

CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 10:

- **Permission Forms**

If you are seeing clients or are not seeing clients yet, you need at least one permission form if not more.



When you practice with clients in alternative health it's very important that you have each and every one of them sign a permission form. When you practice on family members and friends it's very important that each of them sign a permission form. If they don't want to sign it then you cannot practice of them. It's as simple as that.

Many years ago I was at a health expo and I was seeing clients for iridology every 20 minutes. I was taking pictures of their irises and giving them a mini analysis for \$20. It's was very simple. Each person had to sign my permission form. I had one woman who did not want to sign it. I told her that it basically said that I am not a doctor and I will not diagnose her nor will I prescribe to her. She did not want to sign it. So I told her I would not see her then and guess what? She signed it.

When someone signs the permission form it's best to make a copy of it and give the client a copy and you keep the original. When someone comes to me I make a folder for them before they come and I put everything in the folder that I need to speak to them about. This will include my business card, the Nutri-Body Analysis that they took before they came to see me, the permission form that they need to sign, the muscle test form that I need to fill out, and any information pertaining to their health issue such as herbal information or health information. That way when I sit down with the client I have already gone over everything I need and am prepared.

After I say hello to the client I hand them my business card and the permission form. I ask them to sign it and tell them that it's a release form stating that I'm not a doctor and that I will not diagnose nor prescribe for them. I hand them a pen and leave the room for a few minutes to give them space to read the permission form. While they are filling it out I'm setting up my camera in the next room.

So why do you need a permission form? Why does it seem that we need to protect ourselves?

Well it's pretty simple. People are used to working with doctors who wear a white coat and have G.O.D. stapled to their foreheads. They are used to them looking at them and diagnosing them. They are used to them spouting off names of diseases and then telling them what medicine they should take for that particular disease.

We are not doctors so we cannot say any disease names nor can we tell them what medicines to take. We should not even tell them what herbs or vitamins or other supplements to take. All we can do is say something like:

“Based on your iris, or based on your bowel, or based on your ... I can tell that you are having such and such problems. Historically we have used ... to heal the body. I also say “Based on your iris and the markings that are showing up in it I can tell that there is weakness here and here and this means ...” Or “If it were me that was having the problem you are having I would do ... or I would take ...” Even better yet just make them a copy of the page from the book you study and use and say “here, this is what I would do” and let them read it. It’s boring and impersonal but it will keep you out of jail.

When I went down to Escondido and was certified by Dr. Bernard Jensen in 1987 he warned us over and over again about not diagnosing and prescribing and that if we did we could wind up behind bars. This really scared me and when I went home after the certification I was not sure I even wanted to do iridology. We were not supposed to look at the iris and say “your liver is weak” as that is diagnosing. We were not supposed to tell the person to take “5 alfalfa tablets per meal and chew them” to help their bowel. WOW! So how was I supposed to consult and help someone if I could not do that?

Within a couple of days of the certification my phone started ringing and I had my first client. He thought I had been doing iridology for years. I didn’t have the heart to tell him that I had just been certified the previous week. About a year later I spoke to him and he told me he never would have guessed that I had not been seeing clients before him.

And here I am 25 years later still seeing clients and still following Dr. Jensen’s rules of not diagnosing, not prescribing, and making everyone I see fill out a permission form.

Now I have had a few scary situations over the years. One I can remember like it was yesterday was when I had my office off of Taravel in San Francisco. I saw a woman there for heart issues. She came into the office and I read her irises. While I was talking with her she was falling asleep on me. So I gave her a little bit of peppermint oil on her wrist and had her lick it. At that time Steven Horne who was the master herbalist of Nature’s Sunshine said that peppermint oil had no side effects. Guess what? I proved him wrong. My client started sweating profusely and got very hot. Then her heart started beating erratically. It scared me to death. So I took her into the bathroom and put a cool cloth on her forehead and had her put her head down. The “attack” passed within about 10 minutes. Then we continued the consult. She left with some herbs and all was fine again.

