

**Amplifying the Field of Zero Balancing for Yourself and Others: Creating a Successful Practice**  
**By Michele Doucette DC, ZB Faculty**

- Begin practicing full sessions immediately. The more you practice, the more interesting and variable results you will see. This strengthens your knowledge and experience and helps you speak to clients and the public from a place of embodied truth about ZB.
- Receive ZB sessions regularly. The clearer you are, the more effective you are as a facilitator for clients, and the more embodies the work is in you.
- Practice with friends and family for free if you like, and while in your professional space, charge a fee for your professional time.
- Charge a reasonable fee for your sessions. Reasonable for your time, professional experience, and the demographics of your location. Value your skills and others will value your service.
- If you would like to offer a reduced fee as you are gaining confidence with ZB, make a clear commitment to a fee that supports your continued learning. Consider putting some or all your ZB income aside for future classes. This energetic commitment will strengthen the container for your growth as a ZBer.
- You might also choose to offer a series of three weekly (or biweekly) ZB sessions for an introductory rate. Three sessions give a client a pretty good idea of what ZB can offer them. Often, after three sessions clients choose to continue on a regular basis. Giving the offer a structure of weekly or bi-weekly will amplify the cumulative effect of ZB and help clients organize their time around the opportunity (take out any looseness in scheduling).
- Offer and promote Gift Certificates for one or a series of three sessions. Enclose a ZB brochure with the certificate. Put an expiration date on the gift certificate. (ZB principle: containment amplifies flow.)
- Embody the principles of ZB (know when to be at the blue line in relationship and when to be in the box. (Practice interface in relationships. And when someone notices how clear/respectful/present/helpful you are, share the principles with them). “In the transformational therapy I practice, called Zero Balancing, we learn about keeping clear boundaries and staying home in ourselves while interfacing with others. I find it really helpful both in my bodywork and in life!”
- If you have a regular client for massage, acupuncture, chiropractic, PT, etc., and they say something that makes you think ZB would serve them, or you feel skeletal tension that might be effectively addressed by ZB, mention that you practice another type of work that addresses subconscious tension patterns in the body, and you feel it would be beneficial to them. Suggest one session so they can feel the possibilities and send them home with a ZB brochure, whether or not they have decided on a session.
- When giving our brochures, ask people to pass them along to others or post them somewhere appropriate after they are done with them. It’s good for the environment and good for our fellow humans to learn what ZB has to offer!

- Have copies of ZB books for waiting room reading and for sale. I always keep a stack of Experiencing the Power of Zero Balancing by Quarry and King in my office, as well as my ZB related memoir Waking to Eden. I am currently featuring a copy of Jim McCormick's new book ZB: Conscious Touch and Transformation. Before that was featured Life in the Bones by David Lauterstein. There are many more. Keep rotating which ones you feature, and folks will see there is a lot to learn about ZB.
- You might also feature results from ZB research in your waiting area. Look to the ZBTF website [www.zbtouch.org](http://www.zbtouch.org) for graphs and charts that show the benefits of ZB. You can also play a research video in your waiting area, at a health fair, or presentation. <https://youtu.be/lfM9WdreT0s>
- Re-frame the concept of marketing. If, like many practitioners, you feel ZB is a gift to your life and your profession, share the gift. Offer it to others as a way to help humanity come home to itself. It's less about promotion, more about evolution and healing. If people don't know what ZB is or that you offer it, they are missing a gift that you could be sharing with them.
- Speak about ZB from your heart, with your passion. It's often the energy that conveys the message more than the words. Smile and have fun.
- Practice your response to the question, "what is ZB?" Have a few phrases in your awareness that resonate clearly with you and your practice and build a response around that. For example, "ZB resolves unconscious tension patterns," "ZB helps you feel connected and grounded to yourself while also connected to Heaven and Earth/the wider world." "ZB is super relaxing and brings a person into an expanded state, a meditative state of consciousness where healing can happen in amazing ways!" "ZB reorganized the forces moving through bones and joints and helps the nervous system regulate our inner state of being for greater health and wellness, self-awareness and physical/mental/emotional balance. It feels fantastic!"
- Host a ZB class at your clinic or in your town. If certified, assist a class. You will become a leader and point person for others to learn from. This strengthens your field, your work, your practice, and your personal ZB community.
- If you are an advanced ZBer, consider joining our next Mentor Advancement Program. Long time ZBers find great benefit in refining skills, experiencing the personal and professional benefits of mentoring others, and interfacing with the ZB organizations in more empowered roles.
- Join the certification program, join a study group, attend ZB conferences, volunteer for committees or projects, write an article or case study for the ZB journal, The International Journal of Zero Balancing and Transformative Touch (IJZBTT). The more you put yourself into the stream of possibilities, the more possibilities will arise.
- Work with a Certified Mentor. The Mentor Advancement Program is a new ZB program training advanced ZBers to mentor others and be ambassadors for ZB in the world. Mentors are great for new students of ZB, for those in certification, and even experienced ZBers. Mentors use ZB principles to listen, reflect, and respond to your particular needs.

- Look for opportunities to share what you do: Job fairs at local schools, farmers markets, health fairs, vendor booths at conferences, employee appreciation days, corporate wellness events, offer a short talk or sessions to volunteers and caregivers support groups, organize a few of your ZB colleagues for a local ZB day and give 15-minute sessions to folks in your community.
- Continue learning ZB by attending classes. Fritz often says once you commit yourself to something, the energy starts to flow. Commit to at least one ZB class per year, whether it's a new one or a repeat. It all takes you deeper. And it's fun to stay connected to ZB and ZBers!