

# Offering Light Demonstrations

**Start with your Intention.** What is your why for taking this action? Remember: Intention + mechanism = Results!

Have a clear understanding of what the conference is about and SET YOUR INTENTION for what you are about and the results you want from this effort. If you need coaching on honing this, give us a call. If you are sharing costs and efforts with other ambassadors make sure you have clear expectations of the roles and agreements in regards to costs, workload and waiver distribution.

Here is an example:

Intention: To empower people to shine with radiant health.

Why am I participating in the event or offering this session?

1. To meet and build relationships with new people
2. To have more people experience a light session.
3. To help people get more light in their lives as often as possible.
4. To earn an income with my lights while I serve others.

## **Event Registration:**

- Register as a vendor and secure a booth with access to electricity that is large enough to set up 1 – 3 chairs to offer a 20 minute light session. We recommend being at the end of a row or at a corner booth so that you have plenty of space for 2 or 3 zero gravity chairs and a small table.
- If the event has classes and speaking opportunities, check to see if you or your team leader can be a speaker.
- If the cost is prohibitive but the value is strong, talk to Marta or Shirley about the possibility of having LumiCeuticals assist with some of the costs. Fill out the form for this as some financial assistance may be available to you.
- Make sure you tell us about your event so that we can put it on the website calendar and promote it through newsletters and social media.

**Preparation:** Once you have secured a booth and have a clear intention, THEN, assemble the following:

## **Supplies:**

- ✓ 2 or 3 (depending on space) zero gravity chairs for the sessions. These will be available from LumiCeuticals in late November 2017. We have

also had success with Caravan Extra Large Zero Gravity Chairs from Amazon \$40-70 in cost.

- ✓ A Light System for each chair. These can be rented from the company or supplied by you and your team leaders.
- ✓ A blanket for each chair. Lumi can provide these.
- ✓ Small TV trays or a Light Caddy to hold the units between the chairs. We like a small utility cart from Ikea.
- ✓ One long extension cord and a power strip.
- ✓ A LUMI sign. We can send these.
- ✓ Mp3 players or phones and headphones for each chair so that you can play "The LumiCeutical Light Experience" guided meditation during the session. This is a critical step to enhance the experience and to educate the client.
- ✓ Lots of pens
- ✓ 2 -3 clipboards for waivers
- ✓ \*\*Kleenex For Eyemask Comfort - we assume that everyone might find the eye mask uncomfortable on the brow at first so we have found Kleenex to be a sanitary and comfortable tool. You can use cotton cosmetic pads or foam makeup application triangles if you prefer.
- ✓ Cleanser For The Pads – we like Norwax clothes or Shaklee Disinfectant Wipes. 7<sup>th</sup> Generation is another easy to find healthy brand of wipe.
- ✓ A Tablecloth for your table. Turquoise , White or a complimentary color. We can provide a source upon request.

### **OPTIONAL SUPPLIES**

- ✓ A money envelope or cash box if you are charging for the session.
- ✓ An Appointment Schedule Page or Book with 30 minute appts.
- ✓ Sign Explaining That You Are Offering a free or discounted session - \$10?
- ✓ Handheld set or wands to display or to use when children come by the booth. We have seen wonderful effect on fussy kids and parents love it.

### **Handouts At Booth: Keep it simple.**

- ✓ The Light Energy Waiver \*\*\* - filled out on both sides by everyone who uses lights.
- ✓ LumiCeuticals Brochures or Postcards. Now Available!
- ✓ Simple handout of benefits on one side – *LumiCeutical Information Sheet A* and on the other side *Like What You Felt* . You can customize the contact information on these files.
- ✓ Your Business Cards - Inexpensive through Vista Print. Lumi Options are now available for order.
- ✓ Lumi Rental flyer. Have 10 rental sign up forms there too. Having 5-10 renters enroll at your booth is a great goal for a conference. We love getting as many committed rentals from a show as possible.
- ✓ Price Sheets reflecting any current promotions – we have those on hand – and pass out when requested. We don't just leave a big stack on the table. Ones with pictures work best.
- ✓ Have on hand to show when needed:
  - A computer or color prints of some of the Powerpoint pages
  - Order Forms
  - The Frequency Sweep Form – just to show – not give out.
  - Setting Sheets so people can see what the settings are.

