



*Trinity Mentoring*

*Helping Healers to Thrive*

# Mentoring Zone 2010

Practice Building Support  
Community



# *Trinity Mentoring*

*Helping Healers to Thrive*

The Mentoring Zone Program is designed to put you on the fast track by optimizing your use of technology, educate you so that you can communicate the history and philosophy of The Reconnection to your clients effectively, and refine your practice of The Reconnection so that you will qualify for the Teaching of the work if that is your desire!



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So... what qualifies Kevin Kiernan to do this?

- Tenured Reconnective Healing practitioner & Mentor
- In the computer industry since 1985 with multi platform, graphic arts and website maintenance exp.
- Started own e-commerce business in 2001
- Started first online Reconnective community 2005
- Started first Reconnective Healer Meetup on the planet with Holly Hawkins in 2008
- Moderates the online community of the largest health site on the Planet
- Started first fully tricked out, super duper, best thing since sliced bread, Web solution for Reconnective Healing Practitioners ever! January 2010



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Every Single Social Network Strategy, business Networking, Print Advertising, Electronic Advertising has significant Flaws when it comes to Paradigm Shifting Practices like The Reconnection...

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The conventional approach to Mentoring Practitioners is also inefficient and leaves Practitioners, even in many large metropolitan areas, without affordable access...

It is my contention that most mentoring engagements are for technical correction and completely ignore the basic business 101 help that new practitioners need

Technical help in leveraging the Web 2.0 environment is virtually nonexistent and sustained mentoring engagements are unheard of due to the excessive cost compared to the return on investment

**The only way to solve this problem is Leverage!**



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Leverage is the word of the year for your practice...

The Mentoring Zone Program allows me to leverage my time, state of the art technology and my 3 decades of experience in business to deliver a support product that everyone who is serious about this work can afford.

As we proceed with the call, understand that it only takes 1 Reconnection or 2-3 Reconnective Healing Sessions to pay for one year of support!

By fully participating we can leverage each other to help advance all of our practices. Now for the basics...



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## ✦ Business 101...

✦ Sorry, but it has to be said... a successful practice is about you being in **BUSINESS!** You are a professional or you are a hobbyist.

If you treat your Practice like a hobby it will pay you like a hobby

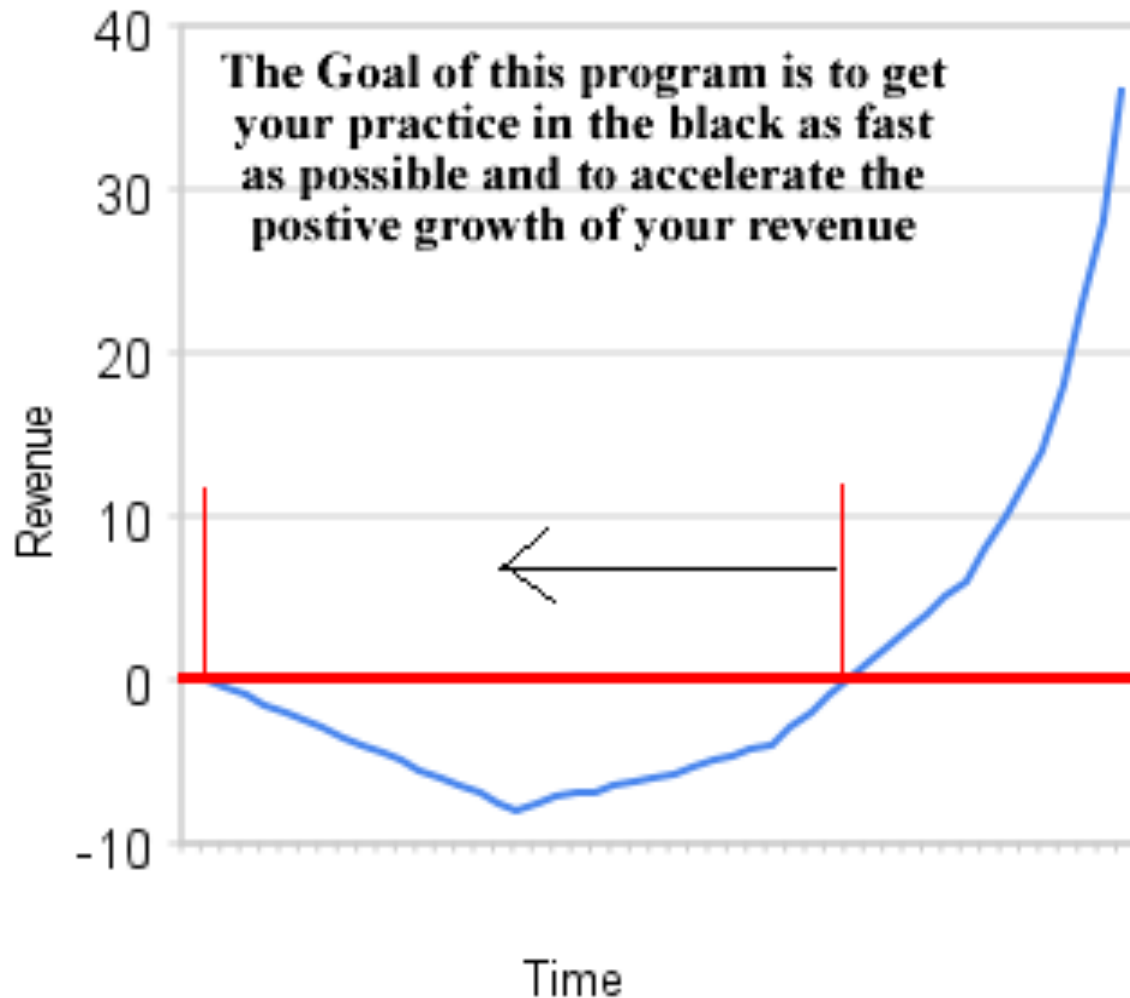
If you treat your Practice like a business, it will pay you like a business!



