

ONE Key Idea That You Can Use Today To Massively (and Ethically) Grow Your Feldenkrais Practice (Starting Today).

Even If You Hate Sales and Marketing and are a TOTAL Beginner

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Ready?

The idea that I am going to share with you is the basis of virtually every successful sales campaign and marketing campaign that has been created in the modern world (at least since the beginning of mass produced printed material, perhaps earlier).

The idea is so simple that many people overlook it.

And as near as I can tell, virtually every Feldenkrais practitioner in the world right now is NOT using this idea. And those few that are using it, are not doing so consistently.

I have personally used this idea to create highly successful online events. Events that have had as many as 587 attendees and made well over \$50,000 (U.S. Dollars). I also use the idea to do Feldenkrais product launches where I get 1000's of hours of recorded Feldenkrais sessions into people's hands in the space of just a few days.

The idea is simple to understand. Though perhaps a bit more difficult to put into action. (Though even a child can do it).

You might be tempted to think that this is too simple of an idea to work for you. Do not do that. You deserve a bigger practice, more influence and a better life style. And the work deserves more respect and recognition.

And let's be blunt here:

Aren't you tired of not having enough students and enough influence?

Does it drive you crazy to see people getting "treatments" that do not work (or that even cannot work)?

And watching people taking prescriptions, getting expensive and unnecessary surgeries for things that you could clear up in just a few sessions?

I am sick of that B.S. I hope you are too.

Here is the idea in a nutshell. It is what I do to fill my events. And it is what unsuccessful Feldenkrais practitioners can do to become massively more successful :

"Put the needs, desires and values of your clients in the FRONT of your marketing. And put the Feldenkrais Method SECOND."

Putting that another way:

Start each and every conversation* that you have with people by talking about THEM and what THEY want and need. And what THEY are afraid of or are trying to avoid.

*And yes, your website and Feldenkrais brochures are a conversation.

Like a good Feldenkrais session, start with where people already are. Once people realize that you are on their side - that you understand them and their needs - and that they are safe. Then - and only then - can you start to talk about Feldenkrais principles and your practice and how you can help them.

“Does that make sense?”

If not, let me tell state it differently: “Use Feldenkrais Principles To Market The Feldenkrais Method.”

It may not be obvious at first site but I am actually talking about how to use Feldenkrais principles to market the Feldenkrais Method.

You do not start out a Feldenkrais workshop by having people do a headstand session, do you?!

You do not start a Functional Integration or other hands-on session by doing something foreign or alien to the person.

You start by going with their movement pattern!

“Shouldn’t you do the same with your marketing?”

Here Is An Example Of How You Can Begin To Do This.

In a short report, I cannot teach you everything that you need to start implementing this idea right now on your website, brochures, marketing materials and in client conversations.

That would be impossible.

But I can give you an example that you can use and modify.

First off, look at the people that you typically work with (or WANT to work with). Do they come in with specific needs and desires?

For example, do you see a lot of people with back pain or neck pain or some other complaint? Do you see special needs children, or autistic adults? Do you work with the public on ideas such as living a

more fulfilling life? Do you teach other practitioners how to put on great workshops?

Great!

Let's take back pain as an example. Do not start your website copy or brochure with something generic such as:

“My work with the Feldenkrais Method® can greatly relieve low back pain”

Rather, you start with language highly-specific to the client, like this:

“Do you have low back pain that will not go away?”

Have you tried massage, physical therapy, even chiropractic and you still have pain?

Perhaps your doctor has recommended that you look into getting surgery – painful and expensive surgery that has no guarantee of even working?!

Stop! Do not do that. I can work with you using the Feldenkrais Method - gently, safely and effectively - and you can begin to get rid of your back pain - for life.

Get your life back. Get rid of your back pain. Start doing the things that you love again. Call me today and come in for the first available session that I have for you.”

End of sample sales copy.

Do you see what I am doing there?

If people have been through any of the treatments above and have not gotten relief your message will resonate deeply with them. You are starting with where THEY are at.

Does doing so scare you a little?

It should!

I am asking you to step outside your comfort zone and write and communicate in ways that are likely new to you. I am asking you to make (and keep) bold promises.

To go forth into this world as a powerful practitioner and give people what they want and need. Stop beating around the bush. People have deep desires and wants. You can help them.

Can you help everyone?

No. Of course not.

And you have to tell them that. But you also have to let them know that you understand what they want. And that you are going to do everything you can to help them.

It really is as simple as that.

Look – people in the various Feldenkrais communities have been saying for decades (over thirty years) that they “want” things to be different. That they “want” things to improve. That they “really wish” the work was better known and that they themselves had more clients and workshop attendees.

But we all know that it takes more than wishing and wanting.

You have to take action and do things differently. Even if the change that you make is tiny at first. You have to begin somewhere.

So, start somewhere right now

Go to your website. Or pull out your last workshop brochure or flyer. Make a change on one of them right now. **Make a change that**

specifically speaks to exactly what a person wants from you. Tell them how you can help them get what they want.

“What If I do not know exactly what they want?”

I think you do. You may not be able to formulate what they want – in words – right this moment. But you can take some time to review what you know about your clients and students. Go back and review emails that you have received from students and potential students. Notice what words they used, noticed what their concerns were. I have consistently had people tell me

“I have tried everything and it has not worked...massage used to help but it does not anymore...they want to do surgery on my daughter’s jaw but I do not want that...”

Find those types of quotes in your own email inbox, or on blog comments (if you do not have a blog, read comments from other Feldenkrais blogs). Look at client notes if you have them. Take a few moments to remember conversations that you had with students and write down their concerns right now.

You likely have more to work with than you realize. Hell, you may not need to do any of this, maybe you can just start writing...you do know what your students want on some level, right?

Bonus: I sometimes go to condition-specific forums such as TMJ forums, forums for pregnant women, back pain forums and the like to see what problems people have and how I can help them.

The Ethical Side of Marketing

How far you go with sales and marketing techniques needs to be (and is) an ethical decision. I recently dropped out of a high-end coaching program (I was paying \$897 per month) because I felt that the teacher was ignoring ethical considerations and also ignoring the larger planetary ecology (i.e. global warming). I will not teach people

how to sell more toys and junk that they do not need and that the earth cannot handle.

I will not make people more scared of the world. I will not limit their choices. I refuse to sell people things that they do not need.

Where you do stand? You have to decide. No one else can do it for you.

But guess what?

The work of Moshe Feldenkrais does not fit into the “bad stuff” category!

At least not the way I see it.

When 78 people buy one of my downloadable Feldenkrais series in the space of just a few days, I feel good. I know they have bought something that can massively improve their life. I know they have bought something that literally can change the course of their life. Something that can make them healthier, happier and to help them get rid of life long pain (physical pain, emotional pain or otherwise).

Do you feel the same about what you are doing? If so, decide now how far you are willing to go to help people.

If you do not feel strongly about the benefit of what you are doing, then stop! Get the heck out of here. And go find something that you can support 1000%.

Good luck.

I hope you found this short report useful. I hope you can use it to begin to make your dreams come true and to support the dreams of your friends and colleagues and students.

Peace out

- Ryan