

Energy

magazine

Sharing Energy - Transforming the World

July/August 2013 - Issue Sixty-Eight





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Dear Readers,

Welcome to the July/August issue of Energy Magazine. Down here in the south of Texas the heat is on and summer is in full swing. My family and I have been taking time to enjoy this wonderful time of year including the bountiful harvest that summer brings.

What has your summer brought you? I hope you've taken time to enjoy this wonderful time of year by getting some sun and slowing down (just a little).

This issue brings a bountiful harvest of subjects including articles on lowering stress by doing good, promoting your practice, finding happiness, healing trauma and much more.

Happy Reading!

Billy

Who doesn't love all the juicy melons, home-grown tomatoes, summer squashes and sweet bell peppers? We've been inspired by Sharon Greenspan's column "The Energy of Food" and have taken more time to think about the type of food we are putting in our bodies. Our family has switched from sugar-laden desserts and processed food to wholesome, fresh, made by nature goodness and the changes are amazing!

We feel full of energy, we are trying more unique foods, and even my three year old is eating vegetables (a major feat). And, as a bonus, my pants fit a lot more comfortably than they have in a very long time.



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Contributors July/August 2013



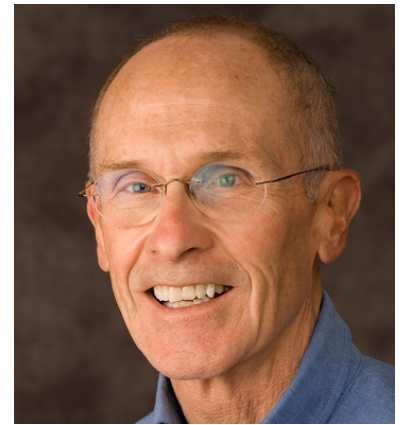
Leo Babauta is a simplicity blogger and author. He created [Zen Habits](#), a Top 25 blog (according to TIME magazine) with 260,000 subscribers, mnmlist.com, and the best-selling books *focus*, *The Power of Less*, and *Zen To Done*. Babauta is a former journalist of 18 years, a husband, father of six children, and in 2010 moved from Guam to San Francisco, where he leads a simple life.



Greg Pitstick - During a career spanning 16 years and 4 continents, Greg Pitstick brought the best, money making ideas to companies around the world. The growth of social networking and the internet has inspired Greg to help professionals learn how to harness the new wave of technology. As a professional speaker, Greg not only provides excellent training, but he also motivates others to get up and change their world.



Since 1991 **HeartMath** has been dedicated to decoding the underlying mechanics of stress. They are internationally recognized for their solutions to transform the stress of change and uncertainty, and bring coherence and renewed energy into people's lives. Through their research they have demonstrated the critical link between emotions, heart function, and cognitive performance.



Robert Scaer, MD, is Board Certified in Neurology, and has been in practice for 36 years, twenty of those as Medical Director of Rehabilitation Services at the Mapleton Center in Boulder, CO. His primary areas of interest and expertise have been in the fields of traumatic brain injury and chronic pain, and more recently in the study of traumatic stress and its role in physical and emotional symptoms, and in diseases.



Healing Touch Integrative Care Program

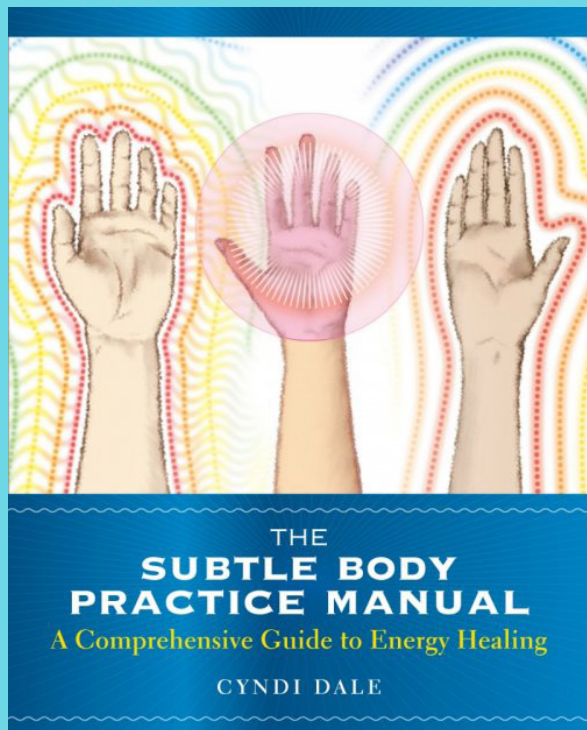
Integrating Healing Touch in the Clinical Setting 

A comprehensive manual providing the process and tools necessary to fully incorporate Healing Touch within the clinical care setting.

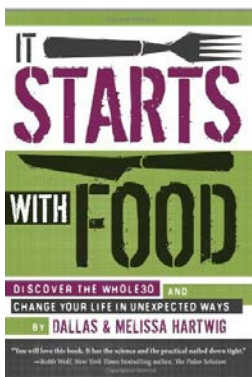


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This manual was created through a cooperative effort between Healing Touch Program and Lourdes Lorenz, Director of Integrative Healthcare, Mission Hospital, Asheville, NC.

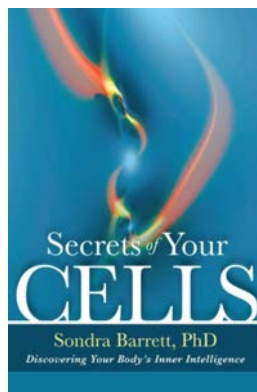


1 | Cyndi Dale's *The Subtle Body* has become the go-to reference guide for anyone who wants to learn about the many varieties of energy healing. With *The Subtle Body Practice Manual*, she offers an equally valuable resource: a practical instruction manual for putting energy healing into action. Filled with lucid information, step-by-step guidance, diagrams, and key insights, here is an expansive how-to manual that covers practices from a vast range of holistic healing and energy medicine traditions.