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## Basic J-Curve



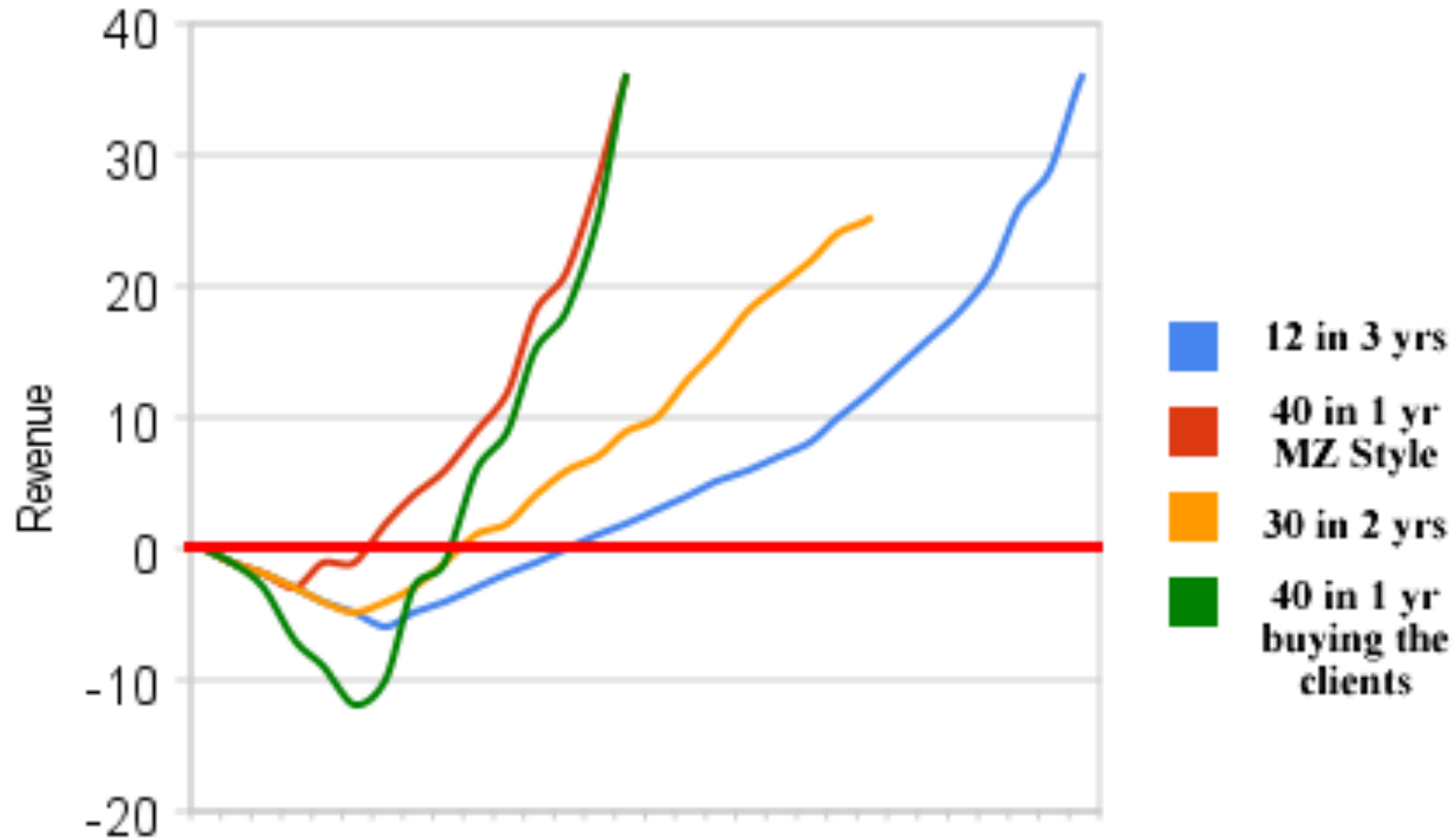




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## The "J" Curve





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## ***The Obstacles***

- Your Lack of Visibility
- Cost of Marketing
- Consumer Education
- Lack of Technical Skills
  - Internet
  - Graphics
  - Pre-Press
- Lack of Social Skills
  - The Healer Wallflower
  - Fear of Speaking
- Lack of Social Networking Saavy
- Scarcity & Worth Issues

## ***Ask the Right Questions...***

***What would your practice look like if you eliminated these obstacles in:***

- ***Five years?***
- ***Three years?***
- ***Just one Year???***
- ***What would it be worth to you to have this list handled in 6 Months???***
- ***and do YOU personally have all the skills necessary to go it alone?***

***The Mentoring Zone is about providing you the tools necessary to go fast!***



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**To make your practice successful, are you prepared to BE:**

- **Coachable**
- **Responsive**
- **Reactive with high velocity to guidance**
  - **To be clear this means correcting non-aligned website content & counter productive behaviors**
- **Committed for no less than three years?**
  - **The Mentoring Zone Program is annual but the process of building your practice is a multi-year committment**
- **Engaged in this community?**
  - **This means participation not only in your local community, but also in this community**



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Some of the strategies I recommend include combining your healing practice with a mainstream community based activity, both in the world and on the Internet:

- Network Marketing
  - "OH NO! he is going to try and recruit me!!!"
  - Noooo... It is about the training & people skills
- Nutrition and Wellness Communities
- Integrative Health Communities
- Disease Specific Support Group Participation
- My community moderation is a deliberate strategy to gain exposure for my practice and for this work



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The most widespread fundamental problem with practice development is the aversion, inability or disinterest in pursuing the mainstream consumer which represents 99% of the people we share the planet with.

By having a breakthrough in this area, your market automatically expands 100 fold!



