

Setting up a lecture and demonstration at a Bookstore

1. **Set up** the space/chairs in a way that make you and the audience feel comfortable.
2. When you start the lecture **welcome them**..... smile and have eye contact.
3. Give a **brief overview** about what you will be talking about and that you will be sharing some valuable techniques that they'll be able to take home and use for themselves. (that way if they've only popped their head in for curiosity it will give them some incentive to stick around).
4. **Give everyone a chance to introduce themselves** and depending on the size of the group... if it's a small group, go around the room and find out where they're from, and why they are there (i.e. what they'd like to get out of the lecture). Or if it's a big group, then have a few questions to ask the audience to find out who your audience is and what they're there for. For instance..... How many of you have ever seen the TFH book before or have a copy of it? (Good idea to bring a copy of the big 'green' or red book old format with you to show How many of you have ever been to a chiropractor that used muscle testing? How many of you have ever experienced muscle testing? Or how many of you have heard of acupuncture... or ever had an acupuncture session? How many of you are here because you would like to learn some self help skills to help yourself or your family members? (Its helpful to have some idea of a person's background and what they are wanting to get out of the lecture.)
5. **Part of the reason why you are there presenting is to introduce them to the new and improved TFH book that was re released in 2006 after over 30 years.** Let them know that the TFH book was one of the first books in the holistic health field back in the early 70s and that it was one of the first books specifically written to bring principles of the acupuncture system along with western developments to empower lay people not just health professionals. Explain that the emphasis was on self responsibility in health care, which still today, is somewhat of a revolutionary idea. Let them know that the TFH book has been translated into 25 languages and has been taught in at least 100 countries.
6. Keep **the history** somewhat short.... That TFH evolved out of the science of Applied Kinesiology which was developed by a chiropractor Dr. George Goodheart of Detroit, Michigan. Dr. Goodheart discovered muscle imbalances could be corrected by stimulating various reflexes which he determined through manual muscle testing and observation. He blended various techniques from chiropractic, many of them he researched, and then showed that a relationship between muscles and meridian energy pathways existed. Blending 5,000 years of wisdom from oriental medicine with techniques from western discoveries he showed how to improve posture, enhance health with manual stimulation of specific points on the body. Dr. Thie realized that this was something that could be simplified and systematized to teach anyone. His vision was to make it

available so that people and families would have a way to help one another. He called it Touch for Health.

7. Dr. Thie vision is being realized around the world. His book has been a best seller and has sold over 500,000 copies.
8. So now tell them what are some of the many **benefits of TFH**. There will be some general things like effective pain relief, stress reduction, enhancing the body's immune system to function more efficiently, etc. etc. If you know that you have parents, or athletes, or teachers, then gear some of your benefits to those subgroups so that they can see the value of applications. Also, a good time to illustrate the benefits with **personal stories** of how you've experienced help or seen others benefit from these techniques.
9. **Demonstrate** a couple of the techniques. Auricular massage is an easy one to demonstrate using audience participation. Be sure to have them do pre assessments, like range of motion and pain level (0 – 10). Then demonstrate on either yourself or a volunteer, and then have the audience do it and reevaluate. Go around the room and ask what they were before and after... 0 –10. Another technique to share would be the emotional stress release (ESR) technique Again do pre and post evaluations so that the group can see the benefit to others, not just themselves, and point out to them how simple and effective these skills are.
10. **Do a 14 muscle fix- as -you go balance demonstration.** Do it with a goal and have some pre assessments. Explain the value of how one can set a goal and then balance the body's response in relation to that goal/intention. Point out that we are engaging the whole person with this process: body, mind and spirit.
11. **Invite** the audience to ask any **questions**.
12. Let them know that anyone can learn these simple skills and that are an excellent investment in one's health. The additional value is that they can also help others.
13. Now that you have an audience that is excited about these skills be sure to invite them to **enroll them** in your next class. Have your class schedule set and bring flyers with information about the upcoming classes that you will be offering. Suggest that they go ahead and buy the new TFH book so that they can get a head start in reading over the background material. Let them know that the course will instruct them in how to use the book and the many techniques in it, and that they'll get an additional manual as part of the class. The class will also teach them how to do muscle testing which is something that is not easily learned through a book as it involves hands on supervision. You might want to say something like, 'If this is something that you feel would be of benefit to you and your loved ones, I recommend that you take the time to come and learn these skills. The classes are fun, and you'll go away with some very practical and effective skills that can help your health for the rest of your life.'
A.G.