2 | *It Starts With Food* outlines a clear, balanced, sustainable plan to change the way you eat forever--and transform your life in unexpected ways. Since 2009, Dallas and Melissa Hartwig's underground Whole30 program has quietly led tens of thousands of people to weight loss, improved quality of life and a healthier relationship with food

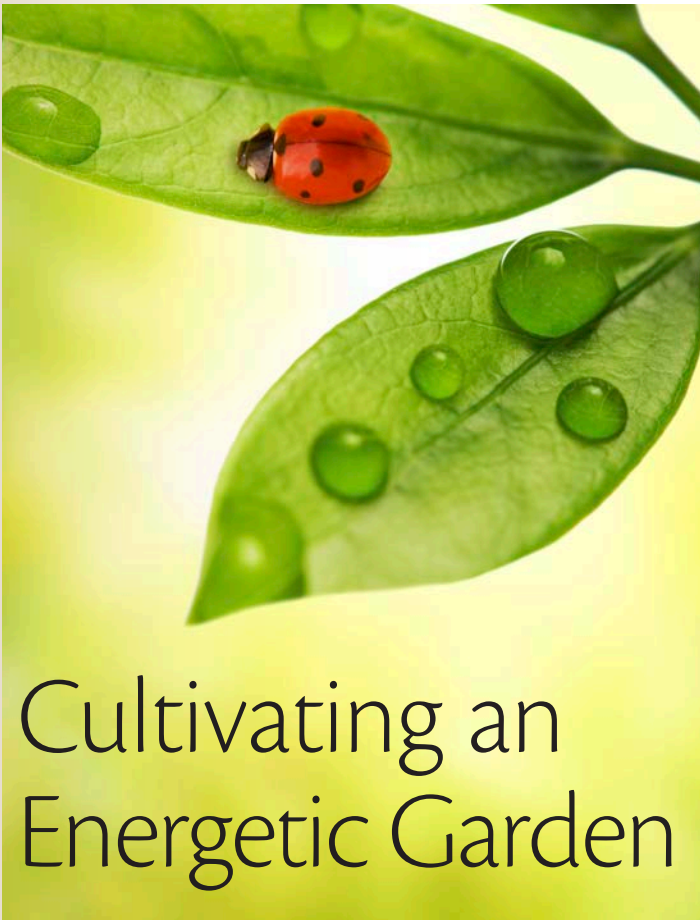
For more information or to purchase these titles click on the title's image above.



3 | A guiding principle of the spiritual journey is to look within. Biochemist Sondra Barrett has done just that—and discovered that our cells offer us invaluable wisdom for transformation, relationships, and healing. With *Secrets of Your Cells*, this scientist and mind-body teacher takes you on a provocative journey into our inner universe. Exploring the cell's astonishing architecture, intelligence, and ability to function harmoniously, this book offers practical exercises for applying the lessons of our cells to live well and thrive.



4 | The harp is an instrument of sublime beauty—and a powerful tool for healing. Revered throughout the ages for its angelic sound, the harp has now been shown in clinical studies to have measurable therapeutic benefits for reducing stress and anxiety, inducing restful sleep, and helping listeners release physical and emotional suffering. With *Harp Music for Healing*, psychologist and harp-therapy pioneer Sarajane Williams presents a CD of timeless classics and original compositions to soothe your mind, relax your body, and bring you into the peaceful state of being.



Cultivating an Energetic Garden

Jaclyn E. Chisholm, HTCP, HTI, CNHP

Thriving

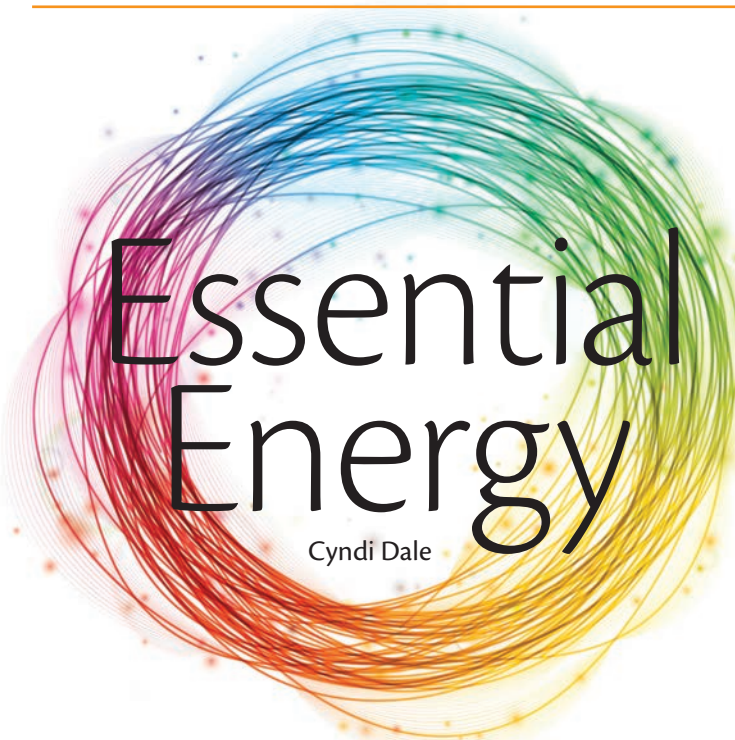
When it is time to return plants I have been asked to 'adopt' because they are ailing, I am often asked for suggestions about keeping them alive and thriving. My response usually runs something like this: *Enjoy what you do and let the energy flow through you.*

The flower is simply the material representation of your own creating. The process of working with plants is the product. I am often asked, "*How did you begin working with the garden?*" My answer is that it does not really matter where you live or if you have a green thumb. Whether you desire to grow plants, herbs, or vegetables in the ground, in pots on a sunny deck, or on your kitchen windowsill - consider that each one of us is consciously and infinitely connected to everything else in the universe. It is more about recognizing that connection and that what affects one affects all of us. Also, it is about being open to working in partnership with the natural world - and - about acknowledging our interconnectedness to one another.

We are all the same. We share the same Earth. We are all made of the same energy.

Entering the garden means attuning with not only the energy of the garden (Gaia) and with the diverse flora and fauna vibrations but with her multi-dimensional elemental and devic realms that share the gardens. One may start with an idea but as you work you will find that your vision is replaced with the presence of the plant. Each plant will show you how it relates to the environment. Each plant carries it's own vibrational level that makes it unique. As they grow - each can begin to show you what it needs - manifesting as growing strong/vital or as simply thriving. Communicating with the natural energy is greater than just tapping into a physical energy; it is more a matter of being conscious of a 'connectedness' - of being in harmony together. €





Essential Energy

Cyndi Dale

Lessons From The Pretend Baseball Season

Although I love the heat of summer, spring is my favorite season. After a winter spent under ice, we Minnesotans flee our homes and our Michelin-man wardrobes as if escaping a prison. It is not unusual to find men, women, and children alike wearing shorts and flip-flops while avoiding dollops of still-melting snow.

For many, the best part of spring is baseball season—kid baseball, that is. By the end of March, moms (like me) have loaded their cars with boots, sandals, protein bars, umbrellas, blankets, sun block, and equipment spanning Little League to traveling baseball years. While we might hide beneath a blanket as often as coat ourselves with Coppertone, there are at least a few days of warm breezes and happy sunshine.

