



Module 5: Promoting and Preparing for a Cacao Experience

Promoting Your Event

- Flyers don't make much of a difference for ceremonies and other small events
- Word of mouth makes a huge difference
- Leverage the power of communities and influencers
- Make regular posts in the FB event comments leading up to the event, especially the week before it
- Post the FB event in all relevant local FB groups

Instagram Stories vs. Facebook Stories

- Each have slightly different features, and views really depend on how many friends or followers you have
- Long story short: FB & IG stories are a great way to reach a lot of people daily with little videos, fun snippets of life, event promos, etc... possibly with more exposure than FB wall updates
- FB story hint: on your Facebook cacao event page, click "Share," then choose "My story." This puts a clickable preview image in your story where a lot of people will see it!

Preparing Yourself and the Space

- Most people are still wearing "spiritual" outfits or indigenous/tribal clothing
- There's no "right" way to dress as a cacao facilitator
- In the U.S., anything that works for yoga works for a modern cacao ceremony
- Some corporate meditation teachers, tantra teachers, etc. wear dress shirts
- What's important is that it is intentional and authentic to who we are (another aspect of congruence)
- We have to feel comfortable in order to facilitate

Getting to the Venue and Setting Up

- Account for the realities, like traffic!
- Allow enough time to carry in equipment, prepare the cacao, and decorate
 - Scarves, tapestries, gemstones, incense, etc.
- Most yoga studios will already have some decorations. It can be good to put at least a tapestry with some artifacts in the middle of the circle, or if it's a small group, right in front of you.

The Equipment List

*HINT: See the Soul Lift Cacao Guidebook PDF for equipment lists.

- Essential vs Optional Equipment
- General event ratio: 1lb of cacao to 1 gallon of water, makes 16 servings with about 1oz of cacao per cup
- Strongest advisable dose = 1.5 oz per serving

Final Steps Before Beginning

- Passing cups around the circle (watch out for spills!) vs having people come up to a table (where they could add their own cayenne, coconut sugar, etc.)
- As long as you keep it vegan and don't use a ton of sugar or cayenne, mixing it in the pot is usually fine and helps things move faster

Getting Grounded and Centered Yourself

- Stretching, meditation... something in a different room
- This is where having an assistant or volunteer can help

EMBODIMENT TOOLKIT: Shaking Meditation and Slow Energetic Movement

- Shaking meditation comes from Bioenergetics (Alexander Lowen), Tantra (The Art of Sexual Ecstasy by Margot Anand), also shows up in Osho Active Meditations ("Kundalini Meditation" - <https://www.oshorajneesh.com/oshokundalini-meditation-music-download.htm>)
 - It's a trauma release practice that can de-armor the nervous system
- The slow energetic movement can be introduced as "A spontaneous Tai Chi or Qi Gong," and is the third phase in the Gourishankar Meditation from Osho Active Meditations (<https://www.oshorajneesh.com/oshogourishankar-meditation-download.htm>)
- These combine very well to help people get out of their head and into subtle energy, especially if they already drank cacao
- Feet about shoulder-width apart, knees and hips loose and relaxed, arms relaxed at their sides, eyes closed, breathing freely
- At first they make the shaking happen, but eventually they get lost in a trance, imagine they are "being shaken" or that it's rising up through them
- Constantly guide them to presence with the shaking, dropping out of the mind, mind to the body, releasing control, releasing weight they're holding, etc.
- Whenever shaking stops, invite them to keep eyes closed and attention inward
- Slow movement, inch by inch sensing into the body, still breathing freely, imagine that the body knows what it's doing
- Maybe even lose track of where the body ends and the space around you begins
- Especially in slow movement people can sense the cacao energy flowing throughout their body

Module 5 / Homework:

Watch the **Virtual Cacao Farm Tour** (<https://soulliftcacao.com/blogs/video-training-course/part-2-virtual-tour>) and read the rest of the Facilitation Guidebook to gain a basic understanding of cacao farming, cacao glossary, cacao benefits (superfood & plant medicine aspects).

Module 5 / Exercise 1: Make a video of yourself reading your biography out loud. DO THIS BEFORE READING ON.

Keep your phone nearby and do 3-5 minutes of the Shaking Meditation. After the shaking, start a new video recording, drop in, close your eyes, and say the following out loud (filling in the blanks): "I am _____ and I came here to _____." Notice the difference when we're speaking from our heart, or even deeper. This grounding into "flow state" will be one of the most helpful facilitation skills in your toolkit. Share what you learned in the webform.

Module 5 / Exercise 2: Come up with a logistical plan for a cacao gathering. Considerations for physical container, promotional plan, etc. Don't describe your offering (the actual ceremony) in depth. Keep that to yourself for now. But in the webform, describe the logistical plans: what kind of space, your target "client," time of day, day of week, how many people you'd aim for, etc. Also describe a basic marketing plan.

NOTES