

Marketing for Teachers



A path of deepening joy

Welcome & Introductions

- Welcome
- Introductions – Juanita, Ann, Cordy and Marilyn
- Brief overview and handouts

What you will have by end of class

- ❖ Video Navigation tool for TTIA Website
- ❖ Information from Membership Committee
- ❖ Update on Community Classes for TT
- ❖ Marketing ideas and templates – Canva, Facebook, Instagram, etc
- ❖ The seven “C’s” of Marketing for Teachers

The Seven “C’s”

- ❖ Communication
- ❖ Commitment
- ❖ Coaching / mentoring
- ❖ Co-Teaching
- ❖ Compensation
- ❖ TT Community Classes
- ❖ Compassion

Communication

Clear content,
Concise,
Accurate,
Complete,
and
Connected.



Communication

Tools:
Canva –
Simple
Free
program
for
creating
flyers,
posts,
business
cards, etc

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Therapeutic Touch
& Sound Practitioner
Ancient healing wisdom,
grounded in the present
www.cordyanderson.com



Consider a
new path...



NWTTI presents
Foundations of
Therapeutic Touch
In Person Class

Foundations of Therapeutic Touch Workshop - Krieger/Kunz Method

12 Continuing Education Hours available through AHNA



Eugene, OR
Saturday November 2nd:
9am - 5pm
Sunday November 3rd: 9am -
4pm

\$160 includes snacks,
coffee & tea; one hour
lunch on your own
To register Call
Cordy Anderson RN
at 541-870-5267

Presented by Northwest Therapeutic Touch Institute

a holistic, evidence-based
teaches the intentional and
universal energy to promote
and well-being.

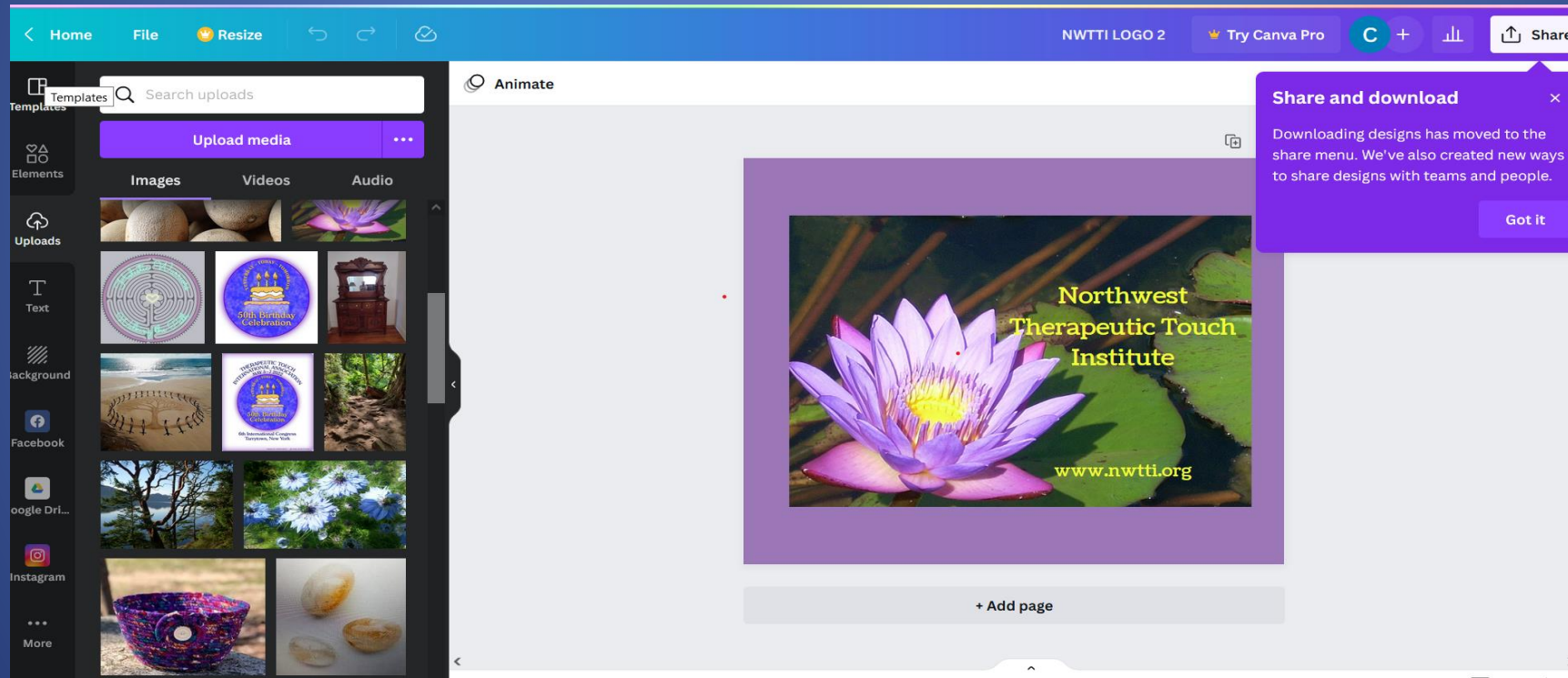
, 9th & 10th, 2021
Friday 9:30am to 5pm;
Saturday 9am to 4pm
Cordy's home south Eugene
Workshops available
includes snacks, coffee, tea.

