

August 20, 2009

2010 CT HOLISTIC HEALTH PRACTITIONER DIRECTORY

It's that time again! We'd like to invite you to participate in Connecticut's oldest and largest statewide Holistic Health Practitioner Directory. Please be sure to return the attached forms by **September 30, 2009**.

This is our 15th annual Directory. It will debut in print version in the Winter issue of *The Door Opener* magazine coming out at the end of November. The entire Directory will be loaded onto our website at the end of November and will remain online for an entire year. Changes can be made to your online listing at any time during the year should you have any phone, address, modality, etc. changes. Just let us know what you'd like amended. The cost is just \$30 for a basic listing. You receive a free link to your website and the opportunity to appear in as many categories as you'd like to! *The Door Opener* and this Directory consistently appear as the top, second, or third hit on Google in a number of different categories (ex. holistic health in CT).

The Door Opener, serving Connecticut since 1986, has established a solid readership actively involved in natural healing, preventive health, and lifestyle enhancement. Our magazine is published quarterly and is sold both by subscription as well as at approximately 80 retail locations throughout the state, including Whole Foods and all Borders and Barnes and Noble bookstores.

We are adding a new and very exciting component this year – the opportunity to have a two-minute video added to your Directory listing! It will be professionally produced and will be yours to use as you'd like, in addition to it appearing in the Directory. Please review the Video Form thoroughly for full info on this exciting opportunity.

Attached you will find two forms – one for the Directory listing and one for the video. If anything is unclear or if you have any questions at all, please get in touch with us.

Take a look at the current 2009 Directory on our website (under Holistic Health from our blue home page). See how some of your fellow practitioners describe their services, and then decide how to set yourself apart. What makes you different? What do you want to tell potential clients and patients about yourself? Would you like to speak to them yourself through the video opportunity?

We look forward to hearing back from you. Thank you for your participation in our Directory. Our goal continues to be dedication to providing education and connections between the public and the best in holistic health and fabulous practitioners! Don't be shy about connecting with us regarding any questions you may have!

Your Friends at The Door Opener

47 Maple Avenue | Collinsville, CT 06019 | thedoropener@comcast.net | (860) 693-2840
www.dooropenermagazine.com | Fax (860) 693-4127

The Door Opener

2010 Holistic Health Practitioner Directory

To include your practice in *The Door Opener's* Directory, please read the following information and return this form with payment by **September 30, 2009**. A Basic Listing (\$30) includes:

- Business name (free)
- Practitioner name (free)
- Address (free)
- Phone number (free)
- E-mail address (free)
- Website address (free)
- One category listing with 30 words of description (\$30)

Listings are by business name unless otherwise requested. Degree and license abbreviations may be included with your name. Use a description for philosophy, specializations, and modalities. ANY descriptive text beyond the initial 30 words is \$1 per word. Additional categories are \$20 each and may have different descriptions. Please type or print clearly.

Business Name: _____

Practitioner Name: _____

Address: _____

Town, State, Zip: _____

Phone: _____ E-mail Address: _____

Website Address: _____

Description (30 words in Basic Listing): Use the same directory listing as last year OR
 Description is attached on separate page.

Basic Listing (\$30) includes 1 category. Additional categories are \$20 each.

Choose a category listed on the enclosed form, or create your own category. You can choose an unlimited number of categories.

Category # 1 (included) _____ Category #3 (Add \$20) _____

Category # 2 (Add \$20) _____ Use separate paper if additional space is needed.

Basic Listing: 1 Category with contact info and 30 word description	\$ 30
Number of descriptive words over 30 x \$1 per extra word	+ _____
Number of <i>extra</i> categories: _____ x \$20 each (first category included)	+ _____
Include a subscription to <i>The Door Opener</i> : \$14 for 1 year, \$26 for 2 years (We will plant a tree for each subscription purchased)	+ _____
Video costs total (see separate sheet for information and pricing)	+ _____

SUBTOTAL \$ _____

Display Advertiser Credit (if in last 3 issues – Spr, Sum, Fall 2009) deduct \$15 - _____

TOTAL (Include a check or provide credit card info on back side of form) \$ _____

If you have questions, contact Dory Dzinski at (860) 693-2840 or thedoropener@comcast.net
 Send to: The Door Opener, 47 Maple Avenue, Collinsville, CT 06019-3013. You may fax your form to (860) 693-4127.

WRITE YOUR DESCRIPTION HERE:

(you may also submit your description via email)

Please Note: The Holistic Health Practitioner Directory is for practitioners working with clients, and is not the appropriate place to promote your classes, lectures, or products you sell. There are other sections of the magazine for this information. This is only for practitioner sessions. **Classes and teaching submissions to this Directory will be removed.** For example, Yoga therapy is appropriate, but a Yoga class is not.

VISA MasterCard Discover American Express

Name on Card: _____

Card Billing Address and Zip Code _____

Account # _____ Expiration Date: ____/____

Signature: _____

* You can also make payment through our website PayPal feature. Go to www.dooropenermagazine.com, enter to site through Enter Here, click More Info (bottom left), then Advertising. Scroll down until you see the PayPal feature.

HOLISTIC HEALTH CATEGORY SUGGESTIONS

Note: This is not an exhaustive list. Please choose a directory category that best matches your modality ... or create your own category and we'll add it in!

