

Zhineng Qigong Projects

Dear Zhineng Qigong teacher, we thank you for your time in reading this!

If we have already met, we thank you for your contribution to our projects! If you are new to the hub, then we send you a warm welcome! Either way, it would be wonderful to work together so that the Student Hub team can share more of your knowledge with the Qi family.

It is our goal to reach as many people within the community as possible so that we can make Zhineng Qigong **more accessible**. We also want to give our Zhineng Qigong teachers as much exposure as possible, helping you reach potential students with valuable and enriching **Qigong wisdom** and **experience**.

With this PDF, we would like to invite you to participate in some of our **new and existing projects**. Here is a summary of the benefits and requirements for the four projects:

Benefits		Add Value	Gain Exposure	Recognized As an Expert	Receive Material
	Guided Practice	✓	✓	✓	✓
	E-book Series	✓	✓	✓	✓
	Q&A Series	✓	✓	✓	✓
	Meet Your Teacher	✓	✓	✓	✓
Requirements		Join a Zoom Call	Have Specific Expertise	Have Special Equipment	Prepare Material
	Guided Practice	Optional	✗	Optional (Mic)	✓
	E-book Series	✓	✓	✗	Optional
	Q&A Series	✓	✗	✗	Optional
	Meet Your Teacher	✓	✗	Optional (Mic)	Optional



Audio Guided Practice

We want to make practicing Zhineng Qigong easier for everyone, so we are releasing a series of **audio guided practices**. These guides will be **FREE** for everyone to use and will make it easy for anyone to learn and/or maintain their practice.

Our intention is also to create an opportunity for students to get to know you as a teacher and potentially join more of your **personal classes and workshops**.

How can I participate?

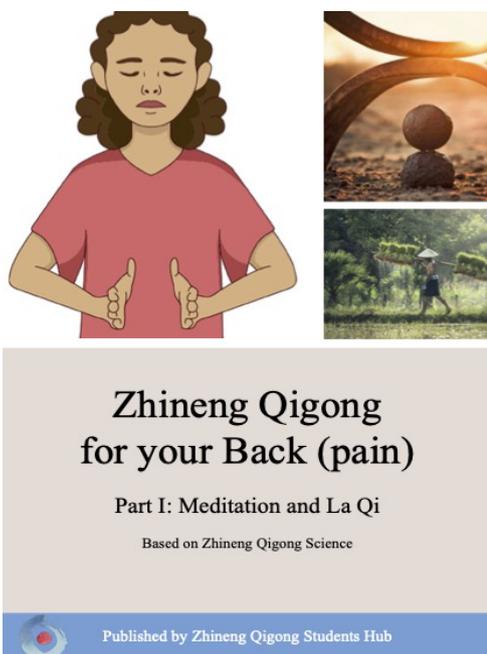
We would ask you to record a guided practice for us. You are welcome to suggest to us what type of practice you would like to share. The guided practice session can be as long as you feel necessary, but **no longer** than 1 hour please.

Once you are ready, we can record the session. If you are able, you can **record the session yourself** and simply transfer a video or audio file to us. But, we are also able to **help** you if need be. We can schedule a **Zoom meeting** and record your session through the platform.

After that, we will take care of preparing the guided practice – adding suitable music and an introduction. We will let you know once we share your session and how you can share it on your own channels as well!

Please note, these guides will be **AUDIO** guides (without visuals), so please keep this in mind when preparing. However, video guides are welcome as we can just extract the audio we need.

Here is an example of an audio guide project done for an E-book with Reyna Lerma, Naomi Hales and Elizabeth Estrada:



The graphic is titled 'Meet your teacher online' and features three teacher profiles, each with a small icon of a person at a computer.

1. **Reyna Lerma**: USA California, San Diego | Language: English, Spanish | reyna@presentmomentliving.org | www.presentmomentliving.org

2. **Naomi Hales**: UK, Germany Norfolk / Norwich / Frankfurt | Language: English | naeema.naomi@gmail.com

3. **Elizabeth Estrada**: Mexico Mexico City | Language: Spanish, English | elieshyqi@gmail.com | www.sanacionvivesaludajl.com



We find that a great way of growing our community is by sharing valuable **Zhineng Qigong E-books**. We know that Zhineng Qigong is a way of life. With our practice, the intention is always to carry the principles of Zhineng Qigong with us into every aspect of our daily life, even when we are not practicing an exercise. So, we are starting a new E-book series about **integrating Qigong into your everyday life**.

The purpose of this E-book series is to create different guides for the community that will make it possible for them to extend beyond their practice and use Zhineng Qigong for **healing and prospering in everyday life**.

As usual upon launch we will share these E-books to everyone for **FREE** and later move them into our online shop.

How can I participate?

All you have to do is **join us via Zoom**. Over Zoom, we can discuss any advice and insight you may have to share. This Zoom meeting will be recorded and then the Student Hub team will write and design the E-book.

We will credit the E-book as 'based on conversations with (your name)', so you will be the **main source for the E-book**. This is a great opportunity for you to share your insight and be shown as someone with **expertise in Qigong**.