Please bring sack lunch.



Communication

Screen shot of CANVA –
you can upload your own pictures, add text,
backgrounds ... much is free!



Commitment



- To Dee and Dora,
- To Therapeutic Touch,
- To those who have gone before and those who come after,
- To Students ... who will follow.

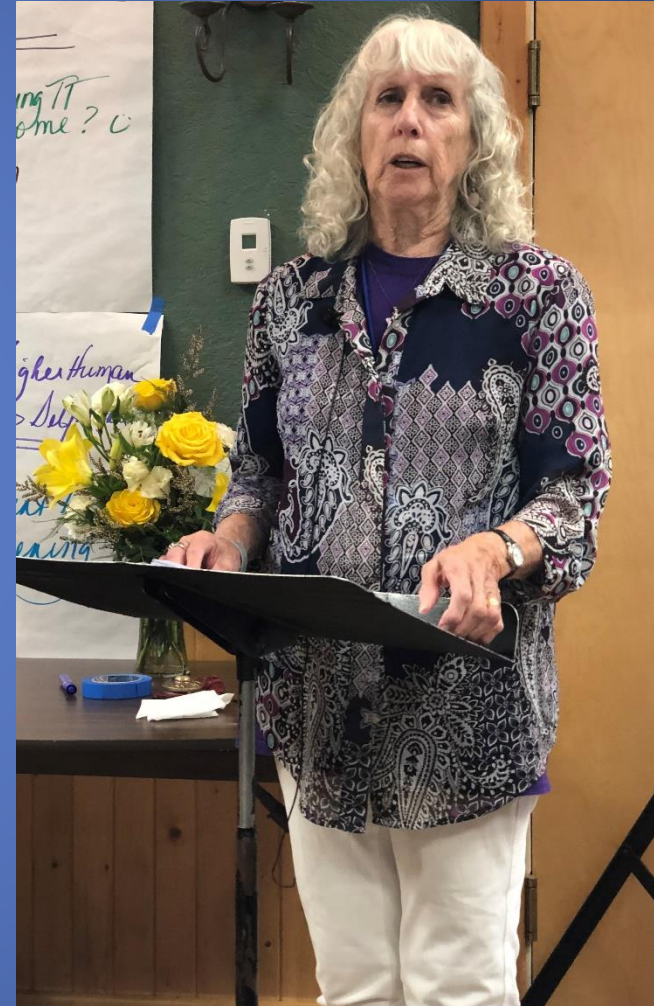
Commitment: Personal Preparation



- Read all of Dora and Dee's books
- Read books by other TT authors
- Attend other teacher's classes and workshops
- Participate in peer group chats
- Facilitate practicum groups
- Give and receive TT regularly
- Reflect and journal, both CARER notes and additional journaling

Commitment: Class Preparation

- Make the Curriculum created by TTIA your own...it is critical to teach what you know.
- Stay up to date with curriculum changes.
- Once class is set, PUBLICIZE via email, social media, TTIA calendar. (see Canva handout)
- Contact students ahead of class, send questionnaire to get to know them better...eg “About You” (handout of form)
- Share learning outcomes along with “disclosure” if course has CE’s



Commitment: Class Preparation cont.



- Whether Zoom or In Person get other TT folks to assist, especially with technical aspects and practice pieces as needed.
- Foster a learning, accepting environment, encouraging questions and participation in discussions.
- Be flexible in making changes to class content according to what you learn from students and evaluation feedback.

Commitment: Follow Up

➤ Phone calls, emails, and zooms ----->



➤ Create buddies within the class to work -----> together.



➤ Class reunions / and practicums ---->



Commitment: Follow Up

- Encourage TTIA membership by including TTIA brochure in class information.
- Reinforce benefits of TTIA membership:
 - ✓ Access to calendar and other classes, practicums.
 - ✓ Membership committee follows up with new and ongoing members.
 - ✓ Extraordinary amount of information available in membership area.

Member Application

Name: _____ Cell: _____

Phone: _____

Email: _____

Address: _____

City: _____

State, Prov: _____

Date of Birth: _____

Degree(s): _____

License(s): _____

Profess: _____



Coaching/Mentoring – The Path to Fostering Competent and Confident Practitioners!!!



