

# Painless Change for Marketing Success

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## Painless Change for Marketing Success

Presented by Dr. Peter Pearson of The Couples Institute  
And Casey Truffo, the therapist's coach of Be A Wealthy Therapist

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**Casey Truffo:** This is part two of our seminar series with Dr. Peter Pearson and Casey Truffo. And tonight again we are going to be talking about how we can win that inner game of success by moving through those cognitive and emotional blocks we have, so I am darned excited about it

**Dr. Peter Pearson:** You just brought up great question. Did anybody have any anxieties that they would like us to comment on, either directly or indirectly, on the call tonight? And that would help to make the call even more personal.

**Casey Truffo:** Yes, because we really do want to make it your call. I'm sorry; does somebody want to share with us?

**Laura:** Yeah, I have something. This is Laura. The other day I was listening to your other audio tapes and it was about making a call to your office and a client who wanted to use their insurance. How to say, "No, I don't accept insurance." And you have these instructions on how to do that. Well, I couldn't do it. And I don't know why.

**Pete:** Laura, think about that for just a second. There is a part of you that struggled with saying no to that person. That part of you struggled because... why did that part of you struggle?

**Laura:** Well, I couldn't figure that out. I don't know; I don't want to say no, obviously.

**Pete:** That is a good place to start, isn't it?

**Laura:** Ah, I don't want to disappoint. And I don't want to hurt.

**Pete:** There is another urge.

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**Laura:** And I don't want to hurt. Those are the main reasons, I guess.

**Pete:** All right. There are three great common, common, common reasons. You don't want to say no, because saying no implies what, Laura?

**Laura:** That I don't want them.

**Pete:** Ah, now saying no implies you do not want them. Now think about this. If someone says no to you, Laura, does that imply they do not want you?

**Laura:** Of course not.

**Pete:** So first of all, I am glad you make that distinction. Now there is a difference between refusing someone and not wanting them. What do you think the distinction is?

**Laura:** They have a choice?

**Pete:** Yes. Absolutely. See, it is not knowing about what to say, because when you believe what you are saying, the words will come to you.

**Laura:** Yeah, I got that.

**Pete:** If you actually believed that you don't want to go through the hassle of insurance, and the client said, "Do you take insurance?" And you would say what?

**Laura:** Well, I don't take insurance; you are right. I still believe I cannot let it go.

**Pete:** Let what go?

**Laura:** The insurance.

**Pete:** Oh, okay, so for right now you are not willing to let it go. Guess what? So you say yes. Then another part of you says no and wants to get out of this as soon as possible.

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**Laura:** Right.

**Pete:** So you go with the part of you that justifiably says, "I will take the insurance." So stop beating yourself up. You just had a conflict of interest and the 'no' part won out for right now.

**Laura:** Okay.

**Pete:** Terrific.

**Casey:** That is great. Did that help, Laura?

**Laura:** Yeah, it helped me understand why I am so scared.

**Pete:** Yeah. And if you gain more confidence around marketing and track your practice the way that you want, and then it is going to be easier for you to say no, and you won't live in anxiety that you won't hear the phone ring again.

**Laura:** Right. That is my transferenceal giggle.

**Casey:** I am going to go ahead and formally introduce our call, and we will get that for the recording, and we have sort of a little intro, so here we go.

This is Casey Truffo, and I am delighted to be welcoming you all to part two of our seminar called, "What keeps smart therapists from implementing good marketing ideas comfortably and effectively?" And we started this call with Pete Pearson and me, Casey Truffo.

Most of you were either on our call for part one, or you have received the recording and the transcript of part one. In part one we really talked about the importance of marketing a specialty and how to choose a specialty, about how to come up with a vision for your practice, and we talked about the inner game of success.

One of the things that came up during that call quite a bit was that sometimes the anxiety of marketing can stop us, and the emotional blocks of marketing can actually stop us

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from going out there and getting the clients that we want. A lot of us have learned marketing strategies, but yet we don't quite go out and do them.

So Pete and I decided to do a second call, and this one tonight is called "Painless Change for Marketing Success." So I am extremely excited tonight; how about you, Pete?

**Pete:** I am really, really glad to be here and I have a lot of appreciation for the therapists who are here who really want to take their marketing to a different level, with more confidence and comfort.

And I just think that is terrific because from my own personal background, growing up in Iowa – and I think a lot of other people can understand this – we were taught that you simply do not toot your own horn. That's gridlock in today's world, if you live by that old maxim, "do not toot your own horn."

**Casey:** Yeah, you know, it is kind of funny when you think about that. If anyone has had a veterinarian emergency or a plumbing emergency, or a dental emergency, we are delighted that those professionals tooted their own horns, and let us know that they were there for us.

**Pete:** Absolutely. And the Yellow Pages are exactly that. And you know, as therapists, if we are going to market our practices, we really need the right tools. One whole set of tools, Casey, are all the things you have on your Web site.

And the classes you teach and the groups you have about how to get people with the specifics of marketing, tremendous information. And then what we are talking about tonight is how to overcome those emotional anxieties so people can utilize the kind of information that you have.

And we really do need the right tools, because obviously you don't try to tweeze your eyebrows with barbeque tongs. When you think about it, for most therapists who are not on this call tonight, if they really had a choice between

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marketing or a cigarette and blindfold, that is a pretty tough choice.

And there is a really, really simple reason which is "Sticks and stones may hurt your bones, but names will never hurt you." Do you really believe that statement?

