

the VOICE



Volume 9, Issue 4

There is definitely a shift happening in the world of health — some good and some challenging.

On the positive side, the public is becoming much more aware of the value of organic foods and the power of supplementation. The word “holistic” is being used throughout the media. The public is actively looking for more natural approaches or at least looking to evaluate the benefits of a new alternative. There are more articles about super foods and the power of nutrients. There are never-ending warnings about too much processed food. There are television shows which highlight looking at all angles. There are growing areas of better food choices in the grocery aisles and more options than ever before.

All this is very good for us. It means that potential clients are more educated coming into your office and more open minded to delving into the nutrition world. It means that when we approach the insurers, some may be more open to hearing what we have to say and less likely to being dismissive. The government has also shown a little more flexibility in dealing with our desires, though both the government and insurance bureaucracies continue to be notoriously slow and calculating.

Our collective efforts to spread the word about good health and the role of

nutrition, though well intended, does mean more scrutiny. It means that the other organizations are watching our moves and direction. CANNP is used to this — we have shaken the industry from our inception and have lead the pack in new initiatives and innovations, but that does not mean we are able to relax our standards — for us or our Members.

All this attention shines a spotlight on the power we might wield, making us a formidable competitor to those who wish to view us that way.

Our opinion is that, despite the views of those who reside in our nutrition and health world, there is plenty of room for us to all work together to better serve the various needs of the public. There is a way for us to perform our duties and promote one another as long as we remain diligent about adhering to our Scope and Standards of Practice.

We urge everyone to wear your designation proudly; share your knowledge; educate, all while staying in your lane.

Wendy Gibson, BA, RHN, NNCP
Executive Director, CANNP

Latest and Greatest

Check Here Frequently

We know that you have lots on your plate and big demands on your time. So we have earmarked a simple place for you to keep tabs on all the CANNP and CAN news. It is short snippets of what we are offering and the latest happenings. We keep it as up-to-date as is necessary. If you can only do one CANNP related thing this week — check out what's beyond the pointer!



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Giveaway News

The Upgrading Supplement has transitioned to become part of the weekly eblasts. We hope this will allow Members to better manage the time required to attain 30 hours of upgrading.

If you have a course that you would like us to consider as an upgrading opportunity just send us the details.

Also, if you have a book that you would like to have added to the "Cover to Cover" supplement, let us know.

For Your Office

Made specifically for CANNP Members, we have arranged for 3 original pieces of art to be reproduced in a poster version. Each is 11 x 17 and this is a limited edition. Once these are gone, there will be no more made.

The posters are suitable for framing, colourful and speak to the principles that holistic nutritionists hold dear. You are welcome to purchase a set of 3 for \$45 plus \$5 shipping (to help cover the production costs.) Just drop us a note info@cannp.ca



Insurance Update

Special thanks goes out to one of our proud Members, Amanda, who has been working tirelessly with us to approach several of the insurers. We are so lucky that Amanda speaks the insurance language, as well as our industry language making her an ideal teammate.

We have exchanged a number of educationally related documents and have had a number of phone calls and meetings.

We will continue to persevere and will do what we can as representatives of the industry and specifically the coveted NNCP and RNT designations.

Free & 2 for 1 Tickets

CANNP offered free tickets to the Whole Life Expo in Toronto.

2 for 1 coupons to the Vancouver Health Show.

We offered local schools the opportunity to hold a draw for free tickets to the Toronto National Women's Show.

Spring is the time for most of the health related shows so watch for more offers.

Corporate Campaign

CANNP, as an arm of the CAN, spearheaded an initiative to reach corporations, specifically decision makers. The idea is to influence the human resource departments and insurance companies. We need to emphasize that we are a group with credibility, education and legitimacy. We ask Members to share the information sent with any contacts you may have in the corporate world. Together we can make our voice heard.

We appreciate all the information that we have received to date.

Colour Your Plate

Colour Your Plate has proven to be very popular. These 1-minute movies are directed to children, teaching them about fruit and vegetables (and healthy eating more generally) in a fun way — through animated produce. Please share with your clients. We have offered 6 to date for free. All 6 will be available for \$20 just for the asking very soon.

