



Transference  
Healing®

# Website Specifications Document

Teacher Graduates

February 2022

*Before you read this document, please be aware that this information may be a little daunting or even overwhelming in the beginning.*

*Do not be hard on yourself.* Creating a website is complex, and there are some big decisions that must be made. It can be an overwhelming process, without even considering the energetic impact of taking this step towards self-mastery by advertising yourself as a Transference Healing Practitioner.

Please be aware that we are conscious of the process you will be going through as you make this step. Therefore, we have provided you with structures and policies that will support you to make this journey smooth, offering personal growth and inspiration.

We are aware that creating a website is not an aim for everyone, but we are happy to answer any website queries.

## Who Should Review this Document?

You should review this document if you are a certified Transference Healing Teacher who is considering developing a personal website to promote their Transference Healing business. This information will ensure that:

- Your new website is in line with copyright laws, branding and intellectual copyright legal requirements, and the policies and standards required by Transference Healing® Pty Ltd.
- You are fully informed of the website development specification requirements you must meet prior to commencing your project, minimising amendments, (and their expense), delays, and potential disappointment.
- You are aware of the approval process required to launch your site on the internet and to **advertise that site via the Registered Healers profile page on [www.transferencehealing.com](http://www.transferencehealing.com).**

## Who can create a Transference Healing website and who can link it to the Transference Healing website?

Only certified Practitioners and Teachers can promote themselves using the Transference Healing® brand.

Only Teachers who maintain their certification, in accordance with the Transference Healing re-sit policy, can promote themselves on the Transference Healing website ([www.transferencehealing.com](http://www.transferencehealing.com)) via their personal profile (on the Registered Healers page).

Only Teachers with a website that meets the specifications detailed in this document can advertise their personal Transference Healing website on their Registered Healers profile.

Only those Teachers who have their own, established 'healing centre', may link their centre's website to their personal Registered Healers page profile on the TH website, *without* creating a separate TH-specific website. The centre's website must comply with the specifications detailed in this document before it can be linked to their profile page.

## Recommended Course of Action to Create a TH Website

1. Read this entire document and determine which of the three website linking strategies you intend to follow. Your options include:
  - a. Create a single compliant website that is advertised through, and linked to, your Registered Healers page profile on the official TH website.
  - b. Create two distinct websites:
    - One site that advertises your TH business and products, is compliant with our standards, and is advertised on and linked to, your Registered Healers page profile.
    - An additional site/s that promotes services and products that are not compliant with our standards regarding their suitability for linkage to the Transference Healing website. (*These additional sites cannot be linked to your first TH business site*).

**Note:** Option (b) does not apply to those who own and operate an established Healing Centre at which they facilitate TH services. Healing Centre websites that advertise other services can be linked to a profile page, provided they are created in accordance with the criteria set forth in the **Standards and Specifications** part of this document.

- c. Create a stand-alone website that despite being approved as compliant with Transference Healing® Pty Ltd copyright, intellectual copyright, branding, policies, standards and procedures, does not meet our advertising standards, and cannot be linked to your Registered Healers profile. In this case the website would act as a stand-alone entity that you will promote, on your own, to attract traffic.

**Note:** Option (c) is not a recommended approach, as you will lose potential website traffic by not being linked to the official Transference Healing website. Being linked to the official TH website offers your TH business credibility. Ultimately, however, this decision is up to you; TH holds no attachment to that decision.

2. Determine if you intend to:
  - a. build your website yourself
  - b. source a web-developer for this purpose.
3. Whether you create your own site or have a provider undertake this service for you, you must ensure that you meet the specifications detailed in this document.

**When you complete your website, it must be approved by Transference Healing before it can go live, and - if relevant - be linked to your Registered Healers page profile.** This step ensures the TH brand is protected, and copyright standards are met.

- You may be required to make changes to meet TH specifications and be eligible for linkage to the official TH website prior to approval being given.
- Approval is at the discretion of TH. It can be withdrawn at any time.
- Any major changes you implement after your website is live must also be approved by following this same process.

