



# Practitioner Manual



# ● Introduction

## **Welcome to this Mind Detox Practitioner Training Course from the award-winning Calm Academy.**

Mind Detox is a proven way to find and fix the possible mind-based causes of physical, emotional and life problems. If something negative is happening in a person's body or life, and they don't know why, then this method can help.

It enables anyone to get peace with the past and, in doing so, update any misinformed beliefs that have been messing with their physical wellness, mental positivity and life success. You will learn that when you change your mind, by purifying your perceptions of your past, present and future, the body can heal and life improve, quickly.

Freed from the torment of mental toxicity, we are clear-headed, open-hearted, heroic humans. With no excess baggage to carry, we do what we came here to do, and with a zest and love for life. We are a peaceful, proactive and positive presence in the world.

Happy Mind Detoxing!

**Sandy C. Newbigging**

Founder of the Calm Academy  
+ Creator of Mind Detox Method

## 7 Self-Healing Secrets

### **SECRET #1: Your body is your mind**

Evidence of the mind can be found throughout your entire body – making it scientifically accurate to say your body *is* your mind. As a result, your physical wellness is linked with your mental and emotional wellbeing.

### **SECRET #2: Your beliefs become your body**

Beliefs are conclusions you've come to about yourself, other people and the world you live in. Your beliefs impact the messages sent between the brain and the body, which can impact the body's physical functioning.

### **SECRET #3: Your body isn't against you**

Symptoms many consider to be physical problems are often your body's best attempt at adapting to survive. By changing how you perceive life, your body can adapt again, but this time by functioning in a more desirable way.

### **SECRET #4: Regular resistance is bad for your health**

Chronic stress, caused by chronic resistance, is a cause of physical problems. By learning to resist life less, your body has more opportunities to heal.

### **SECRET #5: Cure the hidden root-cause reasons**

The cause of physical conditions often resides in the subtler, unconscious part of the mind. They are unhealthy beliefs that were formed when you experienced significant emotional events. By changing your these belief, you can help the body heal, let go of stored emotional baggage and enjoy enhanced wellbeing.

### **SECRET #6: Unhealthy beliefs can be easy to heal**

It is a myth that beliefs are hard to heal. Beliefs can be changed because they are never absolutely true, are fuelled by feelings not facts, and are based upon limited (often wrong) information. With new positive insights you can come to new conclusions anytime you want.

### **SECRET #7: Being present helps the body to heal**

Much stress comes from thinking about the past and future. To be present is to be beyond your mind, resting in the still conscious awareness that is your true nature. When the mind rests, the body heals. Naturally, you enjoy the true health that is your birthright.

## Mind-Body Monitoring EXERCISE

For the next 24 hours, be vigilant about the physical reactions that occur in your body when you're thinking about different things, or when you're experiencing different situations.

Notice what happens within your body when you:

- Think about certain memories;
- Think about someone you dislike compared to someone you love dearly;
- Think about different future scenarios that you are excited about compared to ones you're worried about;
- Find something funny and laugh;
- Find something sad and cry;
- Criticize someone/something;
- Praise and appreciate someone/something;
- Experience different external situations – like being stuck in traffic, being hugged or watching a movie.

### A Vital First Step in Self-Healing

The first step in intentionally self-healing (I say intentionally, because you are unintentionally self-healing all the time!) is to notice first-hand, in your own personal life experience, that your thoughts and emotions *are* impacting on your body.

Becoming aware of this means you move from being oblivious to the ongoing, behind-the-scenes impact of the mind-body connection to a simple appreciation that it is happening. Although it may sound like a simple step, it is a leap towards taking charge of your physical destiny. Once you fully appreciate that your mind *is* having a real-time impact upon what happens within your body, it no longer makes any sense to solely treat physical symptoms. What *does* make sense is to adopt strategies for discovering and healing the unconscious mind-based causes.

## The Mind Detox Mindset



**Get in the right mindset for helping your client :**

**Be Here Now** (using GAAWO or Calm Moments)

**See Your Client as a Genius** (i.e. they know the answers)

**Play with the Possibility that All Things Are Possible** (so that your open mindedness is felt by the client and they have confidence that the changes they want are possible)

**Look Through Compassionate Eyes** (by seeing their perfection - as an unbroken and complete being).

# What Results Do You Want?

I want to gain...	I want to let go of...	How I will know it has happened...

# Results or Reasons

In life, you either get the results you want or the reasons why you didn't get what you wanted!



There are 3 reasons why people don't get what they want:

## 1. Negative Emotions (AKA: emotions people tend to resist)

Examples of Negative Emotions include - Anger, sadness, fear, guilt, anxiety. All emotions exist for a purpose. They are the unconscious mind's way of saying "there's something to learn here". Once you learn what you needed to learn, the negative emotion ceases to exist.

## 2. Limiting Beliefs (AKA: Incorrect Conclusion)

Examples of Limiting Belief statements - "I can't... Life is... People are... I'm not" etc. Any time you have a Limiting Belief you must have a Limiting Decision, which preceded it.

If you find a limiting belief then the question to ask is "when did you decide that?" and "what were you deciding before that?" Keep asking the second question until you find a purely positive conclusion, then get take a deep breath and come back to now. You may find the belief feels less true.

## 3. Ineffective Behaviours (Strategies)

The way you are trying to get the results you want is ineffective.

# The Unconscious Mind

## Functions of the Unconscious Mind

1. Stores and organises memories
2. Makes associations between memories (*links similar things together*)
3. Represses memories with **unresolved** negative emotions (*people usually do this by keeping busy*)
4. Presents repressed memories for “resolution” (*emotional memories usually come to mind when you are mellow/quite*)
5. May keep the repressed emotions repressed for protection
6. Runs the body – has a blueprint of body now and perfect health
7. **Preserves the body** – maintains the integrity of the body
8. The domain of emotions
9. **Enjoys serving**, needs clear orders to follow
10. Generates, stores, distributes and transmits “energy”
11. Maintains instincts and generates habits
12. Needs repetition until habit is installed
13. Is programmed to continually seek more and more
14. Functions best as a whole integrated unit
15. **Is symbolic** – uses and responds to symbols
16. Takes everything personally
17. **Works on the principle of least effort** – path of least resistance (*will always choose easiest option*)
18. Does not process negatives – *You cannot not think about something without thinking about it first!*

### SUMMARY

**The unconscious mind is in charge of your memories, emotions, behaviours and healing.**

### INTENTION

**Find a solution that gives the unconscious mind a direct order that preserves the body and is an easier option to current one.**



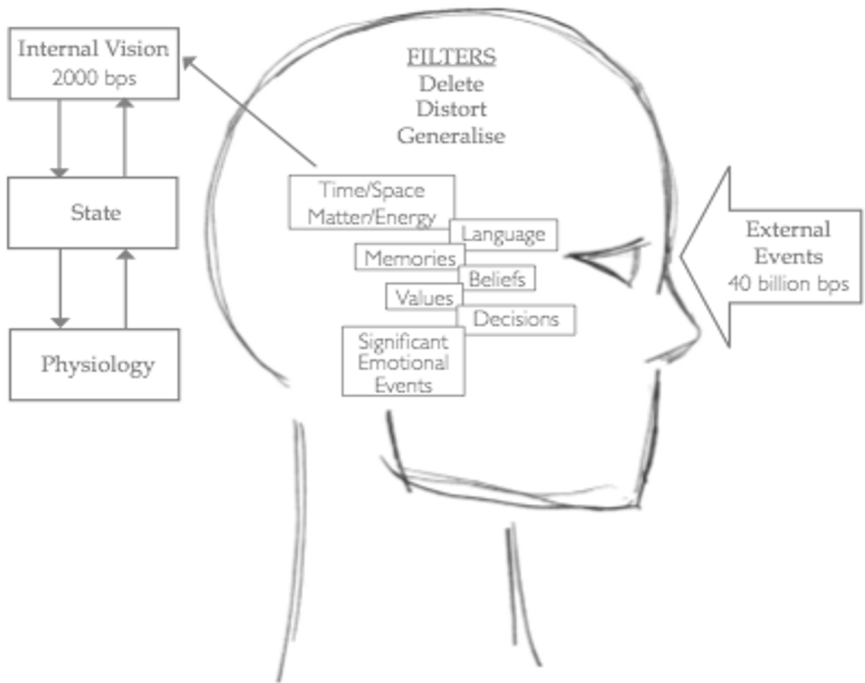
# The Unconscious Mind



## JUDGEMENT + RESISTANCE = STRESS + NEGATIVE EMOTIONS

How you feel is determined by your judgements as to whether things are good or bad, right or wrong, better or worse... and your subsequent allowance or resistance of these things. When you resist, you create stress in your body and justifications in your mind for feeling negative emotions.

