

Thirty-Second Sound Bites to Describe Energy Healing for Specific Audiences

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Survey Question 1

Who do you most want to communicate with about Brennan Healing Science or healing energy work in general?

- Friends
- Family
- Medical professionals
- Therapists
- Religious associates
- Healers practicing other modalities
- Other _____

Survey Question 2

Who do you feel most ill-prepared to communicate with about Brennan Healing Science or healing energy work in general?

- Friends
- Family
- Medical professionals
- Therapists
- Religious associates
- Healers practicing other modalities
- Other _____

Survey Results from 2008 BBSH Graduates

Would most like to communicate with ...

- friends (17/37, 46%)
- potential clients, family, and medical professionals (10/37, 27%)

Feel least prepared to speak to ...

- medical professionals (22/37, 59%)
- religious associates (18/37, 49%)

Examples of 30 Second Sound Bites

- Potential clients
- Medical professionals
- Therapists
- Religious associates
- Other healers

General Guidelines for Sound Bites

- Use language they will understand
- Keep it short
- Address objections upfront if possible

Examples of 30 Second Sound Bites

- ➔ Potential clients
 - Medical professionals
 - Therapists
 - Religious associates
 - Other healers

Potential Clients

From a marketing professional --

A thirty-second sound bite should include:

- The name of your business
- Your main product or service
- The customer group that uses your product or service
- One benefit to those customers of using your product or service. (Peters)

Questions

- *Who would I like to work with in my healing practice?*

Sound Bite for Potential Clients

My name is ... I do hands-on healing. I work with people who have physical or emotional discomfort or who have an intention to bring something better into their lives. My clients lie on a massage table and I use light touch on the body to promote balance and flow among the physical, emotional, mental, or spiritual states of the client.

Sound Bite for Potential Clients

- More information
 - I studied holistic healing for four years at the Barbara Brennan School of Healing.

Examples of 30 Second Sound Bites

- Potential clients
- ➔ Medical professionals
 - Therapists
 - Religious associates
 - Other healers

Feedback from Medical Professionals

- Explain that there is no manipulation of the body that could result in pain or injury, it's light touch
- The medical community as a whole does not understand the following words: "energy," "consciousness," "subtle," "blockages," "bodywork," "centers," or "Brennan." If you really want to use the word "energy," then say something like "Similar to acupuncture (or Asian medicine), I balance the energy system of the body..."
- Don't say "energy consciousness system", say "human energy field"
- Say "college" instead of "program"
- Don't say "healing touch"

Sound Bite for Medical Professionals

My name is...I have studied holistic healing for four years and specialize in hands-on healing. This form of healing is similar to Therapeutic Touch and Healing Touch, which have been shown to decrease anxiety and pain; and accelerate recovery after surgery in the hospital setting. I use light touch on the body to promote balance and flow among the physical, emotional, and mental states of the client. This optimizes the clients own innate and natural ability to participate in the healing process.

Reference Material - Medical

- The benefits of energy work studied in a hospital setting for different conditions:
 - Hurwitz, Wendy. "Energy Medicine." Fundamentals of Complimentary and Alternative Medicine. 2nd Edition. Philadelphia: Churchill Livingstone, 2001. 238-256.

Reference Material - Medical

Two well-known modalities

- Therapeutic Touch (TT), Dolores Krieger and Dora Kunz in 1972
- Healing Touch, Janet Mentgen, 1980s
 - Healing Touch combines techniques from a variety of sources including Therapeutic Touch, Barbara Brennan Healing Science, and many others. (Hurwitz)
 - Healing Touch is approved by the American Holistic Nurses Association. Some courses in Healing Touch fulfill continuing education requirements for nurses.

Reference Materials - Medical

Barbara Brennan School of Healing.

“Communication in Integrative Care –
Interfacing with Hospitals.” Student Workbook:
Year 3. Barbara Brennan Incorporated, 2006.
364.

- Do say: Energy center, frequencies of energy
- Do not say: Chakra, aura, energy field, levels or layers of the field
- Do say: “Complementary” healthcare
- Do not say: “Alternative” healthcare

Examples of 30 Second Sound Bites

- Potential clients
- Medical professionals
- ➔ Therapists
 - Religious associates
 - Other healers

Feedback from Therapists

- Distinguish that you have studied body psychotherapy, but you are not actually a psychotherapist.
- I love the "My clients lie on a massage table..." sentence which clearly describes what you do without sounding the least bit weird.
- Drop the sentence about school. This might just be me, but I always think when people talk early on about their school or training program it advertises that they are new in their field.
- Where you have "the benefits of healing touch have been studied...." sentence say instead something along the lines of "My clients report that this work helps them to" . Then maybe follow with something like "Other benefits of healing touch that have been studied are" "

Feedback from Therapists

- The last sentence (about benefits in a hospital setting) is the real ringer for me ...
- Delivering this message with verve and vitality will be important (it was sounding too canned)
- A more thorough description of what healing energy work is at the beginning would be helpful, as well as any additional wellness/psychiatric benefits. Also, a little bit more of what happens in a session would be helpful as well. (I lost this person.)

