

**Creating & Teaching Classes**  
**~ People Want to Learn What You Know! ~**  
**Plus you will increase the reach of your work AND your income!**  
with Cherry-Lee Ward, HTCP, M.Ed.  
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Healing Touch Professional Association Business Support Call November 9, 2010

**NOTES from the “Live” Interview!**

**Note:** You can download your free copy of Cherry-Lee’s e-book “Chakras ~ Gateway to Health and Wellbeing” and sign up for her newsletter & class info at [www.Cherry-LeeWard.com](http://www.Cherry-LeeWard.com).

**Interview GOAL:** To help you feel confident sharing your wisdom with the planet!

**WHERE TO GET IDEAS FOR CLASSES:**

- LISTEN to questions from clients, friends and family - think about how they could be turned into a topic for a class. Then learn to say ... “You know, I was just going to put together a class on that!”
- LISTEN to nudges from Spirit
- Meditate - look for signs
- People want to learn what you have to teach. Some people still want to go to the famous person who writes best selling books and has PBS specials. But MANY people want to learn from people who are close to where they are on their journey
- Trust yourself. Have you had a client come in and say “All month, I kept remembering what you said to me”? Whether they tell you that or not, it’s true. People already remember and refer to what you say.

- You are **ALREADY TEACHING YOUR CLIENTS** in each session.

- You can be an expert in your community!

ECKART TOLLE - has a great few paragraphs in the front of his new book “Stillness Speaks”. I’m paraphrasing here - If you think you’re coming here to learn something different and new - you’ll be disappointed. This is another chance to simply connect with spirit within you, with your own wisdom. You can even share this with your class. It takes all the pressure off you as the teacher. After all, these classes really are simply a date between student and spirit with the teacher holding the space!

**Begin with a SIMPLE 2 HOUR CLASS** - don’t stress yourself out with a series of classes or weekend workshop until you’re more comfortable with it.

**TOPIC IDEAS:** essential oils, stones, healing, self care, acupressure points, journaling, dreams, a ritual you do at home or work, share your morning meditation practice with question and answer and time to practice ... share whatever it is that you feel you are knowledgeable about. You can also create rituals within your community. Work with the moon, solstice, equinox ... low cost events can have good attendance and pay well.

**Make a HANDOUT.** This doesn’t need to have objectives. Make it something that they can put their hands on and reference later.

**Have a SIGN UP SHEET** - so that you have a list of names and emails of attendees.

**SUGGESTED BASIC OUTLINE:**

- Begin with introductions - you & the students (roughly 10 minutes - people like to network)
- Meditation (10 minutes - getting them to release stress, be present & grounded and begin to focus on the topic for the class)
- Content (roughly 40-50 minutes)
- Activity – e.g. healing work, mandala project, collage, exercises. Let them practice or apply what you’ve just taught them. Often artwork is a way to really get people to own the information. (20-30 minutes)
- Discussion - have people share their experience or their artwork (20 minutes)
- Closing/grounding activity or meditation (10 minutes)

**MARKETING:**

- Keep your own email list (clients, networking, students etc.)
- Work with centers that have lists and have a vested interest in promoting your work
- Put flyers in holistic offices and on bulletin boards at health food shops
- Go to networking events
- Write articles locally - get known!
- Join Facebook - post events on your wall, create a Facebook Event!

**TARGET AUDIENCE:**

- Students, clients, friends ... set an intention for who you want to reach and/or where they are on their journey. I've been surprised this year that parents at my kids' schools have somehow slipped into my target market. You never know where your students will come from! Intend that people show up who chose to spend their money on what you have to offer. There are plenty of people out there who have money and people who are cutting back, are prioritizing more. You want to be in that priority for your target market!

**LOCATION:**

- Begin at a local healing center or bookstore where there is already an email list.

**CHARGING:**

- Rituals, meditations and small events (an hour) \$10 - \$15 if your goal is to reach a lot of folks
- 2 hour classes - check what classes are going for in the area. I encourage you to value your work and what you have to offer. You are worthy of a fair exchange for your time and effort! These can be \$25, \$35, \$40 ... \$50 depending on what is a standard in your area and what you feel about your expertise. Starting with a lower price takes the pressure off you - but may put you in a place where you don't want to be. People like to take classes from people who value themselves and their work!

**OTHER TIPS**

- Create sacred space as you plan your class ... this space and these angels, guides and ascended masters ... spirit ... will travel with you through the advertising and into the class. Know that you are held and supported!
- Bless any emails or flyers you create. Intend that they will spur people on their own healing journey/spiritual path - no matter whether they come to your event or not.
- Sometimes our best work comes out in five minutes. Create sacred space, meditate, grab a note pad or sit by your computer and see what pours out. Trust your first instinct and first information. It is usually untainted and good!

**HEALING TOUCH INTRO IDEAS:**

- Introduction (of yourself and everyone in the room)
- Centering Activity/Meditation (the tree meditation with roots going down into the earth and branches swaying in the breeze ... feeling the sun shine on you)
- Healing Touch Program - brief history and explanation
- Experience the energy field (have everyone make an energy ball - play with it - cut the ball between their hands to see if they feel the difference. Have them bounce their hands off your hands to see if they feel the energy differently - walk around the room).
- Discuss and debrief this experience.
- Teach students hands still and hands in motion. Have them pair up. Teach them to sweep their partner head to toe - seeing if they notice a change in energy (difference between their two hands or the two sides of the person) temperature, depth of field, tingling ... etc. Have them focus on an area and either use hands still or hands in motion for a few minutes. See if they or the recipient notice a difference (wander around to interact)
- Discuss and debrief
- Guide students through the Self Chakra Connection.
- Questions and answers
- Make sure you have material on local Healing Touch classes, material on your services and classes, as well as a sign up sheet so you can build your list (share class list with local Healing Touch instructors).

Best wishes as you bring your gifts out into the world!

On behalf of the planet - I'm grateful for each one of you and what you are already doing. Know that there are more folks out there who are hungry for what you have to share!

Blessings & much love to you!

Cherry-Lee

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