

Your Idea Sparker Worksheets - For Finding Trust Partners

The Calm Hour Experience Builds Your Trust Partner Community



The Calm Hour is specifically designed to do these things for potential patients:

- Give them a transformational relaxation experience.
- Gives them “Personal proof” that acupuncture works for them.
- Let’s them experience “You as Their Healer & Teacher.”

The key to the Calm Hour is that it gives people results in advance.

Something so transforming and memorable that they never forget it and want to share it with their:

- Friends & Relatives, Co-workers, Clients & Customers, Community Members.

A Trust Partner has felt the transformation themselves.

They BELIEVE in what you do at a core level.

And they actively share it—not as a favor to you, but because it makes THEM look good or helps their community.

Imagine Jane, a yoga studio owner who's experienced your Calm Hour (Trust Engine).

When her students mention stress, she doesn't just casually say 'Oh, I know an acupuncturist.'"

She says with conviction: 'Listen, you NEED to experience this. It completely changed how I feel. Here's a special invitation to try it.'

That's not a referral.

That's an ENDORSEMENT from someone they already trust.

When a Trust Partner shares your work, everyone wins.

Just ONE good Trust Partner can fill your practice faster than 50 random referrals.

Instructions & Assignments

Print these pages out, put them in your notebook, and review the Week 1 Videos.

Your assignment is to pick 2 of these groups and start to identify who you're going to invite to experience your Calm Hour.

- Spark Sheet 1: Fitness & Wellness Businesses
- Spark Sheet 2: Support Groups & Healing Circles
- Spark Sheet 3: Workplace Wellness & Employer Partners
- Spark Sheet 4: First Responders & Care Teams

Do Not Worry... about how you will contact them yet.

"The Calm Hour Starts with Noticing Who Needs It Most"

"You know how when someone talks about a red car—and then you start seeing red cars everywhere?

That's your brain's **Reticular Activating System, or RAS, kicking in.**
It's like a little filter in your brain that helps you notice what's important to you.

So, when we decide to start looking for people who are clearly stressed—guess what?

We start seeing them everywhere. In line at the coffee shop. At yoga. Even at the grocery store.

That's why I tell my brain, 'Hey, show me people who need calm.'

And then I invite them to our Calm Hour Experience—a deep relaxation session that demonstrates the effectiveness of acupuncture.

It's not pushy. It's helpful. Their nervous system feels it.

And often, that one moment of peace becomes the start of a real transformation for them."

How to Find Like-Minded People

The people who can help you share the Trust Engine Experience are often closer than you think.

- Some may already be in your practice—clients you already serve who are connected to groups, classes, or local wellness communities.
- Others may be near your practice—running businesses next door, working in nearby spaces, or serving the same people you do.
- You'll also find them in the places your patients already go to feel better, move better, or relax—anywhere people gather to take care of their physical, mental, or emotional well-being.

Start by thinking locally and relationally:

Who do I already know—or already help—who knows a group of people I could support, too?

Good Method:

- In the training, we will show you how to research this online without leaving your office.

Better Method:

- Get out of your office and drive to and from your clinic a different way as often as possible.
- Look around and make observations on a recording app on your phone or digital recorder.

Best Method:

- Set a goal to physically meet 5 new people a week. Ideally, within a mile of your practice.
- In the training we'll explain - WHY they will be happy to meet you

“Who” - We’re Looking For (and Why They Matter)

You don’t need to look far. You’re surrounded by people who are already connected to the kinds of communities where your work can make a difference.

These are the folks who can help you offer the Trust Engine Experience to others—because they already know, lead, or serve groups of people who care about wellness, healing, or performance.

Start by thinking, who do I know who fits into one of these seven categories?

Don’t worry if you don’t start with a big list...we’ll fix that.

1. Retail Owners or Managers

- These are the people running local wellness shops, fitness studios, or businesses that serve health-conscious customers.
- They often love offering value to their clients and are open to meaningful partnerships.

2. Instructors / Teachers / Support Group Leaders

- These are the people leading movement, healing, or mindfulness practices.
- They have loyal students who trust them—and they’re often seeking new ways to support those students beyond the classroom.

3. Coaches

- From youth sports to adult leagues, coaches have a strong influence.
- They care deeply about their players’ health and performance—and their word carries a lot of trust.

4. Organizers / Volunteers

- These are the behind-the-scenes people who schedule classes, manage local events, or coordinate community programs.
- They’re often looking for engaging, wellness-based experiences to bring to their group.