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# Building a Bridge to the Mainstream

[Crossing the Chasm](#) by Geoffrey Moore  
published 1991 rev 1999

The Chasm model is the most accurate  
metaphor for our challenge

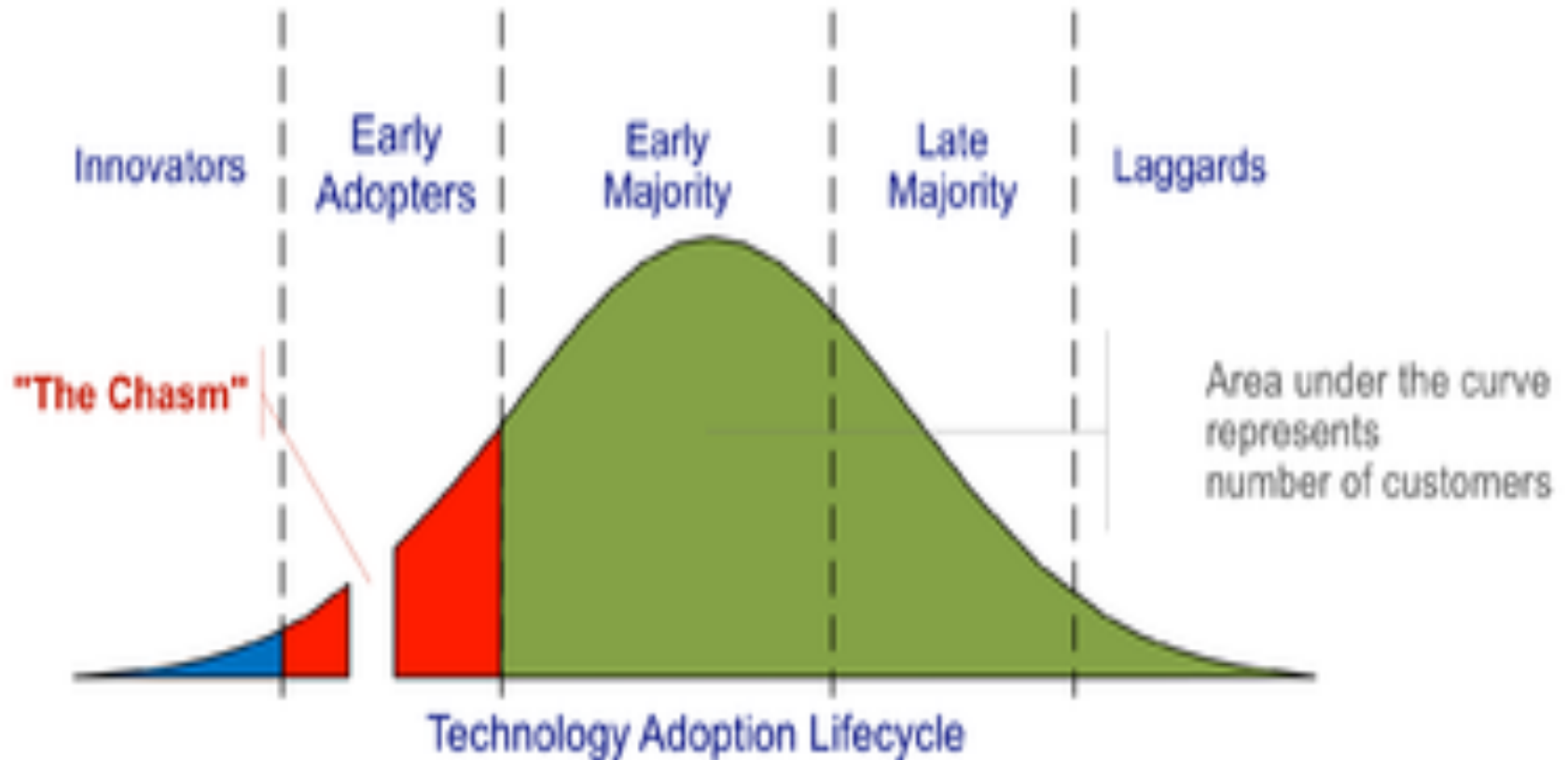
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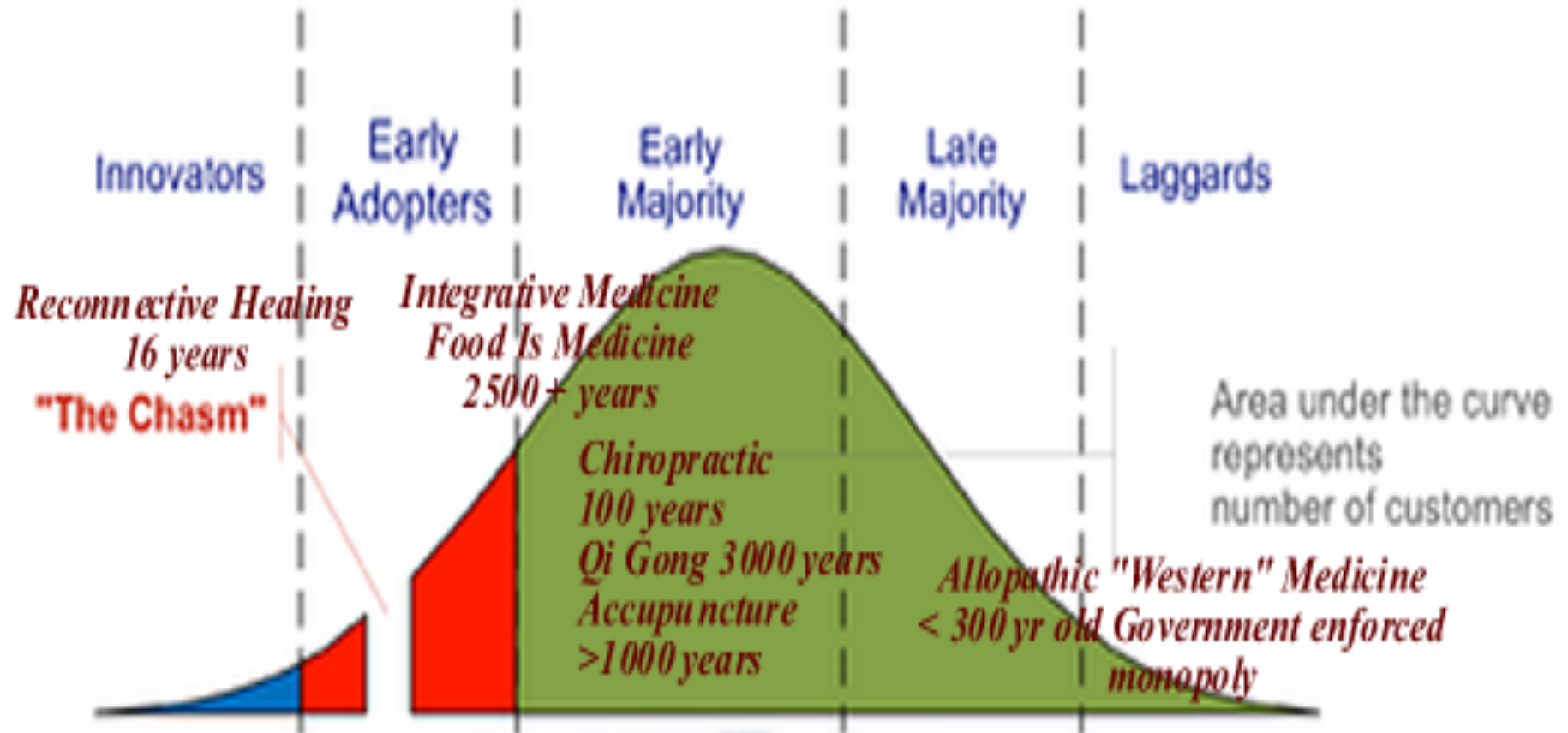