About a week later she called me and made an appointment for her husband to see me. I didn’t think anything of it but he was coming to see me for his “heart condition”. He came in and I went through the analysis for him. He asked me “Can I fly down to Los Angeles to see my son”. I remember this like it was yesterday because it had such a huge impact on me! I told him to call his cardiologist and ask him if he could fly down to Los Angeles and that I was not a doctor and could not recommend flying or not flying. He told me that he did not have a cardiologist. I then told him to contact his primary care physician and ask him. We completed the consult and he left with some herbs. I really didn’t think the herbs would do the job because of the markings in his eyes and his health history. Personally I thought he was a walking time bomb.

Guess what happened next?

I got a call about a month later from his wife. Do you know what she asked me? She said “Why didn’t you tell my husband that he could not fly down to Los Angeles?” I told her that I could not say yes or no because I am not a doctor. She then proceeded to tell me that he died on the plane on the way down to Los Angeles of a massive coronary heart attack.

OMG! Can you imagine if I had told him that he could fly to Los Angeles? I would have been sued, lost my home, and probably be in jail today.

Remember; if you are in alternative health do not practice medicine without a license. Do not diagnose and prescribe to your clients. I cannot state enough that you need to be VERY VERY VERY careful what you say. Always use the words "If It Were Me I would..." or "Historically We Have Used ..." and keep yourself out of trouble!

We are giving you our examples that we use. Please copy and paste the information into your own word files and edit the permission forms to match your services. We have used these permission forms for 25 years now and we have not had any problems.

**Your Name
Your Company
Address
City, State, Zip Code
Phone, Fax, E-mail**

To establish and clarify my purpose in coming to you for a consultation, I want to clearly state that my interest is in learning a good emotional and physical path to follow and a good nutritional program. I want to change my present habits and establish new habits and a new way of living to build good health and empower my life. I understand it is my personal decision to follow your nutritional program or coaching or not to follow it.

I thoroughly understand that these programs do not replace any professional counseling with any doctor or counselor I may wish to consult; that your coaching, iridology analysis, nutritional counseling and muscle testing is an adjunctive analysis which can be coordinated with any advice, treatments or prescriptions recommended by my regular physician or counselor; that these programs are not intended to be in any conflict whatsoever with any recommendations or treatments by doctors or practitioners who are licensed by State and Federal laws, and also, that the decision to follow or reject these programs is left to my own discretion. I am aware that you are a Certified Nutritional Consultant, Certified Herbalist, Certified Iridologist and Facilitator.

I am aware that there can be some uncomfortable reactions if I choose to engage in self-healing using cleansing programs, herbs, vitamins and minerals as well as emotional work. I am solely responsible for my responses and understand that I can telephone you at your Alameda office or your residence for questions and support during these difficult times.

I fully and completely understand that you do not treat nor do you make any recommendations for the treatment of Cancer or AIDS in any form or in any manner whatsoever, and I wish to assure you that I am in no way asking for such treatment.

I am here on this, and on subsequent visits, solely on my own behalf, and not as an agent for federal, state, local or any independent agencies on a mission of investigation or entrapment.

I understand that you charge \$40.00 per hour per Iridology Analysis which includes having photos of my iris taken, having an Iridology chart filled out and copied for me, and having a verbal iris analysis done using a flashlight and magnifying glass. I also understand that you charge \$40.00 per Nutritional Consulting session and that during this session you will discuss diet and how the foods I consume may affect my health as well as which supplements may be beneficial for my health. I understand that I can take notes during these sessions if I wish. I also understand that you do Kinesiology/Muscle Testing and that this requires the use of the muscles of my body. I understand that you will fill out a muscle test sheet for me to take home with me. I understand that you charge \$40.00 for this session also. Lastly I understand that you do Coaching which is designed to empower my life so that I can live my life to the fullest and be able to make changes in my life without fear. I understand that you charge \$40.00 for this session. I understand that your fee is due at the end of my session with you and is payable to you personally.

I understand that you give periodic lectures, classes and workshops (educational and sales) about Nature's Sunshine, Marine Minerals, Bernard Jensen International and other herbal companies as well as about body systems, Iridology and emotional work and that if I attend any of them I am solely responsible for my own responses, reactions and feelings to the material presented.

Again, I wish to state that I clearly understand that these sessions are not meant to take the place of any form of analysis, counseling or diagnosing by my regular physician or any licensed doctor, counselor or practitioner. I have read and understand the above.

