

9-Hour Audio Program  
with e-Handbook and Handouts

# "How to Market Your Holistic/Spiritual Practice"

E-Handbook  
by Drs. Phillip Mountrose & Jane Mountrose

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## "How to Market Your Holistic/Spiritual Practice"

### 9-Hour Audio Program with E-Handbook

"Experience this surprisingly enlightening Step-by-Step Program that will bring joy and fulfillment to all of your marketing activities."

*with holistic coaches and Ministers of Holistic Healing [Drs. Phillip and Jane Mountrose](#)*

Welcome to this e-Handbook! Here you will find the Bonus Marketing Sections of this Program plus the handouts. The handouts accompany the information on the audios and are numbered accordingly.

To succeed with your practice, you need three elements:

1. A sufficient number of people interested in what you offer
2. An excellent offering
3. Strategic marketing to let people know about what you have to offer.

Hopefully, you know that there is a need for what you have to offer. Also you are probably good at what you do, and it relates to your life purpose, or you probably wouldn't be so interested in advancing your practice. The final key – marketing – is what we explore in this program. It does relate to the first two pieces as well, in that it will help you identify your niche and specialty and help you to excel with what you are offering.

The conventional wisdom in successful marketing is to have people “know you, like you, and trust you”... and then they want to do business with you. Let's acknowledge the truth in that essential business approach and take it a step further.

As you follow your spirit and build a holistic practice, it becomes more than a business... it becomes part of your life purpose and making your contribution. Then with some solid tools and knowledge, it's much easier to succeed and enjoy the relationships you naturally foster.

We hope this program provides the marketing overview and details you need to make your pursuits a success. The proof will come in applying the information. It took us a dozen years of experience, trial and error, and thousands of dollars of investing in marketing materials before creating this program.

## Creating a Successful Soul-Based Business

Although we gathered excellent information, what was generally lacking was a spiritual approach – the kind of orientation you probably want in your business. So the question that continued to come up for us was, “How do I create a successful soul-based business with integrity, a business I can feel good about communicating to others?” Answering that fundamental question led to creating this program.

We have had considerable experience and success in the energy-healing and spiritual growth fields. We have successfully produced dozens of books, audios and DVDs on spiritual growth and healing, written a popular e-newsletter ([The Soul News](#)) since 1999, worked with many clients over the years, and created different [certification programs](#) on coaching and healing. So we felt well qualified to produce this program. From our experience and research, it became clear that there was a need for people to have marketing material that was spiritually and holistically oriented.

This program provides a strategic, step-by-step approach for building a successful holistic practice. We targeted key elements we think you'll need. Also, the material is delivered within a spiritual, integrative context. Of course, marketing and technology continues to evolve, so keep that in mind as new things come across your path.

As we mentioned in the Bonus Section in this e-Handbook:

We aim to bring the same sense of joy, excitement, and wholeness to all of the activities we perform in relation to our professional practice. This was a challenge when it came to marketing until we were able to put together enough pieces of the puzzle to be able to create a comprehensive spiritual approach. This has made a world of difference to us and created previously unimaginable enthusiasm for the subject.

Of course as you become excited about sharing your offerings, you will attract others who will be excited about receiving them. To that end, we have created a core program, one that we hope you can use in a way that you feel good about.

To make the most of this material consider the following. Review the program more than once where needed. Go at your own rate. And apply what is right for you, what aligns with your deeper purpose and soul promptings... which leads to joy and fulfillment.

If we can help you in any way, please [contact us](#). Enjoy the program!

*Drs. Phillip and Jane Mountrose*

Co-Directors of Awakenings Institute

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SECTION 1:  
BONUS MATERIAL ON  
HOW TO BUILD A HOLISTIC PRACTICE

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## I. BUILDING A HOLISTIC PRACTICE

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[These Bonus Marketing Sections were adapted from *Awakenings Holistic Coaching & Healing Manual*, which are used in the [Certification Telecourse Program](#).]

First, ask yourself the following foundational questions:

- Who do you want to help?
- How do you want to build your practice?
- How does this picture fit into your life as a whole?

This section helps you to build this foundation and the next section provides information about marketing your services to get your message out to the world.

### A. CONNECTING WITH YOUR PURPOSE

It all starts with your mission. As you consider your professional development, you want to understand your life purpose, which you have opportunities to explore in a variety of ways during this program. As with our example, it involves utilizing the unique talents and skills that are the most joyful and exciting in doing something that enriches your life and makes the world a better place.

You probably feel guided to move forward and help others in your unique way, so we know that you are on the right track. As you connect more with your guidance and clear the blockages that mask your magnificence, your path will become increasingly clear.

### B. UNDERSTANDING WHAT WORKS IN THE REAL WORLD

As you likely know, we are big believers connecting with spirit and the realm of infinite possibilities to manifest our dreams. We use the techniques described in our book *Manifesting Your Dreams With EFT, SK, and More*, which is the subject of one of the courses in our Holistic Coaching and Healing Telecourse Certification program, and regularly request assistance from the universe to help us to make our dreams a reality. We also know that we need to match our spiritual work with action on the physical plane.

We've known some wonderful, talented spiritual people who have set out to start a new practice, publish a book, or open a spiritual practice. They devoted a lot of energy to create their offering, then, saying that they didn't like the marketing part, asked their guides and angels to market it for them. They waited and nothing happened and, sadly, their dreams died. We don't want to be spoilsports; miracles are always in the air and anything can happen.

We also believe that we are here to address the challenges we face, knowing that we will grow from the experience. As the saying goes, "Trust in Allah, but tie your camel."

Many people who enter holistic fields look at the traditional therapist/doctor model of opening an office and building a practice through referrals and advertising. Some people have success with this model, and some even build entire practices on referrals from doctors, chiropractors, and other health professionals.

At the same time, the world is changing and you have an opportunity to take a much larger view. The model we found to be more effective is to open to the world as your clientele through the internet and build a global healing practice. Connecting with people all around the country, and abroad is exciting and provides millions of prospects.