# Mind Makes Meaning



Your version of reality is a vastly edited version. To improve your emotions, physical health, behaviours and life circumstances, it can be highly beneficial to improve your internal filters, especially your beliefs.

## Emotional Domino Effect



You cannot change what happened in your past, but you can change how you relate to what happened. Therefore, to heal your past, you do NOT heal *what* happened, but instead, *why* what happened was a problem for you: in other words, the Root-Cause Reason. Even better news is that if you focus on healing the Root-Cause Reasons justifying your toxic beliefs, you can heal multiple memories simultaneously.

To make its job easier, your mind links similar memories together. For instance, it connects memories about the same place or person. This is why when you hear a particular song it might remind you of a particular person, place or event, and before you know it you're taking a jaunt down memory lane. Or why things can be so emotionally difficult after a relationship break-up; everywhere you go and everything you do can end up reminding you of the very person you're trying to forget!

The great news is that, because your memories are linked together, you can benefit from what we call the **emotional domino effect**. By clearing the emotion associated with one key memory, (the Root-Cause Event), you can clear the emotions from all associated memories too – simultaneously! This makes it possible to clear a huge amount of emotional baggage in a very short amount of time.

**The key skill to the emotional domino effect is to find the common thread that ties problematic past memories together.**

# Clarifying Conclusions

I'm...

I'm not...

I always get...

I always feel...

I'm too...

I will never...

It's hard to...

-----

Family

Friends

Work

Money

Love / Intimacy

## ● Top 20 Toxic Beliefs

1. "My parents didn't love me enough"
2. "I'm unloved, not loveable"
3. "I'm unwanted, not accepted"
4. "I'm rejected"
5. "I'm left on my own"
6. "I'm abandoned"
7. "Someone important left me"
8. "Someone important is/was not there for me"
9. "I'm alone, lonely and/or isolated"
10. "There is something wrong with me"
11. "I'm bad"
12. "I'm not good enough"
13. "I've let others down"
14. "I'm let down by others"
15. "It should not have happened that way"
16. "I've lost someone/something I love"
17. "I feel bad for others"
18. "I'm not able to do what I want"
19. "I'm unprotected, unsafe, weak and/or vulnerable"
20. "I can't stop bad things happening"

SOURCE: Sandy C. Newbigging's Mind Detox consultation notes taken at his clinics, courses, and retreats during 2005-2019.

## Examples Of RCR's

**Real-life Root-Cause Reasons justifying the belief "My parents did not love me enough" include:**

"Sad not loved by mum and dad" / "Hurt that dad loves mum more than me" / "Sad, scared and vulnerable dad didn't love me" / "Hurt, sad and rejected that mum and dad loved my brother more"

**Real-life Root-Cause Reasons justifying the belief "I'm unwanted, unaccepted" include:**

"Sad treated so unfairly all the time because I'm not wanted" / "Empty because I don't matter" / "Sad, vulnerable and scared that nobody wants me" / "Lonely and isolated never good enough to be someone's best friend" / "Hurt, sad and vulnerable mum and dad sent me away"

**Real-life Root-Cause Reasons justifying the belief "I'm rejected" include:**

"Hurt and rejected by people" / "Scared of being hurt and rejected by someone I love" / "Sad, angry and worthless I was rejected and replaced" / "Hurt and rejected because I was a girl" / "Sad my brother rejected me"

**Real-life Root-Cause Reasons justifying the belief "I'm alone, lonely and/or isolated" include:**

"Sad I'm so isolated" / "Sad nobody to play with" / "Lonely and isolated with no support" / "Sad that I'm alone in the universe" / "Left out and alone nobody to turn to" / "Lonely and isolated coz mum and dad split up" / "Sad, lost and alone dad's gone" / "Sad, scared and isolated because I'm fat"

**Real-life Root-Cause Reasons justifying the belief "There's something wrong with me" include:**

"Guilty because I should have been a boy" / "Hurt, sad and angry constantly told something wrong with me" / "Scared of being exposed as a fraud" / "Shame from being violated and dirty" / "Sad and lonely I'm different"

**Real-life Root-Cause Reasons justifying the belief "I'm bad" include:**

"Sad not normal" / "Sad I'm ugly" / "Sad and guilty I'm naughty" / "Sad I don't deserve to be alive" / "Sad and shame because I'm stupid" / "Hurt, sad and guilty that I'm bad" / "Hurt, isolated and alone there's something wrong with me" / "I'm worthless compared to others" / "Sad I'm a bad person"

## Examples Of RCR's

**Real-life Root-Cause Reasons justifying the belief "It should not have happened that way" include:**

"Sad I got rid of my first baby" / "Sad I didn't get to know my mum" / "Sad I've wasted my life" / "Sad my kids don't have grandparents" / "Shame and guilt that I let X abuse me for so long" / "Sad, lost and alone falling apart after abortion" / "Sad dad died before I got to know him" / "Sad that I shouldn't have been born" / "Sad and guilty I was too busy and missed the special baby time with my child"

**Real-life Root-Cause Reasons justifying the belief "I've lost someone/something I love" include:**

"Sad I lost my dad" / "Sad and overwhelmed I've lost the people I love" / "Sad, scared and alone when I lose the people I love" / "Hurt, sad and scared that people I love leave me" / "Sad I lost my brother"

**Real-life Root-Cause Reasons justifying the belief "I'm not able to do what I want" include:**

"Stuck and helpless not free to do what I want" / "Hate being told what do to" / "Angry not able to do what I want" / "Sad and stuck not free to be me" / "Scared and powerless not able to stop bad things from happening"

**Real-life Root-Cause Reasons justifying the belief "I'm unprotected, unsafe, weak and/or vulnerable" include:**

"Sad and vulnerable mum didn't protect me" / "Lonely and vulnerable dad not there" / "Scared that people will see that I'm vulnerable" / "Scared and helpless I couldn't stop them hurting me" / "Scared of being exposed" / "Scared of dad"

**Real-life Root-Cause Reasons justifying the belief "I can't stop bad things happening" include:**

"Sad and scared of getting things wrong" / "Scared something bad is going to happen" / "Scared of hurting my kids in the same way I was hurt" / "Scared of mum and dad splitting up" / "Petrified of getting ill like my mother"

**RCR = Emotion(s) + Reason(s)**

## Antidote Learnings

### **Antidote Learning #1: “I survived!”**

Consider this: If you had known, for absolute certain, that you were going to survive the scary past event, how differently would you have felt at the time? You might find that you could have experienced the old event, but would have been more calm in the knowledge you were going to be ok.

### **Antidote Learning #2: “I was forgetting what happened next”**

Cast your mind back to a point **after** the root-cause event when you knew for certain that you were safe and were going to be OK. Although it is natural for the mind to be drawn to think about the most traumatic parts of the past, it is very healing to acknowledge that, although it was traumatic then, that you’ve ended up being safe since.

### **Antidote Learning #3: “I was doing my best and so were they!”**

Inside every human heart is the desire to be happy and to experience love. Everyone wants this, including the people who do ‘horrible’ things. If given a genuine choice (i.e. when they aren’t being blinded by their unhealthy beliefs) and a different set of circumstances, they would always choose options that would move them towards greater happiness and love. The same goes for you! Remembering this can help you see yourself and others from a more gentle and understanding perspective.

### **Antidote Learning #4: “They had their own issues to deal with”**

As children we see our parents as Gods. It is only as we grew up to become adults ourselves that we began to appreciate that they were *only* human and probably had their own difficulties, fears, emotional baggage and stress to deal with. By appreciating this it can become easier to stop taking how they were towards you so personally and move on viewing them from a more understanding and compassionate perspective.

### **Antidote Learning #5: “It wasn’t personal”**

Everyone experiences a unique and massively edited version of reality. This means that other people don’t see, hear, experience the **real** you, but more their **idea** of you, based upon **their** internal filters. The implication of this is that you have never been left, rejected, hated or abandoned by anyone in your past. What your parents or peers or partners have not liked or rejected was only **their idea** of you, which was not you. Just their idea, based upon their beliefs, past decision, memories, significant emotional events etc. It wasn’t personal!!!