**Casey:** Well, I used to before I met you.

**Pete:** You used to believe that names will never hurt you?

**Casey:** Well, names, don't they hurt us?

**Pete:** Of course they do. They do hurt us. Only now we have the scientific proof about what that really means that names do hurt us. So whoever made up that saying did not understand the function of the brain, because when you get hit by sticks and stones, when you step on broken glass, it actually lights up the same area of the brain that lights up when we feel rejection.

Think about the implications for marriages, for psychotherapy of all kinds, and marketing. The implication is that when we feel rejected it lights up the same area of the brain as when we stub our toe or step on broken glass.

And if you think about it, great marketers and great marriages are really a whole series of unnatural acts, because we are always going against and trying to override that emotional pain that gets stored in our limbic system.

So what we are doing with marketing and with really great marriages is having to overcome that involuntary reflex from that limbic brain, when we experience anxiety or threat or fear or impending doom.

It is an automatic, involuntary reflex that people feel when they start to pick up the phone and make a call that is not pleasant. It is just an involuntary reflex.

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**Casey:** Well, I know that you had given us some homework for tonight. And would it be a good idea to just sort of remind us all of the homework?

**Pete:** We are going to get into the homework in just a couple of minutes. I would also like to see if other people want to say specific things like Laura did at the beginning of the call about what kinds of anxieties they have. Now here is the secret: the problem really is not fear.

The problem is excessive fear, not fear. And we are hard wired, our brains are hard wired to feel anxious any time we embark on a new adventure that will stretch us emotionally or physically. And if you think about it, instructors do not take beginner skiers and put them on the double black diamond slope and say, "Go to it!"

If a person didn't feel fear, there would be something wrong. When we do new tasks that stretch us emotionally, we are supposed to feel anxious. We are supposed to feel anxiety and trepidation. We think that we shouldn't, but the way our brains work, we are supposed to feel it because it is a brand new arena.

When you don't have the skills yet, and you don't have the tools, you will and you should feel anxious, as we do in any area of a brand new endeavor or where we feel very awkward. So just as a kind of a P.S., one of the things that really creates excessive fear for us is being way, way, way too outcome oriented.

And that gets taught to us at such a young age – that what counts only is the outcome. A kid comes home from school and says, "I got my test back," and the parents say what?

**Casey:** What grade did you get?

**Pete:** What grade did you get? Very few questions are asked about what you are learning and how could this help you go through life, the concepts and the principles, et cetera, et cetera.

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Instead we just get focused on the outcome: you get good grades so that you can get into a good school, and if you get into a good school, you can get a good job, at an important company like Enron, and then you have got it made, because you are so outcome focused.

The whole secret for what we are going to do tonight is to learn how to praise progress; praise progress, not perfection. Praise effort for your being here, and praise the steps along the way – just like you would if you were teaching a child to ride a bicycle.

You don't yell at the kid when they fall down. You are supportive, you are encouraging, you say, "you can do it, let's do it again, I know you can." You don't call them an idiot.

And yet what do we say to ourselves as adults when we try a new endeavor and it doesn't work out the way we want it? What do we say to ourselves, that we are what?

**Casey:** What an idiot. What a failure!

**Pete:** Exactly. Now imagine telling a kid that when they are learning any new skill. What are they going to do? They will give up.

**Casey:** Yeah.

**Pete:** As we go through this, I just want everybody to remember that marketing is education, it is not selling. You don't have to do anything when you talk about your services. You are educating the person you are communicating with.

I just want to go back again for a moment about some questions that people wrote in, Casey. And one is about the fear of failing. And how do you think about the fear of failing?

**Casey:** Well, often when somebody is talking to me about failing, in terms of the marketing sense, what I go back to is my main premise, which is when you are talking about what you do, in

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terms of marketing and educating your community, that what you are really doing is performing a community service.

So when people say they are afraid of failing, one of the things I am thinking of is failing at what? If you are out there educating people as part of your community service, then you are not failing. The other thing I think about that is, and you alluded to it earlier when you talked about outcome oriented, sometimes we measure our success by outcomes.

I measure it by the effort. So if I made one call today, only one call all week, but it was a very scary call and I made it, then that is 'Wahoo!' celebration time.

**Pete:** Now do you call that success even if the person said no?

**Casey:** Absolutely. I encourage my clients to create what I call a success journal. And every single day they are to write down every inch of progress that they made, and any outcome that did happen.

But the point is to record the success and then celebrate it, and any day they feel they are falling back and not making progress, then what we want to do is go back and read the success journal, because there is something about the confidence that gets exuded.

We learned this from NLP and everything else; when you look at past performances and you can see even some successes that came in the past, it can motivate us and push us forward. Do you agree with that, Pete?

**Pete:** Totally, totally. And here is the P.S. to that. When we have an objective that we want to reach, and another part of us is resistant or reluctant, then what I really want everybody on the call tonight to get is that the reluctant part is almost always there as a self protective function.

It has a positive intent, and most of the time the intent is self protecting of us, or someone else. If you think about fear of failing like this, why could fear of failing be positive or self



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protective? Well, I think that if we have a fear of failing, it makes us prepare, and we avoid really stupid mistakes and we become more conscientious in what we do.

And if we have a fear of failing, it also helps us avoid painful memories of trying hard and failing in the past. And those are the conditioned responses. So the problem is not a fear of failing; it is an *excessive* fear of failing.

There is always an intent, as near as I can tell, in just about everybody I have worked with who has a conflict between wanting to reach a goal, and resistance to reaching the goal.

And if somebody says, "I don't deserve much, or I don't deserve it," that often is a protective goal or protective relief made early in life.

