

Hello, friends!

Summer is here and hopefully you are planning some vacation time. As we prepare for the next Start Your EFT Practice coaching module, I decided that I wanted to give you some insights into the number one challenge for new practitioners: HOW do I get clients???

So over the next few weeks I will be sending out some short articles that I hope will inspire, motivate and clarify for you how to: **Become A Client Magnet.**

To share my ideas, I thought it would be good to introduce you to a couple of the clients that I worked with just this week. To give you an overview, I book sessions on Tuesday, Wednesday and Thursdays. This was a full week for me, I had 12 sessions. My appointments are generally taken for up to 8 weeks out. I do very little advertising, in fact none via print media these days. I have not offered a live free workshop for about a year. Most of my clients are referrals from other happy clients and the two I will tell you about today, well, they came to me another way.

Kerry read an article that I had submitted to Gary Craig on [Grief for Pet Loss](#). She must have gone to my website and read every word because when she called my office to set an appointment, she said she felt like she already knew me.

We had our first session around the death of her beloved “dog Kripto” who had died rather unexpectedly.

We started tapping on the overwhelming grief and then we went to the main sticking point for her which was that she felt guilty. She worried that she had missed some sign or symptom or that she did not act aggressively enough to save her beloved pet. As we tapped along she was able to recognize that she did not want to watch her puppy suffer through medical treatments that were not guaranteed to do anything for the quality of Kripto’s life. She was relieved to acknowledge that maybe it was more of an intuition to not take more or different action than it was neglect. After all, she adored Kripto, she would never choose to let him suffer.

We tapped around the memories of the unique ways they played together, the traditions that she was missing so badly of having him jump in her lap only to scoot away begging her to come and play with him.

Over the course of the hour we addressed about 6 or 8 key mental movies, including personal judgments and traumatic moments around watching Kripto die. At the end of the session, she told me she felt like a new person.

In a follow up email three days later, she was ecstatic telling me how she had been able to talk about Kripto and not cry. She mentioned how so many of the insights that we uncovered for her were literally life changing. In her words, she could “not express her gratitude adequately enough” and oh, by the way....she

wants to learn more about this tapping stuff; she wants to offer this same tool to others.

I attracted Kerry by speaking her language in an article in Emofree. She read my website and said that she felt like she already knew me and offered her condolences for the loss of my son and expressed her gratitude for the “profound insights” that I offered in that article.

I attracted Kerry because we have much in common and I was able to communicate to her that I have a deep and personal understanding of grief and pet loss and I have personally found peace around this issue.

A second client this week was “Steve”. He was referred to me after working with a couple of other practitioners. They both mentioned my name to him and they suggested that maybe I could help him with some relationship challenges. I don’t know these practitioners but they somehow got the message that I am a minister and that I draw upon the clients higher power in my work.

Steve is incredibly spiritual and has a deep love for his religion and scriptures and expressed from the very first conversation that he was happy to pay for these sessions to see if I could help him with his spiritual understanding of these relationship challenges.

Steve and I have had about 5 sessions together now and every week is a new miracle. One of our favorites was when we uncovered and tapped on an incident when he was very young, about 6 years old and had been in a little ruckus with a neighbor boy.

We tapped on his feelings of anger that the boy had been so mean. We tapped on his feelings of rage at feeling such injustice. We tapped on how this was his first real ‘fight’ and it stirred up new feelings of “murderous rage” in his little body. We tapped on the idea that he may have felt like it was a real life or death experience.

Then we tapped on his frustration and anger that his parents made HIM apologize for the fight. We did round after round on the idea that they “just didn’t understand” and that “they were wrong to make me apologize”. After several rounds including addressing how the siblings responded and the shame of being made to apologize made him angry, he was emotionally spent.

Steve emailed me in a few days to tell me that it was like a 10-ton boulder had been lifted off his chest. He was feeling much more patient with his wife. Even his pets were being more loving toward him.

When working with Steve, it was easy for me to draw upon scripture and Christian values that spoke directly to his greater goal of living a more spiritual life. He was comfortable and worked well with me because I could speak with integrity about my own experiences and lessons in learning to forgive and love even when I felt that I was originally the one that had been misjudged.

Both of these clients are examples of what I think is **Step One in Becoming a Client Magnet.**

Be an example of what your client wants to become.

Early in my practice, I had a client come to me that I had met at a Breakfast Networking Meeting. He was talking about his marriage and how they just couldn't seem to get along. He had a lot of judgment around her choices and her dreams and goals and about her not doing what he wanted to do as well. I shared with him that I understood his dilemma. I had been there, literally and I shared a bit about my early years of marriage and how I had learned to stop judging and start loving.

About 45 minutes into the session, he said the most peculiar thing to me. He said in essence, "Why would I want to work with you if you no longer have this problem?" Now, I have always been one to think a little differently but to me this seemed obvious and I told him..."It seems only logical to me that I would want to be coached by someone that was successful in the area that I need help in."

There are thousands of people out there that are waiting for EFT. Are you getting the word out that you have something unique and wonderful to contribute with this tool?

Have you taken the time to do your personal healing so that you can work with a variety of clients and offer them unique insights and ideas?

To be what your clients want to become requires your willingness to do your personal healing just as importantly as advancing your EFT skills and getting Marketing Training.

How can you BE an example of what your potential client wants to become? Are you:

- Mostly free of emotional baggage
- Happy about where you are and where you are going
- Content to share these techniques and just as content if someone chooses not to join you (do you take it personally?)
- Creating a life built around a service that is truly helpful to your community and our world in general.

Do you want to learn MORE about becoming a client magnet?

Mark Your Calendar and plan to join us for a FREE Live Call on July 15. We will be tapping on the fears and blocks that get in the way of you being a client magnet. You can sign up here:

<http://www.startyoureftpractice.com/freecallsu.aspx?AFF=1002>

