
EXCITING NEW INSTRUCTOR DEVELOPMENT

Growing *NO HANDS*[®] globally in a time of heightened fear and anxiety...

The world is now on-line. There is a need for a radical shift in how we promote *NO HANDS*[®].

The solution? A FREE on-line *NO HANDS*[®] training course. The team have been working for 3 months on a secret project to find a way to train massage therapists all over the world to TT level on-line. Just finished it: 12 lessons - 55 hours of home training - over 45 videos. On line, but done differently - people must sign up and study in groups of three for 6 days and must endorse the 'feel' and 'look' of each other before using on clients. Course contains 'observables' like "do the hips go beyond the ankles?" (in the slump).

These videos not only show me demonstrating each stroke and talking about the *NO HANDS*[®] concepts and philosophy but they also show clips of a group of therapists going through each of the strokes with me correcting them so they can see how different body shapes have to adapt.

This is going to be my gift to the massage professions - so every single massage therapist in the world can work without injury. All the schools and all the associations will be alerted and EVERYBODY can learn it - overnight!

NEW GROWTH AND NEW EXPOSURE

I believe this will put us firmly on the world map as well as the UK map! No-one has ever been this bold or this generous in the Massage world and it is truly a 'world first'. The senior masters who I consulted all gave this idea their thumbs up. It feels like a truly 'good' thing to do - in difficult times for everyone.

It will also put a spanner in the works of anyone trying to copy us - why would anyone pay for a course from a copycat when they can do it for free with the originator? If they do want to train in *NO HANDS*[®] they will know about our quality and standards and know where to find you. They will also know who is an 'imitator' because practically every video and every web page or document of the course will say "to find a licensed *NO HANDS*[®] instructor personally trained by Gerry Pyves go to..."

How will this impact on you?

1. The reality is that most people won't want the hassle of organising 6 days of training with their mates or colleagues and even less will ever finish it. I expect 10% who start to finish - and that is pretty optimistic. This will create a course that shows people just how powerful *NO HANDS*[®] is and they will then see why it is valuable to book in with a licensed instructor. In other words it is an advertising campaign for you as much as anything else.
2. Anyone who you do train at TT level will have this as a resource to back you up - and you will have it as a free resource to keep improving your own teaching. You simply explain to anyone who asks why they should learn TT with you that you "cannot compare a real live training with an experienced instructor to an on-line course". You can also say you are more than happy to wait for them to train with you at PRACTITIONER level.
3. Your main focus will become earning your income from a brand new 2-weekend PRACTITIONER training course which we will go through at our INSTRUCTOR TRAINING in June 5-8 2017.

THE 6-DAY NEW PRACTITIONER COURSE

2 x 3 day weekends (recommend Fri- Sun) with a month between the two weekends. In effect this will be the old (4-day) practitioner course + 2 extra days. Anyone who has completed the on-line course will be eligible to book onto your new practitioner course.

On the first weekend, you will spend the first day (Friday) pretty much doing your TT 'refresh and renew' day and be able to correct any howlers they have developed from the on-line course. Then on the Sat and Sun you teach them the BACK/FACE and FEET treatments.

During the month in between, students will have to 'log' 5 treatments of each of these = 15 treatments in total. This will mean they turn up to the second weekend much more 'switched on' to these strokes than on previous Practitioner courses. We will be 'raising the bar' - again!

On the second weekend you will spend the first day (Friday) reviewing those three treatments and correcting any howlers they have developed. You then spend Sat and Sun going through the NURTURE and STRUCTURE full body treatments. Any additional learning (theory or philosophy) will be sent to them on-line, making your work mostly practical and clinical. This is a much simpler instructor proposition.

For you to certify them, they will need to give you further logs of 10 structure and 10 nurture full body treatments within 2 months of completing the course. All of this will be summarised and advertised on our web site and you will be given documents you can email them on booking so they know what the course commitment is.