Sound Bite for Therapists

My name is ... I do hands-on healing. My clients lie on a massage table and I use light touch on the body to promote balance and flow among the physical, emotional, and mental states of the client. My clients report that this work helps them feel relaxed and I've seen clients lose symptoms of carpal tunnel. Other benefits of healing touch that have been studied are decreased anxiety, pain, and stress.

Sound Bite for Therapists

More information – the importance of personal processing work

- I'm not a therapist but my training included four years of mind-body psychotherapy. I've learned to track my thoughts, emotions, and feelings in the body. My ability to track my own state of being helps me to track others.

Sound Bite for Therapists

- More information – the academic lineage of BBSH
- The founder of my school, Barbara Brennan, studied under John Pierrakos. John Pierrakos, was a co-creator (along with Alexander Lowen) of a school of body-centered psychotherapy called Bio-energetic Analysis. Pierrakos and Lowen helped to define five “character structures”—typical defensive patterns that show up in people’s bodies. Brennan’s contribution was to include observations of the human energy field for the different character structures. (Hands of Light pp 31 – 32 Wilhelm Riech and John Pierrakos)

Sound Bite for Therapists

More information – frequencies of energy

- When an energy center in the body is open, the person is in a different psychological state of being than they are when it's closed. Energy centers feed the physical, emotional, mental, and spiritual bodies.

Sound Bite for Therapists

More information – professional ethics

- The ethics of the energy healing profession have come from the therapy profession. Healers make ethical choices about who they will take as a client and how to work with clients in non-ordinary states of consciousness. Brennan Healing Science healers often discuss their client interactions with a professional supervisor.

Reference Material – From a Therapist

Cindy Libman, LICSW, LMFT (Edina, Minnesota)

Energy sessions release and integrate through the physical, emotional, mental, and spiritual levels of your being and are highly effective for:

- Depression and anxiety
- Relationship and intimacy issues
- Stress management
- Self esteem
- Trauma and abuse
- Spiritual transformation
- Chronic disease and pain
- Life and career transitions

Libman, Cindy. "Energy Psychotherapy" Edina Counseling. April 21, 2008. <www.counselingedina.com>

Reference Material –Therapists

Taylor, Kylea. The Ethics of Caring: Honoring the Web of Life in Our Professional Healing Relationships. Santa Cruz: Hanford Mead Publishers, 1995. 35-72.

- Do say: Non-ordinary states of consciousness, transpersonal experiences
- Do not say: Past-life experience, out-of-body experience

Examples of 30 Second Sound Bites

- Potential clients
- Medical professionals
- Therapists
- ➔ Religious associates
- Other healers

Questions

- *Which religions am I most likely to come into contact with?*
- *Who do I want to talk to?*

Feedback from a Protestant Christian

- Is this school/practice a religion?
- Who is doing the healing? By what power are you doing the healing?
- What is your personal relationship with God? (What are my core beliefs?)

Sound Bite for Cate's Religious Associates

I chose to focus on Christianity (protestant sects)

Example sound bite:

My name is I do hands-on healing. I align myself with the earth and with God's will, and I allow healing energy to move through me. I work with people who have physical or emotional discomfort or who have an intention to bring some other healing into their lives. My clients lie on a massage table and I use light touch on the body.

Sound Bite for Religious Associates

- More information – spiritual frequencies

The human energy field includes frequencies of a spiritual nature, for example divine love or divine mind may be experienced on a certain level of the field. Using intention, healers learn to bring their awareness to these levels of the field in order to do certain healing techniques.

Examples of 30 Second Sound Bites

- Potential clients
- Medical professionals
- Therapists
- Religious associates
- ➔ Other healers

Sound Bite for Healers of Other Modalities

- Honor them
- May use language like “energy” and they will understand
- Brennan Science is “table work” or “hands-on healing” i.e. we touch people
- Describe what makes you unique (wellness coaching, space clearing, hospice work)

Questions

■ Core Star

- *Am I allowing my true self to enter into this conversation?*
- *What do I love about energy healing?*

■ Hara

- *What is the intention of their question?*
- *What is my intention with my response?*
- *When I set my intention to communicate with this person, what comes to mind?*

Questions

■ Aura

- *Is the person I'm speaking to in reason, will, or emotion?*
- *Would I like to hold a state of being for myself or the other?*
- *Do I want to ask for guidance?*

■ Physical

- *What is the other person's body type and character structure?*
- *What is the most grounded way I can describe what I'm doing?*

Conclusions

- Purpose of a sound bite
 - feel more confident
 - sound credible
 - attract potential clients
- And this project helped me ...
 - bring clarity about my work
 - integrate and revisit my religious past

Bibliography 1 of 3

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