



## Practitioner Modalities Educational Materials

### Overview

The Global Healing Exchange (GHE) membership area has an entire section (in development) dedicated to teaching our members about various holistic healing, health and transformation modalities.

You, as a trained expert in the modalities which you offer your clients, are best qualified to speak about these modalities... both in general, and specific to your own unique practice and means of using them.

Our objective with these educational materials is to teach our members about all of these various holistic healing, health and transformation modalities AND to give you additional exposure to our members in this unique learning environment. Being an Expert Practitioner in this section of our member site will allow you to further establish your authority and degree of expertise in your field as a professional holistic practitioner.

In order to obtain such additional exposure to our members, we will need one or more videos from you on each modality that you offer to your clients. To be used in our membership area your videos must meet our criteria as outlined below.

### Modality Video Creation Guidelines & Tips

1. Only one modality covered per video or video series.
2. Each video's length needs to be kept to 10 minutes or less. If you have more to say about your modality than can be effectively said in 10 minutes, then create a 2, 3 or even 5 part video series on that modality.

3. For multi-part video series as described in #2 it's important to have logical break points between your videos whereby someone who can't watch the next video right away doesn't feel like they've been left hanging in a confused, wondering or unknowing state. Wrap up the immediate topic, and let them know what they'll be able to learn in your next video to spark interest and encourage them to watch it.
4. When referring to your video -- i.e. "In this short video I'm going to..." -- use the word "presentation" instead of video -- i.e. "In this presentation I'm going to..." In this way when we make an MP3 audio from your video it will still make sense for your listener.
5. Speak FIRST about your modality in a GENERAL sense addressing ALL the following **MAIN questions in bold underline**, preferably in the order they're listed – NOTE: the sub-category questions are only there to help inspire you.
  - a. **What's this modality all about?**
    - i. What's the basis/theory/principle for how it works?
    - ii. Why is it considered holistic?
    - iii. What are its limitations?
    - iv. What types of things does it excel at best?
  - b. **What's the history of this modality?**
    - i. How long has it been in existence?
    - ii. Who's generally credited with founding it?
      1. If you founded it, explain what it's an offshoot of, or what other modalities are bundled into it, etc.
    - iii. What changes has it gone through up until now?
  - c. **Briefly describe the various branches of this modality (if any).**
    - i. i.e. forms of massage, acupuncture, hypnotherapy, etc.
  - d. **What's the role of this modality?**
    - i. How does this modality affect the subtle energy of the body, mind, emotions and spirit (whichever is appropriate)?
    - ii. Can this modality be used in conjunction with other holistic modalities to help them be more effective?
    - iii. Can this modality be used in conjunction with traditional medical treatments to help them succeed?

**e. How's this modality done?**

- i. What can a client expect to experience when visiting a practitioner? – i.e. Generally speaking, not just you... unless you are the founder and only practitioner.
  - ii. How might a practitioner utilize this modality in behalf of their client?
  - iii. What type of relationship does this modality establish between client and practitioner?
6. Speak SECOND about your modality in terms of how your use of it is unique, adapted to your own practice, and why you feel that your use of that modality makes it especially effective for helping your viewer find relief. Speak to as many of the following points as possible, and these could be spoken to in any order, but the order used should provide some logical progression which can help the viewer's comprehension:
  - a. Why do you personally like using this modality?
    - i. How did you first get exposed to it?
    - ii. What led you to train and become certified/licensed in it?
    - iii. What kind of results have you seen with this modality?
  - b. What's different or unique about how YOU use this modality?
    - i. Have you modified it from how it's generally taught?
    - ii. Do you blend it with other modalities you're qualified in?
    - iii. How do your own unique natural and developed capabilities get resonated more strongly by this modality, and vice versa?
  - c. What's reasonable for your viewer to expect in terms of their experience and potential results when working with you in this modality?
    - i. Speak mainly about how you'll focus in on their specific problem to help them find relief.
    - ii. Do NOT make any specific claims here, and make sure it's stated clearly that individual results can and do vary greatly.

## Preferred Video Resolution & Bitrate

**VIDEO RESOLUTION:** 1920 x 1080 (1080p) best | 1280 x 720 (720p) next best

**VIDEO BITRATE:** 15,000 Kbps or better -- minimum 10,000 Kbps

## Helpful Video Tips

### LIGHTING

- Avoid backlighting, like setting up to shoot in daylight hours with a window behind you that is not covered.
- Add front lighting if light levels are low. Placing a light source behind your camera to illuminate your face can do wonders.
- The better the lighting you record your video with, the better we can make various adjustments in the video to optimize the quality for you without winding up with pixelation and other undesirable editing artefacts.

### SOUND

- Never create a video with music playing to add effect. If you feel music needs to accompany your video let us know, and what your music preference is, and provided there are no copyright issues with the music requested we will add it in editing where we'll have control over the volume of the music relative to your voice so your viewers will always be able to hear you clearly.
- Record your videos in as quiet an environment as possible. While it's possible to somewhat remove hissing or buzzing type background noises recorded along with your voice, it's not possible to remove other people's voices, music, horns honking, lawnmowers, motorcycles, etc. Further, using software to remove noise often somewhat degrades the quality of the sound of your voice in the process.
- Many laptops' on-board microphones, or those that come with accessory web cams, will often produce an echo along with the voice recording. Please do a preliminary test to see if this is true for your

setup. If it exists do your best to eliminate the echo, we cannot remove it for you.

- If you are getting some echo and you're in a room with hard bare floors and a lot of empty wall space, try recording instead in a room that has carpet, drapes or curtains, etc. If that's not possible, hanging large decorative cloths and tossing some pillows and area rugs on the floor in a bare room can also help dampen the echoes.
- The closer you are to your microphone the better the quality of your audio will generally be in your video.
- Using something like an external USB mic can sometimes solve your audio quality issues. However, many of these mics will also introduce what is known as latency or delay into the audio signal causing it to be out of sync with the video track. When this occurs your voice will not lip sync to your video image properly. Sometimes this can be corrected in editing, but not perfectly if the amount of delay varies along the timeline of the video (i.e. 5ms delay in one place and 8ms delay in another).

You can usually avoid this problem when using an external mic by using the type of mic that plugs into the audio mini-jacks on your computer instead of the USB port. However, there are some of these types of mics that can also cause the same issue! It's therefore always best to test the mic you plan to use for this possible problem before going through all the time and effort of recording your video.

See also the document [“GHE Expert Practitioners Video Guidelines & Training.docx”](#)