5. Practitioners

- Massage therapists, chiropractors, midwives, therapists, nutritionists—these are natural collaborators
- Many are already helping people reduce stress or heal. When they trust you, they refer you.

6. Participants in any group

- These are the everyday people who attend, shop, train, or gather regularly in wellness spaces.
- Some are already your patients. They often know more people just like them—and love to share what works.

7. Community Connectors

- These aren’t always business owners.
- They’re the people who “know everyone” and seem to be involved in everything. When they love something, everyone else hears about it.

Here’s “Where” You Might Find Them

Use this next Idea Spark Sheet to start getting to know your area.

Movement and Fitness Studios

Where people go to move, stretch, get stronger, and reconnect with their bodies.

- Yoga studios
- Pilates studios
- Barre studios
- Dance studios
- Martial arts schools
- CrossFit gyms
- Personal training studios
- Fitness centers and gyms
- Climbing gyms or bouldering clubs
- Spin or cycling studios
- Group fitness or bootcamp classes

Natural Health and Wellness Shops

Places where people buy herbs, supplements, or natural products to support their health.

Health food stores

- Herbal shops
- Vitamin and supplement stores
- CBD shops
- Natural or homeopathic pharmacies
- Organic skincare or apothecary boutiques
- Local grocery co-ops

Mind-Body and Nervous System-Focused Spaces

Quiet spaces where people go to slow down, breathe, or regulate stress.

- Breathwork studios or instructors
- Somatic movement practitioners (like TRE or Feldenkrais)
- Sound healing studios
- Meditation centers
- Tai Chi or Qigong classes
- Float tank or sensory spa centers

Sports and Recovery Shops

Retail spaces that serve active people and athletes looking to feel and perform better.

- Running shoe stores
- Golf and tennis gear shops
- Pickleball equipment shops
- Bike shops
- Swim and aquatic fitness stores
- Orthopedic shoe or brace centers
- Recovery and performance gear stores

Beauty and Regenerative Wellness

Where people go to restore, feel good in their bodies, or invest in their own well-being.

- Wellness-focused spas
- Estheticians or skincare clinics
- Holistic or natural beauty studios
- Medical aesthetics (when wellness-aligned)
- Infrared sauna clinics
- Cryotherapy centers

Rec Leagues and Community Sports

Where adults and kids gather for fun, movement, and shared team energy.

- Softball and basketball leagues
- Indoor and outdoor volleyball and soccer leagues
- Tennis leagues and clubs
- Pickleball clubs and tournaments
- Golf leagues and twilight rounds
- Bowling leagues and bowling alleys
- Hockey leagues
- Rugby teams
- Youth, high school, and college soccer groups
- Soccer academies or tournament teams

Endurance and Outdoor Movement Groups

Clubs and crews who love training, being outdoors, or doing hard things together.

- Local running clubs
- Triathlon teams
- Road or trail cycling groups
- Hiking meetups
- Obstacle race training groups
- Track and cross-country teams

Common Gathering Spots for Athletes

Locations where athletic communities regularly meet, practice, or compete.

- Athletic fields and turf complexes
- Community or high school gyms
- Martial arts dojos and jiu-jitsu studios
- Aquatic centers and swim clubs
- Public and private tennis courts
- Recreation centers and fitness complexes
- Indoor soccer or futsal facilities
- Bowling alleys and tournament venues
- YMCA or community pools

- Lifeguard training sites
- Self-defense or sparring workshops

Partner Clinics and Holistic Providers

Clinicians and professionals who already care for similar kinds of people.

- Chiropractors
- Massage therapists
- Physical therapists
- Functional medicine doctors
- Naturopathic doctors
- Integrative wellness teams
- Therapists or counselors who support acupuncture

Support Groups

If you're looking for a low-pressure, high-impact way to share the Trust Engine Experience, support groups are one of the best places to start.

Why? Because **most support groups are actively looking for speakers**—especially ones who offer something calming, practical, and different from their usual educational content.

Mental & Emotional Health Groups

- Anxiety support groups
- Depression or mood disorder groups
- Grief and loss circles
- Trauma recovery support
- Caregiver burnout groups
- Stress management meetups

Behavioral Health & Life Change Groups

- Addiction and recovery groups
- Alcohol- or substance-free support communities
- Eating disorder or overeating support groups
- Weight loss or healthy lifestyle groups
- Mindful eating or body image circles

Women's & Family-Focused Groups

- Pregnancy and postpartum support
- Infertility groups
- Menopause or hormone health circles
- Moms' support groups
- Parenting support meetups
- Women's healing circles

Men's Wellness Groups

- Men's stress or burnout groups
- Fatherhood support circles
- Men's emotional health meetups
- Veterans or first responders' groups

Serving Those Who Serve: First Responders, Medical Staff, and Care Teams

Some of the most stressed, overworked people in any community are the ones trying to hold it all together for everyone else.