For example, if I don't deserve a lot, then I won't make someone else feel bad when I become successful. And I think women in particular have a hard time being or feeling more successful than their fathers.

**Casey:** I was just thinking that exact same thing, and in my own personal therapy, that was huge. When I got it – that it was okay to be more successful than my father – that is when my business actually took off.

**Pete:** Well, it is really big. And boys often get a lot more encouragement to exceed their fathers.

So sometimes somebody says, "I don't deserve it," or somebody writes in and says, "If I call the appropriate person for my target, and they string me along and then say no, that hurts. That is painful."

What I would say is, if you get a clear 'no' up front, celebrate it. It is so much better than the person who says, "Well, let me think about it. Call me back," because that person has a fear of saying no to you! And so what they do is string you along because they can't say no directly.

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You are really being given a gift when someone is clear with their nos.

**Casey:** Absolutely. And could I just offer a metaphor, too, on that rejection thing? One of the things that I tell my folks a lot is that it is like a ten thousand piece jigsaw puzzle that is all blue, and it is ocean and then sky. Some of the pieces will fit together.

The pieces on the horizon will fit together, but the ocean is going to fit with ocean, sky is going to fit with sky, and every piece is beautiful. But the ocean isn't going to fit with sky. So it doesn't mean that ocean is bad or sky is bad. It just means that that is a bad match.

So I always look at it as, if you get rejected in some way, it is about a bad match. And the earlier you get rejected, the better, because you can move on and attract the people you will have a good match with.

**Pete:** Absolutely. And timing is also a big thing, too. I don't need a plumber today, so I don't care how skillful they are, but a year from now I may very well want a plumber.

**Casey:** Right. When I had a condo without a garden, I didn't buy gardening tools. But I didn't find the hardware store hurt or upset with me because I was not buying gardening tools.

**Pete:** Exactly. And do not try to sell steaks to vegetarians. Unless you just want to build up a thick skin. The reality is, Casey, when we were three years old, we didn't take no personally. When we are three years old and we ask somebody for something, and they say no, we just assume they don't understand the question.

Or we assume they are hard of hearing. We do not say we are flunking childhood. We do not take it personally. We "learn" to take it personally over time.

I want you to really think about all your "resistances" as attempts at self protection. So honor them; don't treat them

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like baggage that you have to get rid of them. Respect the intent.

And the problem is that up until now they kept overriding another part of you that really wants to create or craft a practice that works for you. And you will grow into success. People think, "If I am too successful, I will have too many responsibilities, or I will be overburdened. I won't have enough free time."

The problem with that kind of thinking is that we do not anticipate growing into success. As we become more successful, we grow into it. And as we grow into it we will create solutions that are invisible to us today.

So in a different way of looking at it, I really think who we become on the way to reaching our goals is, most of the time, even more important than reaching the goal. So that is the kind of concept that I would like you to think about.

And there is one last one, too, that I would like you to think about, if we market our services, in a sense, we are letting other people know what is important to us, and what we care about a lot.

And for a lot of folks, letting others know what we care about and what is important to us is emotionally scary, because that has been associated with being refused or ridiculed or put down or something.

That is a part we are going to address as well so that you can begin to be okay with letting other people, who are interested in what you do, know that you care about what you do.

As you gain more confidence in yourself, you will literally start to see more opportunities that were invisible because you were so anxious before. So let's get on to the painless change process.

**Casey:** Perfect.

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**Pete:** Thank you, Barbara, and thank you Claudia, for being proxies for all the other therapists on the call. And as we start, each of you, what is your level of anxiety now?

**Barbara:** A little higher than an hour ago, but not too high.

**Claudia:** Yeah; I would agree.

**Pete:** So on a scale of one to ten; it is about what for each of you?

**Barbara:** Two and a half.

**Claudia:** I would say more like three and a half.

**Pete:** About three and a half? Oh, so it is wavering between anxiety and some excitement.

**Claudia:** Yeah!

**Pete:** Okay, terrific.

**Barbara:** I see this is a great opportunity.

**Pete:** This is a tremendous opportunity, Barbara! So the first thing that people did on their homework was to think about an action step that creates anxiety; a specific step that creates anxiety in doing something that they think is important in order to educate the community or an individual.

And so first of all, what is the target that each of you are interested in tonight in your marketing efforts?

**Claudia:** Well, for me it is being on the radio, and furthermore, having a radio show.

**Pete:** Okay, so your target is to be on the radio. And Barbara, yours is what?

**Barbara:** I am marketing myself as primarily working with couples. Mine is actually to form alliances, to contact clergy, to be able to provide for their congregations educational talks for

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members of their congregations about relationships and marriage and things like that.

**Pete:** Okay; good. Now when you think about contacting congregations, I would like to go from the general, and I would like everybody on the call now to go from a general to a specific. So instead of Barbara just thinking about contacting congregations, Barbara, do you have some specific person in mind?

And that is the level of detail I would like for you to have in mind – a specific person or some specific actions. Then we will learn to go from the specific to the general, which is much easier than going from a global target to reduce our anxiety to a specific target.

So Barbara, do you have someone specific in mind?

**Barbara:** The head pastor at a local Episcopal church called Prince of Peace.

**Pete:** Okay. Now, when you think about contacting him, what is your level of anxiety on a scale of one to ten?

**Barbara:** Oh, about a six.

**Pete:** And can you feel that anxiety in your body as we talk about it?

**Barbara:** Yeah; it is in my chest.

**Pete:** It is in your chest. And is it like tightness in your chest?

**Barbara:** Yeah. It is kind of tightness and a pressure, pulling in and pushing down.

**Pete:** Okay; okay, good. And Claudia, do you have someone in mind you would be contacting for a radio show?

**Claudia:** No, just program directors of talk radio.

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**Pete:** Okay, now here is what I would like you to do. I would like you to think of a specific station.

