

Marketing Actions and Options

Resume Building Thoughts

1. Include relative skill sets and experiences

List the following types of Certifications, for example:

- a. IHTP Certification
- b. Hospice Certification
- c. Other Relative Certifications
- d. Professional Accreditations and Associations

List the following types of experience, for example:

- a. Practicum Experiences
- b. Prior Volunteer Activities (hospice, rehab, etc.)
- c. Prior Community, Civic, Church Activities (health and people related)

2. Include Prior Work Experience

List Prior Work with emphasis on:

- a. Communications with people
- b. Interactions with people
- c. Awards

3. Include Prior Publications

List Current or Prior Publications:

- a. Publications you have written about Harp Therapy
- b. Publications that have been written about you regarding Harp Therapy

Social Media Thoughts

1. Facebook

- a. Create your own Facebook "Like" Page
 - i. Post your image, certification, and your professional activities
 - ii. Keep *all* communications professional

2. LinkedIn

- a. Create a LinkedIn Profile
 - i. Post your image, certification and your professional activities
 - ii. Find relevant connections, and connect to them
 - iii. Ask for recommendations from your supervisors

Health Fairs

1. Health Fairs at clinics, organizations, facilities, churches, etc.
 - a. Educating the public in your local area about what you do is a wonderful avenue to obtaining work. Tina has prepared a presentation available to IHTP graduates to assist with educating the public. Additionally, a HeartMath meter could be used at the public health fair to demonstrate the effectiveness of live harp music.
 - b. One's own business cards and/or brochures could be displayed on the table at the Health Fair for organizations interested in future contact.

In-Service Programs

1. In-Service Programs at no-cost for hospitals, facilities or other locales
 - a. Coordinating with local facilities, and small groups within a hospital to hold a few free, brown-bag (lunch time) In-Service programs for the staff where you might like to work is a wonderful way to educate the public in what you do. It may open avenues to a part-time job, or an opportunity for a grant, or other connections. Additionally, a HeartMath meter could be used at the public health fair to demonstrate the effectiveness of live harp music.
 - b. One's own business cards and/or brochures should be available at the In-Service Presentation for organizations interested in future contact.