LOGISTICAL + FINANCIAL IMPLICATIONS

For this magnificent new 6-day PRACTITIONER training (that still only loses them 2 working days) I recommend you do not charge less than £599 and that (if you want) you give a £199 discount to anyone who trained with you on your TT course for this fee instead of doing the on-line course for free.

In other words if they do TT with you and then go on and book the Practitioner, they in effect get the on-line course, and their 3- days of TT training with you FOR FREE. You still get £599 from anyone who completes the Practitioner. This is exactly the fee you would have got from the old system of both TT and Practitioner!

I only recommend this as a transitional offer for anyone *already booked* on a TT with you. After that, if they want to learn live with you then they should pay for it. This means that you could earn £799 from a TT and PRACTITIONER booking. This also gives you plenty of leeway to offer any discounts if you want to encourage them to come on from TT to PRACTITIONER.

It is vital that you contact anyone already booked on a TT course with you IMMEDIATELY and let them know they can get this course for free on-line and that they can cancel if they want to - there is an email template on the same web page as the videos.

(You can also explain to them how much easier it is to simply turn up for a course than spend 6 days organising with two other massage therapists who could easily let you down AND that you will give them a discount if they come onto PRACTITIONER). I believe that whatever odd booking you lose, you will gain MUCH, MUCH MORE from this new project.

Alternatively, after Feb you can simply say "I don't do TT courses any more" (they are the hardest and most difficult to teach anyway!) "Just find 2 buddies and complete the on-line course and then

come along to my Practitioner.” I recommend having perhaps just one TT course advertised every 6 or 12 months to see how therapists respond to this. After all, we are entering a new digital landscape....

Any PRACTITIONER courses that you run BEFORE our instructor training should follow the old 4-day style. After June, ONLY the new PRACTITIONER courses can be run. We will go through the new structure at our instructor training.

Overall, any students who book on PRACTITIONER - having done the 55 hours on-line course - will already be 'sold' on the *NO HANDS*[®] concept and will be such a pleasure to teach. The PRACTITIONER course is 100 times easier to teach than TT and you are far more likely to encounter arrogant hostility at TT than PRACTITIONER so this is also about your protection. These 'on-line' students will actually have spent SIX DAYS learning their TT strokes and watched over 15 hours of video material.

INTERNATIONAL

I have always seen my instructors teaching all over the world as well as in the UK. I think this is how it will happen. On-line means GLOBAL ACCESS TO *NO HANDS*.

At first we will funnel all enquiries for this through the office as we have considerable experience in arranging courses at a distance and you are much more vulnerable as an instructor (financially). We will use our experience and knowledge of having been ripped off and let down to protect you and make the contracts and payments water tight. This means we will not endorse any international courses organised by you directly with students.

Once this goes viral I expect us all to be very very busy and very rich!

UNTIL THEN - THIS IS CONFIDENTIAL INFORMATION TO THE COMPANY - KEEP STUMM!

IN SUMMARY

This new development means that:

- The profile of *NO HANDS*[®] just went ballistic.
- You are much more supported as an instructor with all this material for you and your students.
- Massage therapists from all over the UK (and the world) can learn about *NO HANDS*[®] and discover what a complete revolution in Massage it is.
- You will have a fantastic email link soon to a 'FREE NO HANDS TRAINING' to send to every local massage therapist!
- You can focus on teaching the much easier PRACTITIONER courses and earn as much from them as you earned from teaching TT + Practitioner previously (with one day less work!)
- More therapists will be seeking you out for PRACTITIONER courses who are already 'sold' on the *NO HANDS*[®] concept.
- Many therapists who did TT a while ago will have their interest in *NO HANDS*[®] re-ignited and may want to book on PRACTITIONER or 'Refresh + Renew' days with you.

- The 2-weekend PRACTITIONER course is much more 'bonding' and 'attaching' than just one TT course.
- On-line students who complete the course may not want to commit to PRACTITIONER so instead they can book on your 'TT Refresh + Renew" to cement their learning.

If this works, then I expect you to be looking for local halls or hotel rooms where you can teach 6-12 students at a time and wondering who to ask to teach with you and what sun block to pack in your travel bags!