**Claudia:** Okay, KGO.

**Pete:** So that you think of a specific station, and then when you think about contacting the program director there, what do you experience?

**Claudia:** Oh, ah, petrified!

**Pete:** Okay; I might suggest contacting a radio station that is not so well known as KGO, so I wouldn't start right at the top with the president of IBM. Think of a smaller station in a smaller market.

**Claudia:** I haven't done the research recently, but I can envision it. I can't rattle off the letters, but I can envision it.

**Pete:** Okay, you can think of a specific station in a market.

**Claudia:** Yes.

**Pete:** When you think about contacting the program director there, what are you experiencing?

**Claudia:** The same. Petrified.

**Pete:** And on a scale of one to ten, it is about a what?

**Claudia:** Ten.

**Pete:** A ten. So I want everyone on the call to think of a specific step, and then let yourself feel the tension when you take that specific step, locate it in your body and give it a rating from one to ten.

And as you do that, as you feel the tension in your body, we are going to create a conditioned response.

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So if you are sitting, put your left hand on your left leg, and gently tap your left leg with your left hand, and focus on the tension in your body.

Just let yourself feel it, and let yourself feel that tension. Without even consciously doing it, we are right now going into the limbic brain. And it will make its own associations to that tension in your body from earlier experiences, so that we can begin to quiet that emotional response of anxiety or resistance, and let another part of you come forth and be heard, the part of you that wants to craft your practice the way you want it.

Okay now here is what I want you to do. I want everybody to take a deep, relaxing breath and stretch. Stretch your arms and your legs, because what I did is just basically ask you to go into that limbic brain and access anxiety. And the way to begin to release that anxiety that gets trapped in our body when we are afraid is to stretch.

Now here is part two for Claudia and Barbara. Do you have a comfortable opening statement when you contact the pastor or program director? Do you have a comfortable opening set of lines in terms of what to say?

**Barbara:** I have theoretically those lines, but I find I get so anxious I just feel like I have to blurt everything out all at once so they get who I am and what I want, and they can respond. And I get very uncentered. I think that is part of the problem.

**Pete:** Yes, it is. And we are going to get you centered a little bit more.

And Claudia, do you have just a concept of what you would say tot the program director when you start?

**Claudia:** I have a six year old demo CD that I would have to get them to take and listen to, so it would be a matter of saying "Please listen to my demo CD."

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**Pete:** Okay; now here is the thing. How proud are you of your CD? On a one to ten scale, how high?

**Claudia:** An eight.

**Pete:** An eight. Okay. Now here is the thing; when you approach somebody, you have to have at least a couple of concepts about why they would be interested in listening to you. Casey?

**Casey:** Yeah, well, I know the one for Barbara that I have used, because I built my practice when I started out with clergy. And what I would say is that I am a counselor in the area specializing in helping people feel better in their relationships, and I especially like working with couples, and I was wondering how I might be able to serve you here?

That was always a good one for pastors, because I got a lot more than just giving a presentation. I got a lot more, so that was one suggestion. The way that I usually structure it is to say "I was wondering if you could help me. I am a special kind of counselor and I work with your target market, and I help them to relieve the problem that your target market would pay you for.

So I am a special kind of counselor and I help couples who love each other but some days don't like each other. I am a special kind of counselor; I help good marriages be better." So that is kind of my thought with it.

We also have the medium answer, which is, you say "You know how sometimes it is after you have been married for awhile or after couples have been together for awhile, they are finding themselves not quite as happy as they would like to be?

Well, what I know is that it is almost always possible to improve relationships, and what I do is teach simple strategies to couples to help them feel more loved and respected." Or something like that.



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So you are setting it up with "You know how sometimes," then stating the problem, "what I know is it is always possible to," fill in your solution here, "so what I do is teach simple strategies so," and again, fill in what they would like. So those are the ways I set it up with my clients, and there are a couple of things I want to add to that.

If possible, tie it to your outcome, so you are talking about what you help them with, to money, love or health. That seems to be high on the marketing scale. You want to avoid what I call 'unhearable words'. And there are certain words like we talked about this in part one; there are certain words that don't come across as well as others.

And then the other thing is, always ask what your ideal client is worrying about at three A.M., what they would like help with. In terms of approaching the program director, if I were Claudia, I would really want to get into the program director's head and figure out what it is that they would want, and then how she could serve the program director.

It really needs to be, in my opinion, about how we can serve somebody else rather than what we are offering. I don't know if that make sense.

**Claudia:** Right.

**Pete:** Yeah, and if you know something about the demographics of that radio station, you could say, "Here is why what I do could appeal to your audience. . ."

Now here is one more tip in terms of what Casey is saying, which is, Barbara, if you know a minister or pastor and the pastor says, "Yeah, but I think you could really offer some good materials to other congregations," when you call someone, you could say, "Reverend Dah De Dah suggested I give a call to congregations like yours, because here is what I do."

That eases the introduction and it doesn't make it seem like you just pulled their name out of a phone book.

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**Casey:** That is very good! I have one more. I invite you to call the church secretary and you say, "I wonder if you could help me?" Or somebody at the radio station, "I wonder if you could help me? Who would be the right person to talk to, as I am a therapist in the area and I help blah blah blah to blah blah blah."