New Presentations

CANNP has prepared 4 short videos suitable for your website or to share with clients. You can get all four:

Food Therapy — Tips for Digestion
Label Reading
Macro/Micronutrients
Immunity

The administration fee of \$20 helps CANNP keep your fees in check!

You can review the content of each video in the Member Only area, Business Tools. **Professional Members only.**

The Power of an Hour

Power Hours continue to be the place to hang out to share valuable information and connect with one another. Thanks to Briana Santoro who provided an inspirational discussion about the best marketing strategies for our industry.

On January 22 at 1pm EST Michelle Post shares insights about Metabolic Balance and how it boosted her business.

On March 6 at 1pm EST Marlene Hynd will discuss how mindset affects client outcomes. *Note date change please.*

We will **not be able** to tape these Power Hours so be sure to mark these dates on your calendar.

To reserve your space now we require a **totally refundable** \$10 fee.

<http://cannp.ca/power-hour-2/>

We were able to provide a summary of the James Elliot Power Hour available on page 8.

Please Note

CANNP is pleased to bring you many discounts and opportunities; we encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

The content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

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Directory or Network?

Our industry is one of personal connection. There is no doubt about that! People will be drawn to your business because of you, your story and/or your reputation.

Dealing with the issue of nutrition and personal health can sometimes conjure up intimate details that are not easily shared. Often individuals are hesitant to disclose the facts, not to mention part with their money, with just anyone.

These are the very reasons for you to get connected — network — everywhere. Start with your community, the school-yard or place of worship — wherever you gather with people. You don't have to be pushy or overstate your position, instead just let it be known what you do and start spreading the word. Always have business cards handy for this purpose. Once meeting you or hearing about you, the next logical step in the 21st century is for interested parties to search for your web site where your personality, approach and all your business details reside.

Do not rely on the “build it and they will come” model that coincides with parking your name on a directory. You have no chance of a personal connection there. It is possible but highly unlikely that a directory will win you many qualified referrals — because this industry works through connecting in a real way. One thing directories will do for certain is get your name on a ton of other lists that you had no intention of joining.

Referrals are of paramount importance to our industry. Be sure to check out what James Elliot says about referring on page 8 — brilliant!

The bottom line is you need to put in the miles to get to your destination — build a site that reflects you and your journey, network and request referrals. That is the road to success. And if you get stuck or intimidated, read the 5-Second Rule by Mel Robbins (see right.)

Book Review

***The 5-Second Rule* by Mel Robbins, 2017**

Mel has kindly given CANNP permission to share some her approaches with our Members. Watch for those in future issues.

The 5 Second Rule focuses on one of those concepts that is both shockingly simple and amazingly effective.

The book is a quick and easy read (with far too many testimonial inserts.) The substance is really great for anyone struggling with making something happen or curtailing a behavior, including anxiety and fear.

The rule is based on scientific evidence about how the brain works. The concept is that from the moment you have an instinct about something you want to do or should do, you have 5 seconds before your brain steps in to make you feel uncertain or afraid or overwhelmed and it is just at the moment that you feel that hesitation that you should implement the 5 Second Rule. By counting backward from 5, you reset your mind. And then take action.

The counting aspect is very key as it, “distracts you from your worries, it focuses your attention on what you need to do, prompting you to act, and interrupting the habits of hesitating, overthinking, and holding yourself back.”

The reasons to use The 5 Second Rule are limited only by your imagination it seems. Mel herself cured her fear of flying and the depression that was literally curtailing her from getting out of bed. Others report overcoming everything from the fear of making cold calls to finding their true passion. It is difficult to believe that something so simple can be so effective, but it works!

At the end of the book there is an option to get a months' worth of videos from Mel which highlight the books concepts. She is an incredibly captivating speaker. She is totally relatable and therefore credible — a lesson for us all!