Acupressure
Acupuncture
Akashic Field Therapy
Alexander Technique
Alphabiotic Source Alignments
Angel Therapy™
Aromatherapy
Art Therapy
Ascension
Aura Photography
Ayurvedic Medicine
Aztec Practitioners
Bee Venom Therapy
Biofeedback
Bodywork – Varied
Centers
Chinese Medicine
Chiropractic
Coaching
Colonics
Consegrity
Consulting
Core Energetics
Counseling
CranioSacral
Crystal Therapy
Dentistry
Ear Candling
Eating Disorders
Emotional Freedom Techniques
Enema Bowel Care
Energy Healing
Energy Medicine
Ericksonian NLP
Feldenkrais Method
Feng Shui
Fitness
Flotation Tank
Flower Remedies
Healing Touch
Herbology
Holographic Memory Resolution
Homeopathy
Hyperbaric Oxygen
Hypnosis/Hypnotherapy
Integrative Bodywork
Intuitive Health Assessment
Kinesiology
Life/Spiritual Coaching
Lymph Drainage Therapy
Macrobiotics
Massage Therapy
Medical Doctor
Meditation
Midwifery
Mind/Body Medicine
Mind/Body Mental Health Licensed
Music Therapy
Myofascial Release
Naturopathic Medicine
NLP
Nursing - Holistic
Nutrition
Optometry
Osteopathy
Past Lives Therapy
Pet Care
Physical Therapy
Physicians - Holistic
Polarity
Practitioner Organizations
Pranic Healing
Professional Organizer
Psychosynthesis
Psychotherapy
Qi Qong
Rebirthing
Reconnection™
Reflexology
Reiki
Rolfing®
Rosen Method
Rubenfeld Synergy Method
Shamanic Healing
Shiatsu
Soul Integration
Sound Healing
Spiritual Healing
Stress Management
Tai Chi
Therapeutic Massage
Therapeutic Touch
Trager
Veterinary Medicine
Vibrational Therapies
Vision Therapy
Womens Counseling
WISE™ method
Yoga Therapy
.... OR NAME YOUR OWN!

VIDEO CLIP PRODUCTION

NEW OPPORTUNITY for participants in our 2010 Holistic Health Practitioner Directory!!

We are offering a full two-minute video that we will link to your Directory listing. People that find your Directory listing will have an opportunity to meet you and hear directly from you about your business philosophy, offerings, etc. (When we considered the length of time, two minutes seemed to be industry standard. It's half a lifetime in TV land!)

If you do not have a video on your website, this is a fabulous opportunity. The cost is extremely reasonable for a professionally produced video. You will be provided with a copy of your video to be used in whatever future marketing you are involved with. We can even link it to YouTube for you!

The video will be professionally produced by Brian Miller, who has been affiliated with Channel 3 WFSB for many years in the roles of master control operator, cameraman, and operations technician.

There is a basic price with add-ons (see back of form). Shooting will be limited to 45 minutes.

The equipment utilized during the shoot will be professional camera and professional lighting equipment.

The shoot will take place at the home of The Door Opener magazine in Collinsville. Since this is our first year offering this feature, there will be no opportunity for us to travel to your site. If this goes well, we will expand the services for next year (with a reconfigured cost structure for travel). Next year, if you choose to let the video remain online, there will be a reasonable maintenance fee. OR, you will have the opportunity for a re-shoot or to spruce up your video (add another minute, add an insert, etc.)

There will be two shooting areas available for you to choose from. Please bring some of your own materials to create your environment, i.e. books, vase, flowers, small lamp, etc. Also bring along anything you'd like to hold or demonstrate during your video. A massage table is available if you'd like to do a demo. Bring your own coverlet or use ours (gold).

The video will be shot from at least two camera angles and will be melded together to create visual interest for the viewer.

It is anticipated that the shoots will take place from the middle of October through the beginning of November. Promptness to the shoot is mandatory, as the 45 minute shoot time is non-negotiable in order to stay on track. You may arrive 15 minutes early in order to bring in your materials if needed. Timing will be provided as we accumulate participants.

The video will be created in a format that is compatible for the internet and should be easily downloadable and viewable.

You will have the choice of delivering a monologue or engaging in a dialogue during which Dory will ask you questions about your business. You will create your own script. If you choose to utilize a teleprompter (small additional charge), please provide us with your script well in advance so we can enter it into the teleprompter.

No need to be shy! The only people present will be you, Dory, and Brian. Be sure to dress in something becoming and suitable for your profession. And as far as the script, unless you want to just wing it (which is fine, if you're good at that), practice, practice, practice!

COST OF VIDEO WITH OPTIONAL ADD-ONS

Basic cost of two-minute video – includes:

- 45 minutes of shoot time
- Professional camera and lighting
- Two optional shoot environments
- Teleprompter available
- Monologue or dialogue
- Opportunity to review and sign-off on video \$ 450.00

OPTIONS:

Add one minute to my video time – total of 3 minutes + 100.00

I wish to use the teleprompter + 50.00

Please load my video to YouTube for me + 10.00

TOTAL COST OF VIDEO \$ _____

Please choose from the following options:

- | | |
|---|--|
| <input type="checkbox"/> Monologue | <input type="checkbox"/> Dialogue |
| <input type="checkbox"/> I will memorize my materials | <input type="checkbox"/> I wish to use the teleprompter |
| <input type="checkbox"/> I will bring some of my own materials from my office or home | <input type="checkbox"/> I will use the environments that are available to me only |

Ownership of video:

- Videographer will retain a copy for his portfolio
- Door Opener will retain a copy to be used in the Directory
- Practitioner will be given a copy to be used in future marketing

Videographer and Door Opener will not use the video without written consent of the practitioner for any purposes other than those listed above.

If the Practitioner reviews the video and is not satisfied (with the exception of equipment malfunction), there will be an extra charge to be determined by the videographer to do a re-shoot. Timing will be a consideration and practitioner will understand that a re-shoot will be placed in line after all the shoots are completed. Unseen circumstances such as equipment failure will be re-shot ASAP. Videos will be loaded up onto the website at the beginning of December, 2009.

I have fully read and agree to the terms above. Date _____

Door Opener Magazine

Practitioner

Brian Miller, Videographer