Date

E-mail Address

Signature (Parent's Signature If Minor)

Print First & Last Name

Street Address

City

State

Zip Code

Home Telephone

Work Telephone

BRENDA R. GENERALI, C.N.C.
JOYFUL LIVING SERVICES
Certified Nutritional Consultant, Certified Iridologist,
Certified Herbalist, Personal Growth Coach
19950 Sun Valley Road
Colfax, CA 95713
530-878-1119

To establish and clarify my purpose in coming to you for a consultation, I want to clearly state that my interest is in learning a good emotional and physical path to follow and a good nutritional program. I want to change my present habits and establish new habits and a new way of living to build good health and empower my life. I understand it is my personal decision to follow your nutritional program or coaching or not to follow it.

I thoroughly understand that these programs do not replace any professional counseling with any doctor or counselor I may wish to consult; that your coaching, iridology analysis, nutritional counseling and muscle testing is an adjunctive analysis which can be coordinated with any advice, treatments or prescriptions recommended by my regular physician or counselor; that these programs are not intended to be in any conflict whatsoever with any recommendations or treatments by doctors or practitioners who are licensed by State and Federal laws, and also, that the decision to follow or reject these programs is left to my own discretion. I am aware that you are a Certified Nutritional Consultant, Certified Herbalist, Certified Iridologist and Facilitator.

I am aware that there can be some uncomfortable reactions if I choose to engage in self-healing using cleansing programs, herbs, vitamins and minerals as well as emotional work. I am solely responsible for my responses and understand that I can telephone you at your Santa Clara office or your residence for questions and support during these difficult times.

I fully and completely understand that you do not treat nor do you make any recommendations for the treatment of Cancer or AIDS in any form or in any manner whatsoever, and I wish to assure you that I am in no way asking for such treatment.

I am here on this, and on subsequent visits, solely on my own behalf, and not as an agent for federal, state, local or any independent agencies on a mission of investigation or entrapment.

I understand that you charge \$50.00 per hour per Iridology Analysis which includes having photos of my iris taken, having an Iridology chart filled out and copied for me, and having a verbal iris analysis done using a flashlight and magnifying glass. I also understand that you charge \$50.00 per Nutritional Consulting session and that during this session you will discuss diet and how the foods I consume may affect my health as well as which supplements may be beneficial for my health. I understand that I can take notes during these sessions if I wish. I also understand that you do Kinesiology/Muscle Testing and that this requires the use of the muscles of my body. I understand that you will fill out a muscle test sheet for me to take home with me. I understand that you charge \$50.00 for this session also. Lastly I understand that you do Coaching which is designed to empower my life so that I can live my life to the fullest and be able to make changes in my life without fear. I understand that you charge \$50.00 for this session. I understand that your fee is due at the end of my session with you and is payable to you personally.

I understand that you give periodic lectures, classes and workshops (educational and sales) about Nature's Sunshine, Marine Minerals, Bernard Jensen International and other herbal companies as well as about body systems, Iridology and emotional work and that if I attend any of them I am solely responsible for my own responses, reactions and feelings to the material presented.

Again, I wish to state that I clearly understand that these sessions are not meant to take the place of any form of analysis, counseling or diagnosing by my regular physician or any licensed doctor, counselor or practitioner. I have read and understand the above.

_____ Date

Signature (Parent's Signature If Minor)

Print First & Last Name

Street Address

City

State

Zip Code

Home Telephone

Work Telephone

CONSTITUTIONAL IRIDOLOGY ANALYSES WORKSHEET

Iridology is the Study Of The Patterns And Markings In The Iris Of The Eye. For over a hundred years, various Iridologists have studied these patterns and markings, correlating them with specific health problems, physical strengths and weaknesses and personality traits. Through these empirical observations, Iridologists have noted certain constitutional patterns. That is to say, people with similar eye patterns tend to have similar personality traits and health profiles. These observations are the basis for Constitutional Iridology Analysis.

Some people believe that the eye is a mirror of what is going on in the body right now and hence, have endeavored to use Iridology as a diagnostic tool to determine specific disease conditions. Constitutional Iridology is based on the premise that the patterns and markings in our eye are primarily genetically inherited. *Hence, in Constitutional Iridology, no attempt is made to diagnose any specific disease conditions.* Constitutional Iridology is used to help us understand our basic temperament so we can know how to balance our nutrition and lifestyle to obtain greater physical, mental and emotional fitness.

