

# Mentoring Assignment for UPW Grads "Project Helping Hand"

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**Team Members (Mentoring Students & UPW grads) page:**

<http://tinyurl.com/ProjectHelpingHand2011>

**Public's webpage:**

[www.ProjectHelpingHand.com](http://www.ProjectHelpingHand.com)

## **Goals of the Assignment:**

- To establish yourself (and team) as experts in a specialty and/or niche
- To make a bigger difference
- To help others by using Pro EFT
- To experience teamwork at the highest level

## **Purposes of Assignment:**

- To feel good about yourself and the team!
- To have fun

## **Basic Parameters of "Project Helping Hand"**

This is a "**research validation project**" – where you gather data to support the (already-known-by-us) benefits of tapping. You'll provide free group coaching and Pro EFT sessions in exchange for evaluations (which is how you'll get the data). You can do this in person (more difficult, less participants but potentially more effective and rewarding) or via teleclasses or webinar (easier, much bigger audiences, not as much individual interaction.) By specializing in an area of common need and market niche, such as fear, anxiety and sadness (specialty) of abandoned or orphaned children (the niche,) promoting your project becomes *increasingly* easier.

## **Benefits of working with a specialty and niche in a public venue:**

- Establishes your team credibility as 'experts'
- Garners respect from public participants
- Allows you to promote or advertise with ease by being specific
- Opens doors, paves the way for your selected field
- Offers multiple opportunities for articles, public relations, interviews, special studies
- Easier to promote and present workshops and teleclasses
- Allows you to hone specific skills (or realize what you really like or don't like)
- More likely for others to your cause
- Makes you memorable
- Increases referrals from others, including health-care professionals
- Instills trust & credibility for your participants
- Much easier to promote your project
- Builds confidence and certainty for your group

## **Following the general guidelines below you will:**

- 1) Choose a partner (expanded to a group of at least 4, preferably 6)
- 2) Agree on a specialty and niche
- 3) Select a team name
- 4) Elect a team captain
- 5) Provide group sessions for your chosen specialty and niche (how will be explained below.)

You can find the individuals or organizations (see suggestions in the [General Logistic Guidelines](#) below). You will gather basic data from them, specifically about their challenges relating to your specialty, and tap with them in groups (via suggestions below) until they are cleared.

Since research projects are done pro-bono, there won't be monetary compensation for your work...initially. However, this project is planting the seeds for potentially bigger rewards.

## **The Evolution**

As you progress with the project, you'll be getting feedback and evaluations from your participants, which we expect will be mostly positive. 😊 If someone requires private sessions you can charge for those at your discretion. Once this initial project is completed with data, feedback and validation in hand, you will be able to make changes, see what worked and tweak what didn't. This could be a two-month process or six months, depending on the time and commitment your team is willing to give it.

When complete, you'll be armed with a working model and good research on your specialty/niche. You can then market your prototype (per suggestions below) and take the project public and commercial (as in getting paid for your work.) From there you will get paying group-session clients, individual clients, referrals, publicity and other opportunities to spread the word about what you offer.

## **The Payoffs**

Besides the obvious benefit of getting yourself out there in a different way and establishing yourself and your partners as experts in your specialty, you'll be helping potentially thousands of people. As this grows and we network with each other, we will have an impressive "product" collectively. Why? Because as you work with people in your specialty, your participants will want to know if "we" can help with parents of children who died of SIDS, or grandparents dealing with dementia or Alzheimer's, or the victims of rape, abuse and so on. You can choose to add new categories to your specialties or refer them to one of our other teams that will already be specializing in that niche. A win-win for all.

Besides the above you'll notice how good you will feel about yourself as you garner experience and wisdom. You'll build lasting friendships and respect for others. And you'll have an amazing sense of self-worth as you realize you're making a bigger difference...in a different, team-effort way.

## **Bonus # 1**

The team that does best with their project will be invited to work with me and a few hand-selected partners to do a regional Bay Area project and possibly a big national project (for money). Those participating will all share the work and rewards from that. I know time is a concern for many of you (and it's not like I have a lot of extra time either) but this will be a great learning experience, personally rewarding and hopefully financially lucrative. This is a way to get yourselves out there in a big way. So tap with your buddy on having "more than enough" time. 😊

## **General Logistical Guidelines of Project Giving Hope**

1. **Pick a dyad (or triad) partner to work with.** He/she doesn't have to be in your area, or even your country. Besides the US, we've got UPW/Level 3 grads in Norway, South Africa, India, Mexico, South America, Australia, New Zealand, Ireland, Germany, Canada, England, Scotland and even Texas! And all speak English (except the Texans!). So be sure to consider everyone when choosing your partners.
2. **After solidifying your main partner, choose another dyad or triad** (or more) to work with as a team. It will make the assignment easier and more enjoyable. Working with other teams is not mandatory, but **I highly recommend it.** There is way too much to do for two people and even a lot for four people. Strength lies in numbers, and it will lessen the responsibilities and time demands of each individual participant, when each person has the own area of responsibility. Teamwork is imperative!
3. **Choose a specialty and a niche**, upon which you can all agree. I highly suggest you choose something close to your own heart, something about which you are (or could be) excited or already know well. Or choose one that interests you and where you know someone who knows someone who could open doors for you.

Refer to the Specialties/Niche handout for suggestions, but there's no need to limit your team to these topics. There are countless specialties and niches out there. But do choose one that's either timely (victims of a current national disaster) or that's consistently huge and in the news; cancer, divorce, weight issues, wives of politicians who have made fools of themselves (now there's a big category!)