## Standards & Specifications

As Transference Healing® is a registered trademark, all instances of the words 'Transference Healing', in any context, cannot be used without express written permission from us. **The use of the words Transference Healing®, in any form, are not permitted for use for either business names or domain names/website addresses.**

**Note:** *The following guidelines may be altered or expanded at the discretion of Transference Healing.*

### **1. If you want to link your Transference Healing business website to your Registered Healers page profile:**

At this point in time, the guidelines you need to meet to link your live website to the Transference Healing website include, but are not limited to the following requirements:

- Your site must be professionally constructed and presented. Unprofessional and low-quality websites (in presentation and content) will not be linked to the official TH website. This determination rests solely with Transference Healing.
- You can only mention the name Transference Healing and the Transference Healing trainings and workshops on your site if you are a certified Practitioner and/or Teacher of the workshops you are promoting.
- You can only sell Transference Healing products at a retail capacity if you are a certified Teacher. If, for any reason, your certification is withdrawn, these references will need to be removed from your site immediately.
- You must comply with all Transference Healing® copyright, branding and intellectual copyright requirements, including but not limited to:
  - Acknowledgment of Alexis Cartwright as the channel, anchor and founder of Transference Healing®.
  - Accurate representation of your qualifications.
  - Acknowledgment of Alexis Cartwright when publishing channelled information, subject to the approval of Transference Healing.
  - No sacred information or symbols within training manuals can be published.

- You are encouraged to use the exact content from the Transference Healing website pages relating to: Meet Alexis, What is Transference Healing?, Fundamental Training, Beyond Doorways 1 and 2 Workshops, Animal Magic Workshop, Child of Light Workshop and our product descriptions. You are also permitted to use content relating to the Transference Healing Philosophy.
- We encourage you to use Transference Healing photographs relating to workshop inclusions (available for download on the Graduate Gateway), and Transference Healing products that you retail (which can be copied from the 'Shop' page of the Transference Healing website). We also encourage you to use the picture strips (banners), branding and logo resources provided on the Graduate Gateway.
- Aside from those images mentioned in the prior guideline, you must not use any images and written content copyrighted to Transference Healing without express written approval. For example, you cannot use any of the picture strips (banners) on the Transference Healing website, excluding those that are provided for you on the Graduate Gateway. In addition to that, you cannot copy written content from the TH website without our approval, aside from those sections mentioned in the aforementioned points. Again, all use of Transference Healing copyrighted images must be approved by head office before going live. If you are going to create your own picture strips to reflect your uniqueness within TH, it is very important to be aware of copyright and royalty issues when sourcing graphics. You are liable for any breaches of these laws, and Transference Healing will not approve a website that openly disregards such legal rights.
- We encourage you use your own photos to express your workshop or healing space, however we ask that you are careful to not divulge sacred information, or images of templates that could be easily cropped and printed for personal use by another person.
- You must advertise prices that are compliant with the Transference Healing Price Standard.
- You must have a **Privacy Policy**. Global privacy laws require that websites have a Privacy Policy. A **Privacy Policy** is a legal agreement that explains what kinds of personal information you gather from website visitors, how you use this information, and how you keep it safe.

- In addition to the aforementioned guidelines, to qualify for a live link from your profile on the Transference Healing Registered Healers page you must not advertise or promote products and services from other frequency-healing or spiritual modalities. This is because we cannot know or monitor the intent or frequency of these modalities and products. The promotion of other products and services on a TH business website that is linked to ours must meet the following requirements:
  - These products and services must be in alignment with the TH frequency.
  - The products you offer must be professionally presented and must be of a high-quality.
  - These products and services must complement, rather than substitute, Transference Healing products and services.
  - Additional products you advertise on your website must be listed separately to Transference Healing products.
  - Additional services promoted by you must, in some way, utilise, work with or complement the Transference Healing frequency, and Transference Healing must be honoured within that. They must also be listed separately to your Transference Healing sessions and workshops.

Examples of non-TH products that would be approved for a website linked to your profile include crystals, candles, soaps, CDs and so on. Examples of products that *would not* be approved for a website that is linked to your Registered Healers profile would include books, meditation CDs and gridding kits that promote other teachings and modalities.

