ENERGY HEALING ARTS DIRECTORY

The Top Spaces and Places to Teach, Coach or Practice!





WONDERING WHERE YOU CAN TEACH? OR WHO IS LOOKING TO HIRE YOU? HERE ARE THE TOP SPACES YOU'RE LOOKING FOR AND THE TOP PLACES THAT ARE LOOKING FOR YOU!

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If you're looking to offer Healing Energy Arts (like Qigong, Tai Chi, Yoga and other forms that work for group coaching formats) you'll be happy to hear that it lends itself very well to the ONLINE world. An online platform can drastically reduce any startup and overhead costs that might be currently holding you back! But often people just don't know where to start.
When you start out, there are TWO main questions that everyone has:

1. Where and how can I teach online?
2. Where do I find students, clients and customers?

Even people that already have a physical location that are used to going around posting flyers of their classes – when faced with how to do that online, suddenly feel lost and don't know where to even start. The good news is that you don't have to have your own studio already. There are great places where you can start while you're building your own online presence.

We've created this guide to help you guide you in finding the spaces and places (locations) ONLINE that would work for you – as either places to teach or where you can look for new clients and students.

OK, let's break it down and look at each of these individually… starting with:
Online Places To Teach

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Whether you're first starting out or you're an established online presence, the best place to teach online is one of the social platforms that already exist. There are a number of reasons for that:

- First, let's talk numbers. By July 2020 – 60% of the world's population is online (on the internet.) Over 75% of those people are on at least 1 social media site.

  Meaning there is a growing familiarity and comfort with social media platforms. It's not an uphill battle like it used to be.

  In fact, with our changing new world, this number is skyrocketing like never before!

- Second, those big social media platforms have a HUGE team of people who are working to provide good service for you.

  Essentially, that means that by using their platform, you are co-opting their IT support team so you don't need one of your own.

  You have more people working on the technical side of your classes than you could ever afford on your own.

- These social platforms are ALREADY trying to expand their reach – to reach new people AND to provide more and better service.

  They are INVESTED in your success because your success is THEIR success.

So which are the most popular social platforms? Hands-down, that's Facebook and YouTube. (Facebook 2.6 billion, YouTube 2 billion – more than double all the other platforms.)



If you choose Facebook, you have the options of using your Facebook Page, your Facebook Business Page, a Facebook Group you create (or even Instagram since Facebook purchased that company)

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By choosing YouTube as your platform, you can create your own channel – think of it as creating your own TV station that you manage and control.

There are other 'meeting' applications you can use (like zoom, streamyard, restream, and ecamm) where each class would be set up individually – but then if you provide replays you'd need your own website or blog to host those.

Online Places To Find People…

Obviously, social platforms are also a GREAT place to FIND potential students, clients and customers. Because the people are already there, yes. But also because social platforms naturally separate people into interest groups. So your job is to find where those people gather and then get yourself in front of them.

It's like the off-line world. When looking for new customers, a business might buy an ad in a magazine. The best magazine to run the ad is a magazine you know your customer reads. For instance, if you're selling Harley Davidson jackets, Catworld Monthly is probably not the best choice for your ad.



So you need to find where your ideal clients are ALREADY gathering: special similar interest groups, podcasts they enjoy or communities or message boards.

But don't think of this as a short term project – like running an ad campaign. The goal is to identify a group where your customers are gathering and then YOU can join that community and give useful advice or interesting insights so that people wonder who you are and click on your profile – and THAT's where you can tell them about your classes or services.

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THIS IS IMPORTANT! Do NOT highjack an existing group with an ad for your own business – it's rude and it'll get you kicked out of the group fast!

BUT, if you are a contributing member of that group, sometimes the administrator might get in touch with you – especially if you are providing a value to their base that they can't provide.

This can lead to an affiliate or partnership arrangement, and partnerships established with common interests like that are really strong and can grow in many different directions.

Basically, this non-ad approach is known as the "expert factor." The idea is to establish yourself as an "expert" or someone that is knowledgeable in that subject. Or getting the approval of a "trusted advisor" (someone that your customers are already looking to for advice.

Do you think Dr. Phil, Dr. Oz, Suze Orman, Rachel Ray or Nate Berkus would have the clients and draw that they have if they didn't get in front of Oprah's audience cast as "experts?"



Getting in front of the right people and then letting them see that you DO have something to offer them is honestly more than half the battle.

Basically, look at all the places and apps where you already have a presence or are set up as part of a 'network.' Sites that you might already be using for business or personal use… might also be places your customers use.

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Are you on LinkedIn? Next Door? Even Craig's List. Wherever you already have an account is a potential place you might invite people to a free workshop you're giving.

If YOU'RE using it, there's a good chance your potential clients are using it as well!

Working With Established Ad Channels…

There's also the traditional way to get the attention of potential customer… and that's by running an ad campaign. Just like in the off-line world the best place to run an ad is where you know your idea client is looking.

If you have chosen Facebook as your teaching platform, you can look into boosting posts on Facebook (these don't have to be direct 'selling' ads either! In fact, they shouldn't be if you're first starting out!)



No matter which social media platform you choose, you have to always remember that people are on there TO BE SOCIAL.

So just running an ad to sell something by itself is not likely to work.

But if you boost a post for a free event that you're hosting… where you're teaching something that is aligned with their interest… THEN you can boost it to offer it to people that are interested. And when they show up, they'll discover that you may be EXACTLY who they've been looking for!

Again, whether you are on Facebook, YouTube or Instagram – and whether you boost posts, or buy ads - always remember those are social platforms!

It's OK that you are running a business and letting people know what you can offer them – but first and foremost you need to be seen as part of that community and not there to just highjack their attention. ** Even a lot of the big companies fail at this part! **

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Because, keep in mind, that as more people go online – “scam mind” is also growing.

That means that rather than giving you the benefit of the doubt – people think you’re trying to scam them (imagine that!)

So first, connect with them! Show them who you are and establish a relationship with them so they know they are SAFE with you.

And don’t forget that some real-world relationships can also carry over to the online social world. Your network of personal friends may know people that would be interested in what you offer.

Also, when people ‘follow’ or ‘like’ your page, it’s ok to reach out and message them to say hi or welcome them. Introduce yourself to establish a relationship and let them know they can reach out to you.

Think of that as your ‘front desk.’ You don’t leave visitors to look around and find your office on their own. You greet them immediately and see if you can help them find what they’re looking for.

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But Mainly, Have FUN!…

As you can see, you can pretty much customize your own experience by choosing whatever combination of sites, apps, social platforms or ad strategies you're most comfortable with.

But the best way is to make it FUN for you!

Go find communities and groups that YOU enjoy being a part of and let yourself contribute from a full, caring and giving place!

Being in that energy, and taking that action, will open up so many doors for you that you never could have imagined.

Facebook Pages **The Trisbrina Show** **Our Website**

Tristan and Sabrina Truscott both have a deep passion for mind-body fitness, spiritual growth and heart-centered entrepreneurship. Today this dynamic duo run a 7-figure online healing and coaching business through monetizing the power of FacebookTM groups and livecast streaming.



They also offer coaching and certification programs that help hearted-centered entrepreneurs grow (and launch) their online businesses.

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