## 10 Belief Busting Questions

1. Were you safer than you thought? Yes; the fact that I am here today to tell the tale means I survived.
2. Did life continue? Yes; despite disliking the past moment, life moved on and there have been good times since.
3. Were they doing the best they could? Yes; if given a choice they would want to experience peace or love, but they didn't know how to and acted in ways that hurt their own happiness too.
4. Were they dealing with their own stuff? Yes; they were not enlightened and were blinded and governed by their beliefs.
5. Did you take it way too personally? Yes; their unkind words or actions said much more about them than me.
6. Have you been mind-reading? Yes, I've been assuming that I know what they were thinking, which I can't know for sure.
7. Can you honour them by being happy? (For cases of grief ) Yes; because they loved me, they would want me to be happy.
8. Are you more capable than you think? Yes, I am a resourceful person, having always done what it takes to survive.
9. Were you looking outside for love? Yes, and I now know I am a good and lovable person and don't need to seek reassurance.
10. Were you not being very loving either? Yes, I could have been more unconditionally loving, judged them less and not forced them to be someone they weren't able to be then.

## Antidote Learnings

### **Antidote Learning #6: “I’ve been mind reading”**

Irrespective of the actions of another, you can never know for 100% certain what is going on inside their mind. For instance, if a child is left by a parent, it is common for the child to believe that it meant they were not loved or loveable. This is not true.

Coming to that conclusion is an assumption that is based upon a mind-read. You cannot know for certain. Recognizing your root-cause is based upon assumptions that may not be true undermines them and often causes any emotions to no longer be justified.

### **Antidote Learning #7: “It’s OK for me to be happy”**

It’s common when people lose someone they love that they experience grief. This is natural. However, if the grief continues too long it can become harmful for the body and limit the vitality and life of the person still living. An important question to ask yourself if you’re experiencing grief is: Would your loved one want you to feel sad or experience any negative emotion because of their death? You can honor them by loving them whilst being at peace like they are now.

### **Antidote Learning #8: “I’m now able to look after myself”**

When you were first born you needed your parents completely - to feed you, clean you and protect you. However, you don’t need your parents anymore. This is a blindspot for many as they continue to hold things against their parents **and** look to get something from their parents, even if they don’t actually need it anymore. Repeat: *“I can look after myself, I don’t need my parents anymore and even though I don’t agree with how they raised me, whatever they did worked well at teaching me how to look after myself, be safe and resourceful in this world. Good job parents!”*

### **Antidote Learning #9: “Compassion set’s me free!”**

Compassion is a combination of love and wisdom. Being compassionate means if someone else is having a hard time, you don’t feel bad too. Instead, you stay centered and peaceful within yourself and show them ways to heal. See others through more compassionate eyes and you will be amazed about how free you naturally become.

### **Antidote Learning #10: “I wasn’t being very loving either”**

Some people hold onto rejection or resentment for years because someone didn’t love them in the way they **believed** they **should** be loved. Feeling justified about staying victim to the other person not loving them enough, not being there for them, not being the parent they’d hoped for etc... Ask the question: How were you at loving your parent (or whoever) unconditionally? Is it possible you were waiting to be loved, when at the same time, you were not loving the other person unconditionally? Did you want the other person to change? What happens if you let the other person be enough, as they are? You don’t have to love their actions, but for your sake, let yourself love their heart.

# Mind Detox SCRIPT

## DISCOVER THE ROOT-CAUSE REASON:

### 1. FIND ROOT-CAUSE EVENT (WHEN IT STARTED?)

*THE SET UP: With your permission, let's find out when the problem started so that you can move on and stop it being a problem now. Trust your first answer to all of the following questions.*

*ASK: What event in your life is the cause of the problem, the first event which when resolved will cause the problem to disappear? If you were to know, what age were you?*

### 2. CLARIFY THE CONTEXT (WHAT HAPPENED?)

*ASK: When you think of that time, what's the first person, place, event or thing to come to mind? Digging deeper questions: Who was there? Where were you? What was happening? Like an artist painting a picture, let the details form to create a memory of a specific event that could have been a problem.*

### 3. DISCOVER ROOT-CAUSE REASON (WHY WAS IT A PROBLEM?)

*Remember the root-cause reason is: "Emotion(s) + Reason".*

*3.1 For emotion ASK: What is it about what happened that was a problem for you? Digging deeper question for 3.1: "How did it make you feel?"*

*3.2 For reason ASK: Ultimately, what was it about what happened that caused you to feel that way?*

*Digging deeper question for 3.2: "If X happened, what might happen?" or "What was it about X that was a problem for you?" Repeat these questions substituting X with the previous answer until you find the reason why they felt that way.*

*3.3 Rate root-cause reason ASK: On a scale of 0 to 10, with 10 being very high emotion and feels true, how would you rate (state root-cause reason)?*

# Mind Detox SCRIPT

## RESOLVE THE ROOT-CAUSE (WHY NOT A PROBLEM NOW?)

### 4. COME TO NEW CONCLUSIONS WITH NEW INFORMATION

*4.1 Learn from past - ASK: What can you know now, that if you had known it in the past, you would have never felt (state root-cause reason) in the first place?*

*4.2 Learn from future - ASK: Is it possible that you can be at peace when you think about this old event at some point in your life? OK, let's go and speak to the future you that is at peace with it. What will you know at that point in the future that will enable you to feel at peace then?*

*4.3 Learn from blind-spot - ASK: For this to have been a problem, what did you need to not know? Digging deeper question: "For it to be a problem then, what did you need to believe?" (Helps finds incorrect conclusion)*

**Use *Installing the Knowing Exercise* when you discover a positive and loving learning that makes it impossible for them to have negative emotions associated with the RCE or RCR.**

### TEST THE WORK

### 5. TEST THE WORK (ACKNOWLEDGE BENEFITS AND SATISFY CONVINCER)

*5.1 Test RCR: "On a scale of 10 to 0 with 0 being the emotion is completely gone and you feel neutral now, how would you rate the old root-cause reason?"*

*5.2 Test the past: "When you think about the original event you might find the memory is there but the emotion is gone and you feel more neutral now?"*

*5.3 Test the future: "Think of a time in the future when something like this could happen, but this time, notice how differently you respond, ok?"*

# Session Notes Template

CLIENT NAME [AGE]

List desired results:

- ✓ Perfect skin
- ✓ Pain free
- ✓ Meet my soul mate

List problems to let go of:

- Psoriasis
- Lower Back Pain
- Anxiety
- Jealousy leading to failed relationships

WHAT

Memory:

Mum & Dad / Home / Arguing / Divorce / Dad Leaving

WHY

Emotions:

Sad

Scared

Guilty

Reasons:

Losing my family

Not safe because Dad is leaving

It's my fault

☺ WHY NOT A PROBLEM NOW

Positive Learnings:

I still got to see my dad after divorce

Dad was still there for me

Mum and Dad still loved me

It's wasn't personal – my parents divorced each other, not me!

## ● Install the Knowing EXERCISE

To be used when your client discovers the antidote learning they need, such that if they knew it in the past or future, it would be impossible for them to have any negative emotions associated with the root-cause event and/or root-cause reason.

### INSTRUCTIONS: The 7-Step INSTALL THE KNOWING exercise:

STEP 1 - Get learning(s) using MDM Questions 4.1, 4.2 +/- 4.3

STEP 2 - ASK: *Where do you know that in your body?* (Whilst circling your hand around your own heart, chest, solar plexus and stomach – to give them an idea of what you are asking them.)

STEP 3 - ASK: *Great, if that knowing had a colour, what colour would it be?*

STEP 4 - SAY: *Perfect, so keep that knowing there now, ok?*

STEP 5 - SAY: Invite client to close their eyes and then guide them through installation visualisation by SAYING: *Now, go to the past, with that knowing, and play the movie of the old memory from start to finish, but this time, with the (state colour) knowing in your (state location and learnings).*

(For example – ‘*The red knowing in your heart that I am loved*’. Repeat above phrase two or three times as they do it so there is absolute clarity as to what they are being asked to do and to make sure they do it.)

STEP 6 - After a few seconds, SAY: *When you are done, bring the knowing(s) all the way back to now by opening your eyes.* (When they open their eyes, take their attention away from the problem for a moment by distracting them.)

STEP 7 - TEST: Using questions 5.1, 5.2 and 5.3 from Mind Detox.

