

●●● FEATURE RAPHAYAD BIOENERGY HEALING

second to none. Standards of expertise and therapeutic relationships are essential in order for CAM practitioners to be further integrated and work alongside mainstream medicine.

The business acumen

The other important aspect of my success as a practitioner and teacher is the marketing and business management skills that I had from previous careers. It is these skills that have enabled me to establish, build and develop the school and clinic. These skills are going to make or break a practitioner's ability to market themselves out there alongside other practitioners in their field.

I knew from the moment of launching our practitioner training course that this aspect had to play an equal part alongside technique training. The students will have the benefit of my 25 years of business experience and, specifically, 8 years running a successful clinic.



This important element of training gives the newly qualified practitioner the business and clinic management, knowledge base and acumen from day one of opening their own clinic; with the peace of mind that all the tried and tested templates and systems are in place.

The niche

A niche market can mean success or failure in developing and running a successful clinic. When you look at some of the most common treatment techniques you need to consider the advantage of it being a well-known household name or not. On one level the familiarity is good, but as a practitioner it can work against you. Everyone using the same modality is your competition and they are competing for the same customers. So before determining whether a modality needs another practitioner in your area, consider if there is a saturation point.

One thing that made me laugh when I was working at one of my first clinics in Ladbroke Grove where there was just me, with just the one skill, was when I was given a leaflet for a practitioner who could do healing, Reiki, light therapy, massage, Indian head massage, meditation... the list just went on and on about 12 different techniques in all. What was so apparent was that although she had all these skills, she was not a specialist in any.

Working in a niche but ever-expanding field of treatment is why we have been able to build a reputation and gain a good corporate identity that has led to our successes. I feel that a growing marketplace is better than a saturated one.

The other aspect of working in a niche field is the type of work that you do. It is important that the technique has the ability to provide a good, lasting affect that inspires the client to make positive changes in their lives thereafter. The specific type of client or ailments that you specialise in is equally important. For us, having worked with difficult and debilitating illnesses and symptoms with both children and adults is what makes the work defined and very rewarding.

“...a student needs to be training for two days every week over a consistent period of, say, six months. This way they start to live it and breathe it.”

Dilution or integration?

The other important aspect to not being saturated is that it is imperative that we do not allow our technique to become diluted like so many others. In particular those where practitioners have received just basic training or those who have integrated other techniques but still call it the same name. Integration is fine, but then it needs a new identity. In so many cases the public do not really know what they are getting.

I remember when I had an organic food shop and one of my staff offered to give me a shoulder massage. As we went through the session I realised that she was doing something else. In this case some Reiki as well. It wasn't that I had a problem with Reiki, it was the fact that she was giving me treatment without telling me.

Dilution and misrepresentation are the two main things that have held me back for years from training practitioners. Myself and my wife Joanne, who is a senior practitioner and administrator of the foundation, have invested so much into our clinic, school and reputation we just didn't

wanted ill-guided, poorly managed and trained practitioners going out there and living off what we had strived for years to build up. Then for the rug to be pulled from below our feet for the sake of earning a few extra bucks and giving out certificates.

Standards of excellence

As the founder of a technique and training school I feel that not only do I have a role but a responsibility to make sure that all practitioner students and newly-qualified practitioners have the skills, experience and knowledge base to represent themselves and their school/foundation. Most importantly that the practitioner adheres to the standards of excellence, as the public deserve no less.

For this reason not do only do the students need to receive the training, but thereafter once qualified it is a necessity that they receive a mentoring and support system to be in place, to maintain such standards of excellence and to develop and fine tune the techniques and knowledge base thereafter. **LZ**



About the author

Michael Cohen is the founder of RaphaYad Bioenergy Healing, The Bioenergy Healing Training School and The Bioenergy Healing Research Foundation.

He is an acknowledged international expert in the field

of Bioenergy Healing. Having established his treatment clinic, Michael subsequently founded the Bioenergy Healing Research Foundation for training and research, where he has undertaken 8000 hours of clinic-based research into the energy that radiates within and around the human body.

Over the last 8 years the Foundation developed unique techniques that can affect the body's bioelectromagnetic field. In particular a scanning technique that utilises the eyes of the practitioner to precisely pinpoint blockages in the client's bioelectromagnetic field that manifest as physical, psychological and energetic symptoms. In addition hands-on-off manipulation techniques that can defragmentate the body on a cellular and psychological level.

His ongoing exploratory and experimental approach to his work at the cutting edge of Bio-energy medicine and healing treatment, has seen the techniques continue to enhance and evolve into RaphaYad Bioenergy Healing.

* The Bioenergy Healing Training School facilitates certified part-time six-month RaphaYad Bioenergy Healing Practitioner Training Courses in London. Next course starts January 2011. Contact: 93-95 Gloucester Place, London W1 6JQ, 0845 456 1336, info@bioenergyhealing.org.uk, www.bioenergyhealing.org.uk