This purpose of this form is to inform you of the constitutional patterns and markings in your eye. *It is important to realize that the fact that you have a particular eye marking does not mean that you now have or that you ever will have the health problems Iridologists have traditionally associated with those markings.* This information is provided for your education and interest only. It is not intended as and must NOT be taken as a diagnosis for any disease condition. If you actually have any pre-existing medical conditions or suspect that you might, you should obtain the assistance of a licensed health practitioner for both diagnosis and treatment.

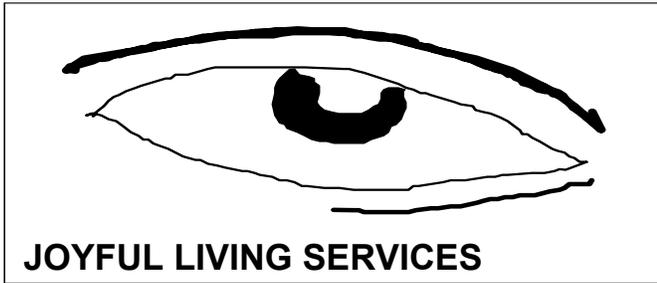
I have read and understand the above.

Date _____ E-mail _____

Signature _____ Printed Name _____

Street Address _____ City _____ State _____ Zip Code _____

Home Telephone _____ Work Telephone _____



Final Distributor Agreement

MAILING ADDRESS: 19950 Sun Valley Road
Colfax, CA 95713

PHONE: 530-878-1119 or 800-704-9800, **FAX:** 530-878-1119

E-MAIL: iridology@netzero.net

WEB SITE: <http://www.joyfullivingservices.com>

This document serves as a legal and binding agreement between Joyful Living Services and Sherwoodtowne.

Assignment of Distributor Number

Dr. Soliven-Llaguno is **Distributor Number: 09-04-044**. This distributor number must be used for any correspondence whether by e-mail, written correspondence, phone conversations, or verbal communications.

Purpose of Agreement

The purpose of this Final Distributor Agreement is to give permission to Sherwoodtowne to sell all Joyful Living Services' courses and supplies as listed in the monthly JLS Catalog.

Advertising

Sherwoodtowne must present Joyful Living Services with all advertising material related to selling Joyful Living Services' products for approval before advertising any Joyful Living Services products in any media.

Challenging Course Work by Examination

Those students who wish to begin the certification process with the intermediate or advanced course must show proof of knowledge of iridology. Therefore, any student who chooses may waive the beginning or intermediate course work by taking the beginning and/or intermediate exams and passing them with a minimum grade of 80%. All tests must be notarized and returned to Joyful Living Services for grading and acceptance.

Collection of Fees

Sherwoodtowne is responsible for collecting fees upfront from each student. Sherwoodtowne will provide Joyful Living Services with the student's name, spouse or partner's name if joint application, company, address, phone, fax, and e-mail address upon time of order as well as if he/she is ordering the "recommended supplies" for the iridology course. Sherwoodtowne can receive funds from customers and pay Joyful Living Services in any way she feels is appropriate including cash, personal check, money order, cashier's check, credit card, and bank wire. If Sherwoodtowne wishes to accept credit cards and is not set up to accept them, Joyful Living Services will provide information where such services can be purchased. If Sherwoodtowne does not want to collect fees, Joyful Living Services will collect the fees and then pay Sherwoodtowne her commission.

Co-Marketing

The courses will be offered with Joyful Living Services and Sherwoodtowne logo's on printed material.

Commission

"Commission" is accepted as the difference in price between wholesale and retail prices listed in the JLS Wholesale Catalog and JLS Catalog.

Copyright Policy

Sherwoodtowne understands and agrees that all courses are copyright protected and will honor the copyright laws of California.

Demos & Training Materials

Joyful Living Services has provided Sherwoodtowne with a “DEMO ONLY - Not for Resale” video tape set and related materials for the beginning, intermediate, and advanced iridology courses. This “DEMO ONLY - Not for Resale” video tape set is not to be sold but is to be used by Sherwoodtowne for initial training of Joyful Living Services’ courses and for marketing purposes. Note: Further distributor training will be available through Joyful Living Services at a later date and will be announced upon availability.