We were just lucky, guided, or both when we created our first website, started writing an e-newsletter, then started writing books in the late 1990's, just as the internet was emerging and changing the way business is done. Through our books and e-newsletters, we were able to create affiliations with people around the world and develop a thriving holistic practice. With a minimal expense, the internet can allow you to reach thousands of people every month.

## C. PREPLANNING

As mentioned, before you start out as a holistic practitioner, you first need to decide how you want to use the skills you have acquired. This is a critical stage in establishing a practice, because all of the steps that you will take down the road need to be leading toward an established goal. It will certainly evolve as you go along, but studies have shown that success is directly linked with having a well established direction.

Some things to consider for successful preplanning:

- **What is your goal?** Awakenings' programs focus on helping you to connect with your purpose and this is essential. From there, you can develop a "Mission Statement" that summarizes your dream or vision for how you plan to help to make the world a better place.

- **What kind of lifestyle do you want to create?** When we first planned our practice in the late 1980's, our dream included four key elements, which coach David Wood calls "the four freedoms." We suggest reflecting on each of these items and producing written goals for the lifestyle you want to create. This will help the universe to align with your intent. The "four freedoms" include:
  1. **Emotional Freedom:** We wanted to be out of the "herd," to be free of employers and others who would want to control us.
  2. **Time:** We wanted to be able to manage our time, not be tied to a rigid schedule or working long hours because we were trading time for dollars. One key here is to be thinking about ways to produce passive income, like selling books, ebooks, supplements, audios, videos, and more.
  3. **Abundance:** We wanted to be generously supported by the universe.
  4. **Geographical Freedom:** We wanted to be able to live where we want to live.
- **What is your time frame?** Do you want to start part time? What is your general plan and, without knowing the details of what the universe has in mind for you, how might you phase yourself into your ultimate dream?
- **What is the focus of your practice?** It's difficult to be everything to everyone. Successful coaches and healing practitioners consistently recommend developing with a specialty. Holistic Coaching and Healing offer a wide range of applications from the basics like life coaching, weight management and stopping smoking to personal growth, success in business, pain management, past life work, relationship and family coaching and healing, emotional clearing, health and vibrant living, life transitions (career, divorce, death of a spouse, etc.), performance coaching, and more. As you connect with your soul's joy, also focus on two or three areas that you would enjoy as specialties, so you can get to know your prospects. With several options, you can test the waters and find out which one or ones work best for you, rather than putting all of your eggs into a single basket.
 

You may have an opportunity to establish yourself as an expert in your specialty, based on previous experience or opportunities that present themselves. Be sure to watch for these opportunities. Being an established expert is very beneficial, because it lends credibility to your work.
- **Where do you want to locate your practice?** With the opportunities that are available in our technological world, your practice can be worldwide and you can have your office in your home if this is preferable to starting with the expense of an office. Depending on the lifestyle you want to create, you may never need an office or you can create one in your home.
- **How will it work for you financially?** You need to be realistic about your cash flow, so financial planning is a must. At the same time, realize that the most successful people take educated risks to realize their dreams and keep a realistic balance.

- **Do you need to add skills or practice** your skills further to be able to help people in the ways you have imagined? If so, you can develop a plan to accomplish this.

Once you have a viable plan, you will have the clear intent to propel you forward and your next steps will come into focus. Soon, you may be ready to get into the nuts and bolts: setting up an office.

## D. SETTING UP AN OFFICE

Whether you dream to work out of your home or to create a separate environment, you will need an office space. In addition to staying within your financial means and finding an appropriate location, the office needs to meet several different needs.

First, you need to provide a healing environment that is conducive to achieving altered states of consciousness where you can meet with clients and/or do phone sessions. This will make your coaching and healing work much easier. Some of the best ways to provide a relaxing, creative environment include the following:

- Comfortable seating
- Relaxing colors
- Suitable music
- Objects from nature; like plants, shells, photographs, etc.
- Items of art like paintings, sculptures, etc.

You will also need an area for doing business tasks like administration and computer work.

Other considerations include:

- **Maintaining a Professional Appearance:** Your physical appearance helps to create “the mood” when you are seeing clients or doing presentations. In most cases, you will want to look professional, and at the same time relaxed, since a comfortable appearance will put the client at ease. If you wearing a business suit and are working with clients who are in casual attire, the clients may find it difficult to relate to you and may find it more difficult to relax.

As with many things, there are exceptions. The most appropriate attire will depend on the type of clientele you have. If you are working, for instance, with people in a hospital setting, with doctor referrals, the doctors and patients will probably feel most comfortable if you look and behave like part of the medical staff. Or if you are working with business executives, you may want to look like one of them.

- **Keeping Accounts:** It is necessary to establish a system for keeping track of your income and expenses. The assistance of an accountant who can tell you what information is required at tax time may be a worthwhile investment. At the very least, you will want to have a plan in place for how you can manage your income and expenses and earn a profit.

- **Fee Structure:** There are different approaches to fees. Many holistic practitioners charge by the hour or by the session. Whatever you decide on, it is important to be sure that the client understands the arrangements before the first session and that your fees are consistent. Include a policy for missed appointments or arriving late to a session. Healthy boundaries are essential for maintaining healthy client relationships. Note also that we discuss fees in more detail on the marketing audios.

## E. LEGAL RESPONSIBILITIES

Remember as you examine the business side of your practice that there are different laws in different areas that regulate practitioners. We can't know what the laws are in our area. Whatever services you provide, realize that you are responsible for complying with all federal, state, and local laws and regulations that govern your practice.

Be particularly aware that in the rare case when a complementary practitioner runs into legal problems, the most common charge is practicing medicine without a license. Practicing psychology without a license is also forbidden, including the use of the words "psychologist" or "psychology" in describing yourself or your services. This even includes describing yourself as a "spiritual psychologist."

As complementary practitioners, we generally provide an Information Form that describes our services and have our new clients sign it, so we have a record showing that they understand what we are doing. You can find a copy of this form at the end of this section. You can customize it for your specific offerings, local legal requirements (if any), and approach.