However, that did not happen this year. While we are now firmly ensconced in summer, we pretty much skipped spring. It just plain kept snowing, which means that even though dads continued to schedule spring games, optimistic creatures that they are, the chances of pulling off a game was, well, as sure as a snowball surviving you-know-where. Overall, I nicknamed this spring the season of “pretend baseball.”

Because I am a healer, I had fewer problems with this spring than did many other parents. After all, we healers are often playing “pretend baseball.” We schedule a client. We prepare

for success. We show up - but - despite our best efforts, sometimes nothing happens. The “weather gods” are against us, causing a streak of ineffectiveness that can go on for weeks or even months.

It is tempting to ignore our ineffectiveness. Failing that, we might push harder or explain circumstances away. The other option is to embrace it for what it is—a spiritual truth, a law of reality, and the paradoxical key to healing.

The cause for our seeming lack of effectiveness is the same as the reason we can not control the weather—or weather the storms. It is our ultimate and terribly wonderful powerlessness.

We cannot make our clients well or leave a harmful relationship or stop suffering. We cannot compel them to quit drugs or examine their childhood issues or oblige their own divinity. We cannot do these things for the sole (and soul) reason that our humanity is firmly anchored in the very powerlessness we so often despise.

Don't we do everything we can to fight our powerlessness, our inability to use our will like a crowbar that should force reality to budge?

We try to control our thoughts. We monitor our emotions. If we are tired, we drink coffee. If we are lonely, we get on Facebook. Fundamentally, we buy into society's assertion that for every problem, there is a microwavable solution.

Hungry? The Golden Arches are a few blocks away. Sleepless? There is always Ambien or Lunesta. Need money? That's a bit harder to come by, but many people think it works like my son Gabriel did when he was younger. “*What do you mean you don't have money, Mommy?*” He asked one time. “*The bank gives it out for free.*”

Acknowledging our powerlessness does not feel good. It is scary. It makes us feel unimportant - but - it is also wondrous. Our powerlessness enables us to need others. Because of it, we ask for help, open ourselves to guidance, and are humbled to such an extent that we might very well find ourselves astonished by the grace that pours to and through us.

Our powerlessness also accomplishes the following, as shared by Henri Nouwen in *The Road to Daybreak: A Spiritual Journey*:

“When we honestly ask ourselves which person in our lives means the most to us, we often find that it is those who, instead

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October 25-26, 2013

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of giving advice, solutions, or cures, have chosen rather to share our pain and touch our wounds with a warm and tender hand. The friend who can be silent with us in a moment of despair or confusion, who can stay with us in an hour of grief and bereavement, who can tolerate not knowing, not curing, not healing and face with us the reality of our powerlessness, that is a friend who cares."

Our powerlessness invites care. It encourages compassion and altruism and dependence on a higher authority, which in turn, leads to dependability. It inevitably calls for surrender, a willingness to be carried, transported, and cultivated into being.

A seed can only be grown if it is surrendered into the ground. There it must trust that the rain will fall and the sun will shine and that it will eventually become the flower it is meant to be. As healers, our job is to help our clients surrender to this very process of growth—of love.

After all, the season of "pretend baseball" did more than frustrate baseball aficionados. It prepared the ground for the summer flowers. ☺



Cyndi Dale is the author of *The Subtle Body: An Encyclopedia of Your Energetic Anatomy*, and eight other bestselling books on energy healing. She has worked with over 30,000 clients in the past 20 years. To learn more about Cyndi, her work, books and products please visit:
www.cyndidale.com



Energy Medicine Business Support

sponsored by  Healing Touch Professional Association

Gail Cox and Sharon Robbins, Contributors

Insurance Reimbursement for Healing Touch

Over the past several years, Healing Touch Professional Association (HTPA) members have been requesting information regarding “how” to get reimbursed by insurance carriers for Healing Touch sessions. Although there has been a good deal of searching for answers, HTPA has not been able to find the way to actually answer the “how to” question. As a result, HTPA is sponsoring a NEW Committee to search for answers to this question. The Committee’s co-Chairs are Gail Cox (IL.) and Holli Brown (WA). We will keep you posted as this Committee proceeds.

If you have any information that you think might help the Committee, please send to Info@HTProfessionalAssociation.com

The Background Story – What We Know So Far

Instances of insurance companies reimbursing a practitioner for Healing Touch have been few and far between. From a historical perspective there has been a great deal of effort put

into the pursuit of reimbursement and many reasons why it remains a struggle.

One primary reason is the nature of how nursing care is delivered in healthcare facilities. Nursing care is included in the room rate which includes not only nursing but also housekeeping, maintenance, linens, food, electrical and water. There has been much debate in the last few years about billing nursing care separately with considerable support by the American Nurses Association. Some hospitals are supportive because they see it as a way to reflect the care the patient received and it has the potential to increase revenue. However, it is hard to differentiate all that a nurse really does for patients and their families. It is also illegal for a nurse to work as an independent practitioner. Nurses must be under the direction of a physician regardless of education, LPN, RN or APN (Advance Practice Nurse). APNs have their challenges with insurance coverage, as well, since Medicare provides limited coverage as does some insurance companies. It has improved in the last few years due to doctor shortages where APNs fill in the gap. (APNs must work under a physician and are paid by the institution where they work.)

The next layer in this story is the structure of CPT codes. CPT® (Current Procedural Terminology) is a registered trademark of the American Medical Association (AMA). The CPT Editorial Panel is engaged in an ongoing process. The revenue obtained from CPT code use is the primary source of income for the AMA, despite declining enrollment by physicians. Currently 86 % of the codes are used by physicians - the other 14% are used by all other healthcare providers. In 1983 the Department of Health and Human Services (DHHS) agreed to make CPT codes the only allowed codes for billing Medicare. In 1993 that same department told the AMA they must create non-physician codes and **to date they have not done so.**

To fill this void in 1996, a company, Alternative Link, was established whose original goal was to design new codes and get them through the DHHS approval system. They spent 5 years developing ABC codes and in 2001 began the approval process. Although they were granted a study period by Tommy Thompson, the Secretary for the DHHS at that time, when he left office in 2005 the approval process for ABC codes floundered. During Thompson’s tenure, in 2003 the DHHS tested the ABC codes in Alaska with Medicaid patients. As a result, between 2004 and 2009, over 2 million claims were processed and paid in a behavioral health

program. The study showed cost savings were over 50 % using ABC versus CPT codes. The DHHS requested the Center for Medicare and Medicaid Services (CMS) review the data for a cost benefits analysis. Unfortunately, the CMS's assessment was "No compelling data to have ABC codes added to the (standard) codes required for filing healthcare claims." After that, Alternative Link changed their focus to collecting data on complementary health practices. However, they have continued to encourage all practitioners to use ABC Codes (have clients submit invoices to their insurance carriers for possible reimbursement) so as to maintain exposure of those codes. Many practitioners have reported that they continue to do so.