Disputes

Any dispute under this Agreement or related to this Agreement shall be decided in accordance with the laws of the State of California. If any legal proceeding is brought for the enforcement of this Agreement, or because of an alleged dispute, breach, default, or misrepresentation connection with any of the provisions of this Agreement, the successful or prevailing party or parties shall be entitled to recover reasonable attorney’s fees and other costs incurred in that action or proceeding in addition to any other relief to which they may be entitled.

Exchange Rate

The exchange rate is 1USD = 1CDN for all Joyful Living Services’ courses. However, Sherwoodtowne will pay wholesale prices for all supplies Joyful Living Services’ offers in US dollars. Prices may change without notice.

Exclusivity

Sherwoodtowne will have exclusivity for the Canadian market and its territories. All Canadian inquiries will be managed by Sherwoodtowne. No further Canadian distributors will be allowed to offer the courses or equipment. Inquiries from Canadians only will be referred back to Sherwoodtowne. Any USA inquiries to Sherwoodtowne shall be referred back to Joyful Living Services.

Guarantee

Sherwoodtowne understands and agrees that all courses and supplies purchased from or through Joyful Living Services are 100% guaranteed. All customers/students must be completely satisfied or they are entitled to receive a refund in full. Joyful Living Services is responsible for refunding Sherwoodtowne for any and all returned courses and supplies purchased from us. Sherwoodtowne is responsible for refunding his/her student upon receipt of refund from Joyful Living Services. Sherwoodtowne must return supplies and courses unused or broken during shipment before items are exchanged or a refund or credit is issued. Joyful Living Services will ship all supplies to be exchanged using the same shipper as with the initial order unless otherwise instructed.

Hiring Personnel

Sherwoodtowne understands that he/she can hire personnel to help sell these courses and must provide contact information for each employee upon hire. Sherwoodtowne understands that each employee must sign an “employee agreement” before selling Joyful Living Services’ courses and supplies. Sherwoodtowne will be responsible for supporting his/her employee and will pay the employee directly without Joyful Living Services’ involvement.

Indemnification and Representation

Sherwoodtowne shall defend, indemnify, and hold Joyful Living Services harmless from and against any and all liabilities which may arise from or relating to any business conducted by Sherwoodtowne, and/or his/her employees or subcontractors pursuant to this Agreement.

Legally Binding

In order for this document to be legally binding, Sherwoodtowne must return one signed final agreement to Joyful Living Services via US Mail to the address above. Once the agreement has been received and recorded, Sherwoodtowne may legally sell Joyful Living Services' courses and supplies.

No Ownership Interests

Except for the rights specifically created by this agreement, (a) Sherwoodtowne shall not have any right, title or interest in or to companies that Joyful Living Services, or any companies Joyful Living Services may establish.

Ownership/Intellectual Property

All materials created by Joyful Living Services, prior to or after the effective date of this Agreement, shall remain the property of Joyful Living Services. Materials created jointly by Joyful Living Services and Sherwoodtowne after the effective date of this Agreement, shall be owned equally by Joyful Living Services and Sherwoodtowne. Joyful Living Services shall be free to duplicate, distribute and sell these materials. Joyful Living Services retains sole ownership and copyright to the name and corporate identity.

Pricing

Pricing for the Canadian market shall be determined by Sherwoodtowne.

Purchasing Supplies

Sherwoodtowne may purchase supplies from Joyful Living Services located at 19950 Sun Valley Road, Colfax, CA, 95713, USA, Phone: 530-878-1119 or 800-704-9800, Fax: 530-878-1119, e-mail: iridology@netzero.net, and web site <http://www.joyfullivingservices.com>.

Receipts

Joyful Living Services will create a receipt for Sherwoodtowne for each course ordered with the student's name for tracking purposes. Sherwoodtowne agrees to create a receipt for each student who orders courses and/or supplies from his/her unless he/she requests Joyful Living Services to handle the entire transaction on his/her behalf. Joyful Living Services reserves the right to charge for this service at a future date.

