

AWAKENING DYNAMICS® VIP CLUB SPECIAL EVENT

How to Choose a Healer

©2012-2016 Brent Phillips

<http://www.awakeningdynamics.com>

Day 7: How Much Does Experience and Reputation Really Matter?

When looking to find the right teacher/healer/etc., it is typical to think that someone who is better known and/or has been doing it for a long time as being better. As with all our guidelines, there is absolutely good truth underneath this assumption, but it's worth exploring in more detail to understand the real value offered by someone who is well known or has years or decades of experience.

First, as a general rule, yes, someone with a lot of experience is usually a better choice than a new person, especially if all other factors are equal (or at least not decisive.) Further, an experienced practitioner/teacher/etc. usually has a track record of good results, or they probably wouldn't be able to stay in business over the long term, which makes them a good choice. However, if your intuition or other factors strongly favor someone who is less experienced, you might want to buck the trend and give the less experienced person a chance: there are definitely some "diamonds in the rough" out there! I'm glad I had access to Terry O'Connell when she charged just \$100 per hour; in fact, I learned years later that I was actually her first professional client! (FYI Terry was my practitioner in the energy healing session in 2003 when my frozen elbow instantly healed.) And I would hope that some of you reading this wish you had known about me in the early 2000s when I was charging just \$88 an hour for private sessions. ☺

Second, as a general rule, yes, someone who is well known is usually a better choice than someone who is not known, since that well known person must be doing something right to get well known in the first place! This is especially true if someone comes with a lot of "social proof", such as being interviewed by a well-known host or on a high profile show (Oprah being the old "gold standard"!)

HOWEVER: a more experienced or well known person is not always the best choice, and there are a couple gotchas and exceptions I want to highlight here so you can make the best choices in every situation, and know when to go with the experienced and/or well known person (who is probably more expensive and has a much longer waiting list), versus an "up and comer" who is more available and charges a lot less.

FIRST GOTCHA: someone's experience and reputation may not be direct reflection of their skill/competence/ability at healing (or coaching or teaching or whatever you're looking for.)

Instead, their reputation may be a combination of their skill at what they do, mixed with their skill at building, managing, and promoting their business. A big part of this is marketing and publicity, and in

particular how they build and manage their personal brand identity, which leads to being well known. (For example, Oprah is a master of this skill: she has an amazing organization behind her, and her personal brand identity is so powerful and so trusted that her word carries tremendous weight with hundreds of millions of people. But it doesn't necessarily mean she'd be a great healing practitioner!) It is certainly possible to make a good living – and even make millions – having mediocre content or ability coupled with excellent business/marketing skills. In my opinion, many of the so-called “A-listers” in the energy healing/ Law of Attraction/ spiritual industry have mediocre content and skills at coaching/healing/teaching, but are masters at marketing, promotion, and business administration.

Don't get me wrong; I don't intend to demean what these people do, and it's quite important to learn to promote yourself because people that don't know about you can't benefit from what you do, no matter how good you are. However, reputation and experience primarily reflects business, marketing, and self-promotion ability more than skill at healing or teaching or coaching. After all, a great healer with zero business or marketing skill probably won't be very well known, and probably won't be able to afford to do healing full time, no matter how great of a healer they are.

The next factor is especially important when considering choosing a teacher, which is this:

SECOND GOTCHA: Make sure you make a distinction between a great practitioner and a great teacher!

Practicing something and teaching it are different skills, and not all great practitioners are great teachers, and vice versa! Ideally, you'll find someone who is both (I certainly strive to be great at both!), but that's not always necessary or possible.

Here is a super valuable tip to find the right teacher, as opposed to the right practitioner:

To find the right teacher, look at the skill level and results of that teacher's students, not the teacher!

Why? Because if a teacher has multiple highly skilled students, that is a strong indication that they are an effective teacher. Again, there are many highly skilled practitioners of various techniques and modalities out there who simply do not have the talent, inclination, or training and experience to be a great teacher too. And there is nothing wrong with that; I like to think our widely varying individual strengths and weaknesses are the reason why God made more than one of us. ☺

And I want to reiterate that this factor only applies when choosing a trainer or teacher. If you're looking for a one-on-one practitioner or coach or healer, the skill level, style, and results of their students is a much less important factor. However, if you are seeking a teacher or trainer, be sure not only to look at the direct results the teacher has gotten, but also the skill, style, and results of their students, because if you train with that teacher, you'll end up with a style and results similar to that teacher's students.

Of course, this principle is a lot bigger than just healing/coaching/Law of Attraction/etc.; it also applies if you are looking for the right guitar teacher, or tennis instructor, or a tutor for your children, or any trainer or teacher in your life!