

Taking Stock: Where We've Been and Where We're Going



Sometimes in our very busy lives, it's a good idea to take a step back and assess where we've been, where we're going, and who's helped us along the way.

So, while I'm taking stock of what we've already accomplished and forming new goals, I thought you might like to share in this insider's look behind the curtain at JoetteCalabrese.com.

What have we done?

Well, we've tried to give you a tiered approach to your

homeopathic education, beginning with plenty of free information – and I do mean *plenty*.

Let's start with your access to our free [weekly blog](#), published every Sunday evening. Use our search function on the website to find existing blogs about a variety of subjects and conditions. I've published this every week for about 9 years, so many conditions have been covered.

Recently, I was excited to announce the addition of my free remedy cards at the bottom of each blog post. These downloadable remedy cards are perfect for printing out and keeping in a recipe file box or notebook, neatly organized by condition.

Won't that be handy when you need to look up a condition quickly? Plus, you can also store the remedy cards as searchable .pdf files on your computer (so that they are available to you offline) or in your cloud drive (so you can access them anywhere).

They're included with all of our new blog posts, and we're close to completing the process of adding them to our older posts as well.

We also offer free audio [podcasts](#) a couple of times a month. I love being able to talk to you directly. And, in certain podcasts, you'll meet some of my readers – just like you.

The podcast is available on almost every medium: Apple Podcasts, Stitcher, Google Play, Android, and TuneIn. Subscribe ... so you don't miss an episode!

Check out my [YouTube channel](#) as well for great video tips and brief explanations of various remedies and the conditions they address.

Plus, there are various webinars and online summits that I participate in quite often throughout the year. We

appreciate your involvement, so we will always let you know about upcoming events.

As if that weren't enough, we also maintain a very active social media presence. I invite you to join our almost 14,000 followers on [Facebook](#) engaging in robust conversations (and that's not counting the additional private groups on Facebook for members who have taken or are currently taking my courses).

We have two twitter feeds – [@HomeopathyWorks](#) and [@JoetteCalabrese](#) with over 19,000 followers between them.

We love our presence on [Instagram](#), where over 2,200 people join us for tips, hints and fun photos. And let's not forget our over 7,700 faithful [Pinterest](#) followers, who keep our helpful hints circulating.

At my website, we also provide a myriad of free [articles](#), [newsletters](#) and a [free community](#) full of additional helpful downloads. On the free community page you'll find research on homeopathy, for those who want verification of homeopathy's efficacy. There is so much available there, that you could take us onto a desert island and never get bored! (Assuming your desert island has excellent wi-fi, of course.)

That's *PLENTY* of free information for you to access, and plenty of places for you to easily stay in contact!

However, if you want to go further – learn more information than offered by the free sources – I offer a second tier. [Gateway to Homeopathy](#) is a very reasonably priced guided-study curriculum with which you can join an existing study group or start one of your own. It's always easier to learn when you learn together with friends.

When you're hungry for even more, invest in my in-depth courses as your next educational tier.

Curious about which course to take? My [Quick Start Guide](#) can help. Each course focuses on a specific area: [Drug-Free Family](#); [Good Gut, Bad Gut](#); [Feminopathy](#); [Survivalist Guide](#); [Allergic!?](#); and [Skin, The Ugly Truth](#).

The amount of information available to you in those three tiers is immense. You may find you can take care of yourself and your family without going any further. Remember also that I have CDs and short books that you can pop into your CD player and make your driving time, learning time.

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The top tier of our educational organization is a private consultation with me, available by contacting our office.

Whew! That's a lot that we have accomplished. But, it's no time to rest on our laurels. It's time to think about where we are going next.

I already mentioned my remedy cards. They've been a huge success already – downloaded over 11,000 times – and we just introduced them on Mother's Day!

Another new endeavor I'm especially proud of is our outreach to native-speakers of other languages.

Our Spanish- and Mandarin-speaking followers will be happy to learn that we are currently in the process of subtitling our YouTube videos into both languages. Our Quick Start Guide to courses is also available in [Spanish](#) and [Mandarin](#).

And, we have a [Facebook presence for Spanish](#) and [Mandarin](#) speakers, as well.

"But wait, there's more!" (I couldn't resist.)

I am so excited that we are almost ready to release my own

Materia Medica. It's a beautiful book that I'm pleased to offer to you as a part of your educational homeopathic library. We'll let you know the moment it is published.

We're also "feverishly" – pardon the pun – working on new a course addressing infections. And, to help you continue your study groups with friends and family, we plan to release a new study guide, *Gateway II*, in the next few months.

We have a lot of irons in the fire. Obviously, there is not enough time in the day for me to have accomplished this all by myself. I am very proud to introduce you to a few of the people who enthusiastically support me in this major undertaking.

Of course, I could not do any of this without my husband, Perry Smith (whom you recently met in a [podcast](#)). He is the machine that keeps the business running.

There's my office staff: Shannon Flint-Hammond works one on one with my clients and keeps me (and everyone else) organized. If you've inquired about courses, you'll have spoken to Eileen Tomasello or Audrey Palmateer who keep all the office plates spinning – and, that is no small feat.

Our social media team members, Courtney Ingham and Nathalie Poling, love interacting with all our followers and brilliantly marketing our new products so that you're always in-the-know.

Lara works diligently with me on new courses and various research projects.

Tracey Davis helps with keeping my blog posts organized.

Carly Streiff is fast working on my upcoming *Materia Medica*, providing its formatting and lovely design work.

There's our roving reporters, Paola Brown and Kate Bechard.

Stephanie Kempka, our support specialist, performs the behind-the-curtain magic with our website!

(Oh, and our furriest team members, Buster “The Bad Office Dog” and Gunner, Shannon’s dog.)

But, I cannot forget to mention one of our most important team members: you!

- You give us ideas for blog posts, for courses, and podcasts.
- You keep us on our toes with your comments and questions.
- You keep us inspired with your success stories.

And most importantly, *you* will be the key to reaching our main goal. In fact, you are the *only way* we will reach our main goal.

What is our main goal? To reach 100,000 households by 2020.

I think of this goal every single day. In fact, I found a thin, narrow rock on the beach on which I drew this goal in chalk. I keep it on my desk. I focus on it every day. And I think of you.

You, dear reader, you have a sphere of influence.

You are an influencer. You touch people every day, and those people touch others, and those people ... well, you get it.

- I’m not asking you to write your congressman.
- I’m not asking you to fight against mandatory vaccinations.
- I’m not asking for anything hard or outside of your comfort zone.
- I’m just asking you to share what you know about homeopathy.
 - Share what has worked for you.
 - Share on social media;

- share with your family;
- share in the remedy aisle in the grocery store.

Our purpose as human beings is to help our families and our loved ones.

If we knew the secret to world peace, would we keep it to ourselves? No. We would share it.

We would have an *obligation* to share it. In the same way, we have an obligation to share what we know about homeopathy. Help me reach 100,000 households by 2020.

Thank you. Thank you for being part of our team.

Well, you know by now that I never like to leave you without a helpful remedy card. So, scroll down to download team member Courtney Ingham's favorite go-to remedy for mosquito bites.

She shared her story in a previous [blog post](#), but I think it might come in handy if you run into any of those little critters during these hot, muggy summer evenings.