## Getting to Zero

**IF SCORES FROM QUESTIONS 5.1 OR 5.2 ARE ABOVE 0 THEN CHECK:**

- 1) **Antidote Learning:** *Does the learning you've installed unjustify the negative emotion?*
- 2) **Root-Cause Reason:** *What else about what happened was a problem for you?*
- 3) **Root-Cause Event:** *What other event in your life is the cause of the problem, the first event, when resolved, will cause the problem to disappear...*
- 4) **Parts Conflict** – SAY: *"I would like to invite out onto the palm of one of your hands the part that wants to hold onto the problem. Now invite out the part that wants to let go of the problem onto the palm of your other hand."* Starting with the negative part, ASK: *"For what purpose does this part exist?"* Keep asking: *"For what purpose..." (Including previous answer in question)"* until you find positive intention. Do the same with positive part until you find SAME highest intention. Place integrated highest intention back into the body and install with deep breath. See next page for more details.

RE-TEST the work.

## Parts Integration EXERCISE

One of the common blocks to healing is what's called a 'Parts Conflict'. Your client has a parts conflict if a part of their mind wants to let go of the problem and a part wants to hold on. The part that wants to hold on is like a weed: it can grow over time and the problem can return. If you think a parts conflict might be blocking their healing, use this Parts Integration tool.

### INSTRUCTIONS

**STEP 1: Invite the Negative Part Out.** SAY: *"I would like to invite out on to the palm of one of your hands the part that wants to hold on to the problem."* Then hold one of your hands out in front of you, palm facing upwards, so the client understands.

**STEP 2: Invite the Positive Part Out.** Now invite out the part that wants to let go of the problem. SAY: *"I would like you to invite out onto the palm of your other hand the part that wants to let go of the problem."* By this point the client should have both of their hands out in front of them, with one part sitting on one hand and the other part on the other hand.

**STEP 3: Find the Highest Intention of the Negative Part.** Each of the parts has a positive highest intention. Starting with the negative part, ASK: *"For what purpose does this part exist?"* Keep asking: *"For what purpose..."* (including the previous answer in the question) until you find a positive intention for the negative part. For example: 'For what purpose hold on to the fear of failure?' Keep asking and you might find that the intention is to "stay safe", so that you "survive", can "keep living", have a "good life" or so you ultimately "feel happy". By this rationale, the highest intention is to be happy.

**STEP 4: Find the Highest Intention of the Positive Part.** Do the same with the positive part until your client finds the *same* highest intention. ASK: *"For what purpose does this part exist?"* Keep asking: *"For what purpose..."?* (including the previous answer in the question) until you find a positive intention for the negative part. For example: "For what purpose let go of the fear of failure?" Keep asking and you might find that the intention is to "go for what you want", so you are "more adventurous", "explore more" and finally so you ultimately "feel happy". By this rationale, the highest intention is to be happy.

**STEP 5: Put the Highest Positive Intention Inside.** Place the integrated highest intention back into the client's body (in whatever location feels right) and install it with deep breath. Now **Re-Test the Work** using Step 5 from Mind Detox. Your client may find that the emotions now feel neutral or even positive.



## Very Useful Questions

### **TO DISCOVER THE POSSIBLE CAUSE OF A PROBLEM, ask:**

- 1) When did you first notice you had this problem?
- 2) What was happening in your life during the 12 to 18 months leading up to when you first noticed the physical condition?
- 3) What is happening within your body i.e. what is your body actually doing?
- 4) How might the physical conditions be an attempt to adapt or survive your past or current life circumstances?
- 5) If the physical condition was trying to send a symbolic message to you, what might it be saying?
- 6) If the physical condition was a negative emotion, what emotion would it be?
- 7) How might your body be mirroring something in your life?
- 8) Taking account of what's happened in your life, how might your body today be a physical manifestation of your past?
- 9) When do you do it / does it happen? When don't you do it / it doesn't happen?
- 10) How long have you had this problem? (May provide source of significant emotional event that "caused" it)
- 11) Ask your unconscious mind, when did you decide to create this problem and for what purpose?
- 12) What do you believe about this problem?
- 13) What problematic situation was resolved around the time you first noticed you had this problem?

### **TO DISCOVER HIDDEN BENEFITS FOR KEEPING PROBLEM, ask:**

- 14) What is this problem preventing you from doing, which, if this problem disappeared you will have to do?
- 15) What is it you are not doing because I have this problem?
- 16) What is it that you are doing, which you enjoy doing that you won't be able to do if your problem disappears?

### **TO FIND POSITIVE & LOVING LEARNING, ask:**

- 17) What advice what a wise friend give you to help you be at peace with the problem?
- 18) What do you need to know or learn, the knowing or learning of which would have the problem disappear?
- 19) What are you pretending not to know by having things be this way?
- 20) For you to let go of this problem, once and for all, what do you need to say?

## D.I.Y Mind Detox

**WHEN**  
Find Age

*What event in my life is the cause of the problem, the first event when resolved, will cause my problem to disappear? If I were to know, what age was I?*

**WHAT**  
Root Cause Event

*When I think of that time, what's the first person, place, event or thing that comes to mind?*

**WHY**  
Root Cause Reason

*How did what happen make me feel? Ultimately, what was it about what happened that caused me to feel that way?*

**WHY NOT**  
Antidote Learning

*What can I know now, that if I had known it in the past, I would have never felt any negative emotions in the first place?*

NOW USE 'INSTALL THE KNOWING' EXERCISE

## Decision Destroyer EXERCISE



Imagine you catch yourself (or a friend) saying a belief like, “People I love leave” or “It’s hard to make money” or “I can’t lose weight”. There are a couple of questions you can ask to challenge the belief and, in some cases, heal it in seconds. Beliefs are preceded by a decision. This means that many beliefs are preceded by, or based on, an decision. This exercise can help you to go back in time (in your mind), make a more positive decision and, as a result, form a healthier belief.

### INSTRUCTIONS

Temporarily hold the belief in your mind whiles trusting your first answer to the question: *When did I decide that?* You may get a number and/or a memory pop into your mind. Amazingly, most people remember the exact moment they formed the unhealthy belief. Once you have a possible memory, ask: *What was I deciding before that?*

Keep asking the second question (going earlier and earlier in time) until you find a decision that is purely positive. It may feel as though you are making it up and that there is no way of genuinely knowing what you were thinking then; this is normal. The purpose of this exercise is to track back in your mind until you find a more positive decision. Then take a deep breath and come back to now, bringing the positive decision with you. Trust your unconscious mind to do this for you. You may find that the old unhealthy belief feels less true.

## Special Stories EXERCISE

Some thoughts think they are so special. This exercise can help you to start to see the familiar thoughts that pass through your mind, which you often unconsciously think about. I call this tool “Special Stories” because they are usually personal stories, which you immediately engage with and start feeling. For example: if you have “money” thoughts, you may start worrying. Or if you have thoughts about your relationship then, again, you can feel compelled to think about it at length and suffer as a result.

### EXAMPLE

I once saw a story that made me feel depressed. It was a convincing story about me never being able to be truly happy and any time it passed through my mind I would immediately start feeling low. One day I also caught myself thinking about it and gave it a name. I called it my “Mr Melancholy” story. Any time I noticed the old special story happening, I turned to it and said, “*This is just my Mr Melancholy story*” and like magic, it stopped negatively affecting me. It may sound too simple to work, but if you are self-aware and keep calling your stories out, they can quickly lose their power.

### INSTRUCTIONS

1. Notice if you are busy thinking about a familiar story. Engage GAAWO to be self-aware. This will immediately help you to let go of the special story as you cannot engage GAAWO and continue to unconsciously think.
2. Give the story a name. For example, if you always feel left out or left behind, you might call it your “*Cinderella Story*”. If you feel unconfident or anxious, then you could call it your “*Scared of My Own Shadow Story*”. It is helpful if you keep the name of the story light-hearted and funny to you.
3. Once you have a name that summarizes the special story, say out loud or think: “This is just my (insert name) story”.
4. Then re-engage GAAWO and be willing to let it go.

## Peace With Emotions

Cultivating a healthier and harmonious relationship *with* your emotions is much easier when you know the following principles:

- It's completely natural, normal and necessary to feel a spectrum of emotional energies during daily life.
- What you resist will persist and will cause stress and suffering.
- All emotions are temporary, but the power, peace and presence of your self-awareness is permanently present.
- The awareness that is aware of anxiety, sadness, hurt etc. is not anxious, sad or hurt etc. (Re-read this as many times as it takes to really get the magnitude of this principle.)
- The awareness that is aware of anxiety, sadness, hurt etc. is calm, well and free from all emotions – always.
- Recognizing you have temporary emotions but you are not your emotions helps you to more calmly coexist with them all.
- Peace is not the absence of emotions. Peace is a state of being, which you experience whenever you are self-aware and at peace with how you feel.
- Suppressing emotions lowers energy and your ability to enjoy the best life. The more emotions the better as you need energy to heal, create, evolve and wake up.
- Feel your feelings without getting lost in them by remaining self-aware and being alert to *all* that is happening now.
- Emotional freedom comes from being comfortable feeling comfortable sometimes and uncomfortable sometimes.