Another layer is the insurance companies who, for the most part, have the mantra "If Medicare will not pay for it then we won't either." Some insurance carriers are beginning to include alternative practices such as chiropractic, massage and naturopathic. Some practitioners have been able to carve out inclusion to a very limited degree with limited number of treatments covered. The driving force to this denial of inclusion is lack of "scientific research of efficacy" related to issues of appropriate control, blinding and standardizing protocol. Medicare and the insurance companies' main questions remain - *are the therapies cost effective; will they save money without added risk to the patient?*

On a positive note, the Affordable Healthcare Act did develop an Advisory Group within DHHS to set specific goals and objectives for prevention, health promotion and public health programs. This group is mandated to include integrative health practitioners. We hope to see improvement toward reimbursement in the not too distant future, although this may only be wishful thinking.

Here is where we offer an alternative solution: As you educate your clients on this issue, encourage the use of Health Savings Accounts (HSAs) and Flexible Health Spending Accounts (FHAs). There have been many clients throughout the country who have received full reimbursement for their Healing Touch sessions using these accounts. For more information about HSAs and FHAs follow these links to articles published in Energy Magazine, [May/June 2012](#) and [Sept/Oct 2012](#). These articles are informative and contain links to invoice samples.

There are rays of hope in all of this as there has been a shift in the paradigm "Doctor Knows Best" to "Patient-Centered Care."

Inclusion of Healing Touch, in patient-centered care, is then driven by patients who want more choices in their healthcare plan. In research there is greater interest in 'Patient-Reported Outcomes' (PRO) as an important means of evaluating efficacy. Lastly, an increasing driving force is health prevention and maintenance. Here the research is more evident, patients who see a CAM therapist are more engaged in positive health behaviors and lifestyle choices.

What can the HT Community do to move this agenda forward? Research, research, research which is an important back bone to answer - *Does Healing Touch help lessen symptoms of chronic illness and does it activate change in behaviors and lifestyle to prevent chronic illnesses?*

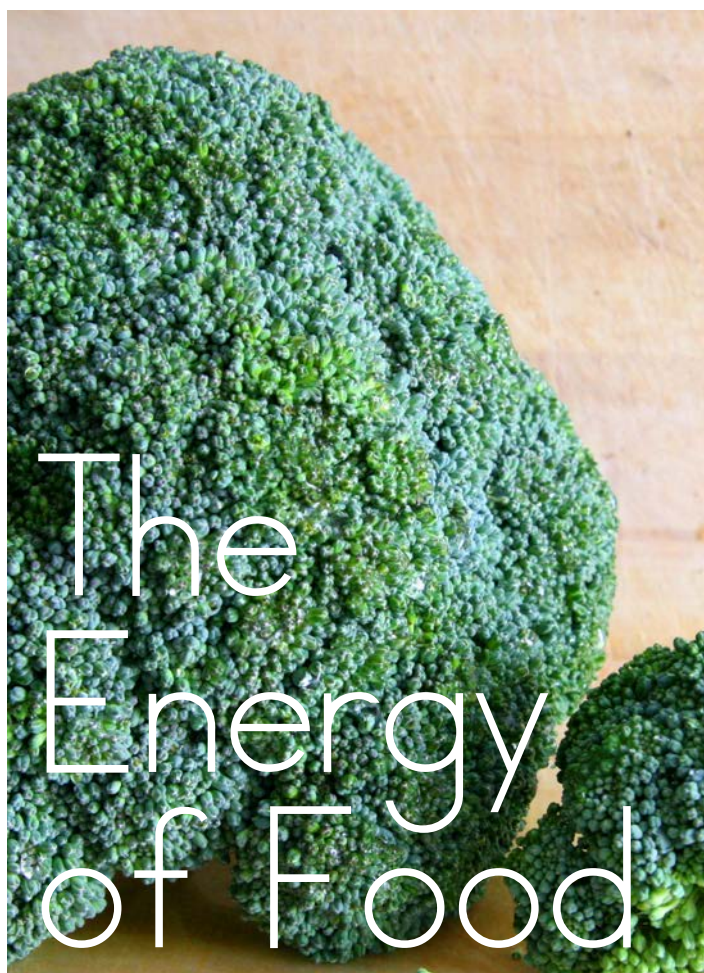
Also, we believe that Healing Touch Program's pending National Accreditation, which when established, will further demonstrate a well regulated standard of education and practice and will carry weight toward solving this insurance reimbursement issue. We highly encourage all energy medicine practitioners to work with their clients to submit insurance claim forms for their sessions. Regardless of the outcome, it sends a message to the insurance company that CAM practices are wanted. €

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Sharon Greenspan, CHHP, HTCP, M.Ed

Eating Green ~ 4th Chakra Foods

If you have been following this column, you know that foods carry vibrational patterns, just like people. The phytonutrients, biophotons and cultivate signature all play a role in creating the vibration (check the [May/June 2012](#) issue of Energy Magazine for definitions of these terms and how they apply to the root chakra).

We know the color associated with the fourth chakra is green. Green foods include kale, spinach, lettuces, collards and other leafy greens; sprouts; broccoli, peas and asparagus. Many of these foods have been shown to prevent breast and prostate cancer. Others protect against macular degeneration (eye disease).¹ There are many health education programs whereby people are reversing heart disease, diabetes, cancer and arthritis through ingesting greens.

As Healing Touch Practitioners, the cultivate signature is our primary concern. Let us think about some of the foods

mentioned above and how their properties relate to the fourth chakra.

Leafy greens: we have been hearing about them, especially kale, as magic elixirs. Kale, collards and lettuce leaves are fairly large. Kale and lettuce sometimes have a bitter taste. They also have textured surfaces and strong spines (depending on the variety). Kale and collards are tough. Lettuces are more delicate and lighter in color and flavor. Spinach and herbs are smaller leafy greens. Of course, herbs have a pungent flavor and are generally used in small quantities. They are the spice of life!

Most leafy greens and vegetables grow close to the earth. Broccoli and asparagus look like little communities when they are growing! Cognitively we may recognize that love (heart chakra) does not exist in isolation. Energetically, we may see the heart chakra as a transformational bridge for energy. Energy passes from the crown through this chakra in order to help us materialize our inspirations. Similarly, energy is drawn from the Earth through our heart to connect with the larger matrix so that our Earthly endeavors are inspired.

