

AWAKENING DYNAMICS® VIP CLUB SPECIAL EVENT

How to Choose a Healer

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Day 6: The “Right Way” and the “Wrong Way” to Trade

If you are not and have no interest in becoming a skilled practitioner, coach, or teacher (in any modality, including but not limited to Awakening Dynamics, massage, Reikki, EFT, etc.), trading sessions is not an option, so you’ll want to simply find the right professional and pay them. And, as we’ll discuss below, some paying a pro is the best decision, even if trading is an option for you. :-)

On the other hand, if you are an aspiring practitioner of some sort, and especially if you are looking to build a business as a healing/coaching practitioner of some form, you’ll find that it’s a lot easier to “trade” sessions with other aspiring practitioners than it is to find paying clients. Trading can be great for both parties, but if you are not careful, trading too many sessions can actually hold you back! Hence, I want to present some guidelines here to make sure you are working with the right people and using your time effectively, whether or not you are paying them.

The first guideline is simple: if it’s more important for you to get treatments/coaching/healings than to spend the same amount of time and energy building your business or doing other things to improve your life, and especially if a particular trade is something you would still be doing if you had to pay for it, go ahead and do the trade.

Economist call this concept “opportunity cost”, which can be defined as the missed opportunity of all the other options you give up when you choose to do something. (For example, if I choose to go out to see a movie tonight, the opportunity cost would include not staying home tonight to read a book or play video games.)

The danger with too much trading trading (which I’ve seen happen to many aspiring practitioners, including me!) is that you’ll get so busy running around doing trades all the time that you don’t have time or energy left to build and promote your business and find paying clients. Now, it is a great thrill when you start to develop skill and get results, and suddenly it’s pretty easy to trade sessions to get a massage or a healing without paying anything. But you need to stay focused, and I (as have many other aspiring practitioners) have fallen into the trap of doing five or ten or more trades in a week, which ends up taking up ten to twenty to thirty hours a week (including arranging the traded sessions, travel time, etc.), leaving you little time or energy for your paying clients and/or to work on building your professional business.

If you are learning a system or modality, I absolutely encourage you to frequently trade with other students and do as many sessions as you can to get practice. But please recognize that trading with beginners is a complement to, and not a substitute for, paying skilled professionals! In fact, when I first learned healing, there were very few online learning resources available, so I learned how to do it first hand by repeatedly taking the same training classes, and then by spending a small fortune on hundreds of private sessions with the best professional practitioners I could find. Once I had developed enough skill as a healer I started doing trades, but I didn't stop doing sessions with professionals just because I was good enough to do trades with other aspiring practitioners.

Most people see the biggest benefit of trading as saving money. However, this is seductive and sort of like the "dark side of the force", and actually encourages poverty/scarcity mentality. By contrast, I encourage you to see that the biggest benefit of trading is the opportunity to practice and develop skill, NOT saving money!

Once you are established in your coaching/healing/etc. practice, it's generally best that you do not trade services, except for you would otherwise be paying for if you weren't trading. There's a couple reasons why this is important:

First of all, you'll nearly always get better results from anything if you pay for it. Even more so, there really is a Law of Exchange; did you know that more you pay, the better the results you will get? You may not believe this at first, but it's absolutely true that every time I raise my rates for private sessions, I get better results! This is because subconsciously we all tend to value money over other forms of exchange. (It's nothing personal; it's just how we work.)

Second of all, any time you say "I can't afford that", you've immediately both devalued yourself and whatever person or process you are considering using. For example, if you choose not to work with a certain massage practitioner because they charge \$175 per hour and you think you can't afford that, you've just limited your prosperity because the Universe will respond and ensure that you can't afford a \$175 massage. Oops! Instead, you are better off with a thought process that says something like "the opportunity cost of that massage is too high; I will get more value out of spending that same \$175 in other ways".

Further, if you wouldn't pay \$175 for a massage but would be willing to trade your services for it, you've not only limited the benefit you can get from the massage to less than \$175 worth of value, but you've also told the Universe that your work is not worth \$175. Oops!

But be careful not to misinterpret what I'm saying; I consider it appropriate and functional behavior to make reasonable efforts to seek the best price for a certain product or service. So, if you think you can get a massage that's as good for half the price, of course go for it. But, change your thinking! A poor person thinks "I can't afford a \$175 massage"; a wealthy person thinks "I can get the same or better massage elsewhere for \$125." See the difference? (If you want to go further down that rabbit hole, a wealthy person would also factor in the opportunity cost of how much of their time and energy would be required to find the lower price, and determine if it's worthwhile to seek a lower price or just pay the \$175.)

It always makes me sad when I'm speaking to a potential client or student and they think they can't afford some reasonably priced product or service that would really help them! For example, I recently mentioned to one of my private session clients that I thought they'd get huge benefits from taking my *Awakening Dynamics: Tools of Higher Dimensional Living* class, but they said something like "Brent, your program sounds like exactly what I'm looking for, but I can't afford a \$497 class, no matter how good it is."

Not only have they radically limited their prosperity, but their mind has already decided that, even if they did take the class, it would provide them with less than \$497 worth of value. Oops!

I should also mention that, while I am not any sort of licensed tax advisor or accountant or anything like that, I've been told by my accountant that – at least in the USA - one is supposed to report all trades of services as income on your tax return. Of course this may be difficult to impossible for the IRS to enforce, but to my understanding, traded sessions are supposed to be reported as taxable income. (Please ask your accountant or tax advisor if you're unsure about the tax laws and regulations in your area!)

As with everything we've discussed in these articles, please do not misinterpret what I'm saying here to mean that trading is bad. Trading it's a wonderful thing and I encourage everyone reading this to develop some skill in some recognized modality (like Awakening Dynamics or EFT or whatever you are drawn to) so you can trade as much as you can with others and get a lot of clearing done and get a lot of practice without spending a lot of money. But don't drown yourself in trades, as it can get you over-committed doing a bunch of things you don't need just because they are free, and that will ultimately hold you back! The danger of over trading is yet one more manifestation of the truth of the principle.

Every solution eventually becomes the next problem!