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Attract More Clients Through the 5 Elements of Heartselling

Sharla Jacobs

As an Energy Medicine practitioner or teacher, it is not uncommon to feel uncomfortable when it comes to inviting new clients and students to work with you.

The good news is that there is a heartfelt way to attract more clients that may feel more in alignment for you. It is called “Heartselling” and it is based on the ancient system of the Five Elements used in acupuncture and Feng Shui.

The 5 Elements of Heartselling™

At Thrive Academy, we define Heartselling™ as “an inspiring conversation that leads to action.” The intention in your Heartselling™ conversations is to discover what your potential client is searching for and then, if it is a good match, inviting them to work with you.

There are five elements present in every Heartselling™ conversation.

Here is an overview of each element, including a tip for how you can start using each of them immediately.



Fire Element

The quality of the Fire Element is to connect. Imagine

the warmth, laughter and coziness you feel when you sit around a campfire. This is a great metaphor to describe the energy of fire.

Before engaging in any Heartselling™ conversation you must authentically connect from your heart with your potential client.

One of the themes in many of our programs at Thrive Academy is: “Connection matters more than anything.” Connection matters more than anything you say or do. When your potential client can feel the connection of your heart, you build rapport and trust. No one wants to work with someone when they do not feel that connection. Connection also helps you get over feeling nervous when you are meeting new people.

Here is a simple way to create instant connection with anyone you meet. . .

There are two meridians in each of your hands that are connected to your heart. One of these meridians is directly connected to your heart and the other meridian is connected to your heart via your Heart Protector, otherwise known as your pericardium, or the covering of the heart.

Try this next time you must be centered in your heart or when you are about to meet new people. Put both



hands on your heart. Run an energy circuit from your heart and into one of your hands, up your arm, through your shoulder and back to your heart. Now run the energy through the other hand and back to your heart. This short practice creates a stronger connection between your heart and your hands by using the Heart and Heart Protector meridians.

Now when you shake hands with someone you are meeting for the first time, use both your hands so your heart is energetically surrounding theirs.

We recommend you use this tool anytime you are meeting potential clients.

see what was out of balance for them and just start working on people. People would walk away from a short time with Jacqui feeling better, but not enough of them were signing up to work with her further.

After learning that her Earth Element was out of balance, she stopped giving her work away for free and instead started offering free consultations where she could learn more about the person and they could discover together if it was a good match. After making this change, she now earns a healthy living and does not struggle to get clients.

When the Earth Element is in balance, people will feel

The good news is that there is a heartfelt way to attract more clients that may feel more in alignment for you.

The Earth Element

The quality of the Earth Element is to serve. When you are in the energy of the Earth Element, you feel as abundant as our planet Earth, and from this feeling of abundance you serve and nurture people. The Earth Element helps you to treat every potential client as you would treat your existing clients, ready and willing to support them on their healing journey.

Stay in balance by listening for what the person you are speaking with is looking for. Then, offer them a deeper conversation in a more private setting where you can learn more about what they need.

Instead of offering a free session or starting to do energy work on someone right then and there, have a conversation about what healing and growth might take place if they were to work with you in a series of sessions. Know that when people invest in your services (rather than getting them for free), they are making an important commitment to themselves and they are much more likely to get greater benefits than if you just gave your work away for free. When a gifted energy healer of 20+ years, Jacqui Simpson, would meet people at events, she would

grateful for your service and more likely to want to work with you on an ongoing basis.

The Metal Element

The quality of the Metal Element is to acknowledge. Just as we revere trace minerals for the life they provide and gemstones that are of great value, the Metal Element is about seeing and acknowledging the brilliant diamond within everyone you meet. When you use the Metal Element in Heartselling™ conversations, you notice your potential clients leaning in energetically because it feels so good to be acknowledged.

Have you ever received an acknowledgment from someone that you remembered years later? Maybe you felt so seen and heard that it touched your soul and changed the way you felt about yourself. Most human beings are aching to be “seen” for who they really are. And they want to be seen in a deeper way than just a compliment.

When you have Heartselling™ conversations with a potential client, allow yourself to see the Divinity in them. Then you can acknowledge them for their courage in dealing with their situation or what you



see is possible for them.

The Water Element

The quality of the Water Element is to be curious. Imagine the ocean, pretty on the surface, but mysterious and profound as you discover its depths.

When you use curiosity in Heartselling™ conversations, you go underneath the surface of what you are hearing and listen for what they are not saying. Get curious about your potential clients' needs and desires. Use curiosity to discover more about them so you can find out how you can help.

Why is curiosity so powerful? When you give someone the opportunity to talk about themselves by being curious about them, it opens them up energetically because most people are craving being heard by someone who is truly interested. Your deep listening alone can be very healing for them.

One question that will bring more curiosity into your conversations is: "What has that been like for you?" Questions that encourage your potential client to open up more deeply usually create the trust that is required to allow them to say "yes" to the intimate nature of the work you do.

The Wood Element

The quality of the Wood Element is giving them a choice. The Wood Element empowers you to be bold, just "like a shoot bursting from its shell." So, in this element, you give someone a choice to take the next step.

Many practitioners feel uncomfortable asking a potential client to make a choice, so they instead hand out their business card and hope the potential client calls them for a session. This is rarely effective. Handing someone your business card and saying, "Call me if you would like a session," is not giving them a choice.

We recommend that instead of inviting someone to call you, you ask a bold question that moves the conversation to the next stage. You can ask questions like, "Can we connect later to continue our conversation?"


"Would you like to get started?" or "Would you like to schedule a session?" These questions are, of course, dependent upon the level of interest your potential client has expressed. They truly give people a choice.

After you ask this type of question, you leave space for a Yes or No.

If the person has expressed they might be interested in working with you, continuing the conversation in a more private setting, like with a phone call later that day or the next day, is the appropriate next step. If they have expressed that they are interested in working with you, asking if they would like to schedule an appointment is an appropriate next step.

It takes courage to use the Wood Element. Are you willing to be courageous for the sake of your clients getting what they need on their healing journey? If so, we invite you to embrace the Wood Element.

The 5 Elements of Heartselling™ are a complete system. If you miss any of the 5 Elements in your conversations it is like putting a nail in a tire; your conversations will fall flat and your potential clients will probably not say "yes" to working with you.

But, when all 5 Elements are present, you will leave your potential clients better than you found them, and many will turn into long-lasting clients. 



Author Sharla Jacobs can be found at www.Thrive-Academy.com.