Latest E & O Insurance Options (some limitations apply)

CANNP requires that you carry insurance, from any legitimate insurer. We offer a discount from Lakner MacLennan which provides a comprehensive coverage but we understand that you may have an alternate preference. The latest add-on coverages from LM include:

1. Culinary Extension including a limited amount of catering/food sales; cooking classes; and demos (\$50 + tax)
2. International Web Based Consulting/Teaching (\$50 + tax)
3. Personal Training/Fitness Instruction (\$40 + tax)
4. Live Blood Cell Microcopy with certificate of training (\$100)
5. Cancer Coach with certificate of training (\$50 + tax)
6. Publisher's Liability incidental such as articles, or book to protect against suit based on something you wrote (\$75 + tax)
7. Bioenergetics Intolerance Elimination in a practice including client signed waivers, health declaration form and proper maintenance of BIE machine if used (\$100 + tax)

Research — the Good and the Bad

With the spotlight moving in our direction, there are times when the waters get murky and the truth gets diluted. It is sometimes difficult to determine if the research we read about, and particularly the mainstream studies, are valid and worth our attention or concern. The media, in an effort to create the most sensational story sometimes grabs onto a study and promotes it as law, while in reality it may be fatally flawed. Next thing you know, you have a panicked client accusing you of taking them off caffeine needlessly!

To speak in an informed manner to the caffeine deprived client, let's look at a few key spots to help determine accuracy and validity in research studies.

1. Who conducted the research? You may find that the study was conducted by a legitimate company that specializes in research. You may find that the study was conducted by a company or organization that had a point to prove. Research can be skewed intentionally or unintentionally. Seek out answers from the original study, not from reprints or quotes of the study.

2. Who funded the research? Money talks. Again, the funder may have a particular point to prove and used dollars as a way to legitimize that point of view. If you can't see on the study who the funder is, then perhaps you need to dig deeper. Often this point is disclosed in the paper but a media story may not share that source.

3. When was it conducted? Trends ebb and flow with time and so do possible influencers on a study. Ask yourself if this were conducted today, would the results be different given a newer or particular trend. Conversely, not all dated research is invalid simply based on date. Think it through!

4. Who made up the sample studied and how big was it? The key is that the

sample be representative of the population being studied. Within reason, every individual within the population being studied would have had an equal chance to be included in the study. Also, the results should be kept within the context of the study. In other words, to conduct a study on the effects of a supplement and use only patients ill with heart disease, is hardly a fair representation for the general public. It may however be a fair representation of ill heart patients.

5. Is there basic logic to the study?

To conclude that the majority of residents in a nursing home take advantage of internet access simply defies logic. If the results are surprising that is one thing — but if they seem contradictory, then look again.

6. What else is happening? The nature of research is to isolate one factor and study it, reporting a result. A holistic outlook needs to go deeper — perhaps caffeine is helpful to one aspect of the physical being but what is it doing to the adrenals and the emotional state of the person?

Evaluating a study is a little complicated and science, though catching up, does not provide all the answers. There are many instances when the scientific approach is just wrong — no wonder clients are confused and frustrated by the conflicting health and nutritional information available.

By learning to evaluate the mainstream data, you are able to share your questions and concerns intelligently with your client.

As a practitioner, remember that experience counts and everyone is different. The bottom line is that you cannot go wrong educating from the basis of what you have learned and what you know works based on your experience. You are the person a client comes to, to sort things out.

Biz Bits

Have you ever heard that it takes 3-5 years to build a business? In reality, in the consultation business, you are always in the building phase.

Keep these easy tips in mind:

1. Talk to everyone you know and tell them what you are up to. You never know who they may know. Join a local group and expand your horizon.
2. Build it properly — whether a website or a business card. Having these items are helpful to make you look bigger than you are. Be sure to have a proper phone message, professional hand outs and procedures in place.
3. Proper use of language and pronunciation on the phone, in person and in writing - all very important. Every piece of paper that goes through the hands of another is creating an impression and building your reputation.
4. Business cards are inexpensive to print and paramount to your name being top-of-mind. Drop them into your local health food store. Check with your local health professionals and see if you can leave some at reception. Attend local farmers markets and see if the farmers will stock your cards too. Let them know that you encourage your clients to come to their booths.
5. Have a strong sense of who you are and the services you provide. When asked, be sure to give a clear, confident and positive elevator speech introducing yourself and the benefits of your services. Never be apologetic about your offer or the cost of your services.
6. Ask your clients for referrals. Follow up, thank them for coming. Include a few business cards and ask that they share with friends. Consider sending a token of your appreciation for a positive referral.
7. If you have school age children, perhaps you can offer to speak about nutrition in one of the classes and include a handout that goes home with your contact information.