## F. PROFESSIONAL AFFILIATION

We highly recommend joining a professional organization that can support you with the professional side of your practice. Our organization of choice is the International Hypnosis Federation (IHF). This open-minded organization is spiritually oriented, very supportive, and, unlike what the name implies, accepts members who practice all forms of alternative healing. IHF also provides a newsletter and has an annual professional conference. You can find them on the internet and mention that you are affiliated with us.

### Practicing as a Minister

We have practiced as Ministers of Holistic Healing since 1996, and we find this to be a good fit for our practice, since we have a spiritual mission. With the separation of church and state in the United States, being an ordained minister is appropriate for those who wish to provide holistic coaching and healing to others. We find it to be a

wonderful fit for us and it can help with the legalities of your practice, including the use of the techniques covered in this program.

In every state in the United States, as part of your ministerial and congregational duties as an ordained person, you may perform work of a psycho-social nature, exempt from licensing requirements. This includes laying on of hands, and touching others may be a part of your work. Practicing as a minister in the United States also specifically permits you to use methods for curing the sick that are in alignment with your spiritual beliefs.

## G. CODE OF ETHICS

Healing professionals generally work with a code of ethics. Your soul's wisdom can guide you to take appropriate action in your professional practice. We also provide the Code of Ethics of the International Hypnosis Federation here as an example of areas to consider as you reflect on maintaining high ethical standards for your practice.

Hypnosis Federation members adhere to the following Code of Ethics and each agrees to abide and be accountable to the following ethical principles. The IHF reserves the right to suspend or cancel membership to anyone who, in their judgment, does not comply with these standards:

- **Human Welfare:** Each member promises to honor the holistic well-being of the individual and respect every human's innate ability for personal expression, introspection, wellness, enlightenment, and joy. Our members are courteous and any abusiveness is strictly prohibited.
- **Positive Programming:** Each member agrees to provide verbal and nonverbal positive programming and related techniques in hypnosis and in any of their other respective specialized professions.
- **Modality Interaction:** Each member agrees to work together with others to broaden and improve all uplifting mind, body, spirit, and joy modalities. Each member's specialties are to be celebrated.
- **Legal Conformity:** Members shall observe the professional ethics of their conscience, specific affiliations, training standards, and the laws of their city, state, country and province. IHF members agree to follow the regulations that are required for their individual profession(s). Alternative health care providers will disclose that they are legally practicing their distinctive profession and are not licensed health care providers.
- **Advertising:** Members agree to proudly inform and educate the public about the fine work they do. They publicly proclaim the good results of their fine work and are truthful in their advertising by not overstating credentials or making unsubstantiated claims.
- **Confidentiality:** Members agree to maintain the confidentiality and privacy of information shared during client sessions as is acceptable under the law.

- **Good Standing:** Members must be of high moral character, conduct themselves and their practices in a professional, ethical manner, and meet their financial dues obligations.
- **Education:** Members adhere to high standards of training and continuing education. IHF members receive continuing education at our annual “It’s All About You Conference” (in March) and by taking classes and studies at chapter meetings, seminars, and regional events. IHF recognizes or approves schools of instruction who provide a full curriculum and instruction in the theory, methods, practices, and applications for that specific field of study. Any school or teacher who claims IHF recognition and/or approval must be approved by the IHF and be a current member in good standing and honor the morals and ethics. IHF trained instructors agree to teach the IHF curriculum.

**Each IHF Professional Member Affirms:**

I believe in people’s innate ability to know and communicate their truth. My job is to hold the mirror so others may reflect on their heartfelt solutions, success, wellbeing and happiness. I agree to abide by the following Code of Ethics:

- I honor the holistic well-being of the individual.
- I work with others to broaden and improve the use of uplifting Mind, Body, Spirit, and Joy generating modalities and to further the good name of the “power of suggestion,” “hypnosis,” and other fine tools for the public welfare.
- I observe the professional, legal, and ethical standards of my professional affiliations.
- I use positive programming and related techniques in my respective areas of professional competence.
- In providing and representing professional services, I make valid claims and accurately state my credentials.
- I maintain the confidentiality and privacy of information shared during client sessions as is permitted under the law.
- I am honorable and of high moral and ethics.
- I regularly learn and strive to expand my wisdom and knowledge.

## H. CLIENT INFORMATION FORM

The following is the Information/Disclosure Form we use.

In their personal consultations, Drs. Phillip and Jane Mountrose serve their clients as Ministers of Holistic Healing with Awakenings. The focus of their consultations is on helping these clients to optimize their potential and realize their dreams and goals, through the integration of the body, emotions, mind, and spirit.

The exact nature of the services provided depends on the clients' stated goals and may include some or all of the following:

- **Physically**, services may include helping clients to create vibrant physical health and wellbeing.
- **Emotionally**, they may include helping the clients to clear stuck emotional patterns and open to a more joyful existence.
- **Mentally**, they may include helping clients to release limiting beliefs and negative attitudes and open to the freedom of their infinite potential.
- **Spiritually**, they may include helping clients to transform judgment to unconditional love, free their expression of themselves and their true divine purpose, clarify their higher vision and intuition, and open to an awareness of the soul and higher truth.

The Mountroses' holistic services generally include a combination of the following approaches:

- **Holistic Hypnotherapy**
- **Spiritual Counseling**
- **Spiritual Intuition**
- **Energetic Healing**
- **Holistic Support**

To facilitate integration, clients may also be taught the use of self-help techniques to assist in achieving goals and resolving issues.

These holistic services include methods used in support of the client's physical wellbeing and the care of the sick in accordance with the religious tenets of the Ministers. These methods are not intended to replace professional medical diagnosis and treatment, as Ministers of Holistic Healing are not licensed physicians. The Mountroses do not recommend substituting their services for the professional services of a doctor, psychologist, or psychiatrist. The Client is advised to consult his or her medical health professional regarding any aspect of the consultation that relates to professional medical care.