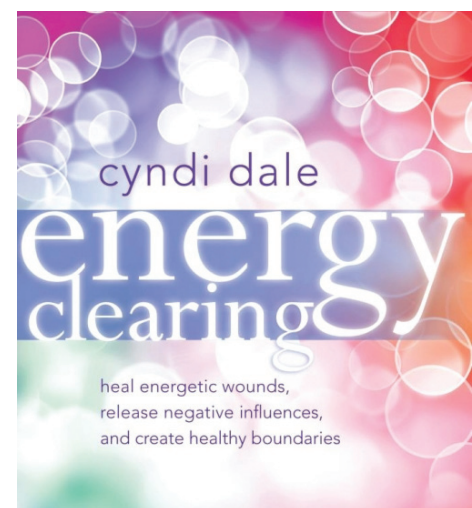
We know that the fourth chakra corresponds to the circulatory system and thymus gland (which plays a key role in the immune system). Think of the structure of leafy greens: they are made up of veins. It is the leaves which transform sunshine and biophotonic energy into nutrients. Consuming leaves continues this transformative process and can fill your heart with sunshine. In fact, many of my clients report euphoria after drinking green smoothies.

Clients who experience hatred, anger, self-pity and selfishness or selflessness often have a compromised heart chakra. Clients may feel isolated. They may not be able to view the circumstances of their lives as challenges or open-hearted invitations to grow. Consuming veined leafy greens can help promote flow and transform energy to a "sunny disposition."

We often find that clearing the heart chakra provides space for love to flow again. Consuming greens with highly textured surfaces, which provide space, may be beneficial. Kale and lettuce have curly ends on the leaves, which are fun and playful.

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Compromised immune systems often present a compromised heart chakra and symptoms of uncertainty about one's life or one's place in the Universal play. Peas, which are loaded with Vitamin C and Vitamin K, provide a fabulous source of energy. Like kale and lettuce, they have interesting textures. They are round, like the cosmos and Earth and cycle of life. Several peas grow in a pod and several pods grow on each vine. Energetically, they provide the vibrant tension of community and independence.

A powerhouse combination is peas and carrots. Carrots grow underground, providing security and groundedness – a harmonizing energy to peas growing slightly above ground. Carrots grow in bunches, and, like peas in pods, provide a sense of belonging while retaining individuality. Contrast this with how broccoli grows — in collective bunches with less individuation. Those who need a greater sense of belonging, or to not stick out, might benefit from broccoli.

There are many mysteries of the heart. This is true whether we are talking about the physical, emotional, mental or spiritual heart. Green vegetables are filled with secret nooks and crannies. Like love, they have power to transform negative energy into beauty. Love the answer. Greens are the remedy. €



Sharon Greenspan, CHHP, HTCP, M.Ed is a Board Certified Holistic Health Practitioner who blends holistic nutrition, life coaching and Healing Touch. Her business, www.wildsuccess.us, specializes in preventing and changing chronic disease such as arthritis,

overweightness, diabetes and heart disease (she came into the work to clear her tumor and reverse debilitating arthritis). She's authored the *Eating Your Way To Health Workbook*, *105 Questions about the Raw Food Lifestyle*, *Wildly Successful Fermenting™*, *Warming Winter Recipes*, *Spring Into Healthy Eating*, *Spirooli recipes* and *Raw and Living Food Basics*. She is a speaker at the Mother Earth News Fair, North American Vegetarian Society Summerfest, and Healing Life Festival. Sharon is a Returned Peace Corps Volunteer and world traveler currently residing in Virginia Beach, VA with her soulmate, Todd.

¹ *Rainbow Green Live-Food Cuisine* by Dr. Gabriel Cousens

Altruism: A Remedy for Stress

al•tru•ism { unselfish regard for or
devotion to the welfare
of others }

Will acts of kindness and generosity enhance our health, increase our longevity and make us happier? Can genuine altruism be a remedy for stress? When we act on behalf of other people, research shows we feel better and more secure and experience less stress.

Does altruism have a physiological basis? Using MRI scans, scientists have identified specific regions of the brain that are very active during deeply and compassionate emotions. Stephen Post, Ph.D., head of the Institute for Research on Unlimited Love, told WebMD: “This is the care-and-connection part of the brain. States of joy and delight come from giving to others. It doesn’t come from any dry action – where the act is out of duty in the narrowest sense.” What Post is describing is heartfelt giving. Neurochemicals also enter into this picture of altruism. A recent study has identified high levels of the hormone oxytocin in people who are very charitable toward others. But what about the *heart*?



The Institute of HeartMath, a nonprofit research and education organization in California, has studied the physiology of and relationship between the heart, stress, and emotions for 19 years. Dr. J. Andrew Armour, a leading neurocardiologist on the Institute of HeartMath’s Scientific Advisory Board, has found the heart contains cells that synthesize and release hormones such as epinephrine (adrenaline) and dopamine, among others. More recently it was discovered that the heart also secretes oxytocin, commonly referred to as the “love” or “bonding” hormone. Remarkably, concentrations of oxytocin produced in the heart are as high as those found in the brain. When you are altruistic – lending a helping hand – your oxytocin level goes up, which helps relieve your stress. Altruistic behavior also may trigger the brain’s reward circuitry – the feel-good chemicals such as dopamine and endorphins. However, the hormonal benefits of the good deed depend on the genuine intent of the act of altruism.

Research shows that altruistic people are healthier and live longer.

In one study that followed over 400 women for 30 years, researchers found that 52% of those who did not engage in volunteer work experienced a major illness – compared with only 36% of those who did volunteer. In a British poll of volunteers, half of those surveyed said their health had improved over the course of volunteering. One in five even said that volunteering had helped them lose weight. Another large research study found a 44% reduction in early death among those who volunteered – a greater effect than exercising four times a week. And a recent investigation conducted by the University of Michigan’s Institute for Social Research found that older people who are helpful to others reduce their risk of dying by nearly 60% compared to peers who provide neither practical help nor emotional support to relatives, neighbors or friends.

You can learn to cultivate altruism using the HeartMath® System. HeartMath experts say that giving to others should be balanced with *self-care* so you don’t burn yourself out. Giving is most effective when it comes from a genuine sense of heartfelt care rather than a feeling of duty or “I should.” The heart-focused techniques of the HeartMath System help people to align themselves more fully with their core values and to actualize more care and compassion in their daily lives. Practice of these techniques has also been linked to beneficial changes in hormones that profoundly affect our health, happiness and longevity. Integrating HeartMath practices into your life helps you reduce stress while increasing your generosity from the heart.

Benefits of Altruism:

- Promotes emotional, physical, mental and spiritual health.
- Boosts your self-esteem and confidence.
- Increases your longevity.

- Givers are more open to receiving gifts and experiencing appreciation.
- Provides a way to express your feelings about someone or an issue.
- Builds connections and relationships with others.
- People gain knowledge about the cause and issue they give to.
- Giving to a community or globally is caring that uplifts consciousness.

