



### Module 9: Building Up Your Cacao Practice

#### Creating an Email List and Website

- Have people sign your email list to receive newsletters. Better yet, get their phone numbers and follow up by text.
- Some kind of contact list is the best way to convert them into regular clients
- Basically this is them giving you permission to advertise to them
- Then you could also set up a connection call and ask them if they want to hear about your more advanced offerings

#### *Website and Email Newsletter*

- Affordable, user-friendly options: Wix and Weebly
- Good for physical product ecommerce: Squarespace (more user-friendly) and Shopify (more advanced on the design end)
- Podia: a platform that bundles digital products (courses), memberships (e.g., people pay a monthly fee for exclusive member content), email newsletter (with unlimited contacts!)
- Social Media and Email Newsletter are the best places to start (they're free!)
- Mailchimp: decent place to start an email newsletter. Free up to 2,000 contacts. You can even send people to an email list signup page without having a website.

#### The Importance of Relationships

- Funnels, scalability – Instead of just one-off events forever, starting to think about things leading people to a deeper level of support with you... and continued investment in your work
- Connection calls: Invite potential clients to a quick 10-15 minute phone call without necessarily having a sale in mind
- Word-of-mouth advertising and networking are some of the most powerful ways to spread your work. People know other people, and everyone talks about what they love!

## **Long-Term Power Dynamics**

- Keep in mind the power of a facilitator to influence people's identity, beliefs, and perception of reality
  - Find a balance between owning what's a belief/opinion, and still leading confidently
  - Be open to adjust perceptions, but not so open that people cross your boundaries or take your power
- You'll be "on a stage" as you put yourself out there. Give yourself license but also check to make sure that you're acting in integrity.

### *Long-Term Confidentiality*

- With people who weren't there, keep it to our own experience and general themes
- Ask participants before bringing something up from a past ceremony, even in private conversation
- As facilitator, don't out them in a new group without their permission
- IMPORTANT: People's personal information can be used against them
  - Case in point: Scientology
- Basically, focus on "I statements" and get consent about anything personal

## **Embodiment Toolkit - Coming Up with Your Own Exercise**

- They're all about getting out of the mind and into embodied awareness of somatic sensations, felt sense, etc.
- Types of embodiment/bioenergetic practices: containment, expression, catharsis (learned from Gaia Ma)
  - Containment: seated meditation, nasal breathwork
  - Expression: exhaling with a sigh, gentle movement
  - Catharsis: yelling, screaming, chaotic movement, Pulsation breathwork
    - Especially this one requires a strong container

- The theme and the frame that we put on it has some effect on the depth and kind of experience people can have
- You don't have to introduce it with "steps" as an exercise
  - You can also just say "We're going to flow into some embodied experience, so invite you to come to your feet," and then just guide them through it as a journey
- Music or some audio track helps people drop in
  - Bluetooth setup helps because then you could control music from your phone and have it in your pocket
- For dancing, be clear about the container!
  - If it's a dance-focused event, address consent and boundaries verbally at the beginning, and have "angels" looking over the space who are also available to provide support if something comes up.
    - Or tell them if it's more of a "self-responsible" space
  - Standard signal to avoid or end a dance is to hold prayer hands near the heart 🙏
  - If it's just an exercise in a ceremony, consider calling it something other than "dancing," since that can get people into their heads. You could call it "free movement," "flowing with energy," etc.
- Good "punctuation" experience between other things: Deep breath in through the nose, and release through the mouth with a sigh
- You could work in bits of other systems like yoga, Feldenkrais, tantra, trauma release... with proper contextualization/framing
- You could help them connect with their inner child through animal movement, crawling around like "creatures," etc.
  - Again, taking consent into consideration. People could double-tap on a shoulder to end an interaction.
- "Mirroring movement" is fun, and could be a stage in the Roving Puja where people wander around and then find a buddy. Especially if you've already done a couple of verbal rounds. Gently ask them to do it without words, but making sound could be okay (it's up to you).

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**Module 9 / Exercise 1:** On a day you will have cacao, make a little ritual for yourself with cacao before doing a solo round of quivering for trauma release. Sitting with the cacao, reflect on a painful memory of the past (think: 5-7 on a scale of 1-10, where 10 is the most painful... since you'll be alone). Drink with the intention of finding some healing and release. Set a timer in the range of 10-20 minutes before you begin the quivering. Flow into any other embodied practice that feels right (yoga, shaking, sitting meditation, etc.). Close the practice in a way that feels good to you. Share about your experience in the webform.

**Module 9 / Exercise 2:** Experiment with creating your own embodiment exercise. Think: what are some movements, little or big, that you can lead people through to guide them to more awareness of their somatic sensations, felt sense, and nervous system? Feel free to use ingredients that have been helpful for you in the past. But if you do that, change it up a little bit. Actually practice saying these out loud, as if you were guiding a group. Share the prompts in the webform.

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## NOTES