypnosis or have a chair with headphones
- ▣ Bring all of your literature

Signs in Waiting Area

Transpersonal Hypnotherapy

Matthew Brownstein, CHt

American Council of Hypnotist Examiners – HT#198-146

4051 NW 43rd Street Suite #36

Gainesville, FL 32606

(352) 514-3434

Ask Me About:

- . Gift Certificates
- . 1/2 Price Sessions for Referrals of Family and Friends
- . Discounts for Package Deals

Word of Mouth

- ▣ Tell satisfied clients to tell their friends
- ▣ Talk to 2 new people per day about what you do
- ▣ Give clients multiple business cards
- ▣ Offer 1/2 price sessions for valid referrals

Referrals and Current Client Referrals

- ▣ Thank you letters/cards
- ▣ Connections with
 - Doctors
 - Dentists
 - Chiropractors
 - Acupuncturists
 - Massage Therapists
 - Yoga Centers
 - Other professionals

Networking

- ▣ Business Networking Groups
- ▣ Chamber of Commerce
- ▣ Toastmasters
- ▣ Unrelated Groups (Real Estate Agents)
- ▣ Churches/Spiritual Groups
- ▣ Start Your Own...

Start Your Own Networking Group



A Note from the Founder and Current President of the Charter Chapter:

Thank you for exploring IGE Networking. The formation of this group is centered around my intention to surround myself with successful, intelligent and exceptional people who are experts in their fields. I know that through building teams that I will more easily reach my own personal goals. However, I want to help everyone who is part of my team to reach their own goals as well. Through my experience in various networking groups in the past, I have seen the power of joining minds together. It is my intention that IGE goes far above and beyond traditional networking in a way that truly benefits the individual, the group and society as a whole through our mutual support and caring for each other.

Matthew Brownstein, CHt
President, IGE Networking

For More Information



352 . 514 . 3434
info@igenetworking.com
www.igenetworking.com



Welcome to the charter chapter of IGE Networking (Gainesville, Florida). We are a dedicated group of individuals offering professional services who come together to support each other in achieving personal excellence in all areas. More than businesses, we are people who share a common goal to be the best that we can be—individually, as a group, and as members of our local and larger communities. As a business networking group, an IGE Networking group offers the advantages of a traditional service organization with an added focus on personal and professional growth and mutual support.

**Individual
and Group
Excellence**

Start Your Own Networking Group

Individual and Group Excellence

Who Can Join? Individuals who join us in IGE are business professionals with an entrepreneurial spirit who excel in their respective fields. We are committed to our own personal and career development in a way that honors the whole of our being and not only a part.

Chapters. Within an IGE chapter, each member represents a different profession, that is, members are the sole representatives of their profession in their chapter. Group members are encouraged but not required to use each other's services and to refer people who may be interested in using the services of other group members.

Meetings. IGE Networking groups meet weekly for one hour. A meeting starts with a welcome by the group's president, followed by one-minute introductions from all group members explaining what they have to offer and what they need from the group (for example, feedback, information, follow-up). After the first half hour, one member speaks on a topic related to his or her field of expertise. The talk gives members opportunities:

- To educate others about their professions
- To promote their services to generate more business/sales
- To practice public speaking
- To enhance leadership skills
- To create strong referral networks
- To learn about other members' services.

Who Can Attend? IGE Networking group meetings are open to the public. Others are encouraged to attend meetings of interest to learn more about available services and to participate in the group's intention for personal excellence. After the formal meeting, members can visit with each other and answer questions from public attendees.

Philosophy. The IGE Networking core philosophy honors the holistic nature of a person as a spiritual, mental/emotional, physical, and social being. IGE respects every individual's life path and personal beliefs, while recognizing that we can work together to improve ourselves and our world. IGE supports freedom of expression and the development of individual potential through team building. IGE is designed to be inclusive rather than exclusive and to support individual and group success rather than imposing rules and regulations.

- Creativity
- Prosperity
- Nutrition
- Life Mastery
- Relationships
- Physical Health
- Physical Fitness
- Spiritual Growth
- Business Success
- Time Management
- Professional Development
- Mental and Emotional Health
- Communication and Listening Skills



IGE Networking is non-denominational and non-political. IGE is not a therapy group or a multilevel marketing organization.

Financing. Chapters are self-supporting through member contributions.

