

JOURNEY INTRODUCTORY TALKS

An Introductory Talk is a great way to introduce The Journey to your local community. You'll find that you can attract more clients to your business and also people will want to hear about The Journey Intensive. There are a few different options available to you for giving a talk:

- Hold them in your **own home** - the benefit being it is a more intimate, relaxed environment which can lead to more sign ups for therapy sessions or to a Journey Intensive event. Another advantage is that it keeps costs to a minimum.
- Hold them in a **village/church hall/library/bookshop** – the same benefits as above as they are relatively cheap to hire but with the potential to be bigger than at your home. Lots of bookstores & libraries love to have talks about the books that they stock on their shelves and some will not charge you at all!
- Hire a **larger venue** (hotel, function room etc) – this provides you with the opportunity to reach a larger number of people. Should you choose this option we would recommend hiring a small sound system and joining together with other practitioners to help you.

In order to support your intro talks we can **often** offer:

- promotional material for advertising your talk and to give out on the night –flyers, posters, brochures, vouchers, information letters etc. – call the office for more details.
- Help with promoting your intro talk (even if it's relatively small or in your home.) Please liaise with your local office to see how we can best support you!

A GUIDE TO HOLDING AN INTRODUCTORY TALK

On Arrival

- Registration – have sign-in sheets ready for 'new' people
- Have stickers for those who have already attended a Journey Intensive or for those who have received a Journey process – this means they can write their names on and others can ask them questions!
- Have a small product table outside of the main room and larger one inside the room (helps to keep people in the energy after the talk and also provides them with support materials)
- Get the room ready a few hours before your talk is due to start to allow for meditation

On the Seats

It's a great idea to have informational material on the seats so that everyone gets a copy to take home with them. We suggest the following;

- Enquiry letter
- Brochure
- Booking form
- Voucher

During the Intro Talk

- Introduce yourself!
- Share from the heart

ASK QUESTIONS! It helps to get people involved & allows rapport to develop, e.g.

- Why have you come? Ensure that this gets addressed
- Who has read the book?
- Who has done a process? Process from the book?
- Can you feel that?
- How does that make you feel?

Towards the end, really call on their inner listening, the part of them that brought them to the talk, e.g.

- You know your prayer
- You know that there is a part of you that is longing to be free – that part brought you here tonight
- The Journey is a tool to help
- Courage to take one step
- The mind will give you a million and one reasons why you can't do it
- Can't afford it, busy that weekend, don't know what to work on, leave it until next time etc., etc.

Let there be a strong call at the end of the evening to listen to the heart and take action

After the Talk

Email after Intro talk within 2/3 days with a follow up

Call them to see if they would like to book an appointment

Before Journey Intensive – phone them to see if they are coming

REALLY IMPORTANT NOTES

Speak from the heart

Stand on stage in front & open into presence