

Who Are You?

Creating a Professional Practice

What we Communicate

- “Whatever is going on in your mind [and coming out of your mouth] is what you are attracting.” - *The Secret*
- Establishes professional identity
- Essential for developing fluid, accurate, and engaging responses to queries
- Connects you to your “**why**” or **passion** for your work

How we Communicate



5 Key Questions

- What do you call yourself?
- What do you do?
- Where do you do it?
- What are the benefits of your work?
- With whom do you work?

Bonus Questions

- What makes you *passionate* about what you do?
- How is your work differentiated among your colleagues?
- What value do you add as an individual to your sessions beyond technique?

Exercise

- Pick a modality or technique
 - Describe the features of the session
 - Describe the benefits of the work
- Pre-answer client's tacit questions:
 - *Do I believe you?*
 - *Do I want this?*
 - *What's in it for me (WIIFM)?*