### **Optional Handouts:**

- ✓ Testimonial flyer
- ✓ The Value of Wellness Empowered
- ✓ Flyer about An Upcoming Event You Are Having online or at your home or practice.

### **What to Say?**

We find that people naturally are drawn to the booth to see what it is and you can usually tell who wants to talk. You can ask, 'would you like to try the lights?' But often they will start the conversation if they are interested. But most will ask, "What is this?" And then you can share a 30 second explanation. You will find the words that work best for you.

This is Harmonic Light Therapy that is FDA cleared for pain relief and injury recovery. We offer it in a 20 minute relaxation session that takes the effects of stress off the body for ultimate self healing.

A harmonic light session that relieves pain, reduces stress and feels wonderful.

Here is a 30 second greeting that Alysia Humphries uses.

“We are using LED light energetics along with vibrational frequencies to help the body de-stress, reduce pain and inflammation, and wake up the cells and circulation. It's like a 20 minute vacation from stress. Does that sound like something you'd be interested in? It's free today or “It's on special for \$10 for a 20 minute session that is regularly \_\_\_\_\_ (or whatever you are charging).” You can show them what the pads look like and answer other questions if they have them.

Marta often says:

This is harmonic light energy. It feels like a massage, a nutritious meal, a prayer and a nap. It is free today ( or on special today if you are charging) Would you like to give your mind, body and spirit a 20 minute vacation from stress?

Find a conversational tone that is right for you. Sometimes it helps to tell your story briefly, such as: “I found that I have more energy and less pain when I use the lights; I use them on my entire family.

Also, a statement of your intention and what you are committed to helps: “We are committed to helping people understand what Light and Light Energy can do for their mind, body and spirit.” People are moving thru the booths, so keep your story short and ask them lots of questions rather than offering solutions before you know what their needs are.

### **What to Do:**

Once you have their interest, it's as easy as 1,2,3.

1. Have them fill out the waiver front side
2. Take their payment if you are charging.
3. Have them sit in the chair upright and place body pad across the kidney/adrenal lumbar region.
4. Have them lean back in the chair. Let them put the local pad on their naval or upper chest.
5. Put kleenex on the eye mask and then slip it gently over their head. Make sure they are comfortable. I like turning on the lights before placing them on the head as the eyes get more time to adapt to the brightness.
6. Let them put the headphones on. Turn on audio.
7. If they are not already on, turn on the lights now – we like C setting best here.
8. Let the lights do their magic.

9. When session is complete, gently have them get up and go to one of the chairs the event has provided and let them fill out the back side of the waiver while you get the pads ready for the next client.
10. Chat about where they can go from there
11. Put some notes on the waiver so you will recall details for follow up later. If you are sharing your booth with other ambassadors, put your name on the waiver of people you had a strong connection with. If there is more than one ambassador that feels strongly connected to a prospect, we recommend energy testing or finding some agreeable way of sharing contacts with karmic intention. We don't guarantee that a person that you felt a connection with will end up being your followup. We do our best to have energy connections honored.
12. Remind them to drink plenty of water and watch for energy shifts over the next 24-72 hours.

### **Tips during an event or conference:**

- Get to the site early to arrange the booth area and perhaps ask for help in getting the space that will work best for you. Planners love having the lights at their conference. The uniqueness of your product and the experience you are offering is a great asset to their conference.
- Use your intuition on charging. It depends on the situation. With a large event like a fair we have found that this attracts truly interested people and it helps to pay for your booth fee and gas to get there! If there was already a larger fee to get to the event and if it feels like we will get more people experiencing the lights, we do not charge. If you have Square on your phone and can take credit cards, do so; if not, checks or cash are fine. Mark each waiver paid when you receive payment!
- Stay standing, stay friendly and inviting. Remember to keep your focus on sharing light especially if the event is sponsored by LumiCeuticals. Any other services you offer can be mentioned as an example of ways that lights can be incorporated into a personal or professional wellness practice but we ask that other services are not sold at the booth when LumiCeuticals has sponsored the event.
- We recommend that one person handle one chair with extra help if possible to keep the flow of people going and get waivers signed and questions answered. The busier the event, the more important help is.
- Help your client put the pads on themselves. Pads should be placed underneath dark clothing when possible. White, thin clothing is okay, but bare skin is best.