**Words cannot express the importance of exploring these principles and applying them to your own emotional well-being.**

# Hello Emotion EXERCISE

This is a simple way to begin your journey towards ‘peace with emotions’.

## INSTRUCTIONS

Are you resisting how you are feeling? Lost in your emotions? Struggling to engage GAAWO by staying self-aware? In moments like these, when you’re falling into your feelings, do the following:

1. Ask: *What emotion am I aware of right now?*
2. Ask: *Where do I feel the emotion in my body?*
3. Once you’ve named and located the emotion, turn your attention towards it and say in your mind the following: *Hello energy, thank you for passing through. You are welcome to hang out as long as you want.*
4. Breathe deep and easy, allowing the energy to be in your body.

## WHY THIS WORKS

The first two steps help you to be the observer of the emotion rather than so caught up in it. The simple statement in Step 3 holds within it the intention to allow rather than resist, which helps you to find “peace with” the fleeting feeling. Lastly, we tend to hold our breath when we don’t want to feel something, so breathing properly enables the energy to move around your body and helps you to feel empowered by its intensity.

For this game to give you “peace with emotions” you need to *genuinely* be willing for the emotion to “hang out as long as it wants”. Be careful not to say it, but secretly be saying it so the emotion goes away. If you do that, then you are still resisting it and what you resist will persist. Let the energy be present for as long as it wants. The easiest way to do this is to give more of your attention to the present moment happening all around you – using GAAWO – instead of constantly leaving the now to check if the emotion has gone yet. After all, there is always more happening right now than what you’re currently feeling. If you leave it alone you will soon notice it will move on, but it ultimately won’t matter, as you will no longer have a problem with it being present within you.

## Pink Light EXERCISE

This technique is ancient in origin and can be used to heal relationships. It is used to heal all pain and suffering between the user and the subject.

### INSTRUCTIONS

**STEP 1:** Get yourself in a loving space. Remember a time you felt loved.

**STEP 2:** In your mind's eye, picture pink loving light radiating from your heart, encompassing you in a pink sphere.

**STEP 3:** Stay within your pink light sphere. Remember a most loving memory of yourself (this could be recent or from childhood) and project this aspect of you outside the pink light sphere. Cover this projection of yourself with the pink loving light, still radiating from your heart.

**STEP 4:** Then, starting with your immediate family - mother, father, siblings, partner, children - imagine them appearing individually in front of you, outside the pink light sphere. If possible, make it an image of them in a loving memory. In your mind's eye, picture yourself covering each of them with the pink light as if you were icing a cake. Cover them with light and then let them go and move on to the next person. If there is someone who you cannot remember as part of a loving memory, just picture them in front of you. If you cannot do this, visualize bringing them in to stand at a distance and/or facing away from you.

**STEP 5:** Next, do this with anyone with whom you still have an emotional charge or discomfort.

**STEP 6:** Allow for anyone else to show up (whether you know them or not), cover them with the pink loving light and let them go as well.

**NOTE:** This process should take no more than 10 minutes a day, eventually getting down to five minutes. If you can't visualize the pink light, that's fine; what is important is the intent. Once someone is done, assume that they are finished for the day. You will get a sense of when someone is "complete" and no longer requires a treatment. Be gentle on yourself and enjoy the results.

# ● Getting Your Goals EXERCISE

Beliefs can either help or hinder you. This tool helps you to, first, rate your current level of belief in your ability to achieve your goal. Then, if you discover you don't fully believe it is possible for you, you should use the Mind Detox Method to heal the unhelpful belief before going on to do a lovely visualization to help install it in your future.

## INSTRUCTIONS

### STEP 1 Clarify Your Goal

Clarity is power. What do you want? Do you want to meet a life partner, make more money, enhance your health, improve a relationship or something else? State your desired outcome now.

### STEP 2 Rate Your Current Belief Level

On a scale of 0–10, with 10 being that you believe it is possible to achieve your goal, how would you rate your current level of belief?

If you do not rate it as 10 out of 10, you might have an unhelpful belief that is undermining your ability to achieve your goal. Continue on to Steps 3–5 to detox your unhelpful belief. Or, if you score 10 out of 10 and achieving your goal already feels inevitable, go straight to step 6.

### STEP 3 Clarify your Unhelpful Belief(s)

What are the first thoughts that come to mind when you think about achieving your goal? Examples of unhelpful beliefs include: *I'm not loveable*, *It's hard to make money* and *I will never heal*. You are aiming to find possible beliefs that could be preventing you from achieving your goal.



## Getting Your Goals EXERCISE

### STEP 4 Heal Your Belief(s)

4.1 What event in your life is the cause of your unhelpful belief, the first event that, when resolved, will cause the belief to disappear? What age were you? Trust your first answer. State your age now.

4.2 When you think of that time, what is the first person, place, event or thing to come to mind? Trust your first answer and let the memory come back to you now.

4.3.1 What is it about what happened that was a problem for you? How did what happened make you feel?

4.3.2 Ultimately, what was it about what happened that was a problem for you? Write down the Root-Cause Reason now in one sentence: – emotion + reason.

4.3.3 On a scale of 0–10, with 10 being “high emotion and feels true”, how would you rate your Root-Cause Reason?

4.4.1 What do you know now that, if you had known it in the past, you would never have (state Root-Cause Reason) in the first place?

4.4.2 For this to have not been a problem then, what would you have needed to believe?

Use *Install the Knowing Exercise* now, using the instructions.

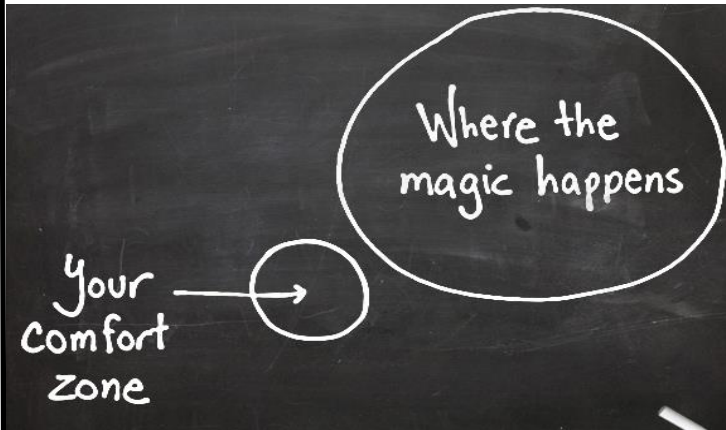
### STEP 5 Test the Work

5.1 Test RCR: On a scale of 10–0, with 0 being “the emotion is completely gone now and I feel neutral”, how do I rate the old Root-Cause Reason?

5.2 Test the past: On a scale of 10–0, with 0 being “the emotion is completely gone now and I feel neutral”, how would I rate the Root-Cause Event?

5.3 Test the future: Think of a time in the future when some- thing like this could happen, but this time, notice how differently I respond.

## ● Goal Installation EXERCISE



This exercise takes about one minute and is to be done two to three times every day until the goal is accomplished. By using it you will send a consistent message to your body-world about what it is you want.

**STEP 1** - Imagine what you will see, hear, feel, smell and taste when you have achieved your goal.

**STEP 2** - Cup your hands in front of you and imagine gently placing the image of what you want in the palm of your hand.

**STEP 3** - For a few moments, appreciate it now, as if you've already attracted it into your life.

**STEP 4** - Breathe 3 deep breaths of life into the image of what you want.

**STEP 5** - Now, imagine the image of what you want effortlessly rising and flying into your future to manifest at a time that is perfect for you.

# Mind Detox EXAM

Please see below for the questions that you need to answer correctly in order to pass the THEORY part of your MDM Practitioner Certification.

Q1. What is the purpose of Mind Detox?

Q2. List 5 potential benefits of the 5 Step Mind Detox Method

Q3. Write the complete sentence below: "In life, people either get results or \_\_\_\_"

Q4. Write the complete sentence below: 'Ignoring the underlying \_\_\_\_\_ is like attempting to flatten a turbulent \_\_\_\_\_ without removing the \_\_\_\_\_ sitting below the surface.' Explain the benefits of remembering this statement (including reference to the 'Disempowering Dilemma').