Examples of services that would complement your Transference Healing services include meditation evenings, space-clearing services and presentation nights that focus on self-healing. The kind of services that *cannot* be advertised on a website linked to your profile on the TH website include healing sessions that work with other frequency-healing modalities (including ones created by you). Please remember that while you cannot advertise these services on a website linked to ours, *you are still welcome to create another website that advertises these services but is not linked to your Registered Healers profile.*

Fundamentally speaking, if you wish to link a website for your own business to your profile on the Registered Healers page, the website must promote, first and foremost, your Transference Healing services. Any other products and services on the website must be supportive and complementary additions to your Transference Healing business.

Transference reserves the right to approve these linked services and products at our discretion.

- You must not have any links to another website aside from the official Transference Healing site, as this creates an energetic drain on the Diamond Pyramid of Light. It is too difficult to monitor these links, and therefore determine whether Transference Healing would choose to endorse or be associated with such links.

Note: It is highly advised that educate yourself and/or seek advice pertaining to disclaimers for your website, as well as Terms and Conditions related to your training bookings. We can add a Terms and Conditions approval check box to your online Workshop Registration Form if requested. Please contact our office at [admin@transferencehealing.com](mailto:admin@transferencehealing.com) to do so.

**1a. If you want to link your HEALING CENTRE website to your Registered Healers profile page:**

In addition to the above criteria, those who qualify to link their centre's website to their Registered Healers profile page must adhere to the following criteria:

- A separate page for Transference Healing® services must be created on the centre's website, one that solely advertises TH services. Different services cannot be promoted on the same page in the same section as TH services.
- Transference Healing® branding must be reserved for the pages wherein Transference Healing products and services are advertised. You cannot use TH branding across your entire website if you are advertising other products and services.
- Transference Healing® products can be promoted on a healing centre's website, but only on a separate page designated exclusively for Transference Healing® products. Other products cannot be promoted alongside TH products.



## **2. If you have chosen *not* to link your site to the Transference Healing website to the Registered Healers page:**

At this point in time, the guidelines you must meet to launch your website (which includes references to Transference Healing®) live on the internet, include but are not limited to the following requirements:

- You can only mention the name Transference Healing® and the Transference Healing® courses and workshops on your site if you are a certified Practitioner and/or Teacher of the workshops you are promoting.
- You can only sell Transference Healing® products at a retail capacity if you are a certified Teacher. If for any reason you lose certification, these references will need to be removed from your site immediately.
- You must comply with all Transference Healing® copyright, branding and intellectual copyright requirements, including but not limited to:
  - Acknowledgment of Alexis Cartwright as the channel, anchor and founder of Transference Healing®.
  - Accurate representation of your qualifications.
  - Acknowledgment of Alexis Cartwright when publishing channelled information, subject to the approval of Transference Healing.
  - No sacred information or symbols within training manuals can be published.
- You are encouraged to use the exact content from the Transference Healing website pages relating to: Meet Alexis, What is Transference Healing?, Fundamental Training, Beyond Doorways 1 and 2 Workshops, Animal Magic Workshop, Child of Light Workshop and our product descriptions. You are also permitted to use content relating to the Transference Healing Philosophy.
- We encourage you to use Transference Healing photographs relating to workshop inclusions (available for download on the Graduate Gateway), and Transference Healing products that you retail (which can be copied from the 'Shop' page of the Transference Healing website). We also encourage you to use the picture strips (banners), branding and logo resources provided on the Graduate Gateway.

- Aside from those images mentioned in the prior guideline, you must not use any images and written content copyrighted to Transference Healing without express written approval. For example, you cannot use any of the picture strips (banners) on the Transference Healing website, excluding those that are provided for you on the Graduate Gateway. In addition to that, you cannot copy written content from the TH website without our approval, aside from those sections mentioned in the aforementioned points. Again, all use of Transference Healing copyrighted images must be approved by head office before going live. If you are going to create your own picture strips to reflect your uniqueness within TH, it is very important to be aware of copyright and royalty issues when sourcing graphics. You are liable for any breaches of these laws, and Transference Healing will not approve a website that openly disregards such legal rights.
- You must advertise prices that are compliant with the Transference Healing Price Standard.
- You have chosen to advertise products and services from other spiritual and frequency-healing modalities.
- **If you have chosen this course of action your website will not be approved for a live link to your profile on the Registered Healers page of the Transference Healing website.**

## Social Media & Specifications

For social media accounts, you have two linking strategies. Your options include:

- a. Create a single compliant social media account that is linked to the TH-specific website that is advertised through, and linked to, your Registered Healers page profile on the official Transference Healing website.
- b. Create two distinct social media accounts:
  - One that advertises your personal TH business and TH products, is compliant with our standards, and is linked to the TH-specific website that is advertised through, and linked to, your Registered Healers page profile on the official Transference Healing® website.

