

CACHE

CACHE Canada

NEWSLETTER

Upcoming Events

- **Movie Night:** October 2, 2018 at 7:00 to watch *Manchurian Candidate*
- **Supervision Mastermind:** discuss cases and connect with fellow members. Last Monday of each month at 6:30pm.
- **Book Club:** now held every second month. Next meeting November 29th at 7pm to discuss *Taking Hypnosis to the Next Level* by Michael Yapko (available in ePub or mobi online)

To sign up for any of these events, or to be added to the mailing lists for them visit the CACHE website.

Important News

Beginning January 2019, we will be enforcing mandatory Continuing Education hours and Supervision hours to keep in good standing with the association. You will also be required to acquire Professional Liability Insurance.

Each year, 5 people will be chosen, at random, for an audit of these documents. If chosen for audit, you will be asked to hand in all paperwork, documented hours log, and receipts to prove that you have completed these. Please visit the CACHE website for more information.

Workshop of Interest

Many of our members tell us that marketing is one of the most challenging aspects of practice. This upcoming workshop will have information for everyone; established practice or the newcomer to the field.

Marketing for Hippies 101 - How to Grow Your Green & Holistic Business

This is a day-long, content-rich, roll-up your sleeves, nuts and bolts workshop. It's all about how you can grow your business and attract all of the right kinds of clients.

At its heart, this workshop is all about exploring the question: "How can you sell your products and services without selling your soul?"

Too much marketing (even by savvy, conscious entrepreneurs) creates either no response or seems "over-hyped" and triggers a "used car salesman" reaction.

So . . . How do you market your products without compromising your principles? How can you make sure your marketing gets a positive response and creates warm feelings of trust? Better yet - how do you have your ideal client approaching you, instead of you chasing them?

While mingling with like-minded peers, you'll learn:

- The Three Core Foundations and Seven Elements of Your Platform that you need to attract more - and better - clients, with absolutely zero budget.
- The core reason why most marketing feels bad (and exactly how to make sure that your marketing avoids it).
- The only three kinds of potential clients you will ever meet, and the exact approach you need to take with each of them.

Price

\$25 deposit + Pay what you can

Upcoming workshop locations

Gabriola, Winnipeg, Vancouver, Duncan, Victoria and Edmonton

For more information visit

www.marketingforhippies.com