And then they will give you the name, and say, "Oh you are so nice; what is your name again? Oh, Martha, thank you so much!" Then you call that person, who is not always the person you thought it would be, because it might not be the pastor who makes those decisions.

There is some underling that does. And I always say, "Well, Martha told me you were the absolute right person to call about this."

**Pete:** Exactly. And when you finish we are going to go on to the process. If that person says "No, I don't think right now we are ready to add this program," either to the radio station or the congregation, you thank them and say, "By the way, can you give me two names of somebody in congregations who you think might be interested in this?"

Then when you call them, you say, "Well, Reverend So and So suggested I give you a call." You always get two names if you can before you hang up. All right, so let's go on.

Everybody has got some way to think about the approach and you have tapped your left leg and we have built up a conditioned response with the anxiety.

Right now I want you to think of, in a perfect world, how you would like to think, be or feel when you approach somebody about your services, whether they say yes or no. How would you like to think, feel or act when you approach somebody? And then in a perfect world, in a twilight zone episode, Barbara, how would you like to think, feel and act when you make these calls?

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**Barbara:** I would like to think that what I am offering is extremely valuable, and that the other person on the other line, whether they can see a use for it right now for them or not, would see it as extremely valuable, and I would like them to see it as sincere, and that I have a lot of compassion.

**Pete:** Okay, now, they are going to want more than your sincerity and compassion. They are also going to want your skills and competence. You just said something, Barbara, which is so crucial. Included in how you think and feel, you want an outcome for the other person.

And if you didn't have that template, you are screwed! So we are going to keep this only on you. So you are going to come across with confidence.

**Barbara:** Being centered.

**Pete:** Being centered and confident that what you teach is worthwhile. What people do with it is second, because you have no control over that. What you believe is that your experience and knowledge can be worthwhile for people who are interested in making that change. That is your confidence. And can you picture yourself feeling that confident?

**Barbara:** Yeah.

**Pete:** All right. Get an ideal picture of yourself, and if it will help, stand up. And put one hand on your hip, and you too, Claudia, and everyone else who wants to feel more confident about what you are doing.

Get up off the chair, the sofa, the couch, stand up, put your feet shoulder width apart and let your feet actually feel the ground and feel yourself kind of anchored into the ground, and bend your knees a little bit.

And then start to picture yourself being the way you would like to be in this effortless way, in this twilight zone. Think about how you would like to feel and be in this picture. And

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as you think about it, just tap on your right leg with your right hand, and you begin to picture yourself.

Somebody has just put a magic wand over you for a few moments, and you are committed to nothing right now. Remember, in this whole process you are committed to nothing. You can always go back to the old way of feeling. You can always go back to feeling timid or anxious or "you can't please everybody."

But for right now, the wand is being waved over your head. Let yourself feel and think about exactly how you would like to be in this twilight zone picture, this perfect world.

And Barbara, what comes to your mind if you have this perfect image, tapping on your right leg with your right hand?

**Barbara:** It's just what we talked about, I'm feeling confident, sitting comfortably somewhere in my office making this phone call, feeling light in spirit and just calm and receptive. Being able to not feel like I need to rush through my spiel. I can have initiated dialog rather than trying to blurt it all out.

**Pete:** That is exactly what it is, it is a dialog. And what are you wearing as you sit in the chair? That is the level of detail I want everyone to have. What are you wearing? Are you in your office or home? Or are you in the other person's office? I want you to have that much detail because that much detail will access other regions of your brain.

**Barbara:** Okay.

**Pete:** So what are you wearing?

**Barbara:** I am wearing either my brown suit, which I feel very professional in, or my beige skirt and black top, and also something I feel very professional and confident in, and I am sitting in my home office in my chair. And the desk is clean and neat.

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**Pete:** Great; that is the kind of detail I want. And Claudia, what are you thinking or feeling?

**Claudia:** I am thinking there is no reason while I am on the phone with the program director; there is absolutely no reason that I should not be making that call.

**Pete:** Okay and that is a feeling of confidence?

**Claudia:** Yeah. Confidence, competence, and entitlement, but that is not quite it.

**Pete:** Yeah, I would say you deserve it. And the radio station will find you. You don't have to please every minister and please every radio station. You only have to connect with your target. That is it. You don't have to sell everyone. So tap your right leg and get a picture of yourself being this way.

So everybody come in as close and in as much detail as you can. And tap your right leg and picture yourself, and remember, this is only an experiment. You can always go back to the old way of feeling. You are committed to nothing. This is only to see what other parts of you emerge when they are not overridden by the historic fear.

All right; so take a relaxing breath, rub your hands together. And now part two is this. If you want to sit back down on your chair or couch, sofa, you can sit back now. If you are not on a headset, just cradle your phone.

What I want you to do now is just to tap each leg up and down, one hand up, the other down, just like tap, tap, tap, like that, and I don't want anyone getting carpal tunnel so you can just connect your thumb with your forefinger, too.

And the reason for doing this now, for tapping both legs, is it just that it activates more regions of the brain as we go through this exercise. The left side of the brain controls the right side of the body, and vice versa.

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When you stimulate each side or leg up and down, you are really stimulating both sides of the brain, and getting more regions of the brain processing this. And we are creating new neuronal connections, and that is what brain change is all about.

As you tap on both say what would be the benefits of being able to respond in this confident way that you just did. Take a relaxing breath and say what would be the benefits, Barbara, if you could actually begin in calling on pastors in this level of confidence and clarity. What would be the benefits to you and/or the people who would go to your classes?

**Barbara:** Well, I think the first benefit would be that I would feel much better about the exchange and just more confident for the second one, regardless of the outcome.

