

## **For Homeopaths only: Tips for giving a successful 15-minute introduction to homeopathy**

(by Karen Wehrstein, Executive Director, 3CH & Maria Ringo, DHMHS, CCH (Cand))

You use it, you practice it, you love it, you know what it can do. But how to introduce homeopathy to people who know nothing about it in a way that inspires them to try it?

1) Begin your presentation by explaining that homeopathy is a 200-year-old system of medicine, and a complete system, similar to Traditional Chinese Medicine in that we have our own way of diagnosing and treating illness, and we use only natural ingredients.

2) Explain very briefly the two main principles:

a. likes cure likes, so medicines are selected by matching symptoms

b. the minimum dose: medicines have no side effects because they are so highly diluted

Stress that both principles have been known since ancient times, as far back as Hippocrates. Compare our understanding of the human body to Traditional Chinese Medicine again: we know the body has energy running through it. The TCM doctor will put an acupuncture needle into the skin to redirect that energy; we do the same with oral medicines.

3) Give them three reasons to use homeopathy instead of something else. E.g.: effective, no side effects, non-toxic, easy to administer, inexpensive, natural, non-invasive, etc.

4) As an example, describe a simple case and the medicine perfect for its use.

5) Do a question-and-answer session if you have time.

6) Stay away from theories about how it works, details on the principles, quantum mechanics, etc. (Homeopaths love this stuff, but patients are just looking for relief).

7) Use the handy handout we provide, putting your contact information in the space provided. Also make sure you have copies of your business card.

8) Use the handy sign-up sheet for future courses, or to your newsletter if you have one. Make sure attendees include phone and email address. This way you can contact them to follow up. [Maria—I'm going to do up this one, too. With checkboxes saying "I'd like to subscribe to 3CH newsletters".] Then please scan & send to 3CH so we can sign them up as subscribers.

9) Above all—be positive, compassionate and inspiring, and have fun!