- A secondary social media account (most likely a ‘personal’ account) that promotes other services and products you wish to advertise (*this additional account cannot be promoted on your website if it is linked to the official TH website.*)
- You may be required to make changes to meet TH specifications and be eligible for linkage to the official TH website prior to approval being given.
- Approval is at the discretion of Transference Healing and can be withdrawn at any time.
- Any major changes that you implement after your account has been created must also be approved by following this same process.

**1. Creating a Transference Healing – specific social media account that links to the website that is promoted on your Registered Healers page profile:**

At this point in time, the guidelines you must meet to create a social media account (Facebook, LinkedIn, Instagram etc) to advertise your Transference Healing services include, but are not limited to the following requirements:

- If you are advertising Transference Healing products or services, or are using images or channelled information copyrighted to Transference Healing, the social media account on which these items appear (subject to approval) must be created for the specific purpose of promoting your Transference Healing® business. These items cannot be advertised on your ‘personal’ (or secondary) social media account.
- The social media account on which you advertise these services must be professionally constructed, presented and maintained. Unprofessional and low-quality accounts (in presentation and content [including shared posts]) will not be linked to the official TH website via your TH-specific website. This determination rests solely with Transference Healing Pty Ltd.
- Only certified Practitioners and Teachers can promote themselves utilising the Transference Healing brand.

- You can only mention the name Transference Healing while advertising Transference Healing courses and workshops on your social media account if you are a certified Practitioner and/or Teacher of the sessions/workshops you are promoting.
- You can only advertise Transference Healing products if you are a certified Teacher. If for any reason you lose certification, these references will need to be removed from your account immediately.
- You must comply with all Transference Healing copyright, branding and intellectual copyright requirements, including but not limited to:
  - Acknowledgment of Alexis Cartwright as the channel, anchor and founder of Transference Healing®.
  - Accurate representation of your qualifications.
  - Acknowledgment of Alexis Cartwright when publishing channelled information, subject to the approval of Transference Healing.
  - No sacred information or symbols within training manuals can be published.
- You are encouraged to use the exact content from the Transference Healing website pages relating to: Meet Alexis, What is Transference Healing?, Fundamental Training, Beyond Doorways 1 and 2 Workshops, Animal Magic Workshop, Child of Light Workshop and our product descriptions. You are also permitted to use content relating to the Transference Healing Philosophy.
- We encourage you to use Transference Healing photographs relating to workshop inclusions (available for download on the Graduate Gateway), and Transference Healing products that you retail (which can be copied from the 'Shop' page of the Transference Healing website). We also encourage you to use the picture strips (banners), branding and logo resources provided on the Graduate Gateway, and to share posts from the Transference Healing Facebook page.
- Personal photographs of healing spaces, altars, trainings rooms etc. can be used for promotion on your TH-specific social media account. However, please be conscious of what you display. For instance, no pages within training manuals can appear in a photo, and close-up photos of templates that have the potential to be cropped and printed by the public are not permitted. Please use your discernment.

- Aside from those images mentioned in the prior guideline, you must not use any images and written content copyrighted to Transference Healing without express written approval. For example, you cannot use any of the picture strips (banners) on the Transference Healing website, excluding those that are provided for you on the Graduate Gateway. In addition to that, you cannot copy written content from the TH website without our approval, aside from those sections mentioned in the aforementioned points. Again, all use of Transference Healing copyrighted images must be approved by head office before going live. If you are going to create your own picture strips to reflect your uniqueness within TH, it is very important to be aware of copyright and royalty issues when sourcing graphics. You are liable for any breaches of these laws, and Transference Healing will not approve a website that openly disregards such legal rights.
- You must advertise prices that are compliant with the Transference Healing Price Standard.
- In addition to the aforementioned guidelines, your social media account must meet the following requirements:
  - As Transference Healing® is a registered trademark, all instances of the words Transference Healing, in any context, cannot be used without express written permission from Transference Healing® Pty Ltd. **The use of the words Transference Healing is not permitted for use in the name of your social media account.** You can, however, use your personal name, or business name as the title of your account, within which you can promote your Transference Healing services and products.
  - Approved Transference Healing® images (such as those found on the Graduate Gateway) can be used on your social media account (subject to approval), however they cannot be used for the primary 'profile' picture associated with your account. For this you would use your own image or business logo.
  - In the 'About' section of the social media account, you must not have **any** links to another website aside from your own, TH approved, website, and the official Transference Healing site, as this creates an energetic drain on the Diamond Pyramid of Light. It is too difficult to monitor these links, and therefore determine whether Transference Healing® would choose to endorse or be associated with such links.

