

Natural Healing Express Weekly

### Column 274 Natural Healing Express Services Defined

Well, here we go again. I was recently TOLD by someone that I should be doing MORE marketing as “how could my store be in business this long and they didn’t know about it?” Sometimes in life, there are just no good answers that offer a bridge building approach. All I could think to say without harboring disdain was, ya, I guess you are right. And she was. But she has not walked in my moccasins, either.

And as for major marketing efforts, we really haven’t worked that way—yet. My philosophy, probably to the disagreement of certain accountants and business tycoons, is that at Natural Healing Express, we meet the client where THEY are in their healing process. We work from the vantage point of the person, whether they are experiencing a stage 4 disharmony of Cancer or in the beginning stages of the common cold. I guess I haven’t ever been sure how to “advertise” this skill set, besides, “hey we are HERE, and we are really, really, really good at what we do” (even if we do say so ourselves). We do not shove you into a room for 45 minutes and then glance at you for 5 minutes and leave. We commit, and we spend the time.

I choose to believe that God puts people in each other’s paths at certain times according to HIS plan. Sometimes this occurs when re-connecting with old friends or perfect strangers. Or, when you meet someone at the store or waiting in line at the DMV. Sometimes it’s on that walk/bike/run or at a children’s event. Whatever and however, if you can put your trust in the BIG GUY, he will show you truth in the oddest of all places. He will send clarity if you ask and you seek. So, bear with me here and I will share wisdom gained from being in the “right place at the right time”. Wink wink.

Sometimes to the angst of those closest to me, I have a tendency to keep my life pretty flexible, staying available according to need. For the past few years, there have been fairly intense family/close friend reasons that have caused me to be present at hospitals spanning from Monroe to Mayo and even on a few ambulance runs. God Bless your EMT’s btw!

Just looking around at the types of souls in the midst of their healing process can be quite inspiring, especially the children diagnosed with terminal diseases. And to think we get upset not being able to find a close parking space at the grocery! My goodness, we are so blessed if we just take a moment to see what other folks go through. Seriously, like just living in this country for one. But, OMG, I do not want to get into this political saga! Just know many people have died for YOUR right to express your opinion and live in a free society. Respect, patience, kindness, understanding. My Lord, can’t we give it a try? The grass is NOT always greener on the other side of the fence. We live better than most and in God’s country, I think we are in the top 5 percent of everything good. Chill.

Such I am a fairly transparent and direct chick, I often find myself in honest and real discussions. Most of the time it is to help other folks, but sometimes the tables are turned. So, when I found myself chatting with this certain individual who has a similar Type A personality, it wasn’t long before the conversation turned to its given direction and we cut out the small talk.

It went a little like this. “Ya, Susan, I get what you do here (NHE), well, kind of..Well, honestly, I have no real idea, I guess you just give people supplements and they feel better,” he said with a perplexing, don’t kill me smile. And then he looked straight into my eyes -- maybe almost to my soul and asked the 10 million dollar question. “Why DON’T I know? I am a smart guy, tell me the skinny!” And that hit me like a ton of bricks. Here’s a guy I come across at least once a week, in our small Village of Lena, we laugh and joke, and he had, stress the HAD no idea what goes on here at the corner of Center and Main. And, that was MY fault. Just like the Marketing Babe from our first paragraph, he had a valuable point and God had put them directly in my path to send a message. GET THE WORD OUT.

So, in an effect to clarify a bit more on what we do at Natural Healing Express, let’s start with this from our website: At Natural Healing Express we make YOUR health and wellness our highest priority. It is our goal to quickly and efficiently assist you in locating the ROOT cause of your health concerns. It’s that simple.

If you are not FEELING well, come see us. We get paid to keep you HEALTHY, not the other way around!

We believe in and actively practice Bio-Individuality – meaning every client’s health and healing process is as unique as their fingerprint. At Natural Healing Express, we offer top of the line Natural Health services and products. Our products are constantly and consistently researched to help find the highest quality available at the most fair price. Seriously, I spend lots of time finding YOU the best product for your hard earned cash. It’s easy to go to GNC or some big box store and pick up something that has the name of an herb on it. What happens at NHE is that we challenge the labels, we analyze the ingredients and we check manufacturing processes to make sure when we sell you a product, that it will be effective.

And, we know you can go on the internet somewhere and buy some of the same products we carry, sometimes for a little less when expiration dates are approaching. So, do that if you have to, but know you may not be taking things the correct way or in tandem with a product that gives you a full assimilation. And, you take a little away from a small business in a small town. But, I digress.

At Natural Healing Express, we strive to stand beside you and discover what WORKS according to your own Bio-Individuality. We RESPECT your own unique wellness journey. Our professionals strive to meet you wherever you are on your path and we consider no two paths alike. You are special and you will be treated that way.

We provide several modalities for creating and maintaining wellness which include Nutrition and Nutrition Analysis, Herbs, Oils, Supplements, Salves, Tinctures and a host of Natural Alternative and Therapies.

We also have taken the next step and have worked extremely hard to create nutrition in our soon to be opened Café. For weeks now, we have been producing a 6 day Bone Broth. This elixir alone is enormously helpful for nutrients, such as protein and collagen. We are extremely excited to be able to offer this on a daily basis by the cup, especially with amazing tinctures added!

So, where do we begin? In layman's terms, we almost always start with the Nutritional Analysis which takes about 5 to 7 minutes according to a person's metabolism. This computer test gives us a baseline so we can understand where YOU are on your wellness journey. It is painless, easy and sometimes entertaining. The Nutrient Analysis gives us a great insight on what the body is needing/lacking. From there we come up with a wellness plan according to how quickly/aggressively YOU want to return YOUR body to a balanced state.

Our ultimate goal is for each individual to MASTER their own bodies and its processes by utilizing nutrition. And if necessary, soluble, quality supplements. Our goal is to work hand in hand with your allopathic physician/trainer/coach/spouse/parent to create your own specific wellness "team".

We work with professional athletes from 9 states as of today's date. We help many area high school/collegiate athletes. We have clients that are teachers, homemakers, pastors, farmers, factory workers, entertainers and executives. We also have a few that are happily retired.

We have clients with ages ranges from 2-103. They range in residence from New York to Indy. From Nashville to Oklahoma to LA, but most are from right here in God's Country – Northern Illinois, Southern Wisconsin and Eastern Iowa. The place I consider home.

So, get out and see us. Schedule your appointment today. If you call / email for your appointment and mention you saw the article – you can qualify for a "special" for a second person. So, bring out your spouse, your BFF, your mom/dad/kid or team up with a perfect stranger. Doesn't matter to us, but if you mention the article, you will receive a bonus gift.

And, that Café---ALLLLMOST THERE!!! Soft opening this week! Come by THIS Saturday and see for yourself. The Café Phone number is 815 990 8732!!

Enjoy! Hope to see you soon and as always, please contact us via one of the following methods. Natural Healing Express: Phone 815 990 8732, email: [skscham@aol.com](mailto:skscham@aol.com) 204 W Main St, Lena, IL 61048.

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