What do the topics look like?

Here are some of the ideas we have for the different E-book topics:

1. QIGONG AND RELATIONSHIPS

A guide of suggestions on how to use Qigong to improve relationships.

2. QI AT HOME

A guide to increasing Qi at home for yourself and your family.

3. QIGONG AND BUSINESS

A guide on how to use Qigong to improve your work life.

4. POSTURE

A guide on how to use Qigong posture and alignment during your daily routine for optimal health and to prevent injury. How you carry yourself throughout the day can have a direct impact on your body and mind. The correct posture can prevent tension and stress in the body.

5. SLEEP

A guide for using Qigong to relieve insomnia and improve your sleep quality.

6. DIET – THE QIGONG AND CHINESE WAY

A guide on food and Qi – the effect of food on our body and Qi field.

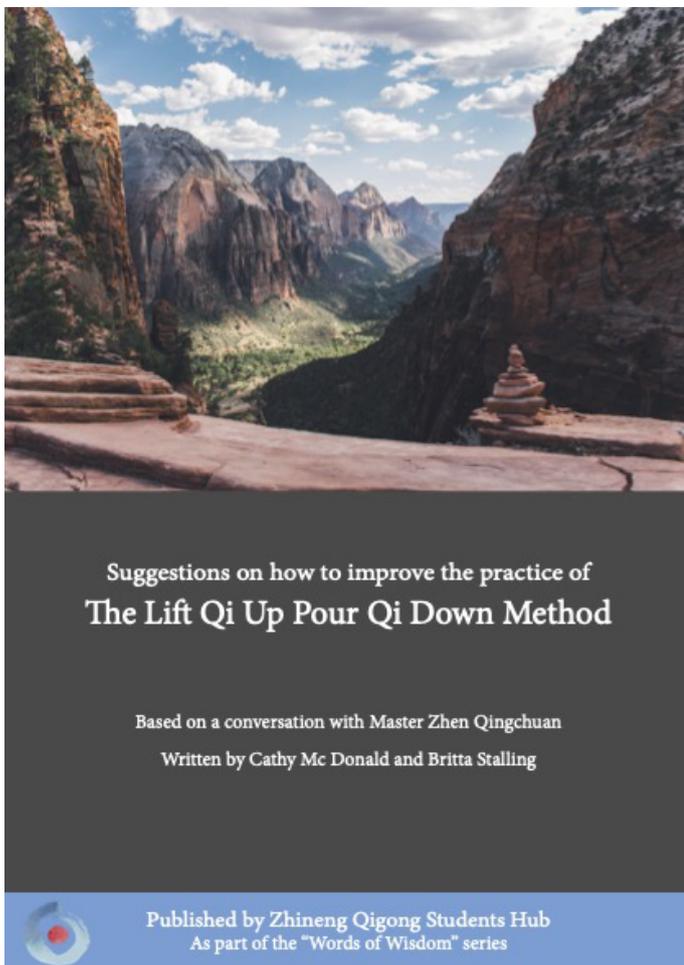
7. QIGONG AND EXERCISE

A guide on what kind of exercise Qigong is and how we can use it to improve our participation in other activities.

8. QIGONG FOR SELF-CARE

A guide on Qigong techniques (such as acupuncture and meditation) to help improve self-care habits.

Here is an example of an E-book we did with Master Zhen Qingchuan:



Suggestions on how to improve the practice of
The Lift Qi Up Pour Qi Down Method

Suggestions on how to improve the practice of
The Lift Qi Up Pour Qi Down Method

Based on a conversation with Master Zhen Qingchuan

Written by Cathy Mc Donald and Britta Stalling



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As we mentioned, we want to make Qigong more accessible to everyone, including people who are **NEW** to Qigong. We know that people have a lot of questions about Qigong, and Zhineng Qigong specifically, so we thought what better than to give them all the answers?!

In our Q&A Series we will be sharing a variety of **short videos** where we pose frequently asked questions people may have, and we give them the **answers**.

How can I participate?

Again, all you have to do is **talk to us over Zoom**. During our conversation we can discuss some frequently asked questions (FAQ) about Qigong. We will record this conversation and then, with your permission, use snippets from this recording to make an informative video or two. These videos will be collected in a library, serving as an information hub about the ins and outs of practicing Qigong. These videos will be shared on our platforms for **FREE**.

We think this would be an amazing opportunity for you, as a teacher, to help people better understand what Qigong is all about. We encourage you to come share your enthusiasm and love for Qigong with our community!

What do these FAQs look like?