Recommendations

Joyful Living Services recommends all students continue their study of iridology and the human body before, during, and after the certification process has been completed.

Renewal of Distributorship

Sherwoodtowne has the right to request renewal of his/her distributorship 30 days after its termination. Joyful Living Services reserves the right not to renew any and all distributorships that have been terminated.

Responsibility

Joyful Living Services takes no responsibility for students studying this course until all tests and the final exam have been turned in and passed. Once students have been certified, Joyful Living Services takes responsibility for the certification only and does not take responsibility for the students' performance and consultations while working with clients and customers.

Sales Policy

Sherwoodtowne may sell all Joyful Living Services' courses and supplies beginning November 2007 for the wholesale price listed in the JLS Wholesale Catalog and will pay Joyful Living Services in US funds. The wholesale cost will be paid upfront before supplies are shipped. Prices are subject to change and do not include shipping fees or California state tax. Sherwoodtowne may sell courses in whatever manner he/she sees fit including the internet, door-to-door, word-of-mouth, posters, advertisement in newspapers, magazines, and at expos and other such events. See "Exchange Rate" on page 2 and "Pricing" on page 3 for further information on this subject.

Shipping Policy

Once Joyful Living Services receives an order, Joyful Living Services will drop ship the course directly to the student unless otherwise instructed. Upon course completion, the student should be advised to send his/her test directly to Joyful Living Services. Sherwoodtowne understands that all courses will be shipped directly from Joyful Living Services if orders are within the United States. All courses will be shipped insured and signature required and will be according to agreements made at the time of each order. Supplies will be shipped in the same way if they are ordered through Joyful Living Services.

Shipping Policy – Continued

All items will be shipped directly to the student unless otherwise instructed. Sherwoodtowne will inform each student that he/she will receive his/her course and supplies in separate packages. Joyful Living Services ships each course separate from the "recommended supplies" for each course. Each student should be advised through Sherwoodtowne that shipping takes between 1-3 weeks depending on their location. Students who reside outside the United States will need to allow 4 weeks for delivery. Courses can be expedited for an additional fee.

Student Support

Joyful Living Services is responsible for providing support to each student and answers to questions pertaining to the courses. Sherwoodtowne is responsible for following up with each student to inquire as to how his/her course is going, find out if he/she has any questions pertaining to the current course, and to encourage him/her to continue with other courses once the current course has been completed and successfully passed.

Termination of Distributorship

Joyful Living Services reserves the right to terminate this distributorship at any time without notice. In the event of termination, Sherwoodtowne has the right to request written explanation as to why Sherwoodtowne's distributorship was terminated. In case Sherwoodtowne should decide to terminate distributorship with Joyful Living Services, he/she must surrender any and all materials supplied by Joyful Living Services including, but not limited to, materials which contain the Joyful Living Services logo, and the "DEMO ONLY - Not for Resale" video tape set.

Testing & Certification Process

Joyful Living Services will grade all tests and will create all certificates. Joyful Living Services will ship all tests and certificates directly to the student unless otherwise instructed. Certificates of completion will have Sherwoodtowne and Joyful Living Services' name and logo printed on them.

Transcriptions - Foreign

Joyful Living Services' beginning, intermediate, and advanced iridology transcriptions can be produced for a separate fee. Call for details. These are available upon request only.

Tutors

Joyful Living Services requires tutors to be certified by Joyful Living services only.

This agreement between Sherwoodtowne and Joyful Living Services was entered on:

March 4, in the year 2008 by:

Accepted by:

Sherwoodtowne

Approved by:

Brenda R. Generali, C.N.C.
President & Founder

**CERTIFIED BUSINESS BUILDING ONLINE COURSE - SESSION 10
QUESTION & ANSWERS**

NAME: _____
ADDRESS: _____
CITY, STATE, ZIP, PC: _____
PHONE: _____
FAX: _____
E-MAIL: _____

Please be sure to fill out the information above, complete the test and e-mail or mail it back to us at iridology@netzero.net or P.O. Box 485, Weimar, CA, 95736-0485. We will grade your question & answer session and will let you know if we have any questions or concerns. **Please use a separate sheet to do this assignment.**

1. Please send us examples of your permission forms.