For more scientific information go to: www.heartmath.org/altruism. 

Copyright © 2006 HeartMath. Since 1991 HeartMath has been dedicated to decoding the underlying mechanics of stress. HeartMath is internationally recognized for their solutions to transform the stress of change and uncertainty, and bring coherence and renewed energy into people’s lives. Research and clinical studies conducted by HeartMath have examined emotional physiology, heart-brain interactions, and the physiology of learning and performance. Through their research they have demonstrated the critical link between emotions, heart function, and cognitive performance. HeartMath’s work has been published in numerous peer-reviewed journals such as American Journal of Cardiology, Stress Medicine, and Preventive Cardiology, as well as business journals such as Harvard Business Review and Leadership Excellence. HeartMath’s organizational clients include Mayo Clinic, NASA, BP, Duke University Health System, Stanford Business School, Redken, Kaiser Permanente, Boeing, and Cisco Systems, as well as dozens of school systems and thousands of health professionals around the world. To learn more about HeartMath’s scientifically validated products and programs or to learn more about their research, explore www.heartmath.org.



The Habits of Happiness

**'Happiness is not something ready made.
It comes from your own actions.'**

~Dalai Lama

Leo Babauta

I'm not one who believes you can be happy all the time, but I have learned you can be happy much of the time.

And that's not something that depends on how your day is going or how others treat you — it depends on what you do on a regular basis.

I remember being unhappy most days, at one point in my life. It wasn't because I hated the people in my life — I had a lovely wife, great kids, other wonderful family members and friends. It was because I was unhappy with myself, and that caused growing debt problems, unhappiness with my job, health problems and more. I felt like I couldn't change any of that.

Then one day I sat down and made a list.

I make a lot of lists — it's one of my favorite habits — but this list seemed to have a magical power. It was a list of the things I was grateful for. Amazingly, there were a lot of things on the list, from things about my wife, kids, relatives, and friends, to things about my job, about nature around me, about my life.

This list was magical because I went from feeling a bit depressed about everything, and hopeless and helpless, to much happier. My mindset shifted from the things I didn't like or didn't have, to the things I was really happy I had. And I was in control.

Since then I've experimented with a number of habits and have found a couple things to be true:

1. A handful of activities can actually make you happy.
2. If you incorporate them into your life on a regular basis (make them into habits), you'll be happier regularly.

And those might seem to be small realizations, but actually they're huge.

The Habits That Make You Happy

So what habits make you happy? Try doing these on a daily basis, and see if you get the same results:

1. **List 3 Good Things.** Eva (my wife) I started a daily evening ritual, at about 7pm each day, where we take a moment to tell each other three good things about our day. We didn't invent this, but it serves as at least one time in your day when you focus on what you're grateful for. This can create a mental habit of gratitude that you can use other times in your day, when you're focused on the things you don't like or have — when you feel this, think about something you do have, that you love. Find a way to be grateful, and you're happier.



2. **Help Someone.** When we focus on ourselves, and the woeful state of our lives, we are self-centered. This shrinks the world to one little place with one little unhappy person. But what if we can expand that worldview, and expand our heart to include at least one other person? Maybe even a few others? Then we see that others are suffering too, even if that just means they're stressed out. Then we can reach out, and do something to reduce their stress, put a smile on their face, make their lives easier. Help at least one person each day, and you'll find your entire perspective shifted.

3. **Meditate.** I've called this the Fundamental Habit, because it affects everything else. Meditate for just 2 minutes a day, and you'll create a habit that will allow you to notice your thoughts throughout the rest of the day, that will help you to be more present (unhappiness comes from not being present), that will help you notice the source of anxiety and distraction. That's a lot that can be accomplished in 2 minutes! Sit every morning when you wake, and just notice your body, and then your breath. Notice when your mind wanders, and gently return to your breath. You become the watcher of your mind, and you'll learn some useful things, I promise.

4. **Exercise.** Everyone knows you should exercise, so I'm not going to belabor this point. But it really does make you happier, both in the moment of exercise (I'm exerting myself, I'm alive!) and throughout the rest of the day. Exercise lightly, if you're not in the habit yet, and just for a few minutes a day to start out. Who doesn't have a few minutes a day? If you don't, you need to loosen up your schedule a bit.

There are a number of other habits that also help: mindful eating, drinking tea, doing yoga, socializing with others. But these incorporate meditation (they're more active forms of meditation), and exercise and helping others and gratitude (if you're doing

it right). So I wanted to list the most basic habits, and then you can expand to other areas.

How do you form these habits? One at a time, starting as small as possible, with some social accountability.

Set these habits in motion. You'll notice yourself becoming more present, more grateful, more other-focused. The shift that results is nothing short of a miracle. €

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Biggest Secret for Marketing Your Energy Therapy Practice



Greg Pitstick

Would you like to have a successful energy therapy practice? A fulfilling practice that enables you to help other people while meeting your financial needs?

You can do it, but it may require you to think a little differently than you have been thinking in the past. My name is Greg Pitstick, and I have been helping businesses make more money for over 20 years. My clients have included really big companies like Proctor & Gamble and professionals like Healing Touch practitioners.

There are a lot of things you have to worry about to successfully market your products and services, but over the years I have found one secret that all

successful businesses understand. If you don't get this secret right, then you won't have much of a business to worry about!

Number One Secret – Know Thy Customer/ Client and Give Them What They Want

There is an old saying: You can be a millionaire if you just figure out what people want and give it to them. Sounds easy enough, right?

The mistake most businesses make (big and small) is thinking up a new product or service and then trying to sell it. In fact, this may be the quickest way to fail in business. You see, it does not matter how much you like your products or services, it only matters what

your target customer wants and is willing to pay for.

In the developed world almost everyone has all the food and shelter they need. Very few people have any true needs – most people only have wants, desires and fears. People buy services based on emotion, not fact. They want to eliminate pain, avoid fear or create an easier world for themselves. So your job is to determine what they want and give it to them.

It is important to understand that you need to determine what they want, not what they need. There is a difference. You know what they need, but they will only pay for what they want. An overweight person needs to eat less and exercise more - but they will not buy an eat less, work more program. They want a quick fix, a program that is easy to follow, or prepared foods that make the process easy.

st...

For example, if you offer Healing Touch services and you notice most of your client base has cancer; you should craft your services around “Relieving Cancer Pain” or “How to regain control when you have cancer.” All you are doing is offering the result your target client really wants.

We are hit with over 3,000 marketing messages every day. It is the job of our subconscious mind to block out the ads that do nothing for us. Your subconscious mind is tuned into the radio station WIFM (What’s In It For Me). The subconscious blocks the marketing messages in which it is not interested and it calls your attention to those things it thinks you need to know.

