



# Natural Therapies Certification Board

## NATURAL THERAPIES CERTIFICATION

### BOARD NEWS

#### January/February 2013

#### ✚ Top Five Herb Searches

In 2012, over 3 million people visited the National Center for Complementary and Alternative Medicine's website seeking information on complementary health approaches. Though many people were looking for information on particular health topics or specific modalities like acupuncture, yoga, and meditation, the majority sought information on specific herbs and botanicals. The top 5 are:

1. Evening Primrose Oil
2. St. John's Wort
3. Fenugreek
4. Echinacea
5. Aloe Vera

#### ✚ CEUs – Q/A's

The majority of our phone calls centers on two questions: 1} When does my certification expire? 2} How many CEUs do I need? Here are the answers:

1. 20 CEUs are required each year to renew your certification. You may claim three year's back if not previously utilized.
2. Please read the CEUs Guidelines at <http://ntcb.org/types/biofeedback/recertification.html> . For other modalities, it is basically the same. 20 CEUs – at least 10 in your modality; 10 in alternative therapies and/or professional development. When in doubt, just email us!
3. Many of our Accredited Organizations have online webinars. Please check with them and get on their email lists: <http://ntcb.org/training.html>, <http://ntcb.org/types/biofeedback/bioaccredited.html> or <http://ntcb.org/accredited.html>.
4. If you are a *Spiritual Healer*, consider becoming licensed with one of the Spiritual Healer Licensing Agencies: <http://fshlb.com/members.html>
5. *How do I know if I am certified?* You should have an NTCB certificate hanging on your wall and it should have a NTCB number on it. The dates on your certificate indicate how long your certification is valid.

- a. Your instructor or organization may give you a certificate of completion; however you are not certified until you pay your certification and send in your application. This is usually completed during your basic skills training.
  - b. Your certification requirements must be met and documented before we issue your certificate. If you apply before completing your training, we cannot offer you certification.
6. *How do I recertify if my certificate has expired?:*

Go to <http://ntcb.org/apply.html>, print the proper recertification form and follow the application process instructions. You may fax, email or mail in your payment and application. The NTCB does not process certification until payment and application are received. NOTE: If your certification has lapsed more than 9 months, you must be reinstated at an additional fee. With recertification, you keep the same renewal date, no matter when you pay; with reinstatement, you start with a new certification renewal date, but keep your member number.

7. *I already paid for my certification; do I owe any other fees?*

You are required to pay \$200 for the NTCB Biofeedback or Neurofeedback certification exam. You will fill out a Biofeedback/Neurofeedback Specialist application prior to the exam. There is no additional charge to upgrade your certification upon completing your requirements and passing the exam.

8. *What are my requirements?*

The NTCB sent you a letter upon certification indicating what other studies/courses needed to be completed. Otherwise please read the Technician and the Specialist Blueprints on our website.

9. *I completed the Coaching Course, but did not receive my Specialist certificate.*

Your instructor will notify the NTCB once you complete your homework, practicum, and final examination. Once we know, your certificate will be mailed within one week.

## **FAN PAGES**

If you're keeping up with the development and evolution of Fan Pages you already know Facebook started a marketing revolution. Fan Pages are moving onto the Internet as stand-alone marketing tools that really work. Here are the basics:

1. IPX Services prints every good thing that people tell or write you about your services on your Fan Web Site. Think about it. You'll see why you need a Fan Website.

2. Since some of the things people say about you would be illegal for you to say, the trend is using a service like we're providing. You get the publicity, you control the publicity but you do not own it. You're not responsible for all the good things people say about you.

3. The people who do own your Fan Website will protect you forever. Your clients can make any claims you'd like to make. They can endorse you the way you want to be endorsed -- the way you legally can't endorse yourself and your services. Think about it. You'll see why you need a Fan Website.

4. You don't use the person's whole name. You can use nicknames, pseudonyms (fake names that you can back up with a real name), initials, initials and last name, first names only. You want to protect your clients and friends from spam. (Just in case you don't know, most people receive more spam mail and email than regular mail and email.)

5. You can mention towns, states or both -- but you don't have to mention either one. Most people are starting to use the names of states and provinces to protect their clients from spam. If a fan lives in a large metropolitan area, use the name of the central city in that area.

6. If people say these things to you over the telephone, write it down and date it. Keep that note in your "Promotional Materials File" to support what people say about you on your Fan Website. If people write these things to you in a text, e-mail or letter, keep this in your "Promotional Materials File." Keep in mind that Secret Registrations "owns" your Fan Website.

This is redundant backup protection you'll probably never need. But one of the Universal Laws seems to be: "If you have it, you don't need it. If you don't, you do."

7. Associate and Professional Members can create their own Fan Website promoting them and their services. They build this privately and secretly under the watchful eye of three companies: a) the NTA association you join, b) Secret Registrations, and c) Authenticity Verified.

8. Yes, Authenticity Verified will verify your fans publish the truth about you. They will do this under the umbrella of the private association you join -- AASHC, AEOEA, BANA, CHCEA, HCANA, MBACB, NCEAI, NHCEA, NHMEA, NTANA or TNEAA. Think about it. You'll see why you need a Fan Website.

9. This is advertising at its best because other people are promoting you. The people who endorse and promote you are verified but not identified by their full legal name and address. You're protected because you make no claims about yourself or your services. You really do need a Fan Website.

*Reprinted by Permission from Natural Therapies News, Diane Bridges – Executive Director*

### **CERTIFICATION EXPIRING?**

If your certifications are due to expire, 2/28, 3/31, 4/30 ... it is recommended you renew as soon as possible in order to receive your certificates in a timely manner, without a late fee. We do allow a 20 day grace period, but time does slip away. To renew your certification, please go to <http://ntcb.org/apply.html> and follow the instructions. NOTE: please allow 4-5 weeks for processing if you renew by mail.

### **HAVE YOU MOVED LATELY?**

*Let us know how we can find you by sending us your new contact information, including email address, to [ntcb.info@gmail.com](mailto:ntcb.info@gmail.com). Thank you!*

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**Thanks for your continued support and commitment to Natural Therapies.**

Jackie Olsen, Executive Director  
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I will issue the appropriate retractions and apologies.***