Always work your business!

The Direct and Indirect Threat

by Glenn Rumbell, B.A., LL.B.

From time to time when I am in a room of nutritionists my view of their ability to continue practicing comes up. This isn't surprising. The right of nutritionists to provide services to the public has been under direct and indirect threats for many years. What surprises many however, is my answer. I am not really bothered by the direct threat. But the indirect threat . . . that is something else.

Let me explain.

The direct threat nutritionists face is legislation that prohibits their ability to advise paying customers. This is the threat faced by nutritionists in Nova Scotia. If the new Nova Scotia Dietitians Act c2 is enacted, it will effectively make it impossible for nutritionists in the province to provide their services. And while this an awful development for those impacted - it is also an outlier. The trend to health regulation in most provinces is to embrace alternative modalities, so long as the treatments do not pose harm to the public. So long as the practitioner does not diagnose diseases and disorders and refrains from practicing in certain restricted activities that require special training – like setting bones, or administering a feeding tube, they are free to offer what they believe in and

what the public will pay for. In provinces that haven't passed this legislation, the practical administration of the law seems to reflect this perspective.

So, I am not that worried about nutritionists being banned from practicing their trade.

The indirect threat nutritionists face is restrictions on the titles they can use. In 4 provinces, nutritionists are prohibited from calling themselves nutritionists. This title being reserved for use by dietitians. The last province to implement a full restriction was Alberta.

I am concerned for three reasons.

First, Dietitians are organized nationally as well as provincially. There can be no doubt that they seek uniformity in regulation and that those who practice in provinces where the nutritionists title is not reserved for their use, would like to see this be done.

Second, it makes it much more difficult for nutritionists to sell their services to the public. If you can't clearly tell people what you do, and a title is very useful for this, how do you effectively sell services to them? And made up titles like "Food Coach" or "Health and Wellness Advisor" are just not as easy to

understand and lack a little punch.

Third, I am concerned about the slippery slope. Nutritionists could not call themselves dietitians, so they adopted nutritionist as an alternative title. As this title became more recognized, dietitians argued it caused the public to believe 'untrained nutritionists' were in fact licensed dietitians, so some provinces added it to their lists of restricted titles. What then will be the fate of new alternative titles nutritionists must now create? Will my examples of "Food Coach" or "Health and Wellness Advisor" similarly be co-opted? What about the title you use?

In my view this is the battle line that now must be drawn. Nutritionists in the remaining provinces where it is permissible to use this title must fight title encroachment, or risk being defined out of existence. It doesn't matter if you can lawfully do something, if you cannot tell people about it.

Glenn is a lawyer and founding partner of Ross Rumbell Professional Corporation, an Ontario based full-service business law firm. Glenn Rumbell is a director of the CANNP. If you have a question you would like Glenn to tackle in The Voice, send it to us at info@cannp.ca

Nova Scotia Update

The CANNP team is continually monitoring legislative developments across the country that might affect our business. In doing so, our lawyer discovered a plan to bring a very restrictive bill into law in Nova Scotia. We brought it forward and nutritionists across the country are rallying to fight its advancement. On November 13th, we were part of a group from across the country which met over Zoom to address the on-going issue hitting Nova Scotia which was alluded to in the last Voice issue. The goal of the meeting was to better understand the issues, develop unified talking points and to formulate a go-forward plan.

The first two areas held no surprises and were pretty much based on the information which we already knew. The plan still has to be fine-tuned but will include a local petition, a call for testimonials from across the country highlighting the good work we do, a request to write to government members about consumers right to choose, and collaboration with the local media. It was agreed to move forward with a positive outlook which would not include brow-beating of other organizations.

If you have a client testimonial that you can share please scan it and send to info@cannp.ca. Those that we receive will be forwarded to the Nova Scotia group and will also be used to help with the Insurance Challenge as evidence of the need for our services. Supporting one another is the way we will have our Voice heard.

Ban Trans Fats

CBC News announced on September 16th that a move, originally passed 15 years ago, was finally coming into affect — artificial trans fats are officially banned from Canada's food supply. Retailers will be given two years to clear the inventory from the shelves. However, the government estimates it will be 3 years before all the foods already produced prior to the ban will be unavailable. Health Canada added partially hydrogenated oils to the "List of Contaminants and Other Adulterating Substances."