For example, have you ever noticed that when you buy a new car suddenly you see that exact same car everywhere? Your new car is important to you so your subconscious mind is “tuned” into picking out your car and bringing it to your attention.

To grow your business, you need to attract clients. To attract new clients, you need to “tune” your services and your marketing messages into the WIFM station

to which your clients are listening. To do this, you’re going to have to define some things.

First, you need to understand who your target clients are and what they really want. Second, you’re going to have to market your services in a way that gets attention and makes people say “WOW.”

Who is your target client and what do they really want?

You want to connect your marketing messages with the conversation going on in your target client’s mind. The only way you can do this is to really understand who your target client is in great depth, all the way to their feelings and desires, how they dress, and how they want others to see them.

At this point, it’s best if you try to describe a single person that you can picture in your mind. You can even name them. Some find it helpful to picture a particular character from a TV show or movie, or from someone they have known in the past that has the exact characteristics for which they are looking.

Having a well defined target client will enable you to:

- Position yourself as the expert for their problems
- Easily justify the price you charge
- Focus more on the needs and interests of your clients
- Maintain a concentrated marketing focus instead of diluting your efforts to meet every need of every client and, in the end, satisfying no one

Initially, you may worry that you will lose business because you are defining your target too narrowly. However, if you focus on catering to a specific type of client, and if you place all your marketing efforts there, you will soon reap the rewards of the clients who flock to you because you have what they want. In addition, you will be able to do so at a much lower cost than trying to cater to a broader customer base.

Over time you will also find your client’s will recommend you to the people they know. “Birds of a feather flock together” -- your customer will know others



who also need your services.

Defining your target customer isn't always easy - but take a stab at, and then build on your results.

Second, What Is Your “Wow” Factor?

When you meet someone for the first time, what do you say when they ask what you do? Do you say “I practice Healing Touch” or do you say “I help cancer patients recover faster”?

You need a good short introduction that makes your target client ask, “Wow – how do you do that?” Building a good short introduction takes some effort, but it is absolutely worth it because of the added advantage you will have in the market. You are going to use your short introduction throughout all your marketing -- on Facebook, LinkedIn, in your blog, and of course, when networking with others.

It is the wow factor that cuts through the clutter and gets noticed in the vast sea of Internet advertising and marketing messages. A good short introduction is:

- Ten or fewer words
- Not confusing—it stands alone
- Does not require someone to be an expert in your field to understand it
- Makes your target client ask, “Wow, how do you do that?”

Once you have developed your short introduction, you need to create a short story or elevator speech to follow it up.

Imagine getting in an elevator and someone asks what you do, and you respond with your short introduction. They say, “How do you do that?” Now what do you say?

Think of a short story you can quickly tell someone in about 30 to 60 seconds—the length of an elevator ride. This is a short story about you, as well as, how you help your clients. The story should be easy to

remember and repeat. It can be a story about one of your clients who you helped or it can be a personal story about why you do what you do. You want your short story to be genuine and from the heart. Tell your story to some of your friends and get their input. They may bring up points about you that you may have overlooked.

Use your short story to complete your bio on Facebook, LinkedIn, and other social networking sites. Add your short story to your brochure and other marketing material.

Now you know the biggest secret for growing a successful practice. One word of caution, don't expect to get your target client and marketing messages done in an hour. You will need to “try them out” and refine them over time. Once you get it right, you will find it easy to connect with your target client and to grow your practice. €

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The Role of Energy



in Healing Trauma

Robert Scaer, MD

Life trauma appears in many guises, sometimes as an overwhelming experience such as the catastrophic events of 9/11, sometimes as subtle as the enforced helplessness of gender bias, or the fear produced by a critical, unsupportive parent. In each case, the regions of the survival brain that serve as the early warning systems to guard us from danger are activated. When a state of helplessness and lack of control accompanies such negative life experiences, our brains are unable to rid themselves of the messages of threat. All of the experiences that accompanied these traumatic events are stored in our largely unconscious survival memory centers in the form of body-based memories (body sensations, muscle bracing and movement patterns, images, smells, gut and heart sensations, etc.). Usually the conscious memories of such emotional events are also stored in a form closely linked to emotions and sensations of the body, and present as symptoms of fear or anxiety. The replication of these memories and body sensations with exposure to reminder cues of the traumatic event forms the structure of trauma, as is seen in PTSD. Each traumatic experience exists in our brain in a remarkably precise and consistent structure containing all of the emotional, somatic, autonomic and conscious memory traces of the event. These events thereafter are repeatedly perceived as being a present threat, even though our logical brain realizes that the experience is actually over.

The part of our brain that processes and stores these memories is the right-sided limbic, or emo-

tional brain. The specific brain center responsible for arousal in the face of threat is called the amygdala. Without this center, we would be in a perpetual state of calm, but on the other hand would be hopelessly vulnerable to danger in the absence of an early warning system. Neurologist Antonio Damasio describes a patient who presented with a type of seizure characterized by brief episodes of confusion with amnesia. An MRI of her brain revealed calcification of both amygdalae – somehow they had been destroyed. Realizing the unique nature of this patient's condition, he performed psychometric testing which revealed that she was incapable of anger or fear, a state consistent with lack of function of her brain's arousal system. She certainly was pleasant to be around, but would probably not survive in an environment filled with danger.

This remarkable case provides a clue to the ultimate ingredient in healing trauma. The storage of trauma-based experiences in the survival brain is based on the same process of classical conditioning employed by Pavlov with his dogs. A survival cue, food, is paired with novel cue, a bell, leading to salivation with ringing the bell. In trauma, a survival cue, danger, is linked with the body messages of the event, leading to fear/arousal with exposure to memories or somatic cues of the trauma. Extinction of salivation was accomplished by presenting the bell without the food for several trials. Extinction of fear/arousal with exposure to traumatic memories and cues should be accomplished by presenting these cues in the absence



of a perception of danger. And this will occur, as with Damasio's patient, without the input of the amygdala. So theoretically, we should be able to heal trauma by inhibiting the amygdala while the person brings up memory cues of a traumatic event.

So how do we shut off the amygdala? We do know that the brain contains a set of checks and balances to modulate arousal in case the perceived danger is not life-threatening. One of the primary inhibitory centers that puts a damper on the amygdala is called the anterior cingulate gyrus. This is the part of the limbic system that, among other things, promotes maternal/infant attunement and bonding, and bonding within a close social structure. Our perceived safety, it seems, is significantly dependent on our intimate interactions with other humans.

patient in the attunement of the therapeutic alignment. In many respects, this replicates the maternal/infant attunement so important for the emotional development of the child. I believe that this therapist/patient attunement probably accounts for what we call the placebo effect, a necessary ingredient for all healing, and something always to be fostered in this relationship. This process by itself will bring the cingulate on-line and begin the process of healing. Healing Touch by its very nature specifically enhances this attunement.

