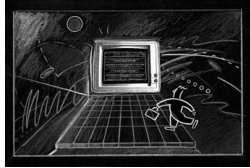




# Progressive EFT

UPW / Level 3 Webinar  
Mentoring Program



with  
**Lindsay Kenny**

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## UPW Mentoring Webinar 2011 4 of 10

**For the Webinar portion only:**

After logging in online, call  
408-792-6300 code: 578 250 449

Please use a headset or handheld phone,  
*not* computer speakers or speakerphone  
speakers cause audio feedback

**For the teleclass portion only:**

(that is - audio only or outside of the US or Canada)

Dial 712-432-3066

Conference Code: 463796

Use 4\* to mute and unmute

Use 5\* to raise your little hand

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- Specialties and Niches
- Special project assignment



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Q and A



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**Lindsay's 4 Top Tips for Promoting Yourself and Your Practice**

1. Find a specialty about which you are passionate
2. Become proficient at it
3. Establish a particular niche market within your specialty
4. Enjoy your success



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**SPECIALTIES & NICHES**

• **Specialties** are the issues or emotions you enjoy working with: pain, trauma, weight, abundance, phobias etc.

• **Niche** is the demographic market you target: women, children, Vets, senior citizens, kids, actors, athletes, divorced fathers, animals

You can utilize one or both, or have several specialties or niches. None exclude working in other areas.

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**EFT Practitioners  
Their Specialties & Niches**

- Carol Look:** Abundance, weight, smoking cessation
- Sandy Radomski:** Allergies and sensitivities
- Stacy Vornbrock:** Sports performance - teams
- Sophia Cayer:** Trauma, PTSD - women / Vets
- Lori Lorenz:** Sexual abuse - women / children
- Ingrid Dintner:** PTSD - Vets
- Jan Luther:** Grief and loss- parents who have lost children
- Lindsay Kenny:** Stuck issues, - practitioners, professionals
- Valerie Ozsu:** Hormone imbalance - women
- Cathryn Taylor:** Addictions - recovering addicts

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**Other Tapping Specialties & Niches**

- **Animal behavior;** dogs and horses
- **Serious illnesses;** teens
- **MS;** boys and men
- **Dyslexia;** children and teens
- **Agoraphobia;** women
- **Stress and anxiety;** health care workers
- **Fear of flying;** business executives
- **Phobias;** dental patients and pre-op patients
- **Fear and anxiety;** actors, performers
- **Low self-esteem;** disenfranchised adults
- **Anger management;** dysfunctional families

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**Benefits of Specialties & Niches**

- **Establish your credibility as 'expert'**
- **Enhance your reputation**
- **Garner respect (and referrals) from colleagues**
- **Allow you to promote or advertise easier**
- **Open doors, paves the way**
- **Offer multiple opportunities for articles, interviews, studies**
- **Allow you to hone specific skills**



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### More Bennies

- Easier to do workshops and teleclasses
- More likely for others to joint venture with you (you're not competing with them)
- Make you unique or memorable
- Increase referrals (instills trust & credibility)
- Much easier to promote yourself
- Builds confidence and certainty
- You can make more money



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### Q and A ... To raise your hand hit 5\*



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### Specialty / Niche Assignment "Project Helping Hand"



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## Project Helping Hand a "Research Validation Project"

### Goals of Assignment:

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



### Purpose of Assignment

- To have fun
- To feel good!

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## Welcoming Christine Kolenda



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## Steps to Get Started on "Project Helping Hand"

Do the first 4 steps within 48 hours



1. Pick a partner with whom you want to work
2. Read the Project Assignment handout and all other material on this page  
[tinyurl.com/ProjectHelpingHand2011](http://tinyurl.com/ProjectHelpingHand2011)
3. Together, come up 2-3 specialties and niches (projects) you're both interested in
4. Send both of your names, emails and 1 or 2 project preferences to [assistant@lkcoaching.com](mailto:assistant@lkcoaching.com) We will post everyone's ideas on the team member page

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**Next 6 Steps for  
"Project Helping Hand"  
Do these before our next class**



5. Find two other teams with which to hook-up, so you have at least 6 on your team
6. Agree on a team specialty and niche
7. Pick a team captain
8. Choose a team name - different from Project Helping hand – It should incorporate your specialty
9. Tap away any resistance, fears or beliefs
10. Get started right away -use Project Guide on the Team page: <http://tinyurl.com/ProjectHelpingHand2011>

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Vince Lombardi 1913 - 1970

*"Individual commitment to a group effort; that is what makes a team work, a company work, a society work, a civilization work."*

*"Once you learn to quit, it becomes a habit."*

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**Q and A ... To raise your hand hit 5\***



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**Beliefs & Fears About  
the "Project"**



- I don't have enough time
- It's too hard
- I don't know where to start
- I don't know any of these other people
- I'm afraid of rejection
- I don't have a specialty
- A niche might make me scratch
- My sox are dirty
- Waaa, waa, waa, wa, waaa



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**Tap Them Away**

After class, use your newly-found partner  
to tap away your fears or beliefs

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**Mentoring Students and UPW guests:** Find the  
class recordings, handouts on Specialties & Niches  
and the Project Assignment etc. at

<http://tinyurl.com/ProjectHelpingHand2011>

E-mail updates to Lindsay at:  
[LKcoaching-project@yahoo.com](mailto:LKcoaching-project@yahoo.com)

**Next Mentoring Class  
August 8<sup>th</sup>**

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**Q and A ... To raise your hand hit 5\***



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