I, the undersigned Client, acknowledge that I have been advised of the foregoing information, and that I have been given a copy of this “Client Information” form.

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NAME

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DATE







1. Predatory Marketing
2. Clueless Marketing
3. Spiritual Marketing

We have all had experiences with predatory marketers, who will say just about anything to get your money. This ego-driven approach is the image we started with when we thought of marketing. We knew that we couldn't use this model, but we didn't know a better approach. This put us in the second category and we became clueless marketers, who lacked an effective way of letting people know what we were doing.

Without knowing a soul-based approach, this is where spiritual practitioners tend to end up. This approach is generally as effective as learning to drive a car by first driving on the freeway, producing more frustration and confusion than anything else.

Fortunately, there is another option, an effective, informed approach that is soulfully guided with the goal of helping prospective clients to make positive changes, live more joyful and fulfilling lives, and join us in making the world a better place. This is spiritual marketing. As an overview, the focus is on freely helping others and, if they are interested, telling them more about your services.

You have the opportunity to touch prospects in positive ways, so the experience is good for them, and the process is joyful for you as well, since you are realizing your purpose of helping others. If your prospects want to know more about your services and participate in your offerings, they can. If they are not interested in knowing more, that is fine, too. It's a win-win approach that brings more light into people's lives.

Thinking of these different forms of marketing and our approach to everything we do, we notice if what we are doing makes us feel more joyful and whole or more fearful and disconnected. Spiritual marketing makes us feel more joyful and whole. In fact, we now jokingly refer to the experience as "finding God through marketing."

This may sound silly, but what anyone who has started a business or private practice of some kind knows, it inevitably brings up all of your fears and feelings of inadequacy. Fortunately, with this program, you have ways to eliminate them.

In this section, we are drawing on a number of resources we have come across over the years and especially recommend that you read the book *Spiritual Selling* by Joe Nunziata, who describes his version of the three approaches to marketing and much more. We are also drawing on approaches presented by Christian Mickelson and Robert Middleton. You can find out more about their work in Appendix H, Resources.

## D. MARKETING AND ALCHEMY

We view the marketing journey to be much like the study of alchemy. Alchemists over the ages pursued this study, drawing on their dreams, visions, and revelations to guide them in the discovery of the magical process of turning base metals into gold. Along with the physical transformation they sought, they also consciously underwent a process of spiritual transformation.

In a holistic sense, with everything being connected, anything we seek to manifest in our lives has a parallel process of spiritual growth. So the pursuit of spiritual marketing involves both learnable approaches and the need to draw upon your dreams, visions, and revelations to guide you, with the ultimate goal of transforming both your external and internal worlds.

With spiritual development as an integral part, we start with the most common pitfalls. The reasons most holistic/spiritual people don't want to discuss their products or services include the following:

- fear of exposure
- the belief that it is wrong to charge money for something spiritual
- fear of being seen as pushy
- fear of having to be disingenuous
- fear that others will think badly of them.

To progress, you have to develop psychological strength, which is discussed in Section I of this manual. This allows you to get to know yourself in new ways, clear these fears, along with any other blockages you encounter, and build your confidence. Then you can present yourself in a joyful, clear, and positive way that is truly representative of the wonderful services you offer.

As a note: our Holistic Coaching and Healing Telecourse Program provides a wealth of opportunities to expand your possibilities. Along with clearing, we present tools for expanding your sense of who you are and for spiritual marketing throughout the program, so you can set your course to success when you graduate, or even before graduation.

## E. LIFTING YOUR ENERGY

Connecting with the positive, elevated reality of the soul is an integral part of any healing or coaching process. The elevated vibrations connected with feelings of love, wholeness, and with the joy of being alive support us in making our dreams a reality.

In *Spiritual Selling*, Nunziata mentions an essential point that you need to keep in mind moving forward. There will always be plenty of people who will gladly tell you why you can't reach out of the norm and do something extraordinary, while there will be few who will support you and validate that you can.





3. **Establishing Familiarity:** This is where the personal touch comes in. We encourage people to contact us to discuss their needs and goals, so we can get to know each other and tell them how we can help them. Repeated contact also creates familiarity, as with people who receive our enews letters every month. After a period of time, they feel that they know us.
4. **Providing More Information:** With familiarity established, you are ready to find out if your prospect is interested in your services.

Note that these four stages may not always be strictly defined, and in some cases, you may just connect easily with a prospect the first time you meet. In such cases, there is no reason to hold back, just notice how the prospect is responding and move at his or her pace. Or a person may read an article you wrote in a local magazine and immediately want your services. Again, be attentive to the prospect.

We recently had a terrific example of what not to do. Phillip did a radio interview with a woman we will call Doris. After the interview, Doris offered some suggestions about how he could present himself more effectively, which he appreciated. Being open to improvement, Phillip later contacted her and inquired about having a consultation with her to receive more feedback. Her response was that he was fortunate, because she had several openings in her coaching practice and she could offer him three months of coaching for \$2,000.

Phillip was completely surprised by Doris' response, since he was inquiring about a single consultation to receive further input on improving his interview skills. Without knowing why he would want to have three months of coaching for \$2,000, he was not in any way intrigued by the offer. In fact, it was out of step with his stated interest and Doris had provided no explanation about why he would want to accept this offer.

The lesson here is that going up to someone out of the blue and offering your services may be too big a jump for most people. First they want to know who you are and have a sense that they can trust you. They also want to know that you can help them, so establishing yourself as an expert in a specific area with a track record of successes is a plus.

## G. TYPES OF MARKETING AND PROMOTION

As a Holistic Practitioner, it is important to have a nuts and bolts plan of how to market your services to the public. This is an area where many talented healing professionals fail. As with all other aspects of the practice, the types of marketing and promotion need to be carefully aligned with your mission, the goals you have set, and the type of practice you want to have.

