

## **Becoming a Client Magnet.** Part 2

When my client Sara came to see me several months ago, she had been to Doctors and therapists, Reiki practitioners and even a Shaman; all with little or no improvement in her physical pain. Sara suffered every afternoon with a stomach ache and a back ache and the medical Doctors had given her the diagnosis of fibromyalgia.

When I first started to work with Sara, we did what you might call mechanical EFT.

Even though I have this pain...I deeply and completely love and accept myself.

We chased the pain a bit but it always seemed to return to her stomach and back within a day or two.

Fortunately for me AND for Sara, one of the glorious things about organizing our Start Your EFT Practice Coaching Modules is that I get to meet and work with other EFT experts that have developed skills and techniques using EFT. In one recent module, EFT Master Lindsay Kenny taught us how to do what she calls "Bundling Baggage".

The idea is that sometimes our clients' lives are filled with common and repeated distresses that seem so 'normal' that they have a difficult time finding one specific incident and addressing it as if it were 'special' or unique. I love this technique and find that many of my clients who have 'nerve' issues respond very well to this idea of collecting all of the times when they felt like they were treated in a similar, unfriendly manner.

I knew right away that I wanted to introduce this technique to Sara. She responded very well to The Bundling Baggage Technique, in fact her first intuition about the size and container of her Bundle was that there was enough to fill a train box car and by the last round, she had a little zip lock bag. She realized that she had many box car beliefs that she wanted to shrink and together we worked through many of them in a few short hours.

Amazingly, Sara began to find that her pains were diminishing and within a month, they were all but gone.

In order to get the last little tails on those pains, I referred back to a chart that I had gotten from one of our EFT experts *Maya Balenz* in a class she had taught for our Coaching Module on **Mastering the Meaning Of Meridians**. I saw that Sara was talking about her stomach hurting but she was pointing to her spleen.

The chart that Maya had given us explained that the Spleen sends energy around the entire torso and, quoting the handout “Effectively surrounds each person with a motherly embrace.”

I was a bit humbled at the correlation. Could it really be that the remaining ache that Sara could not seem to drop was her emotional aching for her mother’s embrace?

We tapped a few phrases including:

Even though mother didn’t think she could spare the love...  
Reframed with: I am now surrounding MYSELF with unconditional love

Even though I ache to be hugged and loved by my mother  
Reframed with: I give my body permission to release this aching now

Sara wept as we included phrases like:

Mother was a great teacher, she motivated me to be a tender and compassionate mother to my children

Mother could not tell me how much I meant to her, being a mother I understand how precious children are, I am a precious child and giving my children love heals me.

Where would I have been if I did not have these extra tools to add to my EFT work with Sara?

**The second step to becoming a client magnet is increasing your marketability by continuing your education and training.**

In 2005 I asked Gary Craig what he might suggest I do to improve my EFT skills and he told me that he would heartily suggest that I take NLP training. He, as you may know, is a master NLP trainer and once you understand the language and techniques of NLP, you can watch his videos with a new respect and admiration for his skills with language.

That summer I did sign up to take NLP training and it was a fabulous investment. Many of the things I was doing intuitively like asking what I had called ‘round the boat’ questions became deliberate and powerful for my clients.

Another time I invested in a DVD series on EFT for Stress and learned some really powerful insights to share with my clients.

The idea is that we cannot fully reach our potential as practitioners if we do not continue to model our own growth and advancement.

My clients tell me that they are always impressed with how many things I am aware of.

Jenny came to see me yesterday and was a little skittish about telling me what she wanted to work on. She told me with an almost embarrassed to confess it-attitude that she had joined a network marketing company and she was just sure that I would laugh at her.

Imagine her surprise when I celebrated her decision; helped her tap out some of the “pyramid scheme” beliefs and coached her on making the most of her new found business. She was elated to know that I am fully aware and supportive of any business that gives someone an opportunity to make a positive difference in others lives, even and especially Network Marketing.

Investing in you is a crucial part of being successful. Maybe our coaching programs are not quite the right fit for you just now. That is great. However, do make a commitment to your continued self growth. Whatever you learn, you own! And the more tools and talents you have, the more you become a client magnet! .

Wishing you tremendous prosperity!

Jan

Just a reminder to register for the Teleclass: Clearing Blocks and Beliefs around Becoming a Client Magnet on July 15<sup>th</sup> at 1:00 Eastern Daylight Time here:

[Start Your EFT Practice Free Call for Fall 2009 Coaching Program](#)