4. **Select an organization to work with. Or you could choose to focus on individuals within your niche.** There are pros and cons to both. Established organizations are easier to work with and you will have instant credibility and access to participants. For instance, if you wanted to work with recovering alcoholic women, you would have endless agencies from which to solicit support. That said it's often harder to get into an organization since the managers can be suspicious or not understanding of your motives. It's best to start with the president or chairman of the organization, letting them refer you to the proper person. Here is where "knowing someone who knows someone" comes in handy.

You might have to try several to find one who understands what you want to achieve. I find that what works best if you tell them you are **accepting applications for a suitable group or organization for your pro-bono project/research.** You need to find out as much about the agency as possible (via a simple application form) before taking them on. Let THEM vie for YOUR help, instead of you begging to help them.

Finding *individuals* with whom to work can be easier, but the promotion of that can be more difficult. See the next few steps for suggestions on promotion. Whichever course you take, *choose* to make it easy.

5. **To promote the project to individuals:**

- Utilize e-mail, Facebook, Twitter, and other Social Media or internet options, which are limitless.
- Set up a page on your website or a separate voice mail to describe the project, so you're not repeating it a zillion times. Use the address shortcut <http://tinyurl.com> to make it easy to find the specific page on your website.

**Note:** Make sure you select "custom tiny url" so you can create your own link name. For instance, I have dozens of them, such as <http://tinyurl.com/trainerscourse>, that direct people to a specific page on my website. If you don't use the custom option you'll get a computer-generated URL that look like this: <http://tinyurl.com/cz8wxy03>, making it virtually impossible to remember. Notice we're using a tiny url for this project for your group page; <http://tinyurl.com/ProjectHelpingHand2011> (notice that you don't use www. at the beginning, nor an extension at the end of Tiny Earls)

6. **Another marketing option to find participants or an organization** is to place ads in free, local, weekly papers "seeking candidates for coaching and alleviation of \_\_," [your specialty]. While these are not expensive, they certainly aren't free, so keep that in mind to keep your costs at a minimum. You may need to run several ads, not just one. A press release would be much better. I have some templates available for that if you need them.
7. **Give all participants an Application Form to fill out. This should be mandatory for them to participate.** You can measure what you don't know. You need to have information on them: besides the obvious name, age, email address, etc. you need to know about their affiliation or issue – how long they've had it, the severity, what else they've tried for it. You need to work with people within your specialty and niche and some will want to sneak in who aren't qualified. Refer them to another group or offer private (paid for sessions.) But the focus should remain on dealing with the particular specialty issue.

**TIP:** Do not feel the need to take on everyone (or any organization) who applies who has a pulse. Some will “stretch” their needs to fit the project requirements in order to get free help. Make sure your candidates truly fit your specialty.

Additionally, you can use the application form to weed out people who may be psychotic, under heavy medication, suicidal, under a doctor’s care, or otherwise unsuitable. Be sure to ask those questions or make appropriate disclaimers on your form. You may want to get their doctor’s permission if you have any doubts. That should rule any risky ones for you. ☺

8. **Design a Feedback/Evaluation Form** to gather the information you want as you work with them. I’ll be glad to share the one I created for our certification class, but you’ll need to modify it to fit your needs. I suggest you share your forms with other teams in this project to get the best ideas and any other tips for your project. Online dissemination and reporting is far better than hardcopy paperwork, for many reasons. However, if you’re doing live workshops, paper is better for immediate feedback.
9. **Set a timeline for yourself to keep track of where you are and where you want to be.** A structure and urgency will help keep you on target. I suggest you split up assignments and keep the commitments you make to your group. That’s how you build credibility and trust with yourself and others. “I’ve been too busy” isn’t going to cut it with your team members, since they are busy too. BTW, this will get you to see how much more you can do than you thought you could do. There is no time limit to this project, but I suggest you shoot for a target date of a September 30<sup>th</sup> completion. That means you need to get started this right now.
10. **Have your team “captain” report to me every week or so** with your status, triumphs, disappointments or whatever. I’ll be your trouble-shooter and cheerleader. I’ll be donating my time, just as you are; only YOU are *my* participants. Just send an email to: [LKcoaching-project@yahoo.com](mailto:LKcoaching-project@yahoo.com) with “Team [Name] Report” in the subject line. However, please have just one person in your group emailing me. I cannot field questions from each of you. Also I’ll be doing an extra teleclass to work with you guys and for Q and A.

## **Bonus # 2**

When you have everything lined up, and it passes my scrutiny (I’m such a tyrant, you know) then I will consider publicizing it to my mailing list of about 9,000, on my website, and possibly on the new EFT Institute website. I say “consider” because I can’t promise everyone that I can do that.

If multiple teams are ready to go at one time, then I’ll promote everyone together which would be more powerful. With this option you’ll most likely get more participants than you need, and they will already be open to tapping.

## **Other benefits**

Another great benefit of working on this project is that if it’s successful, I may be able to get other groups to promote it their sites or newsletter, such as Nick Ortner’s Tapping World Summit or the EFT Universe newsletter with David MacKay, or Pat Carrington or others. I have

a foot -- and a leg, in the door with many of these. Make sure your ducks are in a row before asking me to approach them.

If you get stuck let me know. If I hear the same questions or concerns from more than one group I'll do a conference call or group e-mail to help out. However, as you can hopefully understand, I may not be able to give every team a lot of individual attention. I won't be compensated for this project either. It's for your benefit.

Expect and prepare for success with Project Helping Hand and realize that not everyone will "get" it. Don't worry about that. Just move on to people who are thrilled with your offer of help. I want you to own this project and take credit for its success. You **can** do this, so let's all make this a great experience! I look forward to working with you guys and this and hope several of you will be working with me on my future national project.