And then the secondary one would be that something might actually work out, and there might be an opportunity to do a talk and get some clients out of it.

**Pete:** Yes, and so the clients profit because they are interested in your message, and you profit because you are providing a service and you are getting paid for it. And that is what this is about.

We are not the Statue of Liberty giving to everybody for free and asking the world to send us their homeless and their poor and their wretched. You have a service that it has taken a long time to develop. And you have the confidence and the skills and the knowledge in order to profit from that.

**Pete:** And Claudia, what are the benefits for you?

**Claudia:** The benefit to what, to me making the call?

**Pete:** And the benefits of having the program.

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**Claudia:** Of having the radio show? Well, it is a dream I have had for many, many years. I will probably boost my business and increase my practice.

**Pete:** And the benefits of that would be what?

**Claudia:** The benefit to me of boosting my practice? I love my work, and the more I do it the happier I am.

**Pete:** And the benefits of being happy are what?

**Claudia:** I feel more fulfilled, more rich, more contributing.

**Pete:** Yeah. And so everybody just keep thinking, "What are the benefits if I confidently go out and talk to these people and I am successful? And what are the benefits of that? And then what are the benefits of that?" So you drill deeper and begin to get the benefits of your efforts, your skills and your knowledge.

Now keep tapping on your knees and describing your benefits, and let your eyes look at the ceiling, because you will access another region of the brain. As you tap on your legs and look at the ceiling it really does access a different region of your brain and it is hard to feel bad when you are looking up.

Reflect on the benefits to you and the clients that come to you, and the financial rewards that also come to you that you have worked for and earned and feel good about. And take a relaxing breath and stretch one more time, and put your arms and your legs out.

And we have one more step after this. Go back and think now about your original distress. When you were thinking about it originally, Barbara, what was it like, an eight?

**Barbara:** A six or seven.

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**Pete:** Sorry. And what is it now when you think about it, the pressure in your body?

**Barbara:** I don't really feel any.

**Pete:** It felt like a six or seven it went to zero? All right. And Claudia, what is yours?

**Claudia:** It was a ten; it is somewhere between a two and a three.

**Pete:** Okay, good. Now here is what I would like everybody to do, give yourself a three post rating, and take a relaxing breath, and you have basically created imagery of yourself being successful.

And I would like you to give this image a name or a title so that we can give this a handy reference. Again, it is a short hand reference. Give your picture of success a name or a title.

And so Barbara, you would call your image what?

**Barbara:** Confidence.

**Pete:** Confidence. And Claudia?

**Claudia:** Six on sex.

**Pete:** Six on sex.

Now everybody, give your image a name or a title, and you can always change it. I have about six different names depending on the situation I want to be in. Sometimes I want to be really calm; sometimes I want to be confident; sometimes I want to be upbeat; sometimes I want to be more mellow.

I have different images for different situations, so you can create new images for yourself, and we will call these "power words." The title that you just gave your image is a power word.



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So here is part two. What I want to do is connect your head with your heart and your mind and your emotional brain.

And Barbara, what I want you to do is to think about contacting someone else who might create anxiety or tension, if you could just think of that.

And here is what I want everybody to do. Put your right hand over your heart, and I am going to give you some phrases, and the phrases are all based on acceptance.

Again, if you are teaching a child to ride a bicycle, encouragement and self acceptance go a lot farther than being critical. And the same works for us.

So I will make some statements about accepting yourself, and at the end of each statement I will say "repeat," and what I mean is to say only your power word, only repeat that title. You don't need to repeat the entire phrase. Just simply and silently repeat your power word to yourself.

Even though part of me has struggled with marketing, I can accept that part of myself that has struggled in the past. Repeat your power word.

Even though I struggle with taking action, I can respect the fact that one part of me was trying to be protective. Repeat.

Even though a part of me might like to maintain my old reaction, I could still accept that part of me that still might want to go back to my old reaction. Repeat.

Even though I have been critical of myself in the past for not taking action, I can accept myself and the part of me that resisted taking action. Repeat.

I am committed to nothing in this exercise. This is just to see that the other parts of me that desire to create the practice that I want can show up in different ways in my mind. Repeat.

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Again, I am committed to nothing. I can always go back to my old ways. Repeat.

Even though a part of me may feel I don't deserve more in my life, I can respect that as a protective part. Repeat.

Even though a part of me may feel guilty about getting more, I can still accept that part that feels guilty because it serves a purpose.

I do not need to let that guilty part dominate that other part of me that desires to create the practice of my desire. Repeat.

Even though a part of me may feel discouraged at times, I can still accept that part of me that gets discouraged. Repeat.

Take a relaxing breath; there will just be a few more.

Even though a part of me might not have total clarity about my desires and emotions, I can still accept that part of me that is struggling toward increased clarity. Repeat.

Finally, blessed are those that are flexible, for they shall not get bent out of shape.

Okay. So Claudia, you are experiencing what right now?

**Claudia:** Relief.

**Pete:** Relief. And Barbara?

**Barbara:** I just feel very calm and very content.

**Pete:** Now here is what I want you to do, and then we are going to check in with some other people and get their feedback. When you start to take action, what I would like you to do is remember your power word.

If you feel anxious, remember your power word, take a relaxing breath, tap on your legs, and stretch. Remember you are praising effort and progress, and not outcomes.

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In one sense it doesn't make any difference if the person says yeah or nay; you are giving them the respect to say no, just like you like to have people respect you when you say no to them. It is an honest and straightforward exchange.

