

Cliff Notes for



It is a wonderful adventure to invent a new product but I am learning that selling it is quite another thing. So, here is my version of “cliff notes” to assist you in answering your customers questions about Invisible Feng Shui™

Exactly what is *Invisible* Feng Shui™

Invisible Feng Shui™ is totally unique as it combines the teachings of Feng Shui, astrology, energy medicine, and space clearing into one easy-to-use kit. We call it an Energy Toolbox because it teaches people how to work with the energies in their space as well as the energy in their bodies. There is nothing like it on the market and your customers do not have to become experts to enjoy the benefits of these ancient teachings. Everything they need is in the box.

Display

People love to look at the cards and so I recommend you use one kit as a display. Many retailers place it close to the cash register as it's a great conversation piece and as customers are paying for their purchases your staff can explain this new product. The compartments in the box have been designed with security in mind, so you will find it is no easy task to remove items. Also, the enclosed display card provides quick information for the customer. Many retailers pick up one of those plastic photo frames and then write their price under the logo.

Who's the Market?

We designed this product for two primary groups. The first group consists mainly of people who are interested in Feng Shui but think it's too complicated or they just don't have the time in their busy lives to clean their entire house.

The second group is for people who may be a bit more knowledgeable about new age topics such as energy medicine. Invisible Feng Shui is a wonderful and concrete tool for interacting with your energy and the energy in your space.

Selling Points

1. Takes the confusion out of Feng Shui.
2. Everything you need is in the kit.
3. You only have to do one room in your home.
4. After the clutter is cleared, you can have it up and running in 3 hours or less.
5. Cards are re-usable.
6. Oh, and it's fun!

We hope this information helps and if you have any questions feel free to call Kate Austin (206) 861-8083 or email at kateaustin@invisiblefengshui.com



About the Author

Kate Austin is a Licensed Mental Health Counselor with over 15 years experience in counseling. She received her Master's degree in Psychology from Antioch University, Seattle, WA. Her expertise is working with people who face health challenges.

Ms. Austin is also a Certified Feng Shui Practitioner and attended the Western School of Feng Shui in San Diego California. She is the author of numerous articles on this subject and the author/creator of "Invisible Feng Shui™ An Energy Management System."

Ms. Austin has also completed advanced training's with Caroline Myss, Ph.D. and certification in intuition and energy management from Dr. Christine Page and the National Institute for the Clinical Application of Behavior Medicine (NICABM).

Ms. Austin resides in Seattle, Washington where she is in private practice.