First responders, frontline medical staff, and long-term care teams carry enormous emotional and physical weight—often without a safe or effective way to release it.

That's why the Trust Engine Experience isn't just helpful here—it's meaningful.

This isn't a workshop, a pitch, or a seminar.

- It's a moment of peace offered to the people who are rarely invited to pause
- No expectations. Just support. No fixing. Just rest.

Where to Start

- These professionals often have access to wellness programming—or know someone who coordinates it.
- And they're typically open to anything that provides genuine relief without being invasive or overly complicated.

Some of the best places to offer the TrustEngine Experience include:

- Fire departments
- Police departments
- EMS teams and training programs
- Hospital wellness coordinators
- Nurse practitioner groups
- ICU, oncology, and ER team briefings
- Nursing homes or long-term care facilities
- Home health care agencies
- Hospice organizations
- VA clinics or veterans' wellness events

Spark Sheet 1: Fitness & Wellness Businesses

Start here if you want to connect with people who already care about health, balance, and how the body feels.

Why This Category Matters:

These are the spaces where people already go to move, stretch, and feel better in their bodies.

But underneath all that movement, many people here still hold stress in their system.

- They're doing the work—but not always getting the calm.

That's what makes this category so aligned.

- The Trust Engine isn't about "fixing" anything—it's about offering a moment where their body remembers what deep rest feels like.
- These places attract people who are already open to body-based solutions. Many studio owners and instructors are deeply embedded in their communities—and love sharing gentle experiences that help people feel better.

Great If You're...

- Located near studios, gyms, or wellness retailers.
- Already know clients who work in or attend these spaces.
- More comfortable starting with health-conscious people than corporate or clinical partners.

Tip: Many of these studios host guest sessions, "open house" weeks, or wellness fairs. A free Trust Engine session fits beautifully—especially if you offer it right after class.

Who You Might Know or Find Nearby

Just circle what stands out. Then jot down any names or locations that come to mind. You're just noticing—no pressure.

- Yoga studio → _____
- Pilates studio → _____
- Barre or dance studio → _____
- Martial arts school → _____
- CrossFit gym or HIIT-style studio → _____
- Personal trainer or small fitness studio → _____
- Climbing or bouldering gym → _____
- General fitness center or gym → _____
- Spin or cycling studio → _____
- Group fitness or bootcamp classes → _____

Not Connected to Any of These (Yet)?

That's okay. In the course, we show you how to search your area.

Start by asking your patients: *"Where do you go to move or recharge?"*

Right now, just notice what's nearby—and what feels possible.

Remember: You're not promoting. You're offering calm. And that begins by seeing who wants more of that feeling.

Spark Sheet 2: Support Groups & Healing Circles

Start here if you want to connect with people who gather to heal, feel supported, or manage stress, pain, and life transitions.

Why This Category Matters:

- Support groups are filled with people seeking relief—from anxiety, grief, chronic illness, trauma, caregiving, or emotional overwhelm. Many have tried everything.
- Others are still looking for something safe, real, and gentle.

That's why the Trust Engine is such a beautiful fit.

- You're not offering a pitch. You're offering a breath. A moment. A reset. A soft re-entry into what feeling good *could* feel like.
- Support group leaders are often looking for meaningful experiences to offer their members. When they experience your calm session themselves, they often want to share it.

Great If You're...

- Open to collaborating with nonprofits, churches, hospitals, or wellness centers.
- Comfortable offering low-cost or no-cost sessions to people in need.
- Ready to introduce acupuncture through emotional safety and embodied calm.

Tip: These groups are often very open to guest speakers—especially when it's experiential and non-salesy. If you can offer a gentle, no-cost session that leaves members feeling better... the group leader will often invite you back.

Who You Might Know or Find Nearby

Just circle what stands out. Then jot down any names or locations that come to mind. You're just noticing—no pressure.