Membership. IGE Networking Groups accept members without regard to gender, race, sexuality, religion, or nationality.

Resources. IGE Networking is based on the concepts in Matthew Brownstein's Life Mastery Course. This system consists of two processes—The Getting Organized Process, which helps individuals or groups establish Mission Statements, Ethical Principles, Priorities, and Life Goals, and The Creating and Manifesting Formula, which consists of 12 steps for actualizing all goals from The Getting Organized Process. Members are encouraged but not required to utilize these teachings.

Benefits. Examples of Member Benefits:

- Opportunities to share what you do
- Group publicity
- Referral network
- Expert presentations
 - Large group to ask for help
 - Business lunch/dinner meetings
 - Business card exchange/blinder
 - Brochure table for promotion
 - "Listening Pairs"
 - Charitable projects
 - Web links
 - IGE network directory



IGE NETWORKING

Workshops/Classes/Seminars

- ▣ Workshops – 10 to 20 people - \$100 per person
- ▣ Classes – Free weekly
- ▣ Seminars – Large Groups for smoking, weight loss, financial prosperity

Other Professionals Become Clients

- ▣ Utilize the services of other professionals
- ▣ Accountant
- ▣ Financial Advisor/Planner
- ▣ Doctor
- ▣ Dentist
- ▣ Chiropractor
- ▣ Acupuncture
- ▣ Massage

Door-to-Door

- ▣ Business Cards, Flyers, Posters, brochures
- ▣ Store-to-Store
- ▣ Offer Free Sessions when beginning to managers, employees and owners

Lunch and Learns

- ▣ Teach professional organizations during their lunch time
- ▣ May or may not have to provide lunch
- ▣ Dynamic Presentations with Power Point
- ▣ Doctors
- ▣ Dentists
- ▣ Corporations

Corporate Work

Who We Are?

Anahat Corporate Solutions (ACS) consists of an integrated group of business consultants, health-care professionals, yoga, tai chi and meditation teachers who work directly with corporations to reduce workplace stress, teach relaxation and increase over all corporate productivity and profits. Working directly with business leaders and their employees ACS offer workshops, classes and seminars that bring happiness, health, team-work and peace-of-mind into the business world. Please call us for a free consultation on how our team can benefit you, your company and your overall vision. (352) 378-5746 or visit us online at: www.anahatcenter.com

Anahat Corporate Solutions

What We Offer...



Survey by Northwestern National Life

Percentage of workers who report their job is "very or extremely stressful."



Survey by the Families and Work Institute

Percentage of workers who report they are "often or very often burned out or stressed by their work."



Survey by Yale University

Percentage of workers who report they feel "quite a bit or extremely stressed at work."



"One-fourth of employees view their job as the number one stressor in their lives."

-*Northern National Life*

"Three-fourths of employees believe the worker has more on their mind than a game of golf."

-*Families and Work Institute*

"The stress at work are more strongly associated with health complaints than in any other life stressor areas, such as even business-related family problems."

-*Dr. Paul Pines and Monroe Insurance Co.*

St. Paul Fire and Marine Insurance Company conducted several studies on the effects of stress prevention programs in hospital settings. Program activities included 1. employee and management education on job stress, 2. changes in hospital policies and procedures to reduce organizational sources of stress, and 3. establishment of employee assistance programs.

In one study, the frequency of medication usage declined by 50% after prevention activities were implemented in a 500-bed hospital. In a second study, there was a 78% reduction in outpatient claims at 22 hospitals that implemented stress prevention activities. In contrast, there was no reduction in claims in a matched group of 22 hospitals that did not implement stress prevention activities.

Journal of Applied Psychology

Classes

ACS class offerings consist of a variety of experiences including yoga, stretching and breathing, Tai Chi, energy exercises, stress awareness, muscle building and breathing modalities. Classes are tailored to each unique business environment and the needs of any level of the organization. Offering includes:

- Managing to Reduce Stress
- Learn to Breathe
- Life Skills Program Seminar
- Break Times
- After Work

Workshops

Our workshops can occur at your place of business or at our Center. Together with our staff we will help you to determine the most beneficial to be changing your team together to build camaraderie, a sense of team spirit, reduce stress, have fun and become stress happy and healthy. Workshops generally last 2-3 hours long.

