



**BEYOND THE TREATMENT ROOM:  
COMMUNICATION,  
PRESENCE & BRAND  
IN HOLISTIC THERAPIES**

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**CLAIM YOUR  
2 CPD POINTS**

<https://quantumway.health/fht>

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## ABOUT US

# The Shift – From Practitioner to Communicator

**Core concept:  
Holistic practitioners are not selling treatments.**



# COMMUNICATION TYPES IN HOLISTIC PRACTICE



**Verbal Communication**

**Non-Verbal Communication**

**Is not What is How**

# NON-VERBAL COMMUNICATION

**Does your online presence  
match your real presence**

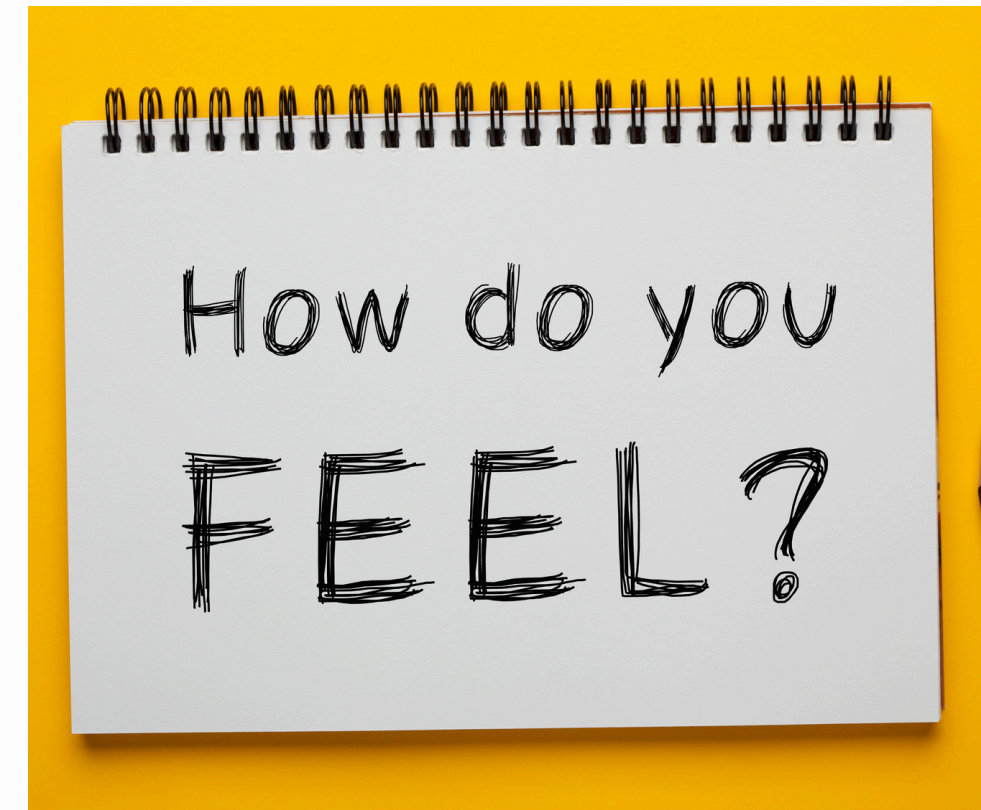


# ENERGETIC COMMUNICATION

**Nervous system coherence**

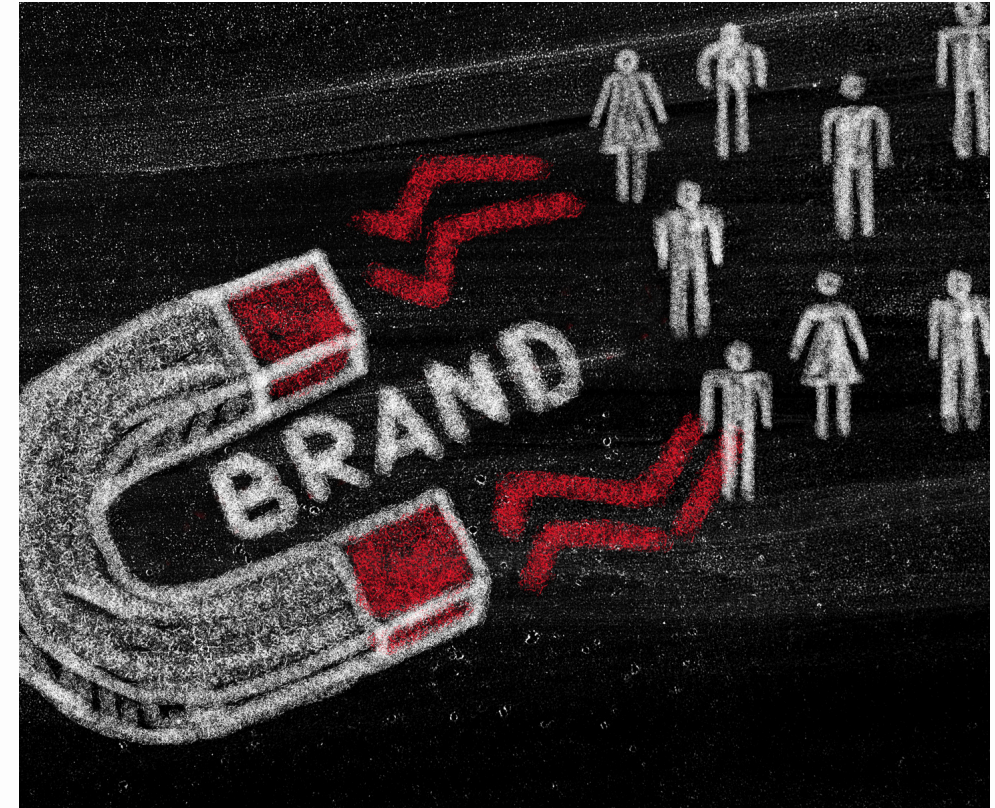


# ENERGETIC COMMUNICATION



**What do they feel after interacting with you?**

# WHAT IS A BRAND IN HOLISTIC THERAPIES?





# RACTICAL APPLICATION EXERCISE - BE CLEAR



I help \_\_\_\_\_  
Who struggle with \_\_\_\_\_  
So they can \_\_\_\_\_

**Then refine for simplicity.**

**Example:**

**I help high-performing professionals who are stuck in chronic stress regulate their nervous system so they can think clearly and lead sustainably.**



KEY MESSAGE:  
THE FUTURE OF HOLISTIC  
THERAPIES BELONGS TO  
PRACTITIONERS WHO.....



**Your work may begin in the treatment room.  
But your influence extends far beyond it**



THANK YOU