- Cancer recovery or survivor group → _____
- Caregiver or hospice support group → _____
- Chronic illness or pain support group → _____
- Grief or bereavement group → _____
- Anxiety or trauma recovery circle → _____
- Depression or mood disorder group → _____
- Women's health or menopause support → _____
- Pregnancy or postpartum support group → _____
- Infertility or fertility support group → _____
- Addiction or recovery group → _____
- Sleep or stress management group → _____
- Weight or emotional eating group → _____

Not Connected to Any of These (Yet)?

That's okay. In the course, we show you simple ways to find these groups.

Start by asking your patients: "Are you part of any groups that meet around healing or support?"

Right now, just notice what feels close, real, or possible.

Remember: You're not promoting. You're offering calm.
And that begins by giving someone an experience their body won't forget.

Spark Sheet 3: Workplace Wellness & Employer Partners

Start here if you want to connect with teams and businesses that are under pressure—and open to fresh ways of reducing stress.

Why This Category Matters:

- Workplaces are full of good people trying to stay productive while quietly burning out.
- Stress isn't just a personal issue—it's a performance issue. When someone is foggy, anxious, or overworked, everything from creativity to customer service suffers.
- Many employers know this. They just don't know what to *do* about it.

That's why the Trust Engine Experience can feel like a miracle:

- It's short, simple, and surprisingly effective.
- It helps people reset without needing to be "fixed"—and helps employers offer care without huge budgets or complicated wellness programs.

Great If You're...

- Located near small offices, clinics, or wellness-focused teams.
- Already serve patients who manage or own local businesses.
- Comfortable offering brief, no-pressure stress resets to working professionals.

Tip: Offices love things that are easy and effective and don't require people to be away from their desks for long.

Offering on-site "Calm Hour" sessions during lunch or breaks is often more welcome than you'd expect—especially when it's framed as a gift, not a pitch.

Who You Might Know or Find Nearby

Just circle what stands out. Then jot down any names or locations that come to mind. You're just noticing—no pressure.

- Large employers → _____
- Health clinics or wellness offices → _____
- Dental offices or specialty clinics → _____
- Chiropractic or massage clinics → _____
- Tech, legal, or financial firms → _____
- Real estate, insurance, or admin offices → _____
- Small businesses near your clinic → _____
- Teams who've mentioned "we're so stressed" → _____

Not Connected to Any of These (Yet)?

That's okay. In the course, we'll show you how to search on Google Maps and use zip-code tools to map employers within walking distance.

Start by asking your patients: "Do you work somewhere that's open to wellness guests or calm breaks?" Right now, just circle what feels possible.

Remember: You're not promoting. You're offering calm. And that starts with one team, one reset, one conversation.

Spark Sheet 4: First Responders & Care Teams

Start here if you want to support the people who spend their lives helping others—often without getting the care they need themselves.

Why This Category Matters

- These are the people who run *toward* crisis.
- They hold space for pain, trauma, emergencies, and exhaustion—every day.

But who holds space for *them*?

- Many first responders and care teams are silently burned out.
- They're overextended, under-supported, and often told to just "keep going."

The Trust Engine Experience gives them a brief, powerful reset—

- A few minutes where their nervous system can soften, their body can breathe, and their guard can come down safely.
- It's not therapy. It's not a lecture. It's an experience

Great If You're...

- Passionate about giving back to those who serve.
- Comfortable working gently with high-stress professionals.
- Open to partnering with care team leaders, chaplains, or program coordinators.

Tip: These professionals are often skeptical of outsiders—but they deeply respect felt experiences. If you can help one nurse, officer, or medic feel the shift in their own body, they'll open the door to others.

Who You Might Know or Find Nearby

Just circle what stands out. Then jot down any names or locations that come to mind. You're just noticing—no pressure.

- Fire department teams → _____
- Police or sheriff's departments → _____
- EMT / paramedic teams → _____
- Hospital-based care teams → _____
- Nurses, CNAs, or staff at clinics → _____
- ICU or trauma unit staff → _____
- Nursing homes or long-term care centers → _____
- Hospice or home health teams → _____
- Veterans' support programs (VA or local) → _____
- Chaplain or care team coordinators → _____

Not Connected to Any of These (Yet)?

That's okay. We'll show you how to:

- Ask your patients who work in healthcare or emergency response.
- Contact care team wellness coordinators at local hospitals or fire stations.
- Offer one free calm session to a single staff member and let word of mouth build from there.
- You're not here to sell. You're here to serve.

Remember: You're not promoting. You're offering calm.

And sometimes, the people who need it most are the ones who give it away all day.