- Be conscious of the posts and links you share on your social media account. First and foremost, it is important that the account be professional. Transference Healing would not choose to be associated with negative stories or imagery, conspiracy theories, and so on. Transference Healing is a high frequency modality and posts/articles appearing alongside it should reflect that. TH reserves the right to withdraw approval of a linked social media account at its own discretion.

## **2. Promoting Transference Healing services on a 'personal' or 'secondary' social media account.**

At this point in time, the guidelines you need to meet to create a social media account (Facebook, Myspace, LinkedIn, Instagram etc) to advertise your Transference Healing services include, but are not limited to the following requirements:

- While your 'personal' or 'secondary' account can state that you are a Transference Healing Practitioner and Teacher, advertising Transference Healing products or services, and the use of images, graphics or channelled information copyrighted to Transference Healing® is not permitted on this account.

**Note:** *A personal account does not always have to be a 'secondary' account. A personal account can be considered a primary account (and therefore be linked to the TH website) so long as the services and products it offers are that of Transference Healing alone. For a personal account to be considered a primary account, it must also be created, presented and maintained in a professional manner.*

- Only certified Practitioners and Teachers can promote themselves utilising the Transference Healing® brand.
- You must comply with all Transference Healing copyright, branding and intellectual copyright requirements, including but not limited to:
  - Acknowledgment of Alexis Cartwright as the channel, anchor and founder of Transference Healing®.
  - Accurate representation of your qualifications.
  - Acknowledgment of Alexis Cartwright when publishing channelled information, subject to the approval of Transference Healing.

**Note:** *Teachers are not permitted to advertise the Additional Graduates Workshops that are listed in the Teacher Manual on their websites. The Holding Power of Light Workshop, Rays and Masters Workshop, Merkaba Workshop and the Developing as a Healer Workshop can be facilitated by certified Teachers, but cannot be advertised. Teachers are permitted to advertise these workshops to their own graduates, however contacting other graduates of Transference Healing is not permitted. By limiting the advertisement of these workshops, it is our hope that we are preventing the infringement on another Teacher's client base.*

It is very easy to get distracted on your journey to self-mastery and self-reliance as a Transference Healing Practitioner and Teacher. Too often we can allow our insecurities and limitations to become obstacles in the development of their TH business, causing us to develop a product and service range prematurely, and which can lack quality and functionality. The key to your mastership and success in the spiritual community is provided for you through the foundations and frequencies of Transference Healing®. Put simply, the key is to **focus first and foremost on running the energy and building your client base, along with practising healings and trainings**. When you are mastering at this level, you will have the experience, wisdom and, importantly, resources, to produce a unique product and/or service that further reflects your unique gifts and talents. If you are meant to go down this path you will be guided to do so.

Be conscious that there is much wisdom behind all these specifications. This wisdom has been gained through Alexis's higher guidance, her personal journey, and through supporting the journeys of other evolving healers and teachers. **This is not about restricting you; no guideline detailed in this document has been implemented without a strong foundation or precedence**. Please bring your attention to the bigger picture, and trust that both your best interests and the interests of Transference Healing are considered throughout.

We look forward to seeing many websites linked to the Transference Healing Registered Healers page in the future, showing the world the wonderful uniqueness and diversity within Transference Healing as it is reflected through our graduates.

We wish you the very best with this exciting step in your Transference Healing mastership journey.

**Alexis Cartwright**

Channel, Anchor and Founder of Transference Healing®