

# Offering Light Demo Sessions

**Thank you.** We love that you are sharing your lights and want to help others experience the benefits that you have felt using them. Experiencing a session is the number one way that people gain an appreciation for what the harmonic lights offer. Here are some helpful tips for offering that first light session.

**Start with your Intention.** What is your why for taking this action?

## Preparation:

### **Supplies:**

- ✓ 1 zero gravity chairs for the sessions. These are available from LumiCeuticals in exchange for putting lights on 10 people verified by turning in their completed waivers. You can use a massage table, couch, floor, yoga mat, bed, reclining chair.
- ✓ Your lights
- ✓ A blanket. Lumi offers these in exchange for a written or video testimonial from you about your use of the lights.
- ✓ One long extension cord and a power strip.
- ✓ Mp3 players or phones and headphones for your chair so that you can play "The LumiCeutical Guided Meditation" guided meditation during the session. This is a critical step to enhance the experience and to educate the client.
- ✓ Pens
- ✓ 1 Clipboards for waivers
- ✓ \*\*Kleenex to keep eye masks clear of makeup and sanitized.
- ✓ Cleanser For The Pads – we like something with colloidal silver like Norwex cloths or Shaklee Disinfectant Wipes. 7<sup>th</sup> Generation is another easy to find healthy brand of wipe.

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

- ✓ The Harmonic Light Energy Waiver \*\*\* - filled out on both sides by everyone who uses lights. Copies are turned in to LumiCeuticals when they provide sponsorship support.
- ✓ LumiCeuticals Brochures.
- ✓ Your Business Cards - Inexpensive through Vista Print. Lumi Options are now available for order.
- ✓ Lumi Two Week Trial flyer. Have an enrollment form there too.
- ✓ Price Sheet
- ✓ Have on hand to show when needed:
  - A computer or color prints of some of the presentation pages
  - Order Forms for purchases
  - Frequency Settings Charts– just to show – not give out.

## **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?**

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 to support ultimate self-healing.

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

This is harmonic light energy. It feels like a massage, a nutritious meal, a prayer and a nap. It is free today. 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." 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. Have them sit in the chair upright and offer to help them place body pad across their kidney/adrenal lumbar region.
3. Have them lean back in the chair. Let them put the local or other body pad on their naval or upper chest.
4. Put kleenex on the eye mask and then offer to help them 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.
5. Help them put the headphones on. Turn on audio.
6. If they are not already on, turn on the lights now – we like C setting best for a first sample session.
7. Let the lights do their magic and try to be quiet around them during their session.
8. When session is complete, gently have them sit up and fill out the back side of the waiver.
9. Chat about where they can go from there based on what they have written on the feedback form. Check to make sure you can read their email.
10. Put some notes on the waiver so you will recall details for follow up later.
11. Remind them to drink plenty of water and watch for energy shifts over the next 24-72 hours.

## Tips:

- 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. Have plastic bags available to slide over the pads if needed for sanitation preference.
- 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.
- 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.

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

Offer them possibilities right then and there if possible, or in a follow up contact within 3 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. Remote sessions are always offered as a group on Monday at 9pm
2. Enroll in the two week trial program. 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 our once a month 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 and keep careful track of your 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. You can enter them into our mailing list at this link:

<http://eepurl.com/bdH06b>

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 trial enrollment forms and order forms ready!

Thank you and enjoy. It is always such a privilege to see someone come off of the lights the first time.