Here are some ways to get your message out to the public:

- **Your Self:** As mentioned earlier, of all the tools you have, you are your great-

est asset. Getting to know people and developing relationships is the most important ingredient of any marketing program. In fact, with Holistic Coaching and Healing being people professions, we have found that people want to get to know us. This can be in person, where possible, and through any of the other ways described here. Repeated contacts are preferable, as with email newsletters, which allow prospective clients to get to know you over time. Then they will be much more likely to be interested in your services.

- **Website:** With the increasing popularity of the Internet, having a presence there is a wonderful and economical way to literally let the world know about you. We highly recommend having a website, which provides an astoundingly economical way to get your message literally to the world.
- **E-mail Newsletters:** Along with a website, having a free e-mail newsletter is one of the best ways to develop a list of contacts who may be interested in your services and products. Your newsletter can help many people who may not be able to avail themselves of your services. It also establishes regular contact with your readers and allows you to offer your services to those who may not be able to work with you directly. As with a website, you can communicate your message worldwide through your newsletter. Over the years, we have attracted readers on all seven continents.
- **Yellow Pages Advertising:** Some people find this useful, but it hasn't worked for us. This may relate to your specialty and how to connect with people in your niche.
- **Free Advertising:** Craig's List provides free advertising on the internet. Calendar listings, interviews on radio, press releases, free introductory events, and support groups also provide ways to let people know who you are and what you are doing. With a website and a newsletter, much of your other advertising can be free.
- **Paid Advertising:** We have found that small calendar listings in local magazines can produce results that equal larger ads at a fraction of the price. As with yellow page ads, the key is to find ways to connect with your prospects. The only paid advertising we currently use is calendar listings, and some of them are also free.
- **Teaching Classes:** This can be used to help build a successful practice, with classes such as support groups, self-hypnosis workshops, past-life workshops, self-coaching classes, stress management, stopping smoking, and weight management.
- **Presentations:** Organizations like church groups, singles groups, hospital associations, professional associations, etc. hold regular meetings and are interested in finding speakers who can offer new information to their members on relevant topics.
- **Radio and TV:** Consider presenting yourself to a larger audience on the radio. There are internet radio websites that do interviews and place them on their sites.
- **Other Internet Options:** New internet options for creating associations and



thinking “Why should I be interested?” Describing the pain you can remove is more likely to start a conversation. You might expect a response like “Wow, that sounds interesting. How do you do that?”

2. **Describe your solution.** The prospect may now be thinking “Sounds interesting. Could this be for me?” so you want to provide more. “I first teach some effective state-of-the-art relaxation techniques and follow up with easy ways that you can shift into living at a comfortable pace, so you can enjoy each day.” As you describe the solution, the prospect may think “This is exactly what I am looking for.” Now you are getting her attention.
3. **Tell a story.** Following up with a story brings the message down to earth. It answers the question “What results could I expect?” Use the best story you have. “I have a client who was at the end of her ropes with all of the demands on her with a full-time job and a family. I helped her to learn ways to stop the momentum, then determine how she could take control of her time, rather than just responding to all the demands others were making of her. Her life turned around completely. Now she is enjoying her life in ways she couldn’t have even imagined a month ago.”
4. **Give yourself credibility.** Describe your credentials. This is not the time for modesty. You want to answer the question “Who else has used this service and what were the results?” If the prospect has connected with what you offer, she will be wondering if it can work for her. If you were doing stress management, you might say “These types of problems are quite solvable. I have helped scores of people to completely turn their lives around.” When you start, you can’t say that you have worked with hundreds of people, so you might say “The approach I use is so effective, thousands of people have turned their lives around with the techniques I use.”
5. **Describe your process.** Now you are seen as a person with real solutions, so this is the time to describe what you do. You are answering the question “How does this work?” with something like “I am a Stress Management Coach. I generally work with people on a weekly basis to get right to the heart of the problem and ...”
6. **Take action.** If the prospect is still interested, be prepared with a follow-up. She may be wondering what to do next. You may offer a free session, offer to email a related article or brochure, put her on your newsletter list, and so on. The key here is to always have a follow-up in place for the end of any interaction.

Of course, in a one-to-one conversation you will have an opportunity to personalize the message more by asking effective questions. We describe the details on the audios, along with ways to implement this sequence on your website, on flyers, and so on.

Referring back to the clueless marketer, you can see that it is very easy to fall into the trap of saying the wrong thing at the wrong time. Throughout the program, we will help you to develop the confidence and the skills you need to market your services effectively.

## Getting Started

When you are ready to make your debut, we suggest just doing something. Often the most difficult thing is starting. We started by offering individual sessions on a donation basis and the donations continued to go up until, within a month or so, our clients were voluntarily offering to pay the fees we planned to charge. This got us going. Soon we added some classes and other ways to get to know people. When we learned EFT, we found doing demonstrations at local metaphysical bookstores to be fun and a good way to find clients.

### I. PRESENTING YOUR SERVICES AND SETTING YOUR FEES

We discuss both of these important subjects on the audios. Here are some keys:

- **You need to feel comfortable with giving and receiving** to be able to give freely of yourself and graciously accept when others offer to give. If this is a challenge for you, you can do some clearing. You can also practice giving things to people freely, without expectation, and graciously receiving whenever others want to give you something, with the assumption that they want to give freely without expectation. If others have expectations, your gracious receiving can provide them with opportunities to address their expectations and come into balance with giving and receiving.

**Package your services as you would recommend them to clients.** Remember that you are the expert and that your clients don't know what it is going to take to succeed with their goals. We started by offering single sessions and we generally had single session clients. It was frustrating for us, because we knew that many of them needed a series of sessions. It was probably frustrating for them, too, because we didn't help them to get the results as quickly as they expected.

Then we learned to manage expectations with offerings of a series of sessions at a discount. As soon as we started to offer this discount package, most of our clients chose to have a series of sessions rather than a single session. It was comical to us that we had spent so much time trying to help people to meet their needs in one session. We had lacked the skills we needed to guide our clients to commit to doing what it takes to succeed.