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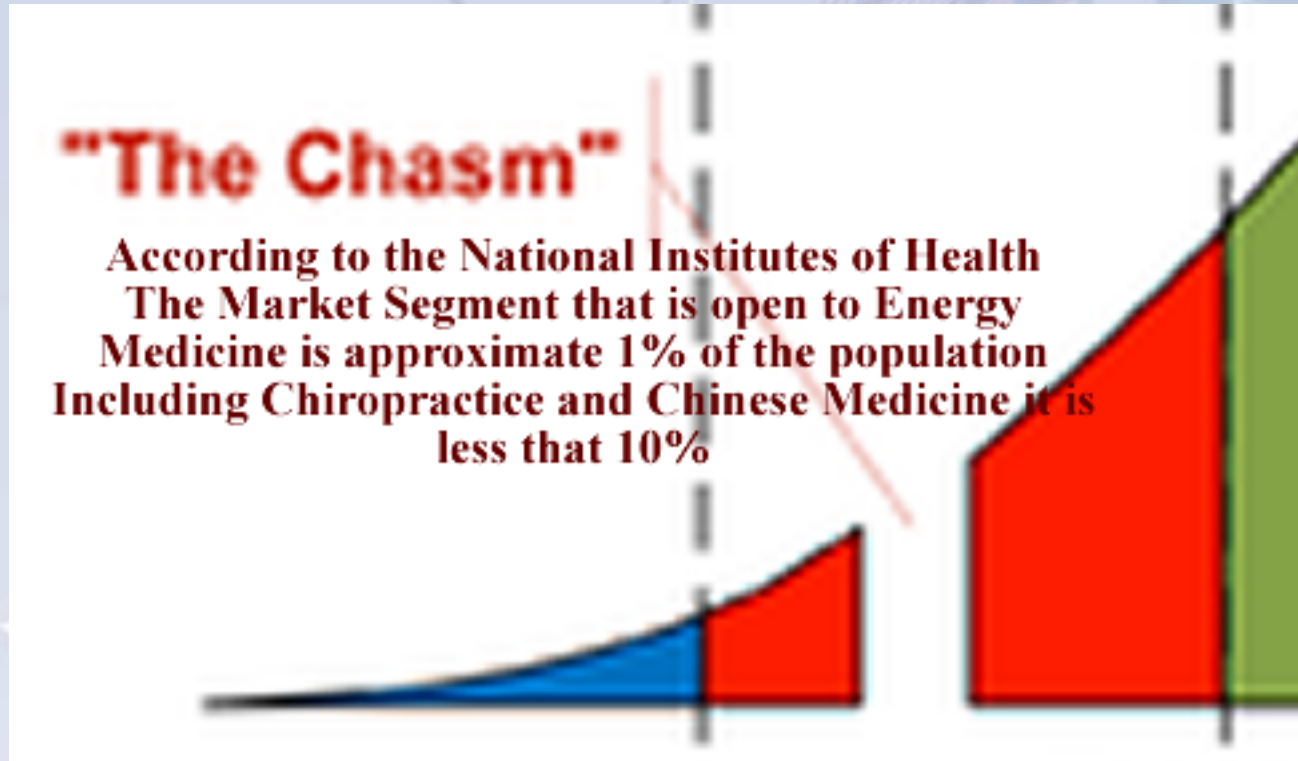
The Chasm Model Applied to Healing Modalities