Another critical social practice whose role in a society is to promote cohesiveness of its members is ritual. I believe social rituals, which in indigenous societies usually involve drumming, chanting and touching, are actually designed to promote the healing of the

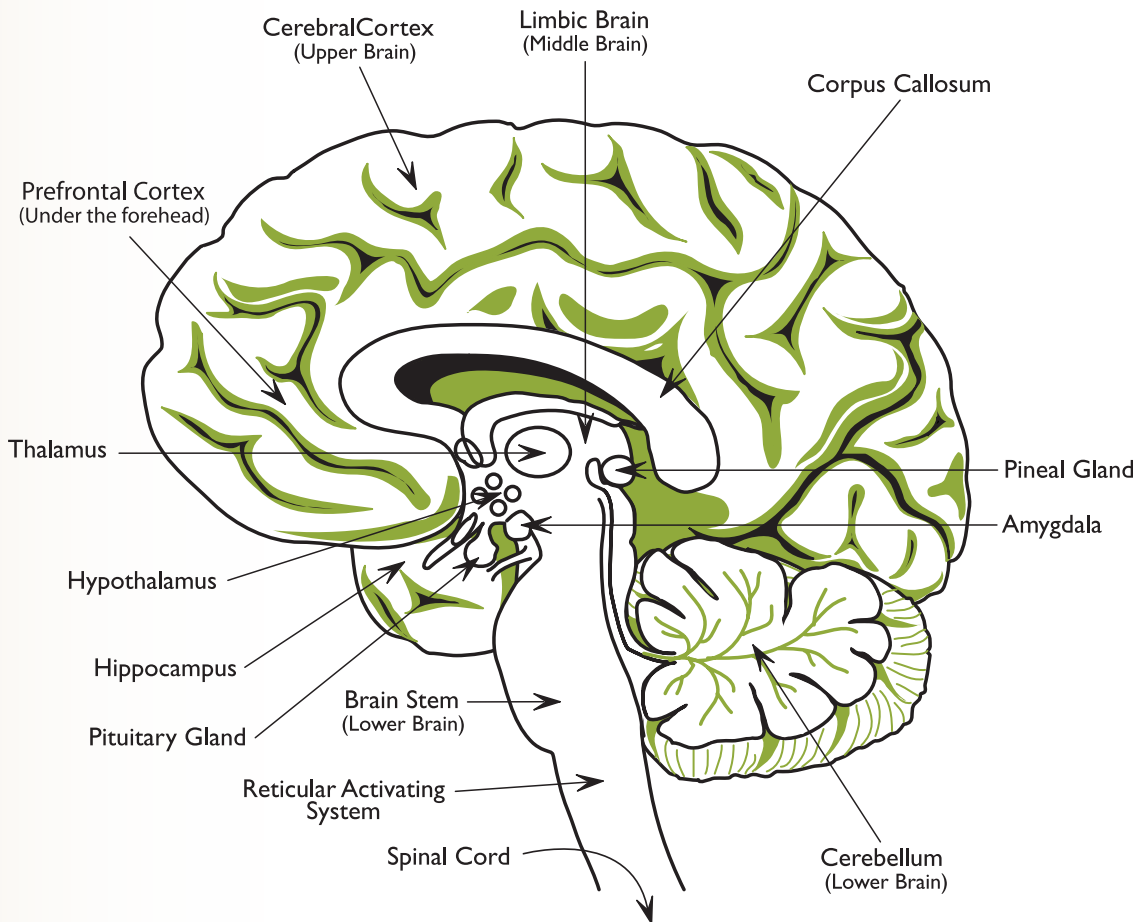
We need to bring the physiology of the brain back into the field of therapy, realizing that trauma is basically a non-verbal experience. We need to bring the messages of the body back into trauma therapy as a means of extinguishing those portions of traumatic memory.

of arousal due to danger, the left side of the brain that serves logical thought and particularly speech, is relatively shut down. You don't need words to initiate the fight/flight response. If these regions of the brain are brought on-line, however, they also exert an inhibitory influence on the right amygdala. So here we have several means of putting a lid on the amygdala that might afford an opportunity to extinguish traumatic memory cues.

First, how can we bring the anterior cingulate on line? The obvious answer is to activate the processes of social and individual attunement that make up the fabric of social bonding. The front line of this attack is dependent on the bonding of the therapist with the

has a specific meaning to the society, imbuing it with specific properties that serve social bonding. Rituals alone are a powerful means of activating the cingulate. Rituals are part of the basic technique in many energy-based practices, including tapping techniques and Healing Touch.

Bringing the left cerebral hemisphere on-line may be accomplished in many rather obvious ways. Any left/right alternating stimulus – auditory, tactile, visual – will accomplish this process. Imaging a traumatic memory while one is experiencing this recruitment of the left hemisphere will extinguish in part any traumatic memory cue that has emerged. Left hemisphere activation is accomplished with alternating visual,



auditory or tactile stimuli in EMDR. The eye-rolling, humming (right brain) and counting (left brain) in the tapping techniques accomplish this as well. Healing Touch accomplishes this through the tactile route.

Finally, empowerment is the antithesis of helplessness, and trauma is mitigated by a sense of control. Many of the energy and somatic therapy techniques involve spoken words or images of self-affirmation that promote this state, and by definition inhibit the degree of activation of the amygdala in a state of danger. Imagery of the traumatic event that includes a state of control and empowerment, and reversal of the traumatic outcome is a powerful adjunct to all healing.

The so-called Energy Techniques in trauma have a dubious place in the field of trauma therapy in the minds of traditional psychologists. The techniques involve arcane, mystical and even seemingly senseless rituals that may seem to insult the verbally-based logic of traditional therapies. We need to bring the physiology of the brain back into the field of therapy, realizing that trauma is basically a non-verbal experience. We need

to bring the messages of the body back into trauma therapy as a means of extinguishing those portions of traumatic memory. Energy medicine incorporates these principles, and embracing these “arcane” techniques offers the opportunity of finding many other means to access and manipulate the limbic system, and to extinguish trauma. €

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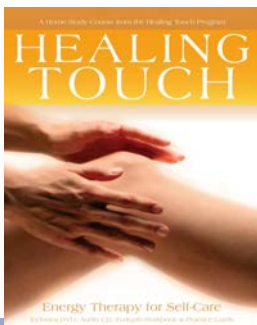
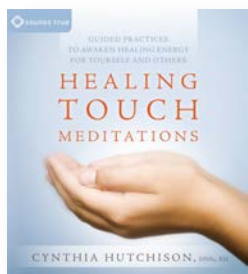
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