The same goes for coaching. If, for example, you are offering diet coaching, you want to offer a package of sessions that matches your program. We used to offer a 6-session program for our 6-part diet program. Clients could choose to have the sessions every week or every two weeks, depending on how quickly they wanted to advance. Those who followed the program generally succeeded in losing weight and they also had the option to continue longer at the reduced rate if they wanted more support.

- **Whatever you charge, you need to feel comfortable discussing fees and accepting payments.** We have done some clearing on this ourselves. If you

think your clients cannot afford your services, they won't be able to. You will likely attract people who will complain about the price and bargain for more. We aim to charge a fair price for our time and know that the universe supports people who reach out to make positive changes in their lives.

- **You have the option of offering discounts to clients to fill your practice** as you are getting started. This may allow you to get more experience and help more people. Similarly, you can consider offering special prices when you try new things.
- **Aim to attract clients because you can help them to achieve their goals,** not because you are the cheapest person in the phone book. This generally involves a process, as we have discussed, of allowing your prospects to get to know you. We follow up with more on this below.
- **Never discuss fees before you are ready.** First, you have to know what your prospects want and what is holding them back, so you know what to recommend. You'll find a format for the process we use below, where we discuss introductory discussions and sessions. When prospects understand the value of how you can solve their problems or help them, the money becomes relative.
- **Consider having a special offer for those who decide today or as applicable.** This can include offering a special price for those who sign up for a class you are teaching on the evening of an introductory presentation or a special price you list on your website for the first 10 people who sign up. The fact is, we all look for bargains and offering a savings is a good motivator for those who have difficulty being decisive, which includes most people.

## J. OFFERING INTRODUCTORY SESSIONS

In the Spiritual Marketing audio program and handouts, we suggest that you explore the introductory sessions information. It outlines a process you can use to provide introductory sessions, to enter discussions with prospects who inquire about your services, and for offering sessions at expos. We sometimes offer these types of sessions for free or for a reduced fee. At an expo, you could offer something like a mini-session to help participants to explore their life purpose. These sessions allow you to find out more about the prospect before discussing fees.

The concept behind this offering is to provide something of value to the prospects and tell them about your services if they are interested. If they are not interested in your services, you end on a high note, having helped them. Here is an overview of the process:

1. **Create rapport.** This is just a matter of taking a couple of minutes to let the prospect unwind and settle in to the conversation.
2. **Determine the prospect's goal.** This could be anything related to your services, such as realizing his or her purpose, overcoming a weight issue,

improving performance, and so on. When we offer sessions, we generally provide the topic and describe it in our introductory email.

- 3. Help the prospect to understand what achieving this goal will do.** Now you want to make it real by asking a series of questions that will help the prospect to experience it. We also have the goal here of helping the prospect to expand his or her sense of what is possible. This becomes exciting, as the prospect opens to new possibilities.
- 4. Find out the challenges that are holding the prospect back.** These are the reasons for hiring you, so you want to bring out as many challenges as possible. Many people are not clear in their own minds about what is happening, so this may be enlightening for the prospect.
- 5. Help the prospect to quantify the cost of staying where he or she is now.** As not realizing one's purpose may lead to feeling depressed, envisioning realizing her purpose makes her feel vibrantly alive. Now the choice is life or slow death, which brings the importance of the decision into focus.

You need to determine the best way of measuring the value of the services you are offering. The goal is to help the prospect to see that staying stuck is no longer an option. Some people may not be there yet and may need help to get to at this place, as with being committed to lose weight. The next option in this case may be that you could explore how you could help her to gain the commitment she will need to succeed with her goal.
- 6. Turn the challenges around by helping the prospect to experience the joy of moving beyond his or her challenges and reaching the goal.** This creates a new found sense of freedom, which the prospect will want to have. From here on, if the prospect wants to learn more, your job is to assure him or her that you can help.
- 7. If the prospect is interested in finding out what you have to offer, describe your product or services.** Once we have completed the exploratory part of the session, we ask if the prospect wants to hear about our offerings.
- 8. Explain how your services will help with the prospect's challenges and goals.** Here you need to let the prospect know that your services will help him or her specifically. You know the prospect's challenges and you can address them directly.
- 9. If the prospect is still interested, explain your price options:** Now you are ready to talk about your prices. If a prospect asks about prices earlier, we tell him that we need to know more about his situation first, or that we need to give him more information about what we do first. If a prospect only wants the price, he may not be right for you.
- 10. Accept payment.** Here, it helps to be able to accept credit cards.

There are subtle nuances to this process and we recommend purchasing the audio product by marketing specialists Christian Mickelsen and Robert Middleton, which



- **And more ...**

## **L. GOING FORWARD**

You will find much more information in the Marketing Audios on the website and in the accompanying handouts. As you progress with marketing, also remember to incorporate the inner work with the goal of matching each effort you make in the 3d world with tools for manifesting your dreams in your inner world and with requests for assistance from the higher realms.