Below are some of the questions we have in mind, but please feel free to bring your own as well:

1. What is Qigong?
2. What are the benefits of Zhineng Qigong?
3. What Zhineng Qigong exercise should I start with as a beginner?
4. How can I overcome the fear of starting? I fear discovering myself...
5. How many times a week should I practice Zhineng Qigong?
6. How often should I practice to have the best result?
7. Are there any illnesses which cannot be treated with Zhineng Qigong?
8. Can Zhineng Qigong be useful for depression and anxiety?
9. Why is Zhineng Qigong so popular amongst Cancer Patients?
10. Is/can Zhineng Qigong (be) dangerous?
11. Can I practise Qigong while pregnant?
12. Can Zhineng Qigong practise get you back in shape?
13. Is Qigong enough exercise or should I be doing other activities to stay fit and healthy?
14. How do I know if I am performing the movement properly?
15. What can I expect to learn from a level 1 class/training video?
16. What does 'Hao-La' mean?
17. Will Zhineng Qigong help me connect with my chosen form of spirituality?
18. How can I increase my sensitivity to Qi?



Meet Your Teachers (MYT)

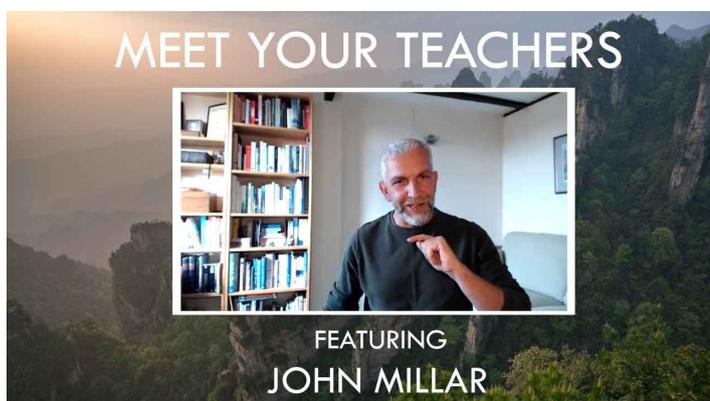
We also want to give our community the opportunity to get to know **YOU**. Therefore, we want to give every teacher that joins our teacher directory, an opportunity to share their story by creating a video specifically **for you** and **about you as a teacher**. That's why we started the 'Meet Your Teacher' series on our YouTube channel.

In these videos, we interview our Zhineng Qigong teachers to find out a little more about their **Qigong journey** and their **intentions as a teacher**. We find that this is such a valuable series as it gives you, the teacher, an opportunity to reach **new students**. It also creates a beautiful space for sharing your **knowledge** with the Qi family!

How does it work?

Your video will be yours to **share and embed** wherever you like, and will give you just that extra bit of **familiarity and connection** when new students encounter your website.

We also take a lot of care in sharing your video and **boosting and optimizing** it through SEO and Facebook/Instagram **marketing tools**, to give you optimal reach within our existing and rapidly growing community.

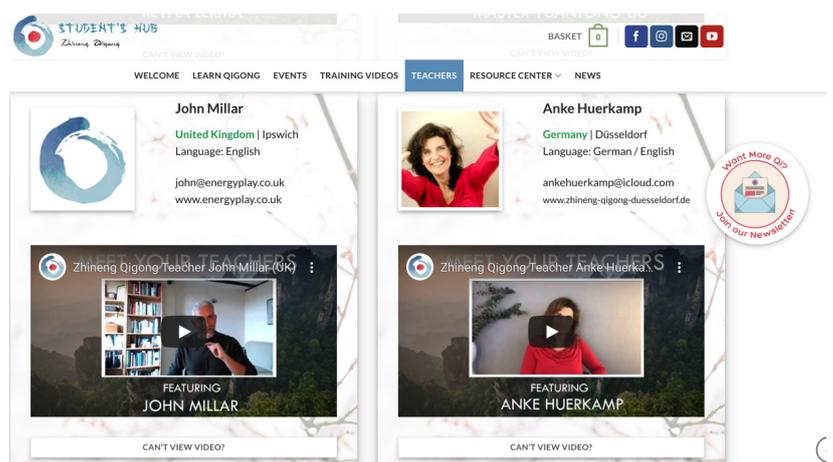


Here's an example of John Millar's 'Meet your Teacher' video on our YouTube channel. Click on this picture to view the video!

Short term, once your video is up on YouTube, we first market it via our **social media channels** and we also embed it on our **website** under 'Teacher's directory'.

This way, anyone looking for a teacher can get to 'meet' you!

(See example right)



Then, long term, we also have the **'Meet your Teacher Teaser'** series specifically used for social media. Here we create a short (under 1 min) video to **promote via social media**. This video is published and boosted a few months after your initial video has been shared to **re-direct** people to your interview again.

Here is an example of Reyna Lerma's 'Meet your Teacher' teaser video shared on our Instagram. Click this picture to view the video on Instagram!



How can I participate?

It's as simple as meeting us over zoom for a meeting. If you prefer, we can send you a list of the type of questions we might like to ask. But, the intention for the interview is to get to know you and have a relaxed chat. This video is recorded, and our team takes care of everything else! We will make your 'Meet your Teacher' video (between 8-12 mins) and share it far and wide.

Once the video is done, you will also receive a PDF guide to help you share and embed your video on your own channels.

We look forward to meeting you/ seeing you again soon!

Hao la

Hao

The Zhineng Qigong team