

“But I don’t LIKE Selling!”

Clearing fears and blocks to marketing your fabulous EFT practice.

By Jan Luther EFT Master

This is a story of two EFT Practitioners who started their practice at the same time. Mary Beth is frozen in place and can’t seem to reach her goals. Lynne is going great guns and making a six figure income. What’s the difference?

Mary Beth (not her real name) believed in EFT. She was passionate about the potential for helping people get through their fears and traumas. She was eager to learn from our EFT Masters and other experts to improve her skills with EFT. She signed up for my EFT practitioners Coaching Program. I have been coaching practitioners for three years.

[Click here for a sample tap along with Jan](#)

It’s been my heart’s desire to work with new and established practitioners who want to create excellence in all aspects of their practice.

When we reached the marketing class section of the program, Mary Beth was pretty quiet during the teleclass. As the program went on, we realized that Mary Beth was missing the bi-weekly teleclasses. I emailed her to find out how things were going. Mary Beth told me she was doing a lot of “things.” She was working on a website. She was focusing on her logo. She was working on her forms. Mary Beth was doing every ‘thing’ except connecting with people and getting clients. Mary Beth was paralyzed by her fear of marketing herself.

Today Mary Beth still tunes in for an occasional Teleclass with us. She loves EFT and offers it to her friends and family. She has had multiple opportunities open up to her to do radio interviews or mini workshops. Sadly, it seems Mary Beth always has a schedule conflict or a personal appointment that precludes her from accepting. In talking with Mary Beth she admits, “There must still be some self doubt” holding her back and creating self-sabotage.

There is nothing wrong with having or expressing fear of marketing yourself or your business. In fact, I believe it is critical to do so. Your mindset must be clear of major fears and false beliefs for you to effectively apply the tools we offer you in our coaching programs. My approach is always to embrace these fears as opportunities to unravel and explore other false and limiting beliefs that may otherwise go undetected.

The Mary Beth type practitioners have great intentions and passion for EFT but they seem unable to overcome their fears on their own. That’s why we devote time in EVERY one of our coaching modules to applying EFT for your business fears.

Our second practitioner is Lynne. (Her real name.) When she entered our coaching program, she too was passionate about EFT. She too had a sincere and powerful desire to help people overcome their life challenges.

During the class devoted to clearing your personal fears and blocks, Lynne participated fully, asked questions and, unlike Mary Beth, Lynne completed all assignments. She took advantage of every bonus that we offered (Oh, happy day!!!) She faced her fears and began to immediately connect with her community, introducing them to EFT.

Lynne was so clear about her desire to create a successful practice that she invested in one of our rarely offered advanced coaching programs, the EFT Intensive. As with the coaching program, she did her homework and followed the suggestions. Lynne is a star student who is proving that by clearing your fears and following our simple coaching, **you can create a six figure practice with EFT.**

What about you? You may be surprised that you too have a little “niggles” of fear here and there when it comes to speaking about your business. Does it make your heart pound to imagine standing up in a meeting and giving your elevator speech? (Have you created your elevator speech? 😊)

What happens when you are in a group and your antenna goes up as you recognize an opportunity to ask someone to try EFT?

Maybe you are fine giving your elevator speech or even asking someone to try EFT but the thought of asking someone to pay you for the session sticks in your throat?

Do you feel that it is a bad time to be starting a business?

How do you feel about asking a meeting coordinator or a Church leader if you can have an opportunity to do an introductory workshop for their group?

Maybe your fears are more in the self confidence arena? Do you feel confident that you are qualified, capable, worth the fee you are asking?

Or, as many new practitioners share, do you question whether you will have the time, energy or stick-to-it-iveness that a business takes?

Whatever your fears are, remember that you have the tool to over come them - EFT! I heartily suggest that you work with another practitioner to help you get out of your own way.

The real question to think about- Where will you be in 6 months? Will you be in the same position as Mary Beth? Or, will you be where Lynne is? Do you do a lot of busy work that will never really build your business? Or are you filling your practice with clients and booking workshops and going after your dreams?

We love supporting practitioners. In fact, our gift for you from www.StartYourEFTPractice.com is this fun little tap along recording of me working with one of my practitioners to clear some of her business fears.

[Clearing Your Business fears with Jan Luther](#)

I truly believe that the world needs you. It needs you now! With all of the financial chaos and the family crises, there has never been a more perfect season for you to follow your heart's calling to be an EFT Practitioner.

It is my sincere hope that you will not let fear keep you from your success.

Wishing you fabulous success!

Hugs,

Jan Luther EFT Master
Co-Founder www.StartYourEFTPractice.com

Jan can also be seen in the [DVD of the Month Selection](#)
"It wasn't supposed to be this way."