The ban makes it illegal for the manufacturers to add artificial trans fats to products and this also applies to imported products and foods prepared and served in food service establishments.

According to Kas Roussy reporting on the CBC News piece, the United States announced a ban in 2015 and it was fully implemented earlier this year.

A small but significant step for the Canadian public — too bad the gears move so slowly!

<https://www.cbc.ca/news/health/trans-fats-health-heart-disease-canada-1.4824852>

Proof of a Shift

Granted the statistics available are from the United States but they still show a very interesting and encouraging trend.

According to the Natural Cures: Your A-Z Guide from CR Consumers Report in November of 2018, a full 1/3 of Americans claim to have used alternative treatments in the past year. More than half of those say they prefer these approaches to mainstream intervention. This was based on a Consumers Report survey of 1,003 adults.

Americans spent \$42 billion in 2017 on supplements and about \$15 billion on appointments with practitioners.

29% who used alternative services in the past year claim to have done so based on advice from their mainstream doctor, including services such as chiropractors, acupuncturists and massage therapists etc.

Often, the survey reports, these services are used in conjunction with conventional medicine as "complimentary" or "integrative" approaches.

<https://www.consumerreports.org/alternative-medicine/guide-to-natural-cures-alternative-medicine/>

Self-Care Products

AT CHFA this year we stopped at a government manned booth which was sharing written information about Self-Care Products and Health in Canada. Sadly, no one in attendance could adequately answer our questions.

From the written materials we found that "natural health products" fall into the Self Care category. It is claimed that Health Canada is proposing to put a common system in place for these natural health products, cosmetics and non-prescription drugs — all considered to be low risk. It would give Health Canada the authority to recall a product while still treating them differently than prescription drugs. It is claimed that a "wide range of products will continued to be available to Canadians."

More info at

<https://www.canada.ca/self-care-products>

Business Buzz

Paul Fink, BA, MBA, CPA (former), is a graduate from the University of Michigan and worked as a CPA at Peat, Marwick, Mitchell (now KPMG) in Detroit, Michigan, before moving to Toronto and becoming a leader in Commercial Real Estate Brokerage. Paul shares his extensive experience in business and his expertise in financial matters with the CANNP board.

"It's Not Your Fault — But It Is Your Problem" is a sentiment that fits surprisingly frequently in day-to-day business. Issues come up all the time that are beyond your control — meaning you are blameless — but leave you scrambling, making the situation your problem. Think about that for a moment — not your fault; but definitely a problem to overcome if you are going to be successful.

For example, if you are giving a presentation and there is a true heckler in the audience — the disruption is certainly not your fault but handling that individual is clearly your problem. He/she could undermine what you are saying or disrupt the group, interfering with the flow of your seminar.

Identifying such an issue is the first step — situational cognizance is not necessarily easy. Before you get defensive or reactive take a moment to reframe the incident and take it as a "Call to Action."

What can you do to minimize the negative effects of that intrusive heckler? You can't simply shrug your shoulders and indicate that you didn't invite the individual and that it is beyond your control. You would totally lose the attention of your audience as well as their respect. Alternatively, you could take the action necessary to remove the heckler from the spotlight and potentially, the room! Solve the problem; carry on to success.

In a broader scope, when dealing with wellness situations, frequently the people seeking assistance are bitter or distressed about the unfairness of their state — not their fault in many cases, but definitely their problem. If you can manage to make the individual understand this fact, he/she is more likely to be receptive to changing lifestyle and nutritional choices, many of which he/she may not be eager to undertake otherwise. Help move the mentality of the individual from one of the "victim" to one of "personal control."

Understanding the fault-problem paradigm may take the sting out of having to pay for protocols and allow him/her to better accept a seemingly novel approach. It provides the practitioner with an interesting angle to help ensure compliance and ultimately success. A successful client means a successful practitioner. And that kind of success is a problem you want to have!