Q5. List the four elements of the 'Optimum Service State' and explain why they are important.

Q6. Share the instructions for engaging 'GAAWO' and share what your experience is like when you engage it.

Q7. Why is it important to purify perceptions and how can Mind Detox help a person to do so?

Q8. What are the implications of the unconscious filtering process? (HINT: Explain the filtering process and talk about the difference between what happens in reality and what you think happens.)

Q9. Explain the 'Juggernaut of Judgement' and the negative side effects of resistance:

Q10. List and explain the three reasons why beliefs can be changed:

CONTINUED ON NEXT PAGE.

# Mind Detox EXAM

Q11. What are the five opening questions you can ask to find out what your client wants to work on? (NOTE: You will not necessarily ask all of these questions in a session)

Q12. What is the difference between the root-cause event and the root-cause reason and why is it important to discover and resolve the root cause reason?

Q13. What question(s) can you ask to discover the root-cause reason?

Q14. Write the complete sentence below: "The two ingredients of a root-cause reason are \_\_\_\_\_ + \_\_\_\_\_."

Q15. List the three 'resolve the root cause' questions can you ask someone to help a person resolve a past event, along with five of the most common 'antidote learning' questions that have been found to help resolve past events.

Q16. List the steps involved in the 'Install the Knowing Exercise':

Q17. What four things can you do if a client rates their root-cause reason above zero when testing the work?

Q18. What is a 'root-cause cluster' and why is it important that you are aware they can exist?

Q19. What is the 'Emotional Domino Effect' and why is it a big benefit of the 5 Step Mind Detox Method?

Q20. Why do you want to follow the recommended Session Notes Template?

Bonus Question - Why do you want to be able to use Mind Detox with others?

## NOTES

Answer these question in a word document and then copy and paste them into the online form.

# Mind Detox CASE STUDIES

The key with the Mind Detox Method is practice. This helps you get familiar with the scripts and learn how it works in the 'real world'. Please do 10 co-coaching practice sessions with your fellow course students and then meet with your Coach Trainer before working with anyone that does not know the method. If you both agree you are ready, your 5 Mind Detox Case Studies - with 'real people' - should cover the following:

1. The presenting problem you worked on with your case study client?
2. The root-cause event age and briefly what happened.
3. The root-cause reason you found (making sure you clearly state it as 'emotion + reason' and score it from 0 to 10).
4. The positive learnings that you helped your client install.
5. What you found challenging about the session and what you would do differently next time.
6. The end result - root-cause reason score on a scale of 10 to 0.

Please be as honest as possible and if you have any questions then include them in your summary notes and ask them during Supervision Sessions. Please also follow-up and see how your clients got on after the session.

---

## NOTES

It is recommended you write up your case study summaries in a word document and then copy and paste them into the online form

# Case Study Examples

## Case Study Example 1

Alex had hyperhidrosis (excessive sweating). The root-cause event was age 7 when he was shouted at by a teacher in-front of the entire class at school. Alex felt “angry that the teacher shouted at me” with emotional intensity 9/10. I asked Alex what he was pretending not to know in order to still feel angry. He answered: “that my class mates probably didn’t care anyway”. We installed the learnings: “nobody cared”, “I am comfortable being the centre of attention” and “I am cool and calm always”. After testing the work the emotion was 0/10. Alex stopped sweating in excess and commented he generally felt much calmer.

## Case Study Example 2

Jane had a painful lower back. The root-cause event was age 4 when her dad went into hospital for a few months. Jane felt “sad, scared and vulnerable that dad disappeared” with emotional intensity 10/10. I asked Jane what she knew now, that if she had known in the past, she would have never felt that way in the first place. She answered: “that I was safe without dad and he came home”. We installed the learning. Jane said the emotion was 0/10. 2 days later Jane contacted me saying she was no longer needing pain killers and was doing yoga for the first time in 2 years. I learned how powerful the mind body connection is and how quickly the body can heal when we resolve the root-cause reason.

## Case Study Example 3

Peter wanted to lose weight. The root-cause event was age 13 when he was forced to move home. Peter said he felt “angry and vulnerable that I wasn't in control” with emotional intensity 9/10. Peter recognised that eating in excess was his way of feeling more in control. He then realised that he was angry towards his dad for drinking in excess and that the anger stemmed from sadness that his dad ‘was never there for him’. We then rated the RCR “sad and scared dad never there for me” and it scored 10/10. I asked Peter what he knew now that if he had known it in the past he would have never felt that way in the first place. He replied that he was now 33 (not 13) and therefore was able to be safe without his dad and that it was probably time to feel more compassion towards his dad. After installing that knowing he reported the negative emotions as 0/10.

When I called Peter 10 days later, he had already lost 5 pounds and was no longer craving crisps. Peter's case illustrates the importance of getting to the real root-cause reason. For Peter, although he was upset about moving (the event), the reason ‘lack of control’ was a problem for him because he didn’t feel safe without his dad being there for him. When we resolved the cause, both the need for control and over-eating problems were resolved too.

## ● Pre-Consultation SCRIPT

**You do not have to sell the Mind Detox Method – ever!**

It sells itself as long as the potential client knows how they can benefit from having Mind Detox consultations.

The benefits from experiencing Mind Detox consultations are best discovered by asking your potential client questions. Avoid mind reading what a person wants or convincing anyone to have a consultation. The following questions can be asked either over the telephone or face-to-face whenever someone approaches you enquiring about Mind Detox.

Remember: If you have to convince someone *before* the consultation, you are more likely going to find yourself convincing them *during* and *after* the consultation. Trust me, you only want to work with people who are ready to let go and willing to do whatever it takes to be free.

### PRE-CONSULTATION QUESTIONS:

Where did you hear about the Mind Detox Method?

What drew you to Mind Detox?

If they have not told you what the problem is by now, then ask:

What did you want to work on? What's the problem? What do you want to gain? What do you want to let go of?

Are you open to discovering and resolving the possible mental or emotional cause of the problem?

Great, when would you like to meet for your first consultation?

## **BUSINESS Insurance**

**You MUST be insured in order to use Mind Detox with others.**

We recommended an Insurance Provider who knows us and offers our graduates a discount:

### **HOLISTIC INSURANCE SERVICES**

**181a Watling Street West, Towcester, Northants, NN12 6BX**

**Tel: 0845 222 2236      Fax: 0845 222 2237**

**[www.holisticinsurance.co.uk](http://www.holisticinsurance.co.uk)**

The annual premium to be insured as a Calmologist with Holistic Insurance Services is £53,25/yr (discounted from £63.90/yr).

This insurance policy is for Mind Detox Practitioners who operate within the UK - under UK law. If you do not live in the UK, you will need to contact them to find out if they will cover your country or check with your current insurance provider and ask them. If they need anything from us in order to recognise your Mind Detox qualification, then contact us.

---

### **NOTE**

Holistic Insurance Services require you to keep your consultation case notes for a minimum of 5 years. You also need to be able to prove that you have done an initial consultation/screening to check that Calmology is appropriate for the client. For example, Sandy has booking forms for all of his mentoring and events on this website, which require clients to provide background info about their current mental/physical state. Scroll down for more on our recommended Code of Conduct.



## **BUSINESS Disclaimer**

**It is recommended that you have everyone you work with agree to a Disclaimer before working with them.**

Personally, I have my disclaimer stated on my website and 'customers' have to agree to it before submitting any booking form. I use booking forms for every single service I offer to ensure everyone has agreed to the disclaimer. Meaning, even if I have spoken to someone about working with them, I still ask them to complete a booking form to ensure that they agree to the disclaimer.

**IT IS RECOMMENDED YOU SEEK ADVICE FROM YOUR OWN LAWYER BEFORE USING THE SAMPLE DISCLAIMER PROVIDED BELOW.**

I understand that using any advice or technique shared by [insert NAME] is completely voluntary, under my own free will and at my own risk.

I also understand that no assurance guaranteeing my safety is being made and I agree to hold [insert NAME], the sponsors, facilitators, organisers and property owners completely harmless of all liability if I sustain any injury (except for any injury which is caused by [insert NAME] negligence or fraud or the negligence or fraud of any other party listed above). By agreeing to this waiver, I agree to assume full responsibility for any injury or injuries, physical, emotional and mental, that I may sustain when using Mind Detox which is not caused by [insert NAME] negligence or fraud (or the negligence or fraud of any other party listed above).

