



A Workshop for Connecting Your Ideal Message with Your Ideal Clients -- Holistically

Wellness Providers! If you're suffering from the contagious diseases called *Not-Enough-Customers* or *Marketing-Is-Hard*, then it's time to get well!

I've heard all the traditional diagnoses -- more marketing money, less competition, people in Fresno waking up -- but these illnesses need a more holistic solution!

You see, the problem isn't "out there"; it's really inside us! It's how we go about attracting our clients. My research shows we aren't speaking the right language! Our usual marketing language is:

- ◆ All *Tell* and no *Show*
- ◆ All *Information* and no *Communication*
- ◆ All *Mind* and not enough *Heart*

What we need is to connect with our clients heart to heart -- and that requires using the more subtle language of the heart.

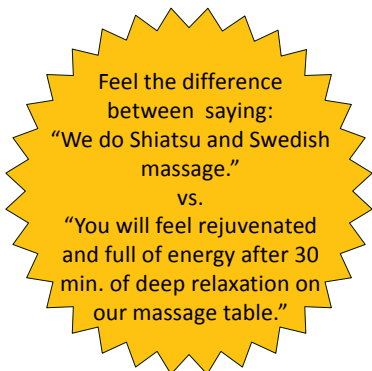
Imagine your clients being excited to work with you. Imagine them telling you how great they feel and how much you helped them! See how easy it is for you to talk to people, and how quickly they sign up for appointments!

When you connect using feeling-based, holistic language, then:

- ◆ you'll resonate more deeply with your clients
- ◆ you'll grow more confident about what you do, and
- ◆ you'll actually work better, because you'll get what you do at a new level!

Let me show you with simple writing exercises how to uncover the words that will speak directly from your heart and reach the hearts of your clients.

Words have the power to inspire, to excite, to attract. But that power comes from your core -- from who you are and how aligned you are with your message.



If you can commit to identifying the core feelings behind why you're in business, and capture that in words, then you'll start seeing and hearing more clients say how grateful they are for how you helped them.

I challenge you to help your business get well by putting more heart in your words! Discover how to craft your core message at my Write2Connect workshop.

Join me Saturday, May 15 from 9 am to 1 pm at The Center . Register today by phone or website.

WHEN & WHERE:
Saturday, May 15, 2010
9 am to 1 pm
The Center
1233 W. Shaw #105



Presented by
Michael Roy Neer
Veda Publishing Co.
Publisher of **World of Wellness** magazine
and the **Wellness Directory**,
30 years experience in
professional writing and
teaching writing

Register Today!

Call Mike Neer at 275-3675 or visit www.vedapublishing.net

Workshop fee is \$50, and you'll walk out with a written message you can use for:

- your website
- your brochures
- your Directory listing
- client conversations

My Intention:

- To see you sharing your wisdom, love, and knowledge with those who need it.
- To see you making easy connections with clients.
- To hear more about your unique gifts.

Your Intention:

- To find the best words to connect with your clients.
- To quit hiding your light under a basket!
- To make time to connect strongly to your Source -- and tell your story the way it needs to be told!