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

Résumé

Business cards

Self-introduction

Direct mail

Brochure

Networking

Marketing Tools

Print ads

Interview

Presentation

Web site

Signage

Radio/TV

(e-) Newsletter

Voice mail

Business plan & portfolio

Blog

Podcast

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)?