To fluoridate or not to fluoridate. A recent study published in *Environmental International* confirms again that fluoride is a neurotoxin. Scientists from U of T found that high exposure to fluoride in the womb increases ADD like symptoms in school aged children. "Prenatal fluoride exposure was more strongly associated with inattentive behaviours and cognitive problems, but not with hyperactivity." Previous research by this same team came to similar conclusions, that is, high levels of fluoride in urine during pregnancy was associated with lower IQ and similar test scores in children. The head researchers went on to state, "If we can understand the reasons behind this association, we can then begin to develop preventive strategies to mitigate the risk."

<https://www.utoronto.ca/news/u-t-led-study-finds-link-between-adhd-symptoms-and-high-fluoride-levels-during-pregnancy>

A study published in *JAMA Internal Medicine* followed 70,000 French adults in their mid-40's. Diets were scrutinized for organic content, specifically 16 organic products. After approximately 4.5 years, researchers sought to see how many individuals had developed cancer. Those who ate the most organic foods were 25% less likely to develop the disease as compared to those who did not eat organic foods. To combat the notion that organic food eaters are generally more health conscious, researchers found that even those who ate low to medium quality diets but opted for organic choices, showed a lower risk for cancer. The findings are consistent with the International Agency for Research on Cancer findings showing that pesticides cause cancer in humans. Though some questions are still unanswered, there is definitely something here worth exploring further.

<https://jamanetwork.com/journals/jamainternalmedicine/article-abstract/2707943>

Vitamin C may be bigger and better than we ever thought. We know it as an immune booster but a study in the *Radiation Physics and Chemistry* journal found the vitamin to have amazing hormone balancing benefits and could even prevent cancer. The possibilities are far reaching and include it being used as a substitute for detrimental artificial hormone replacement for middle aged women. Vitamin C has the ability to donate electrons to steroid hormones, and acts as an antioxidant neutralizing cancer causing free radicals. "The regeneration of hormones by electron transfer process using a potent electron donor, such as VitC, might offer a new pathway for an efficient reduction in the formation of metabolites."

<https://www.cancer.news/2018-10-30-vitamin-c-for-hormone-health-cancer-prevention.html>

Gut bacteria influences digestion and immunity. When antibiotics are introduced the balance of the system becomes disrupted. A paper in the *Nature Microbiology* found that after a cocktail of broad spectrum antibiotics, the 12 men studied were able to recover most bacteria levels within 6 months. The diversity of the microbes was hugely reduced immediately after treatment but not totally eradicated. After 6 months they bounced back but the richness of the species was diminished suggesting that some microorganisms which were originally there became permanently lost or depleted. Also there were some bacteria present which were not originally detected. May gut bacteria flourish!

<https://www.sciencedaily.com/releases/2018/10/181023110545.htm>

www. Wild, Wacky, Wonderful

<https://cronometer.com>

Wild is represented by a site for tracking nutrition, fitness and health data. Many clients, particularly those who are transitioning from a traditional counting diet model or who need accountability, like to have a way to track numbers and frequency. This would be a way to do that. Over 60 nutrients and over 200,000 foods are able to be tracked. There is a way to customize food choices and recipes and the user can take it mobile so nothing is missed. The down side is that it does track weight and there is a great emphasis on numbers as opposed to healthy and conscious eating however, as clients are being trained to think in a new way, this tool may be a great transition tool — making the client feel more in control while testing the waters of a new approach.

<http://medstopper.com>

Wacky this issue goes to Medstopper which is a tool to help users stop their medications in a safe manner, useful for someone going into surgery for example. By answering a few questions and listing medications, the program assists in determining which to stop, in which order. It is a web-based tool that is just a guide to help think about the balance of benefit and harm from medications. How the client or practitioners chooses to use that information is entirely open. Interesting.

<https://www.wpbeginner.com/showcase/best-accounting-software-for-small-businesses-compared/>

Wonderful! Several times a month we see posts asking which software accounting program is best. This is a good place to start if only to give you the parameters to look for. Many practitioners just develop their own accounting system very simplistically. Others need something a little more in-depth. This read will help you pinpoint your personal needs.

Retention, Results, Referrals

by James Elliot

Quick, effective, proven techniques are hard to come by — but the CANNP Power Hour promised to deliver and it did!

1. 7-seconds to stir interest. Seven seconds is short and that means that your language needs to indicate that the proposition you are offering is valuable. It isn't just what you say but how you say it, and how you present yourself that is important. Posture, facial expressions, breathing, voice quality and key-words all work to create an impression. When you are on the phone and there is no visual cue, your tone and enthusiasm, as well as key words, will be a selling tool.

