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Proofreading, editing and writing services  
Contact Tannice Pendegrass on  
07981969693  
tannice@campoeticlicense.com  
Twitter: @CPoeticLicense

**Brief:** write a double-sided, three column leaflet for a Holistic Therapist.

**Aim:** mainly awareness of the different services provided by the therapist, but with a sales slant.

**Target Audience:** quite a wide audience, but generally with a common aim: to make their lives better – whether that be by giving up an addiction, having a more positive attitude or to recovering from an illness.

**Medium:** as above, printed leaflet, to be given out to people or to be available to take from local shops and hair salons, etc.

***"I just want to move on with my life"***

### **Eyes half-shut**

You're **tired and fed up**. The stresses of modern life are too much: you **just want to unwind**.

### **Down and out**

Maybe you're feeling pain from an **ongoing or chronic illness**. Maybe it's **psychosomatic**. Maybe **you don't know** where it comes from.

### **Not the same as you were**

You want to **make things better, rejuvenate** yourself, make a change. But where to start? What happened to those **dreams and ambitions**?

### **Emotionally overwhelmed**

Maybe you're finding it **difficult to cope** after a bereavement. Maybe you're always **angry or frustrated**. Perhaps your **relationships aren't working out** how you dreamed.

### **This isn't what I thought I would be**

Personal growth has halted, you can't adjust to change or you're lacking that vital confidence or assertiveness.

***The first step is usually the hardest.***

***Luckily, the first step is reading this leaflet.***

# **BREAKTHROUGH THERAPY**

[CONTACT DETAILS + PICTURES](#)

**[LOGO TO GO HERE]**

**Stop just existing and  
live the life you  
deserve...**

## THROW OFF THE SHACKLES OF PAIN AND NEGATIVITY

When life becomes an **endurance test** or an **obstacle course**, it's hard to **realise the dreams and ambitions** that have been gathering dust in the closet of your mind.

It's time to **let go** of those thoughts and attitudes that cast shadows, preventing you from **discovering and developing your true potential**.

Whatever the roadblock to your journey through life, XXX's unique approach to holistic problem-solving will restore the real you.

### Suffering with ...?

- Limiting back pain
- Stress and fatigue
- Smoking addiction
- Weight issues
- Negative beliefs
- Relationship difficulties
- Lack of self-esteem

### Do you want to...?

- **develop your spiritual path?**
- take **the next step** in your life?
- **fulfill your dreams** and ambitions?
- **overcome negativity?**
- **change things for the better?**

XXX's empathetic approach will bring out underlying issues, providing catharsis and enabling you to peel away the years of doubt and pain, revealing your core.

## HARMONISING THE BODY AND MIND: TOOLS FOR HOLISTIC PROBLEM SOLVING

### Energy Healing

Unresolved issues, longstanding problems and bad experiences can **block your natural energy**, leading to ill-health and emotional pain. Energy Healing directly addresses these repressed memories, **unravels the truth from perception** and **rejuvenates your aura**.

### Tui-Na

Originating from China, Tui-Na massage and acupuncture **balances Qi** (the life-force that pervades all things) so it may flow through the body, unimpeded, **allowing you to heal yourself**.

### Reiki

This ancient, re-discovered technique addresses **energy imbalances** in your body to **revitalise and refresh** you, ready to take on **new challenges**. Reiki boosts the body's natural ability to heal itself in a safe, non-intrusive way. After making you comfortable, XXX will **gently** place his hands in a sequence of positions over your body. The **healing energy** is naturally drawn to the problem areas, wherever they may be.

### Hypnotherapy

Hypnotism is a natural state of mind: we all experience it when day-dreaming. It's perfect for when you need to **address difficult questions** or decisions and to resolve troubling past experiences. This **relaxed state of mind** helps you to think deeply about **what you need, and how to get it**.

### Neuro-Linguistic Programming

NLP is a communication method designed to **identify and address detrimental behaviour patterns**. NLP helps people to have better, more fulfilling lives and addresses the negative 'self-talk' that drowns out positive, healing thoughts and beliefs.

## WHO IS XXX?

XXX has been practicing holistic therapies for **10 years**. Trained by the College of Body Science and the School of Energy Healing, XXX's **approach** to alternative therapy is to **get results**.

Driven by a **background in personal development**, XXX wants to help you **attain your goals** and overcome obstacles that prevent you from **being your true self**. This results-based attitude means that XXX's **focus is on you and what you need**.

**Every session is different** and XXX uses various methods to allow you to attain that **breakthrough moment** when you know **you CAN achieve your goals and live your dreams**.

XXX's clients benefit from his **integrity, compassion** and **inspiring nature**.

### WHAT CLIENTS SAY..

XXX has "a high level of **emotional intelligence**".

One client credits him with giving her "**more confidence: I feel more assertive**".

Another states "**I couldn't have done it without him**".

### WHAT TO EXPECT

Sessions depend on **your needs**: XXX uses whatever is relevant to **spark that breakthrough moment**.