I also understand that [insert NAME] shall not be liable to me, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, for any loss of profit, or for any indirect or consequential loss sustained by me or any third party arising under, or in connection with, me practising Mind Detox Method. However, nothing in this Disclaimer shall limit or exclude [insert NAME] liability for death or personal injury caused by its negligence, or the negligence of its employees, agents or subcontractors or for fraud or fraudulent misrepresentation.

# BUSINESS GDPR Compliance



## How To Be GDPR Compliant

**The General Data Protection Regulation (GDPR) is the new European regulation on personal data protection.**

The goal of this legislation is to help align existing data protection protocols while increasing the levels of protection for individuals. It came into legal effect from May 25th, 2018. Put simply, GDPR is a regulation that you'll want to take seriously. Below you will find a summary of how to be GDPR compliant, along with an example of the GDPR info that Sandy uses on his websites. If you are going to use the example, please read carefully and insert the appropriate information where required.

*Even if you do not live or operate within the EU, we recommend you adhere to these standards as 'best practice'.*

**Please see online Calmologist resources for a sample Privacy Policy.**

1

### OBTAINING CONSENT

Your terms of consent must be clear. Consent must be easily given and freely withdrawn at any time.

2

### TIMELY BREACH NOTIFICATION

If a security breach occurs, you have 72 hours to report the data breach to both your customers and any data controllers, if your company is large enough to require a GDPR data controller. Failure to report breaches within this timeframe will lead to fines.

3

### RIGHT TO DATA ACCESS

If your users request their existing data profile, you must be able to serve them with a fully detailed and free electronic copy of the data you've collected about them. This report must also include the various ways you're using their information.

4

### RIGHT TO BE FORGOTTEN

Also known as the right to data deletion, once the original purpose or use of the customer data has been realized, your customers have the right to request that you totally erase their personal data.

5

### DATA PORTABILITY

This gives users rights to their own data. They must be able to obtain their data from you and reuse that same data in different environments outside of your company.

6

### PRIVACY BY DESIGN

This section of GDPR requires companies to design their systems with the proper security protocols in place from the start. Failure to design your systems of data collection the right way will result in a fine.

7

### POTENTIAL DATA PROTECTION OFFICERS

In some cases, your company may need to appoint a data protection officer (DPO). Whether or not you need an officer depends upon the size of your company and at what level you currently process and collect data.

coredna

## **BUSINESS Code of Conduct**

We adhere to the same guidelines as set out by the Federation of Holistic Therapists. This Code of Conduct is intended for use by all graduates of the Calm Academy and is a guide to excellence in professional conduct and practice. This Code of Conduct seeks to set out the 'best practice' standards expected from a Calmologist - to ensure you are operating professionally, legally and ethically.

In summary, Calmologist's must, at all times:

- Act in the best interests of their clients;
- Respect their clients, other practitioners and healthcare professionals;
- Take responsibility for their own actions;
- Practise only within the limits of their competence;
- Aim to under-sell and over-deliver;
- Ensure their behaviour does not damage the reputation of the profession;
- Observe confidentiality;
- Practise within the law;
- Do not engage in inappropriate relations with clients;
- Maintain high standards of health and hygiene;
- Turn up on time and keep your commitments;
- Maintain and develop their knowledge and skills.

**Please see online Calmologist resources to download full Code of Conduct.**

# MARKETING Money Matters

## WHAT PRICE TO CHARGE

Calmology can provide big benefits and massive value. Setting a fair price helps you to:

- Only work with people who are committed to change and make use of what you teach.
- Get higher word-of-mouth referral rates from existing happy customers.
- Provides a balanced energetic relationship with the people you work with.
- Earn a good income from doing the work you love.
- Get a return on your investment from training and graduating as a Calmologist.

I have noticed that the more I charge, the better the results my clients get. It is a fascinating phenomenon. I started off charging £45 per session and had a challenging time with my clients. They would talk for hours about their story and did not appear to want to move on. Then I increased my price to £75 per session and the results improved. Then again I increased my consultation fees, this time to £150, and guess what - the results became even better and the clients I attracted had a different level of focus and commitment. Since increasing my session rate to £297, I've had more repeat business and the results have been remarkable!

When clients meet with me, they waste no time. They want to learn and resolve things quickly and move on with their lives. They are also more willing to apply what we talk about between sessions. It is for this reason that I encourage you to charge a higher fee for your Calmologist services, whenever possible. You can always offer concessionary discounts to those with a genuine need but not the means. Offering a higher rate, also gives you price flexibility too, enabling you to do 'flash sales' and still earn a fair rate.

# ● **MARKETING Money Matters**

## **THE AVERAGE PRICE FOR MIND DETOX**

Due to the nature of Mind Detox, I recommend offering packages of 4-6 sessions and charge a fee that feels comfortable for that amount of time and exchange of expertise and energy. The recommended package price is anything from £195 to £345, depending on your personal motivations, location, expenses, experience and expertise outside of Mind Detox. If you feel uncomfortable charging, say £300, then perhaps you would prefer to offer a discount for people on low income or the unemployed.

You may want to decide how much income you would like each month/year and how many people you want (and can realistically) work with. If you divide the income by the number of people you will find out how much you need to charge. This is a far more effective pricing strategy than compared to plucking a price out of thin air and hoping enough people will be interested in working with you so that you make enough to pay the bills.

## **DESIGN A BUSINESS THAT DELIGHTS YOU**

When designing your business, it is great to start by considering the kind of life you want to live. Personally, I want freedom to travel, the time to be creative, to work as part of a team and share the success so that everyone wins. These are my core values that have, for example, caused me to create online courses, offer online mentoring services and set up the 'home study' academy - so that I am working with coach trainers and sharing the success by paying them to support the next generation of Mind Detox Practitioners. Setting my business up this way allows me to have the space I need to write books and spend time anywhere in the world because I'm not fixed to any one location. So I recommend you design your business based upon your own personal values and shape your business to support it.

# ● MARKETING Money Matters

## MULTIPLE STREAMS OF INCOME

I have set up my business to benefit from multiple streams of income. Having multiple sources of income enables you to potentially earn less from each source, yet still end up with a healthy income at the end of each month/year. For example, my business consists of online mentoring sessions, courses, talks, retreats and products. Each provides a way for me to connect with a range of people and together adds up to make a healthy income from the work I do.

When setting up your business, it can be very useful to explore offering a range of different formats. Some people will want private one-to-one consultations, while others will find a private clinic too daunting (to start with) and will be delighted to see you offer group courses or products. Other people will prefer the exact opposite. By offering a range of service formats, you can appeal to a larger audience and make a bigger income from the work you do.

Variety is a high value of mine, so having a business model that allows me to be creative in a number of different ways works well. I am never chasing mentoring clients and find that the different offerings all feed each other. If a person buys a product, they are highly likely to attend a clinic, retreat or participate in a course. This means, one person will buy multiple products/services and as you may already know, it is easier to sell to current clients than always have to find new ones.

*As a Mind Detox Practitioner you are permitted to offer one-to-one Mind Detox coaching services using the Mind Detox principles and techniques. You are not qualified to teach and qualify other Mind Detox Practitioners. Whenever sharing the Mind Detox principles or techniques, please give credit in the marketing materials i.e. 'I am a qualified Mind Detox Practitioner, trained by Sandy C. Newbigging'. Please do not imply that you created the Mind Detox method. If in doubt, please ask.*

# ● **MARKETING Money Matters**

## **VALUE VERSUS TIME**

It is very important that you focus on selling the value of the results people can get, rather than attempt to sell an 'hour with you'. If a person works in a shop they might earn £15 per hour, if they do massage they might earn £45. If you then say an hour with you costs £95 then you might find potential clients question your price. However, if you find out what your potential clients wants to work on and then offer Mind Detox as a potential solution to their problem, you will find it much easier for your clients to see the value in what you are offering.

Let's say a person has been suffering every day for the past 3 years because they cannot sleep. How much do you think that person would pay to be free from insomnia? A coaching package of £300 is a small price to pay for freedom from the discomfort of not being able to sleep, for example. Or what if the person you meet keeps creating relationship problems and is about to have a divorce. They may be facing their family falling apart, their kids going through a traumatic break-up of their parents, lawyers fees, moving costs and splitting financial assets with their soon-to-be ex-wife or husband. £345 for a Mind Detox Mentoring Package is a very small price to pay if they could get peace with the past and move on without a messy (and potentially expensive) divorce. These are just two common examples that help to illustrate the importance of focusing on the value you can offer potential clients, rather than attempting to sell an hourly rate.