When you feel excited, good, confident about something in your life, repeat your power word, tap on your knees, as a way of reinforcing or strengthening your power word. You can do this while you are driving in your car; you can have music that is playing that stimulates and arouses you.

Tap your knees if you are at a stop light, repeat your power word, and make it even stronger. You are just adding new neuronal connections to your brain, and that is that we are trying to strengthen.

Now here is the last thing we are going to check into. Get a study buddy if you can so you can practice with them and get encouragement about progress and effort. Get a study buddy for your marketing efforts, and I think, Casey, you even have a way to make that happen. Is that right?

**Casey:**

Yeah, at "The Wealthy Therapist" we have an exclusive members' program, and with part of that we have a list serve. With the exclusive members' program we offer some very low cost marketing training to help people build the practices they want.

And as part of that, people who are members have the opportunity to connect with our list serve, and many of them have found study buddies and focusing partners there on the list serve.

It is a wealth of opportunity to connect, and I do think that having a focusing buddy or a study buddy is a real good idea, because of two things. They can help us keep connected to our goals, and they can also be the mirror for us. If we are being reluctant or something they can pursue that a little bit with us.

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**Pete:** And having these skills, you can say, "Look; let's go back and create an image for yourself."

**Casey:** Exactly.

**Pete:** And just a little side bar – research has really demonstrated that people who lose weight or exercise do it because they have an exercise or dieting partner. It just adds so much to it, so I really encourage you to do that. If we could open it up and just have somebody talk about what they experienced before and after, and just get some feedback, that would be great.

**Casey:** Excellent. I just wanted to see if Barbara and Claudia are feeling comfortable with where they are now. Yeah? Is it okay with you guys if we open it up? Okay.

Pete, before we do, I just have one question. On the tapping, does it matter the right versus the left?

**Pete:** No, I really think it doesn't, and I have experimented both ways, and I really think it doesn't seem to, so I just start with the left so that in my ADD mind, I can remember.

**Casey:** You know which way to go. Okay!

If you have a question, press the number four, that should unmute you and we can take a couple of questions. Is there somebody who would like to ask a question?

**Pete:** Or just give feedback on what you experienced?

**Speaker:** I am really excited about applying this to myself or using this with my clients.

**Pete:** Oh, yeah; thank you for doing that. I am glad you said that. Listen to it again, get comfortable with it, and experiment. Just say to yourself, "Listen, I have learned something that was pretty interesting and exciting if you want to do an experiment."

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So you don't have to put pressure on yourself to be an expert to start with. And I always do that with my clients; I say "Let's do an experiment now." That is really great; thank you!

**Speaker:** Hello, can you hear me? My question, which I emailed to you and maybe if it is repetitious we will have to figure out a way to get the answers, is how to get rid of the initial anxiety in making the call.

I know that you were working on this the last few minutes, fifteen or twenty minutes. But I guess what I missed was coming up with an initial phrase for somebody when you make a call.

**Pete:** What is your target market?

**Speaker:** Parents and parenting.

**Pete:** And where are the parents located when they go to your service? Are they at PTAs or what?

**Speaker:** Actually the YMCAs. I haven't really started with the PTAs yet, but I think I will.

**Pete:** Okay, so you have just identified the market. And are you teaching classes?

**Speaker:** I would like to offer seminars on parenting.

**Pete:** Okay, now are you really clear on the content of the seminar when you offer it?

**Speaker:** Yes, I have actually used a couple of Casey's ideas which were to start the signature talk.

**Pete:** Okay, you have got the class; you believe in the class, it is great. You have contacted them, and you simply say, Casey, the opening line for that person would be what?

**Speaker:** Are you asking me what I would say?

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- Pete:** No, Casey.
- Casey:** I am not sure I understood the question. Sorry?
- Pete:** She goes to YMCAs and parenting groups and she finds the relevant person...
- Casey:** And then you would say, now is your target market children?
- Speaker:** Actually, I think my problem is making the initial call to the people.
- Casey:** Who are you trying to get as clients?
- Speaker:** Parents.
- Casey:** Parents. And what problems do parents have that you are trying to help them solve?
- Speaker:** I would like to teach people an alternative to punishment.
- Casey:** So what would a parent say if they were struggling with a child and wanted to hire you? What would they say they needed help with?
- Speaker:** A lack of compliance, I suppose.
- Casey:** So, "My child is acting up and I want to know how to handle it better?" Okay. So I would call up those people in those targets you just talked about and I would say, "I am a therapist in the area. I am specializing in the area of parents when they are having children who are acting up, and I would like to improve the way they deal with it.
- I am feeling called to serve over here, and I was wondering if there was any way you could use my services? I was wondering if there was any way I could be of service."
- Speaker:** Okay. And then would I use my tag line?
- Casey:** What is your tag line?

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**Speaker:** It is a little bit unsure, but it is providing help and hope to parents and couples.

**Casey:** You could say, "I am a therapist in the area and I am working with parents. And I would like to provide hope and help for parents and couples. So I was wondering if I could be of service."

**Speaker:** To parents, and couples; okay.

**Pete:** To parents who have unruly kids and they don't want to spank.

**Casey:** Yeah, I think that is better. The tag line you have is certainly pleasant to hear, but unfortunately, parents don't wake up at three A.M. and say, "Oh, my gosh, I need a therapist to pay six hundred dollars a month to find hope and help." Okay?

**Pete:** Everybody on the call, get what Casey is saying about being specific, and not generalities.

So thanks for your question, and who else would like to comment?