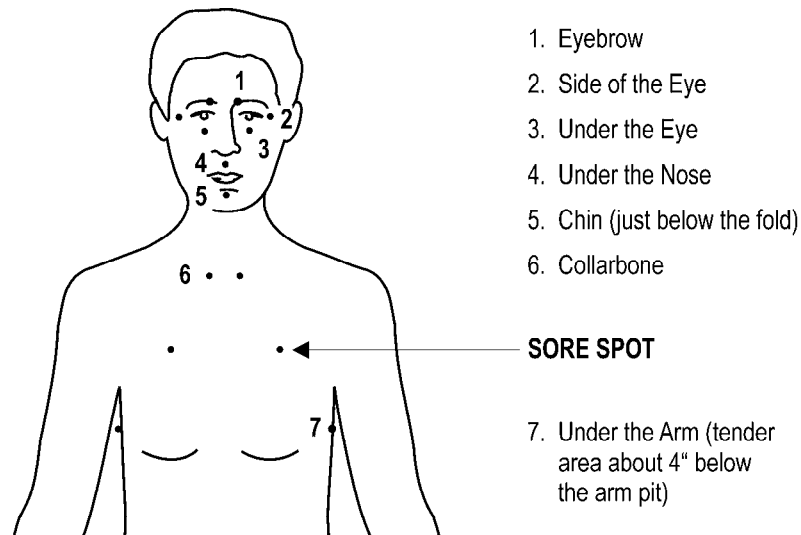




## 1.2: The Short EFT Sequence (Emotional Freedom Techniques)

From *The Heart & Soul of EFT and Beyond...* by Drs. Phillip & Jane Mountrose

1. **THE SETUP:** Focus on bringing an emotion issue into your awareness in the present moment. The key to the success of this process is to feel the emotion and set up the blockage in the meridian system.
2. **THE EVALUATION:** When you have brought the emotion up to its full intensity (or whatever intensity feels comfortable), evaluate how strong it feels between 1 and 10.
3. **THE AFFIRMATION:** While rubbing the “tender spot” on the chest (see the diagram below for location) in a circular fashion, repeat the following affirmation three times: “Even though I have this \_\_\_\_\_, I deeply and completely accept myself.”
4. **THE TAPPING SEQUENCE:** Using your index and middle fingers, tap with a medium pressure about 7 times on each of the following meridian points in the order shown on the diagram while repeating the following short phrase once at each point.: “This \_\_\_\_\_”



Note: You can tap on the points on either side. It doesn't matter which you use.

5. **THE REMINDER:** When you have completed the tapping sequence, take a moment to focus on the emotion again and notice how it feels. Evaluate it again between 1 and 10 to bring any difference in your experience of the emotion into your awareness.

In some cases, the intensity of the emotion may be down to zero after going through the sequence one time, but more often, it will be between zero and the original intensity. You may also notice that it has a different quality. It may even have shifted to a different emotion altogether. In most cases, the process needs to be repeated to be completely successful. The number of repetitions depends on how many aspects there are to the pattern. Each time you repeat the process, the key is to change the way you describe the emotion.

# 1.3: Your Marketing Reality

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We create our reality in every moment with our feelings and beliefs. We call these feelings and beliefs our “Ground Rules,” and we describe them in our book [Manifesting Your Dreams with EFT, SK, and More](#). Each of us created the Ground Rules we currently live by and we can change them.

In the left column below are some examples of common limitations and in the right column are new ways of viewing them. In the middle area, note from 1 to 10 how strong each limitation feels to you. Reframe each one with the New Ground Rules and notice the difference. You may want to write your own list of Marketing Ground Rules or use the ones provided here as the foundation for your view of your marketing reality.

<b><u>OLD GROUND RULES</u></b> Fears and Limiting Beliefs	<b><u>INTENSITY</u></b> from 1-10	<b><u>NEW GROUND RULES</u></b> Positive Affirmations and Infinite Potential
<b>OVERVIEW: Life is difficult and marketing is even more difficult.</b>	_____	<b>Anything is possible and miracles are happening now in all areas of my life.</b>
Fear of Exposure	_____	People around me are friendly and receptive. I look forward to having opportunities to touch others in positive ways.
Fear of appearing to be pushy	_____	I offer my services in joyful ways that honor all involved and make positive differences in peoples’ lives.
Fear of having to be disingenuous	_____	I am blessed to have something to offer that I believe in.
Fear that others will think badly of you	_____	I interact with clients in ways that make them feel better about themselves and their lives.
Fear of rejection	_____	I have wonderful gifts to offer and know that there are people who would benefit from hearing about my services.
Fear of failure	_____	I know that I am succeeding as I touch others in positive ways.

Fear that people won't want what you have to offer	_____	I understand the needs and desires of my prospects, and find positive ways to help them to meet these needs and more.
Fear of being boastful or arrogant (Spiritual people are humble)		I present myself and my offerings in positive ways that enrich the lives of everyone I touch.
Fear of not knowing enough.	_____	I study and practice my skills to build my confidence and create new resources.
Belief that it is wrong to charge money for something spiritual	_____	The universe supports me abundantly and also provides abundantly for those I serve.
Belief that marketing is not spiritual	_____	I am grateful to fulfill my dream and purpose by connecting with others.
Fear that If you become good at marketing, you might forget what's truly important and not like the person you have become	_____	I am staying true to my dream and all else follows in perfect order.
Belief that marketers are greedy and dishonest	_____	I am honest and deserve to prosper.
Belief that you don't have time to market	_____	Time is becoming more and more spacious. I can easily find time for marketing and helping to make the world a better place.
Other	_____	















## 2.5: Creating Your Benefit Statement

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Sometimes called your audio logo or elevator speech, this Benefit Statement is a brief, concise description about what you do. Develop it to be a clear, natural response.

### Things to Avoid:

- **Describing yourself with a label:** “I’m a Reiki Practitioner.” “I’m an energy healer.”
- **Describing process/techniques you use:** “I do EFT and hypnotherapy.” “I use Bowen Therapy.” “I coach people.”

These first two pitfalls are ineffective because: they are boring, too self-centered, and too generic. Also the other person may not even understand the terminology.

- **Overtalking and not listening enough.**
- **Trying to sell or “convince” a person.**
- **Offering them too much too soon.** If they are truly interested follow up in stages, perhaps first sharing an article or something else related to your services.

### Things to Include in your Benefit Statement:

1. **Who you work with** (your niche)
2. **What their problems are** (brainstorm possibilities and target ones that you address and are appropriate to the person)
3. **How you can solve their problems or benefit them.** (Tell the results clients have received from working with you).

“I help \_\_\_\_\_ [ideal client] who struggle with \_\_\_\_\_ [identify client problem] and would like to [benefits, results you offer].”

Example: “I help overweight people, who have been struggling a long time to keep their weight off and would like to be their ideal weight for the rest of their lives.”

4. If the client wants to know more, share a personal success story. Example: “When Mary worked with me she attained her ideal weight in less than 3 months and attracted a great relationship as well.”