Seminars

Seminars consist of a three-parted teaching and training of key employees along together with members of our team to learn the basics of stress awareness, basic principles of creating a supportive work environment, and basics of stretching, breathing, and fatigue and working systems. Seminars include:

- Team "Challenge" Seminars designed to give useful skills to employees and to help leaders track their skills to others.

Consulting

Successful businesses can always be more successful and growth is limited when the objective is only on business and productivity. Our unique consulting services consist of 1. thorough evaluation based upon The Five Principles of Healthy Living where we help you to create a healthy work environment where everyone at your place of business feel fulfilled, valued and supported in all aspects of their lives.

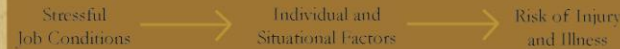
Employee Discounts

At Anahat Center we offer a wide variety of classes on yoga, meditation, Tai Chi and stress reduction. Corporate members of ACS are entitled to have their employees participate in all of our Center's classes at a very generous discount. We can come to you and you can always come to us.

Private Sessions

Some of our employees and business leaders need more extra help. Our Center's holistic health care services are designed to meet what is needed. Through sessions can be given in: Hypertension, Migraine, Back, Arthritis, Chronic Pain, Fibromyalgia, Chronic Fatigue, Hypertension, Life Coaching and many other transformative modalities. Feel free to call us to learn more what may be best for each individual's needs. Corporate discounts apply.

Call us at (352) 378-5746 or (800) 551-9247
or online at www.anahatcenter.com



In the past 20 years, many studies have looked at the relationship between job stress and a variety of ailments. Mood and sleep disturbances, upset stomach and headache, and disturbed relationships with family and friends are examples of stress-related problems that are quick to develop and are commonly seen in these studies. These early signs of job stress are usually easy to recognize. But the effects of job stress on chronic diseases are more difficult to see because chronic diseases take a long time to develop and can be influenced by many factors other than stress. Nonetheless, evidence is rapidly accumulating to suggest that stress plays an important role in several types of chronic health problems—especially cardiovascular disease, musculoskeletal disorders, and psychological disorders.

"Health care expenditures are nearly 50% greater for workers who report high levels of stress."

Journal of Occupational and Environmental Medicine

Corporate Work

Did You Know? Did You Know?



"According to data from the Bureau of Labor Statistics, workers who must take time off work because of stress, anxiety, or a related disorder will be off the job for about 20 days."

Bureau of Labor Statistics

Job Stress and Health: What the Research Tells Us...

Cardiovascular Disease

Many studies suggest that psychologically demanding jobs that allow employees little control over the work process increase the risk of cardiovascular disease.

Musculoskeletal Disorders

On the basis of research by NIOSH and many other organizations, it is widely believed that job stress increases the risk for development of back and upper extremity musculoskeletal disorders.

Psychological Disorders

Several studies suggest that differences in rates of mental health problems (such as depression and burnout) for various occupations are due partly to differences in job stress levels. (Economic and lifestyle differences between occupations may also contribute to some of these problems.)

Workplace Injury

Although more study is needed, there is a growing concern that stressful working conditions interfere with safe work practices and set the stage for injuries at work.

Suicide, Cancer, Ulcers, and Impaired Immune Function

Some studies suggest a relationship between stressful working conditions and these health problems. However, more research is needed before firm conclusions can be drawn.

Encyclopedia of Occupational Safety and Health



Anahat Corporate Solutions
4051 NW 43rd Street, St. 37
Gainesville, FL 32606
(352) 378-5746
(800) 551-9247
www.anahatcenter.com
info@anahatcenter.com

Bringing Happiness, Health and Relaxation
to the Workplace Through:

- Yoga
- Desk Exercises
- Tai Chi
- Stress Reduction
- Meditation
- Breathing Exercises
- Team-Building
- Mindfulness Training
- Massage
- Creative Visualization
- Energizing Exercises
- Life Coaching
- Business Consulting
- Listening Skills
- Conscious Communication

Anahat Corporate Solutions

Offering dynamic customized seminars for stress reduction, relaxation and enhanced workplace productivity



classes seminars workplace stress reduction workshops retreats employee benefits

Working in Medical and Hospital Settings

Covered in the clinical hypnotherapy portion of
FIH training

Stages of Buy-In

1. Visit Website
2. Provide Email
3. Free Consultation – Phone or In-Office
4. Product Sales
5. Free Classes
6. No-Risk First Session
7. One Session
8. Package Deals (Sold at end of first session)
9. Long-Term Clients