It has been said that 'price resistance is always in the seller, not the buyer' and this is very much my experience. It is important that you charge a price that you are comfortable with. At the same time, if it is much lower than the industry norm then you might also want to explore whether you have any 'issues' linked with money matters. I have found that since I became fully congruent with the prices I charge, the less resistance I have from potential clients with regards to my price.

# ● **MARKETING One Sentence Wonder**

## **GET YOUR ELEVATOR PITCH READY... NOW!**

Your 'Elevator Pitch' is a pre-planned sentence or two that describes what Calmology is and how someone could benefit from it. It is very beneficial for you to get clear in advance - so you are ready to deliver a clean and clear statement to anyone who says the magic words - 'Calmology... what's that?' Knowing this makes you more trustworthy from your first interaction with potential clients.

## **MIND DETOX**

'Mind Detox is a powerful method for discovering and resolving the root causes of chronic conditions, emotional issues and life problems'

'If something negative is happening in your body or life, and you don't know why, then Mind Detox can help you find and heal the hidden cause.'

'Mind Detox is a 5-step method that gets to the heart of any issue and helps you to move forward free from what's been stopping you.'

'Mind Detox helps you to clear toxic beliefs that are unconsciously creating problems so that you can enjoy the success you want.'

**Choose the One Sentence Wonder that you feel would resonate best with your prospective client.**



## ● **MARKETING One Sentence Wonder**

### **CALM CURE**

'Calm Cure is a powerful technique for calming hidden conflict that keeps you recreating the same chronic conditions and life issues.'

'Calm Cure helps you to cultivate what we call 'peace with life' - so that you can keep calm, irrespective of what happens in daily life.'

'Calm Cure is a 5-step technique that enables you to discover and resolve the hidden conflicts causing problems.'

'Calm Cure is a way to get peace with the full spectrum of life - so that you resist less and can be happier more often.'

### **MIND DETOX**

'Mind Detox is a powerful method for discovering and resolving the root causes of chronic conditions, emotional issues and life problems'

'If something negative is happening in your body or life, and you don't know why, then Mind Detox can help you find and heal the hidden cause.'

'Mind Detox is a 5-step method that gets to the heart of any issue and helps you to move forward free from what's been stopping you.'

'Mind Detox helps you to clear toxic beliefs that are unconsciously creating problems so that you can enjoy the success you want.'

### **CALMOLOGY**

'Calmology is the study of Self Awareness for the cultivation of inner calm, stillness, holistic health and 'peace with life'.

'Calmology consists of 4 primary techniques - Mind Calm, Body Calm, Calm Cure and Mind Detox - for getting peace with the past, present and future and living your best life today.'

'Calmology includes meditation and mentoring principles and techniques - it's the one stop shop for waking up to a wonderful life.'

'Calmology proves that the secret to success is inner stillness and that peace is the solution to all problems.'

**Choose the One Sentence Wonder that you feel would resonate best with your prospective client.**

# ● **MARKETING Beaming Biography**

Your biography is a brief summary of your credentials, including your relevant qualifications, professional endorsements, published work, your specialities and any other useful information about you that will make you appealing to potential clients. A beaming biography opens doors. It summarises why someone would want to come to your talk, attend your workshop, publish your work in their magazine and/or book a coaching package with you.

## **WRITING YOUR OWN BEAMING BIOGRAPHY**

In a word document or in a journal, write a list of the following:

- Qualifications (for example: qualified Mind Detox Practitioner trained by best-selling author Sandy Newbigging)
- Endorsements (positive quotes that industry leaders or clients have said about you)
- Specialist Interests (including 'confidence', 'relationships', 'stress-reduction' etc.)
- Strengths (including relevant skills such as 'approachable', intuitive, light-hearted, clarity etc.)
- Published Work (books, articles, blogs etc.)
- Businesses you own or are involved in to demonstrate you are a big player in the industry.

Then, once you have your list, highlight the top 5 best credentials and bring them together into a coherent paragraph that will make potential clients and event organisers feel lucky to work with you.

## ● **MARKETING People Buy People**

Although you've trained in the ability to share some really powerful techniques, people don't want to buy techniques. They buy the person sharing the technique, which is you. When a person is deciding if they want to pay you for your advice and guidance, they are going to largely base their decision on if they see you as an inspiring person who is experiencing what they want.

If you are ever finding 'business is slow' then you need to have a look in the metaphorical mirror. Would you hire you? Are you living an inspirational life? Are you living the teachings that you want to teach others? Would someone look at you (and the way you are living) and want to be like you? Do they want what you have? Are you tired, stressed, moaning, moody, worrying, gossiping, thinking lots etc.? Or are you radiating aliveness, calmness, presence, stillness, kindness, happiness, and clearly loving your life etc.?

Avoid blaming the economy, price, time of the year, your marketing skills or social media numbers, or other people's not being 'ready' for what you offer. Be the change you want to see in the world. Live the teachings and embody the techniques and soon clients will come knocking.

### **TOP TIP: DON'T SELL THE TOOLS**

A person doesn't necessarily want to buy a drill, they want a hole in the wall. In other words, they don't necessarily want techniques, they want what the techniques will give them. For example, it is good to advertise that someone will experience the 'Mind Detox Method' however, make sure you focus more on the problems the technique solves and benefits and value gained from using Mind Detox etc.

# ● **MARKETING The Four Emotions**

## **SPEAK TO THE HEART NOT THE HEAD**

Most people's buying strategies are driven by emotion. As a result, you want to ensure that your potential clients and audiences become emotionally engaged with what you are offering.

There are four main emotions that motivate people to buy:

PAIN in the Present

HOPE in the Future

FAITH in your Promise

URGENCY to get Started

### **1. PAIN IN THE PRESENT**

Highlight the problem that you have a solution for. For instance, this could include talking about the large number of physical conditions that are potentially caused by stress and negative emotions. For instance, Dr Bruce Lipton suggests that 95% of all physical conditions are caused by stress in the autonomic nervous system. This means, even if you do your best to exercise and eat right, if you have toxic beliefs or emotional baggage, then optimum health and happiness may elude you.

### **2. HOPE IN THE FUTURE**

Better health, wealth and happiness is possible if you make it a priority to discover and heal the mind-based causes of stress. Share inspiring stories, either based upon your own life or the lives of your past clients, that show how it is possible to move away from pain, ill health, feeling bad and persistent life problems.

### **3. FAITH IN YOUR PROMISE**

Share your credentials so that your potential clients believe that you are able to follow through and deliver what you are saying is possible. Ideally, back your stories up with science, statistics and practical theory that encourages your potential clients to believe that what you are offering can genuinely benefit them.

## ● **MARKETING The Four Emotions**

### **4. URGENCY TO GET STARTED**

Offer an incentive or reason to buy sooner rather than later. Remember, for every day that passes since your potential client has spoken to you or seen you speak, the odds of them buying your products or services reduces by 50%. Avoid people going home to 'think about it' because they will likely get distracted, forget about you or buy someone else's product or service. You may want to offer a 'free' gift upon booking, or a 'limited time only' discount, or reduce the availability so that there are limited spaces / products. Whatever you do, remember to 'close the sale' by setting clear parameters on WHEN they need to buy - and make it clear that if they don't buy now, they will most likely miss out.

### **DOES THIS ALL SOUND TOO SALESY?**

It need not be. You can be very relaxed, informative, and entertaining with the stories and anecdotes that you share. The key is to speak from your heart and genuinely care about helping others to enjoy better lives. And don't forget, the people you are going to work with are going to benefit massively from what you have to offer them.

**Ultimately, they want what you have to 'sell' - they just need to know that you have what they are looking for.**

# ● **MARKETING The One Thought**

## **THE ONE THOUGHT YOU WANT PEOPLE TO THINK**

When talking to potential clients, you want them to be thinking ‘me too’. You want them to relate to you and be encouraged that if you’ve overcome it, then they can too. In a word document or in your journal, write down your story.

Questions to consider include:

- What was my rock-bottom wake up call? By this, what bad things happened in my life that motivated me to search out a new way of thinking, feeling and living?
- What did you want to let go of? ... negative emotions, unhealthy habits and behaviours and/or negative life circumstances?
- What did you want to gain? ... positive emotions, healthy habits and behaviours and/or positive life circumstances?
- How did what the techniques that you have used help you to improve things?
- Where are you today and how is that different to where you started?
- Why is what you've done possible for your potential clients too?

**Ideally, you want to share your inspiring story including relevant supporting science, statistics and theory - all in a way that causes your potential clients to experience the four emotions that sell and the one thought (“me too”) that motivates buying decisions.**



## Notes



## Notes





## Notes



## Notes



## Notes



## Notes