

Potpourri

by
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for **AHBI Inner Door**

It is a challenge to develop a long-term, successful practice in Holotropic Breathwork (HB). I am always experimenting with marketing. In this issue I will share some successes.

Personal networking is the single biggest source of new business. When I am out-and-about in the community I get more registrations.

Repeat clients account for the major source of income. It is critical to develop long-term relationships with clients. The long relationship has integrative value for the client and profit value for the practitioner. A high percentage of people only breathe one time.

Regular workshops attract clients. I am frequently told that when a person calls a certified practitioner from the master list that few, if any, are having regular workshops. The practitioner often asks the prospect to create a workshop in order to attend one. Reactions to these occurrences have been negative.

A post card is as effective as a letter or a brochure in creating registrations. Using a post card saves 12 cents. They are very effective when mailing to one's own clients and to the Grof or Eupsychia lists. These people need dates, cost, etc., more than detailed HB information.

Winter and Spring workshops are larger in size for me than those held in Spring and Summer. Warm weather workshops take more promotion and follow-up. This may represent a primal "inner" season versus "outer" season impact. It may simply be a localized phenomenon.

Grants can be a source of workshops. A regular client wrote a grant proposal for me to do HB for the drug and alcohol agency directors of the City of Baltimore. The grant was approved. I hired two facilitators to assist. Some of those who attended became clients in regular workshops.

Experiment with special audiences. I made a proposal to a school for the blind to do a free weekend workshop. The resistance is often from administrators not the population in question. For example, prison inmates may want a breathwork and prison guards may oppose it.

HB can be a family affair. A mother brought one of her daughters. That daughter brought her daughter. Then another daughter came. Then that daughter brought her son. Then one December, the Grandmother brought all five for a single session.

Honeymoons and anniversaries have been an annual source of delight. Each year couples have done HB as the most intimate expression of their anniversary wishes. One honeymoon couple did the last three days of their trip here at Change of Heart as a way of transitioning back to their everyday experience.

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Best time to solicit the mail lists of Grof and Eupsuchia is shortly after one of their major workshops. People who attend the large gatherings and get excited about HB want a local source to breathe that is closer to them and less expensive on a regular basis.

Drive time limits in my region are two to three hours for a one-day or weekend workshop. The effective radius for advertising is about 100 miles. This market area expands for me when I offer residential trainings. Overnight accommodations and three-day formats bring clients from a larger area.

Pricing is important to be able to offer quality facilities and amenities. In 1989, I began by charging \$95 for a one-day training. In 1993, I charged \$110. In 1997, I will charge \$125.

Most of the prices that I see published for HB have not kept pace with increases in therapeutic or seminar market rates.

Business identity is important for small advertisers. Promotional materials need a logo and logo type that is consistent from communication to communication. My post card, business card, journal advertisement, registration kit pages and hand painted walls of the breathing room utilize the same colors and/or family of designs.

After six years, I have just added a new look to advertising, but have retained my original logo as a bridge of awareness. I want people to immediately recognize that a promotion is from TheChange of Heart.Retreat Center.

Telephone calls to verify registrations and to clear contra-indications are very important to safety and to minimizing no-shows. I now require payment in advance to reserve space.

My web page, is becoming a source of regular registrations. I began with a single billboard style page. I am expanding it to 8 pages. These pages are affordable. The url is www.doubleclickd.com/brightman.html.

Email is used by some of my clients to send me registrations and to ask questions.

Breathnet is a frequent source of valuable insight. I delayed getting an advanced computer and in joining Breathnet. I recommend that you not delay.

Quality promotional materials establish a top-of-mind impression of HB. The use of poorly designed and printed mailings or ads leave less than desirable impressions on prospects. I believe that HB setting begins with the quality of how we represent ourselves in all of our graphic communications.

Closed groups, those whose membership is the same for 6 to 12 months, offer great integration potential for the material they surface. They stabilize income for the practitioner. Once people have done a closed group, it often becomes their preference.

Email or write me with your bits of wisdom and I'll include a summary in this column. My email address is: Mystic1943@aol.com.

I'll stop here by saying that **HB education** is my highest single priority. I hope that it will be a top priority for each of you and for **AHBI**. The more people know about HB the more they will do HB.