Loss Leaders

- ▣ Offer a product, session or class for free to get the prospect to become a client
- ▣ Free CDs
- ▣ Free Downloads
- ▣ Free Classes
- ▣ Free Lectures
- ▣ Free Seminars

The Structure of Persuasion

1. Salt the Wound
2. Show the Cure
3. Provide Evidence (testimonials best)
4. Remove Risk
5. Call for Action
6. Make it Urgent (time limit, for instance)
7. Sweeten Offer

Plan for Evaluation

- ▣ One Month Review
- ▣ Six Month Review
- ▣ One Year Review
- ▣ Income vs. Expenses
- ▣ Number of clients per week
- ▣ Source of clients – Keep what works –
Eliminate what does not

Plan – Act – Review

Service and Product Development

- ▣ Be the best at what you do
- ▣ CEU's
- ▣ Improve promotional materials
- ▣ Improve automation of marketing
- ▣ Keep getting better at utilizing everything in this training manual

Pricing

- ▣ Research the Competition of your local area
- ▣ Low?
- ▣ Average?
- ▣ High?
- ▣ Try various price points
- ▣ Raise your financial self-esteem
- ▣ Raise your rates
- ▣ Evaluate – Did you actually make more money by charging more?

Up The Sale

Increase income beyond 25 clients per week by:

- ▣ Offering Classes
- ▣ Offering Workshops
- ▣ Selling Books – Yours or Others
- ▣ Selling CDs – Yours or Others
- ▣ Online sales of CDs and MP3 Downloads
- ▣ Renting Office Space
- ▣ Other Creative Ideas



Answering the Phone

- ▣ Build Rapport
- ▣ Never tell price at the beginning
- ▣ Ask Questions
- ▣ Share Case Histories/Testimonials
- ▣ Be friendly
- ▣ Create Safety
- ▣ Offer a free consultation
- ▣ Eliminate Risk
- ▣ Ask the closing question
- ▣ Keep the call to 10 minutes or less

Scheduling Appointments

- ▣ Book appointments back-to-back
- ▣ Always repeat the day and time 3 times
- ▣ Always write on the back of your business card the client's appointment time
- ▣ Mention your 24-hour cancellation policy

Package Deals

- ▣ Always work to sell packages
- ▣ 5 hours – 5% off
- ▣ 10 hours – 10% off
- ▣ 20 hours – 15% off

Get clients to realize how much you can help them and get clear about ALL of their issues

Show them how you can help them

Maintaining Long-Term Clients

- ▣ Sell packages
- ▣ Show value
- ▣ Teach personal wholeness
- ▣ Mention other sessions they would not have thought of:
 - Sleep Programming
 - Prosperity Programming
 - Breathwork
 - Spiritual Counseling

Conclusion - Now What Do I Do?

MAKE A PLAN

SET GOALS

TAKE MASSIVE ACTION

DEVELOP CORE BURNING DESIRE

BEGIN NOW

UTILIZE EVERYTHING YOU NOW KNOW

Appendix 1 Office Set-Up



Appendix 1 Office Set-Up



Appendix 1 Office Set-Up



Appendix 1 Office Set-Up



Appendix 1 Office Set-Up



Appendix 1 Office Set-Up



Appendix 1 Office Set-Up



Appendix 1 Office Set-Up



Appendix 1 Office Set-Up



Appendix 2

Recording Equipment and Software



Appendix 2

Recording Equipment and Software



Appendix 2

Recording Equipment and Software



Appendix 2

Recording Equipment and Software



Appendix 2

Recording Equipment and Software



Appendix 2

Recording Equipment and Software



Appendix 2

Recording Equipment and Software



Omni- or Uni-Directional

Cable Type:

1. Standard Plug
2. XLR Plug
3. USB

Appendix 2

Recording Equipment and Software



Appendix 2

Recording Equipment and Software



Appendix 2

Recording Equipment and Software



Appendix 2

Recording Equipment and Software

Music:

1. Upload Tracks
2. Royalty Free



Appendix 2

Recording Equipment and Software

Voice:

Record from Mic to
Computer

