

The key to a successful EFT practice

As I talk with EFT practitioners around the country, it seems that one topic continues to emerge. Sure, we talked about the latest developments in EFT. We talked about some of the successes we'd had with clients – and some of the challenges too. And everyone I talked to seemed to be really excited about how effective the EFT process was. And yet everyone seemed to come back to one question... how can I be more successful?

Now some of the people I talked to measured success by how many people they could help. Others measured success by how profitable their business was. But all of them wanted to know one thing. How they could attract more people into their practice?

And that made me think....

You see, once upon a time, I wasn't seeing the success I wanted to in my business. I couldn't seem to attract enough people to work with me – while I knew that what I was doing could really help people... it didn't seem to translate into clients through the door.

Of course, I tried all sorts of things... networking, advertising, publicity, taking stands at exhibitions – you name it, I tried it! Nothing seemed to be working though – and I had to take some time out to work out what was going on. And the answer surprised me!

You see, what I was DOING was fine. The problem was with what I was BEING. You see, deep down inside I didn't have the belief that I could be successful. I didn't KNOW that I could create a successful business, one that really helped people, and that was successful financially too.

At first, I put it down to bad luck. The advertising I was doing wasn't reaching the right people. The economic situation wasn't right. I just didn't get to talk to the one person who would open the door to a whole flood of new clients.

But the more I thought about it, the more I realised it wasn't luck at all. In fact, it had nothing to do with other people, and everything to do with me. As I started to pay attention, I noticed that I was sabotaging myself. I would find ways to get in the way of my own success – it seemed that actually I didn't want to be successful. I would choose not to do what I knew I needed to – or I would spend lots of money on the wrong

advertising. Some days I wouldn't be focussed on the message that I wanted to put across.

Eventually I worked it out – and it all came down to one thing. I actually didn't believe I could be successful. Something in me didn't feel I was good enough to create a thriving business. I didn't actually feel worthy of success. Whenever I reached out to be successful, I was afraid I was going to fail – which meant that, inevitably, I did! Not only that, but I expected that other people would criticise me when I got things wrong. Now that wasn't immediately obvious – until a good friend of mine said “you've got an issue with your own self belief” – sometimes it takes someone else to point the obvious out to us!

Once I had worked out what was going on, it was pretty simple to fix. By setting a real intention that I could be truly successful AND help people at the same time, then my business started to take off. Once I realised that I WAS good enough and that I COULD create a truly successful practice – then things began to change.

What happened was that I started to enlist other people in creating success. We'd find ways of being successful together. As I helped them achieve their goals, then they in turn would help me achieve mine.

So, for example, I learnt a whole load of new approaches to referrals – how I could really make referrals work for me by enlisting the assistance of the people who I had already helped. Now in the therapy world, referrals aren't always as successful as they could be – simply because people are embarrassed to admit they need help. I found ways to really boost the effectiveness of referrals from previous clients, and use them to boost my business dramatically. Effective referrals can create a credibility that you could never get any other way.

I also learnt to create joint ventures with others – by working with other people I would extend the number of people I was in contact with – connecting to more potential clients and also building my credibility again. Sometimes we would trade services, and sometimes we'd work together to create something together - but all along the way I'd be increasing the number of people that I was connected to and influencing.

Once I'd made that breakthrough, then it was easy to start to become effective through advertising, through on line promotions, through PR. I learnt how to find new clients easily... but it couldn't start until I'd overcome the self sabotage.

Roy Martin's new 2 day workshop "How to market yourself and get more clients – Effective Marketing Skills for EFT Practitioners" is on 17th & 18th April. This workshop is specifically designed for EFT practitioners to help you to easily market your business, bringing a stream of clients into your business. Roy will help you dissolve the barriers to your success and give tools that will enable you to build the EFT practice that you want.

You can find out more and book your place at

www.thejoyforlifecompany.co.uk/efmarketing.htm