



Fascial Kinetics Newsletter

Practising Bowen Therapy

No 5: September 2010

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✚ Water and our emotions ≈

The last two Practitioner Newsletters have focused on the effect of water and dehydration in our body, and how Bowen Therapy has an impact on fluid movement within the body. ☺ It has long been known that the element of water is associated with feelings and emotions, and that creating changes in the physical element of water also creates shifts with emotions and feelings. Most of you will have worked with a client who has experienced an emotional reaction to a Bowen treatment.

In the realm of Mind Body Medicine, it is believed that all healing takes place on the emotional level. Clients who make a major physical shift that isn't supported by a corresponding emotional shift often experience a set back or recurrence of their presenting physical problem. How do we work with this awareness and achieve positive outcomes knowing an emotional shift is required? Does this require us to be counsellors?

While basic counselling skills have now become a part of Bowen Therapy training, it is the key listening skills that are taught as part of SOAP Charting and Healing Philosophy that we need to draw on. Focused and conscious listening from the practitioner allows the client to tell their story and have their story acknowledged and witnessed. Often nothing more needs to be done than accepting them as who they are in that point in time. There is nothing to fix as each part of their journey is okay. There are many wonderful examples of this process in the book *Kitchen Table Wisdom* by Rachel Naomi Remen.

As Russell Sturgess explains in *Healing Philosophy* and his new workshop *Beattitudinal Healing*, we as Bowen Therapists become midwives to our client's pain. Pain is okay and serves us, not a sensation to be drugged and suppressed. It is a signal that there is something wrong in our life that needs attention. By listening to our clients, we allow them to become aware of their pain and its message in their life.

Sometimes we need to help a client move beyond identification with their story and their pain. They need to understand that they have a story, but they are not their story. It's okay to tell your story, but then let go and move on. That is what forgiveness is about: giving up a part of your past that no longer serves you or your health.

Often nothing needs to be said. Hold your awareness on the problem while you release restrictions and adhesions in the client's fascia; while the fluid pathways are reopened; and while the window of opportunity for change is opened through the movement of water in the client's body - everything is set in place for the magic of Bowen to work and create healing.

☺ You can access previous Newsletters at www.fascialkinetics.com in the Downloads section.

Did you know

We are working to form a new association in New Zealand for all Bowen practitioners. Currently there is only one association that is just open to Bowtech trained practitioners. With lots of hard work from Shirley Calder, and with the support of the BTFA, we hope to have BTFNZ up and running in 2011. We are looking for anyone interested in being a member as well as volunteers to help set up and run the association.

Good websites to visit:

- ☺ Healing pearls of wisdom from Rachel Naomi Remen: www.rachelremen.com
- ☺ For inspirational words and videos from the Dalai Lama: www.dalailama.com
- ☺ Some excellent on line marketing ideas: www.message-marketing-tips.com and www.thebodyworker.com

Good books:

- 📖 Leo Galland (1997) *Power Healing*, Random House. An older book, but an excellent look at our healing philosophy from a medical perspective.
- 📖 Thom F Cavalli (2002) *Alchemical Psychology*, Tarcher Putnam
- 📖 Bruce Lipton (2005) *The Biology of Belief*, Hay House

Quote:

"We are never upset for the reason we think we are."
Russell Sturgess - quoting from the Course in Miracles. (Always look deeper for the root of the problem.)

✚ Marketing Review – for when times get tough so the tough can get going!

There is no doubt that it has been a tough time for most practitioners over the last twelve months - even longer for some. The key to real success as a natural therapist is to be able to keep going through these hard times, adapting and reinventing yourself as required. It's not just about having good skills, although this is still very important. It is also about being flexible, being aware of how you are working, maintaining a good level of confidence, and providing consistently good service. Here are a few things to ponder.

★ Revise and review marketing plan. You do have one we hope. If not, now is the time to develop one. Pay particular attention to your existing clients. There is a marketing rule that says 80% of your business comes from 20% of your clients. It takes 5 to 6 times more money to gain a new client as it does to get an existing client to return again, or come more frequently. Now is the time to show your appreciation for their business and have special offers for your regular clients. Also remember that over 55% of new business comes from referrals - from these same regular clients. So draw up a new marketing plan to target these 20% top level clients.

The same rule states that 80% of your income comes from 20% of your services, or the skills that comprise your strongest area of work. You need to be able to identify what these skills are. They may be your listening skills, your assessment techniques, or how you explain things. Make sure you don't neglect these basics. Also identify which areas of your work don't provide results, and ask yourself, do you need to continue with these.

★ Review your clinical skills such as your technique, assessment methods, and listening skills. Has one of these areas become weak, and resulting in less successful outcomes with clients? Are you regularly refining and redeveloping these skills? Review your technique by rereading your manuals, practicing with other therapists, and attending revision days. Continue to develop your assessment methods - again by rereading your manual and other resources on assessment. Practice these skills continuously - even while you are out having coffee, shopping or walking.

Listening is a skill that needs conscious practice. Often when client numbers drop it is because the practitioner has started to talk too much about themselves and not focus on their client. They are paying to be treated by you. They are happy to hear your suggestions and advice, but not your personal problems or what you've been doing. This becomes much harder as you get to know your clients better and establish long term relationships with them. Meditation and journaling are great tools that allow you to refine your listening skills - and listen to yourself.

Listening to your client is also about maintaining stillness while you work, especially in the two minute waits. Your focus should always be on your client while they are in your care. The waits are not times for answering emails or chatting to other people or catching up on office work.

★ Are you remembering to rebook each client if they need follow up treatments? You are the specialist and know if they need to return for successful healing. Clients are paying for this part of your assessment process, and you can be doing a disservice if you don't rebook as needed. (Remember this is part of the Plan section in SOAP Charting.)

★ From our personal experience of being in practice for 15 years, we have always found that our client numbers dip when our own life is out of balance. We have always used these times to take stock and have a personal review of which areas of our life are being neglected. Often spending more on our personal soul time has produced the most successful marketing results! The 80/20 rule applies here too - focus on ALL the activities that produce the best outcomes for you.

★ Finally, you have found your passion. Stay passionate by feeding your passion and sharing it with other likeminded people. Keep company with other positive people and limit time with more negative ones.

✚ BTFA Conference Report

The KISS Bowen Conference at Bowral in August was a great success with nearly 100 therapists present from all Australian states. We had a return to presentations specifically on Bowen Therapy including Brain Smart, Neil Skillbeck, Maggie & Clive Lindop. Russell Sturgess was very popular with his presentation on Bowen Therapy, fascia and the four psychological functions, speaking about his new 2 day seminar on Beattitudinal Healing. Pat Piper from FK also presented a research paper on "Treating the whole person through the fascia."

The networking at conference was also great, catching up with friends. Starting the process of becoming a one national body was a landmark decision too. The BTANSW/ACT was very proud to have organised such a successful event with so many happy people at work and play.