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The Question you want to ask yourself is:

"Do I want to focus on the 1% or be bold and have the courage to tell the other 99% what I do?"

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**The Mentoring Zone 2010 is  
The Bridge into The Mainstream**



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Reconnective Healing is all about your...

**"BEINGNESS"**

&

Very little at all about your...

**"DOINGNESS"**

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The problem is that the success of your Practice IS 99% about your DOINGNESS and only about 1% about your BEINGNESS

Thomas Alva Edison on Reconnective Healing:

“Genius is 1% inspiration and 99% percent perspiration.”

““I haven't failed, I've found 10,000 ways that don't work”



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What won't fly on The Mentoring Zone, ever...

- We all have opinions but in the published content on the public facing sites on my domain, non-compliant representations of Reconnective Healing are not permitted
- Practitioner Websites are a benefit of membership not an entitlement. As a faculty member of The Reconnection LLC my personal commitment is to represent the work as taught in the seminars. Our web content will also comply with this standard.
- Blended practices are not acceptable on your Trinity Mentoring hosted website. To become a mentor, this is the standard of practice you are held, to so get used to it. If you have other business interests, hot link to a separate site



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In closing...

Thank you all for giving me an opportunity to share my vision  
This project took years to incubate and less than two weeks to  
manifest when the timing was right

It is not fully formed but will Launch January 30th, and I assure  
you that I will be holding up my end to create the best possible  
experience for you in 2010

My special offer is detailed at <http://mentor.reconnectingdc.com>

The first 12 practitioner enrollments before February 7, 2010  
will receive a Web Site configuration for free. This is a \$150  
value!