**Jameson:** Hello? This is Jameson, and I really got a lot out of this. I took quick notes and I appreciated the fact that the fear is a way of protecting myself. That really turns my whole thinking around. Thank you.

**Speaker:** Yes, that was helpful to me as well, but I didn't think of it that way. Fear is protective, really.

**Pete:** Yeah, fear is an ally. It is wired into us to be an ally. It becomes excessive because of conditioned responses and that gets in the way of the aspirations of another part of us.

**Melba:** This is Melba. It was great for me because it helped me to tap into my little saboteur, and it was very comforting to feel the shift going into the practice.

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**Pete:** And for anyone who used to think of protectors as saboteurs, think of that as friends who were trying to protect you.

**Sheila:** Hi, this is Sheila.

**Casey:** Hi, Sheila!

**Sheila:** I know I got a lot out of this. My plan is to listen to this and I was distracted by a few things, so I am going to listen, a number of times, I am sure.

**Pete:** Good!

**Sheila:** One question that I have is, what kind of literature do you get that information from?

**Pete:** Well, I have synthesized so much, but I am glad you asked. Thank you.

**Sheila:** Well, you are writing your book, I guess.

**Pete:** It is part from EMDR, part from Emotional Freedom Technique, and part from *Be Set Free Fast*, by Larry Nims.

**Sheila:** And I could listen to this again.

**Pete:** Yeah, you could get that again. It's also part Ericksonian hypnosis. I spent a week with Milton Erickson, so part of it is from that.

And part is from thirty years of clinical experience, where I have used the concept to help couples learn to communicate by quieting that involuntary reflex instead of pointing fingers.

I use this process to help couples calm down in the office. And it gets me out of the middle. They can talk calmer, because basically what I am doing is helping people reduce trauma and just giving them assignments and homework in communication is not effective. So I combine them with this, and I teach this to couples in my weekend workshops.



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And I will teach forty or fifty couples at a time, how to reduce that involuntary reflex to submit to or dominate or run away from their partner, so they can talk about sensitive topics in a safe way, and that is really key to a good relationship.

It is not that you don't fight, but can you talk about sensitive topics and make it safe to express what is really vulnerable, because ultimately what makes our marriages either painful or magnificent is how we treat our partners' vulnerabilities, our fears, our insecurities. And they can't treat them well when their own emotional brain is throbbing.

So actually Ellyn and I have made a CD set called "In Quest of the Mythical Mate" where we teach this and other things about how to utilize this technique and others to help couples. That is our training for therapists. That helps them use these strategies in their own practice.

**Sheila:** Yeah, I have been eyeballing that for a little over a year, actually.

**Casey:** Well, it is a really good thing to not only eyeball, but to tap on and maybe more forward.

**Sheila:** Yeah, you have to have the practice first.

**Pete:** Practice, practice, practice is first so you can get familiar, and apply it in so many different situations with different variations. So I just really streamlined what we did tonight to get the maximum in a small amount of time.

**Sheila:** Very cool. I was delighted with what we did tonight.

**Pete:** I really, really do thank you for showing up tonight. Be excited, be passionate about what you are doing, because that is what we are all about underneath, caring so much about what we do.

Casey, I have really enjoyed doing this series with you!

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**Casey:** Okay. It has been a real pleasure. I know that when Ellyn and Pete and I get together, and my husband, Bob, we just chat away like magpies. So it is awfully fun when we have a bunch of people with us, too.

**Pete:** Yes, it is.

**Speaker:** And thank you for inviting us in!

**Pete:** Barbara and Claudia, thank you for volunteering.

**Barbara:** Thank you very much for the opportunity. It was really great!

**Pete:** Ah, good. And everyone else, I just want to thank you again, and just the best, best, best of luck and good fortune in this next unfolding chapter of your life.

**Casey:** Take care, guys. Good night!

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## About Your Facilitators

For more than 20 years, **Dr. Peter Pearson** and his wife **Dr. Ellyn Bader** have been helping couples resolve issues and create strong, loving relationships. They are considered by many to be the preeminent experts in couples therapy training in the world today. They are creators of The Developmental Model of Couples Therapy, and directors of *The Couples Institute* in Menlo Park, California. Their model teaches therapists how to diagnose, intervene and significantly help troubled relationships.

Their first book, *"In Quest of the Mythical Mate"* was honored with an award by the California Association of Marriage and Family therapists and is now in its 15<sup>th</sup> printing. Their most recent book *"Tell Me No Lies: How to face the truth and build a loving marriage"* is a popular choice for couples trying to improve their relationship.

Peter's couples' workshop, *"Coming from Your Heart,"* offers an unusual money-back guarantee and attracts couples from across the country.

For more information on Ellyn, Peter and the work they do at the Institute, visit:  
[www.CouplesInstitute.com](http://www.CouplesInstitute.com)

**Casey Truffo** is a psychotherapist, marketing coach and owner of BeAWealthyTherapist.com. Casey says, "I started my practice with a shiny face, a new license and a lot of dreams about helping people. Well, I did help people. The ones who found me. The ones I wasn't afraid to charge. A few years and a lot of debt later, I came out of that denial and decided it was time to learn what they never taught me in graduate school about how to market and build a small business."

After building her practice to full capacity, she began to coach psychotherapists and coaches in the 8 Key Strategies, which have been proven to attract more ideal clients and money. She offers free audios, articles and tele-classes to help you market your private practice at [www.BeAWealthyTherapist.com](http://www.BeAWealthyTherapist.com). Casey Truffo, at 714.505.0299, is The Therapist's Business Coach, *helping therapists to double, triple and even quadruple their cash-paying clients.*