

Important Marketing Policies

It is important to us that you express your individuality and unique gifts with and through the Transference Healing energy and frequency. Transference Healing is also a legally branded entity with its own set of products and services, and it must be acknowledged as such in relation to any other enterprises you are involved with on a personal level.

Developed as a fifth dimensional template for businesses of the New Age, the policies outlined in this manual protect the intellectual property of Transference Healing. They also protect Transference Healing energetically, maintaining the quality and professionalism of its products and services. If these policies are not honoured, legally or energetically, the energy is impacted. If a Graduate chooses to explore their own creative gifts and spiritual journey by developing their own services and products, this must occur in isolation from Transference Healing products and services. Any product or service created with your own unique gifts should be marketed with respect to the guidelines mentioned below. While our graduates are not required to develop their own product lines or websites, it must be understood that if you do, you make an effort to separate them from the Transference Healing brand.

We have outlined a few key areas where this policy must be considered:

- a. If you facilitate a presentation or event using the Transference Healing brand and teachings, such as an introductory seminar, only Transference Healing products and tools should be sold at the event. Services relating to other modalities should not be advertised at these events.

This ensures the energy of Transference Healing is contained. It also ensures there is no confusion regarding what is, and what is not, Transference Healing. Selling only TH products supports the event energetically, while also increasing the demand for the products, for which you receive a retail mark-up.

- b. In your own healing space, you are welcome to offer your own products in addition to Transference Healing products and services, however they should be displayed separately. It should always be clear which products are Transference Healing and which are your own. This differentiation should be carried through to advertising and displays at events. The Transference Healing name cannot be used to advertise a stall or presentation if you are promoting your own products/services alongside

Transference Healing products/services. In such cases, you would attend or facilitate the event under your own business name, and you would take care to differentiate TH products and services from your own, including with regard to branding. You would also acknowledge Alexis Cartwright as the channel, anchor and founder of Transference Healing. The promotion of your own products and services alongside TH products and services in a public space must be approved by Transference Healing beforehand. If you would like to make such a request, please contact us directly.

- c. Teacher websites linked to the Transference Healing website via a Registered Healer profile can only advertise (non-TH) products and services that complement the Transference Healing energy. Approval for the promotion of these products or services rests solely with Transference Healing, remembering that you are welcome to create a personal website that advertises products and services not related to Transference Healing should this approval be denied.
- d. Teachers should not source Transference Healing workshop tools and complimentary products from alternate suppliers (for example: Star of David kits, COL crystal kits) and sell them to clients to use with Transference Healing procedures. Teachers must purchase these tools from Transference Healing to sell to their clients when facilitating training. This maintains both the quality of the product and its energetic impact. On rare occasions, these products are not available at a wholesale rate (for example, the Pentagram and Star of David Gridding Mats), in which case the Teacher should direct their client to the TH website or office.
- e. All advertising created by you for events, (such as presentations and meditations), which use Transference Healing branding and design elements, must be emailed to head office for approval before being printed. Adhering to this policy saves graduates time and money when creating appropriate and effective advertising.
- f. Large banners advertising Transference Healing are only to be used at well-respected festivals such as the Mind Body Spirit, as well as sponsored events listed on the Transference Healing website. Banners cannot be created by individuals for use at smaller events. The branding present in the TH brochures and products is sufficient for smaller events. The development of large-scale banners by individuals alters the established identity of Transference Healing.

It is our responsibility to not only impart the teachings of Transference Healing, but also to educate our Practitioners and Teachers on how to operate a business in higher consciousness. These policies are set up to support our Teachers, and those who abide by them will see their businesses grow. The branding of Transference Healing, including workshops and products, is specifically designed to support individual practices through its global recognition and energetically-supported identity.

Following these policies ensures you are being represented by a unified entity founded on energetic balance and cooperation, providing opportunities for growth and success to all businesses.