- Know what you are capable of offering ... time & commitment.
- Evaluate the coaching needs with the mentee.
- So many more opportunities because of Zoom, mentoring could be one on one or small group.
- Set up frequency of meeting; topics for each meeting; suggested reading list; opportunities for questions and discussion.

Coaching/Mentoring - Continued



- Mentorship agreements can be used to outline responsibilities of both Mentor and Mentee
- Maintain contact via email, phone, text, at pre-determined times or as needed. Encourage connection among students/mentees.
- Offer opportunities to share experiences and insights.
- Read books together and discuss sections.
- Coaching helps everyone grow!!!
Teacher & Student alike.

Co-Teaching – The Path to Fostering Competent, Confident and Effective New Teachers

- For experienced teachers, an opportunity to share expertise in teaching TT.
- Start with invitation to observe class.
- Offer opportunities to participate, eg assist with practicums, lead meditation, help with exercises.



Co-Teaching – Continued

- For those who want to become teachers, how wonderful to have a mentor to guide and support you.
- Listen and observe more than one teacher.
- Get support for doing class content, creating handouts, support in how to teach online, this and so much more!!!



Compensation – a touchy subject

- TT has traditionally considered itself a service-oriented practice way of life rather than a livelihood.
- Recognizing both intrinsic and extrinsic value.
- What is included?
Classes?
Coaching/Mentoring?
Practicums?



Recognizing intrinsic value of TT



- Benefit of practice of TT connecting to one's inner self / intuition.
- Opportunity to serve others by offering sessions or classes.
- Fostering balance and well-being in the world.



What makes it worth our time?



Purpose?

Community?

Money?



Extrinsic value

CLASSES:

- For TT Foundations, Transpersonal and Inner Processes, range is from \$125 to \$225 per course.
- In general Reiki and HT course range \$200 to \$900 depending on level.

COACHING/MENTORSHIP:

- For TT – mentors charge a range of \$0 to \$700/year
- Reiki mentorship ranges from \$50 to \$375/month

Extrinsic value

PRACTICUM GROUPS

- TT practicum range \$0, but could be part of mentorship \$350 for 6 months
- Reiki practicum range \$0 – 20 per meeting

Various charges for healing sessions

- Therapeutic Touch - \$0 to \$60
- Healing Touch - \$40 to \$90 for 1 hour
- Reiki - \$75 for 1 hour

WHAT ARE THE VALUES THAT ARE IMPORTANT TO YOU?



TT Community Workshops & Offerings



Bringing Therapeutic Touch to our Communities – a little background



It began with recognizing the profound experience of the person who learns TT and integrates it fully into their being – They feel as though they have rediscovered “fire”!



Those individuals come to know they have something that can truly help those who suffer in various ways – body, mind, spirit and emotions.

What follows is the overwhelming desire
to respond to the call of compassion
when a need is evident in
community or family or the world.



It is time for Community Classes!

- To expand TTIA's reach and offerings – create basic but core material to share.
- Offer various templates for teaching.
- Create resource materials for these kinds of offerings.
- Create simple evaluation process to affirm safe practice of those taught.
- AND.....

Give recognition to those who facilitate in this way:

Create a simple TTIA application for individuals – a Community Facilitator.



Since the beginning unfolding of TT



Both Dee and Dora encouraged us to use TT to help those who were in need. Our hope is to continue with that charge and bring TT to all the places where it could help—making it an ordinary “Go to.”

Therefore, the purpose of bringing this kind of offering forward at this time is three-fold:

1. To encourage more TT practitioners to share TT (appropriate to each arising situation).
2. To provide an immediate way to help alleviate suffering and to support well being.
3. To expand the reach of TTIA by creating classes that can be facilitated or taught to a large variety of individuals and groups by TT practitioners who have gained a level of expertise and confidence but who are not necessarily QTTP or QTTT credentialed.

Compassion – the 7th C



- TT offers compassion for self and others...
- Compassion is the engine that ignites the TT process...
- “Compassion, in my language, is the feeling and understanding..and I stress this...that each person has within himself this inner self and that we are bound together at that level of consciousness.”

(Dora quote from The Spiritual Dimension of Therapeutic Touch Page 150)

Compassion

It is through compassion for ourselves and others that we find this amazing path of sharing and teaching. Compassion will carry us forward and into the future, as we inspire, nurture, and mentor our teachers.



Quote from Richard Gerber MD
Vibrational Medicine for the 21st Century

“When we, as a global culture, truly begin to use the knowledge of vibrational medicine to appreciate our place in the greater scheme of things, we will start to heal on many different physical, social, emotional and spiritual levels. But it is up to each of us as individuals to make that first step, that leap of consciousness to a vibrational spiritual level of understanding.

“The power to create long-lasting and meaningful change is finally within our grasp.”