- Keep your area as quiet as possible. Avoid loud laughing and talking when people are experiencing the lights. Remember to make this a relaxing experience for them.
- **The waiver is a critical part of the conference.** It is your key to finding out what people want and knowing how to follow up. Do NOT do a single session without having the front side of the waiver filled out.
- Once the lights are started and the blanket on the client, lay their waiver on their lap so that you do not lose it. At the end of the session, it will be right there for you to ask them to move to the table and finish filling it out while you put the next client on the lights. Check to be sure that you can read the info clearly before they leave the booth, and spend some time going over their responses with them if possible.
- You may feel rushed if there are people waiting but be sure to make each person's experience a relaxing one and take the time to talk and ask them how they are feeling, to make them feel cared for as they prepare for their session and when they are finished. I like to talk with them a little about what they marked as issues and how we can help them, and make sure they are comfortable all along the way. Be right there when they are coming off the lights and you can gently touch their arm if they happen to fall asleep. It's good to let them remove the eye mask themselves.
- If you are using the 3 port unit, it's good to have a timer so you know how soon people will be coming off the lights. Use a small side table or TV tray to put the light units on between the chairs, the conference tables are too big for that. Depending on the size of the event, some people like having a sign-up sheet for sessions. If you allow about 30 minutes for each person it gives you a few minutes to talk to them and for them to fill out the waiver in addition to their 20 minute session. Try leaving the times blank so we could start people as soon as they were ready and put the next time down for 30 minutes later. This also allows people to sign up to come back later in the day. Sometimes they don't, and then you just give their spot to whoever is there wanting it. Make up a sign up sheet that will include as many spots as you have chairs.
- If you are charging for the session, when people sign up for a later slot, we suggest that you take their payment at that time and have them fill out a waiver. That will reduce no-shows. Then just let them know that they need to be back within 5 minutes of their start time for everyone to stay on schedule.
- If you have several people working a booth together, we divide waivers for follow up. It can work well to have each person take a station (chair) and the person who talks with and helps that client keeps their waiver to follow

up with. This way they hear from the same person who helped them. Just put your name in the corner to keep track and make notes in the comment section about things you learned about the client. .

### **The GOLD: Conversation and Follow up after the conference:**

Your goal is to move your client to the next step of having light in their life. Offer them possibilities right then and there if possible, or in a follow up contact within 6 days of the event. Based on the waiver, invite them to

1. Get more sessions set up. Have a package of 4 times over the next 2 weeks as a great way for them to really see what the lights can do or
2. Invite them to rent a unit from the Corporation. This is a focus for us.
3. Attend an event such as a meeting or webinar that you have planned
4. Have a Light Event in their home
5. Purchase a unit
6. Sign up for your newsletter or check out [www.shinewithlight.com](http://www.shinewithlight.com) and watch a webinar

Your waiver has these suggestions on the back side. Be sure to check what they have indicated. Don't lose your stack of waivers!

We strongly encourage you to share your waivers – front and back – with us so that we can offer support and guidance and we can send out a standard thank you email to all of your contacts and keep them on an ongoing newsletter list for future follow up. If Lumi sponsored your event, this is a requirement.

Have a plan to make contact within 3 -6 days of the conference with every person who filled out a waiver, starting with people who were most interested in renting or owning a system.

For best results plan a light workshop, class or webinar within 2 weeks of your conference that you can offer clients who want more info about light. We can do a live webinar for you no matter where you live. Just contact us to get something scheduled ahead of time.

Refer to the waiver when you contact someone. They have given you lots of information about themselves. Refresh them about what they marked on the waiver and offer to serve them with whatever they indicated.

If you have invited them to an event, call to confirm that they can and will come and invite them to bring family and friends for their complimentary session.

Have your calendar and rental forms and order forms ready!

Have fun. It is always such a privilege to see someone come off of the lights the first time.

Questions? Feel free to contact us: Marta 303-818-6453 or Shirley 303-818-9263