Remember not to be too long winded regardless, and to ensure they understand how you can help them with their burning desire. To do this effectively you need to gear what you are saying directly to the individual — personalizing your target.

Since you are discussing an emotional topic — health— developing a “language of connection” including rapport and intimacy is the way to get the potential client to trust what you are offering. You must be 100% present when delivering your message, or the person facing you or on the other end of the phone will sense your lack of interest.

2. Your state of mind. If you want your client to be excited, curious and committed then you have to present yourself that way. If you have doubts in your own mind, so will your clients. Think about what state you want your clients to be in when they speak with others about you and make referrals. Be who you would like to work with.

3. Look inward. If we want our clients to be more decisive and to take action, then we need to be decisive ourselves. Be confident in your approach. There may be a myriad of excuses thrown your way — not enough time, money, or energy or simply don't feel ready. These all amount to a fear of failure and if that is in play, then they will surely self-sabotage.

An effective answer to these excuses provides you with a powerful tool. Here's the answer; “Great! You definitely need to work with me. Why? Taking the recommended action will mean more energy; more energy means working more effectively, leaving more time to be

more productive to earn more money.” If you can, ask, “What are the consequences of not doing this — what happens to you if you do succeed at doing this? What is it costing you to not do the program?” Get your prospect off the fence!

4. Use the word Imagine. A powerful word can change everything. Ask your client to imagine what the world would look like if — they had no more stomach pain, or reached a desired weight or whatever their issue might be. Have the client relay how that state feels. Get them invested in the outcome of what the two of you are planning to achieve. It is effective for the client to imagine into their future.

5. “Ruthless compassion” is a requirement for results. We are often too nice to our clients because we believe that we just want to be kind in helping people. As a result, we let clients get away with things they shouldn't — without proper accountability. One wouldn't let children rule the roost and railroad the adults. Bringing these matters to the attention of a client may elicit an “ok — I'll do better next time” response but in truth, they will just do it again, regardless. Instead say, in a very caring and empathic manner, “I'm going to call you on this.” Speak with your client honestly asking, “Is this going to get you to where you want to go? How badly do you want to get there?”

You may even wish to impose consequences — something meaningful. For example, perhaps if they can't comply, then they have to make a donation of a set amount to a charity of your choice, not theirs. You need to act like the stick poking them when they don't walk the line — for their own good.

6. 3 second rule. Once you decide to do something that you feel would be a good move, like approach a prospect, if you don't take action to make yourself accountable within 3 seconds, you can easily talk yourself out of taking any action. So send a text to someone telling of your plan or send an email — anything to make the action more real.

7. Elephant and Rider. In this instance, the elephant is the unconscious mind while the rider is the conscious mind. Sometimes dealing

with the conscious mind alone, is not enough and the reason why some don't stick with a protocol or make progress. The elephant is afraid, worried or recalls prior failures. So the question is who is driving the head? You may have to address the fears at an unconscious level by exploring the programming that stems from childhood. Ask the hard questions such as who could you be if your lack of self-worth, for example, was improved or addressed head on?

8. Make yourself more memorable. This can be achieved easily by telling the prospect something about your story. This can relate to something that may resonate like a weight or health issue, drug or alcohol usage. You can also relay stories of your other clients and their successes. This is particularly useful if the journey is similar to the prospect — it becomes abundantly relatable.

9. Packages vs session by session. By seeing a client session by session, you offer a built in “opt out.” Because what they will be undertaking will be difficult, they will be looking for an escape route and this is definitely one. By having them sign a contract of sorts, and pay up front for a series of sessions, without identifying of course, accountability is automatically built in. This is also an ideal way to weed out clients who will otherwise not take the program seriously or stick with it to success.

10. Powerful referral question. Generally, we ask, “do you know of anyone who could benefit from my program or services?” This vague approach is not very powerful while asking, “who do you really care about...who would you love to take their health to a whole new level?” Then follow up with, “I'd be happy to speak with them about what I can offer.” These are the people who you want to work with.

This was a wonderful Power Hour and not the last we have heard from James Elliot.

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