### When to use your Benefit Statement:

- In networking settings
- Your website
- Brochure, business card
- Whenever people ask what you do
- In your phone message
- Email signature file

## 3.1: Referrals

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One of the benefits of building associations is developing referrals. Sometimes they just come to you, but you can increase them by simply asking. Remember people who have a good relationship with you want to help you, so make it easy for them. You may want to offer them rewards for their referrals, such as discounts or extras from your offerings. And you can offer to recommend them as well. Always remember to thank people for referrals.

### Sources for referrals:

- Friends and family
- Associates and business colleagues
- Past and current clients

### Via phone or mail/email say something to the effect of:

*'Hello \_\_\_\_\_ . Just thinking of you. I wanted to let you know I'm expanding my services with \_\_\_\_\_ . I would really appreciate it if you'd let anyone you think would benefit this \_\_\_\_\_ know about it.*

*They can contact me at \_\_\_\_\_ and visit my website at \_\_\_\_\_. Let me know if I can help you in any way as well."*

You can adjust this message to match your services and the referral source.

## 3.2: Introductory Sessions

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The following process is based on Christian Mickelson's *Free Sessions that Sell*. To learn more about this valuable approach to marketing, we recommend investing in the very reasonably priced audio/pdf program. This program with Robert Middleton can be found at <http://www.1shoppingcart.com/app/?af=774075>. When you go to that site, press on left corner link "marketing products/tools;" then on the next page scroll down midway to "Selling Skills": *Free Sessions that Sell*.

### 1. Create rapport – 1-2 minutes.

- Review their responses to the questionnaire if you sent one out
- Be aware of their energy ups and downs throughout the session.

### 2. What do they want -- focus in on most important goal.

- *If you had a realistic magic wand and you could create whatever you want, what would you do?*
- *Are there things you have been putting off for that elusive time when things would be easier? ... Yes ... Tell me about them.*
- If they say they don't know what they want, can ask: *"If you did know, what would you do?"* Also could discuss things they enjoyed from childhood or things they've been putting off.

### 3. What achieving this goal will do for them.

- *Why is this goal important to you?*
- *What is the best part?*
- *If you could reach this goal, what would this do for you?*
- *Why is it important for you to change this now?*
- Get to the big picture and help them to expand it even more. Notice their energy rising.

### 4. Find out what's holding them back.

These are the most likely possibilities (with variations):

1. Lack of clarity
  2. No strategy or plan
  3. Lack of sufficient skills
  4. Non-supportive environment
  5. Psychological barriers
  6. No time
- *What do you think could be slowing you down, standing in your way, or stopping you from getting what you want?*

- Keep probing here to get all of them, if time allows. These are going to be the reasons they will want to hire you.
- Don't fall into the trap of trying to fix them.

**5. Costs of keeping status quo: Help them to see the impact (cost) these challenges are having on them in their life.**

- *What impact are these challenges having on \_\_\_\_\_? (whatever they want)*
- *What has this been costing you energetically? (If applicable, note time and money losses)*
- *How does this impact other areas of your life?*
- *What's going to happen to you if you don't overcome these \_\_\_\_\_?*

**6. The turnaround: Help them to see what it would be like to overcome the challenges and get what they want.**

- *If you could get out that magic wand again, overcome these challenges and flow freely toward your goals, what would that be like?*
- Prompt them to talk about it... let it become real and exciting to them. Add more questions:
- *What would it mean for you long term?*
- *How does this make you feel about having more love, light, and aliveness in your life?*

**7. Offer: Inviting them to use your services.**

- *What have you found to be most valuable about our talk so far? (reinforces the value they've received so far from the talk.)*
- Then say something like: *"I have helped many people with challenges like yours to overcome them and achieve their goals. Would you like to know how my \_\_\_\_\_ program works?"*
- If not, go to the end. If so, continue. Say something about your mission, like *"It is my personal mission to help people to create miraculous lives ..."* and then provide an overview of what you are offering.

**8. How you can help -- with their challenges and goals.**

- Next, provide a complete description of your offering. You may want to write this out, so you don't fumble.
- *"These are the things that I help clients do.*
  - 2. The 1<sup>st</sup> thing I do is...*
  - 3. Next, I ...*
- *Do you have any questions at this point? ...* This is the time when the price may come up.



## 4.1: Testimonials

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**The big question in prospects minds is “This sounds good, but will it work for me?”**  
Testimonials lend credibility to your services or offerings.

Like case studies, testimonials are a good way of making your case based on people’s actual experience of your products or services. To be effective, they need to relate to your target audience and tell specific outcomes the person had as a result of working with you. Just generically saying “Judy is a great person,” doesn’t tell the reader why. Vague referrals are worst than none at all.

**Crafting Testimonials:** Testimonials work well with a before and after approach:

“Before I worked with Jane, \_\_\_\_\_. Afterward I \_\_\_\_\_.”

**Here’s an example testimonial** from out *Getting Thru to Your Emotions with EFT* book.

“I have had a fear of flying for about twenty years. One time the fear was so intense I got off the plane right before the stewardess shut the door. When I took Phillip and Jane’s EFT Class, they helped me to prepare for a trip the following month. I again started doing the techniques about a week before my flight. I tapped before the trip and several times when I felt the need during the flight. Returning home, I didn’t need to tap at all, but did it before the flight just for the heck of it. I was actually very relaxed. I put all my faith in this, but still I was so surprised when it worked. What a relief!”

**Ways to Enhance Testimonials:**

- **Add a picture/ audio/ or video** of the person giving the testimonial
- **Provide an emotional, passionate element**, without going over the top.
- **Use the person’s name**, occupation and website with the testimonial for credibility

**Ways to obtain testimonials:**

- Ask people to send you their comments
- Prepare comments based on what you think they’d say and run it by them for approval and editing. This is commonly done when soliciting book testimonials from successful authors.
- Interview people you’ve helped and elicit a testimonial from them. You can read the final version back to them and get their approval.





## 4.3: Links to Examples of Marketing Copy

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**Examples of marketing copy we plan to include in the teleclass include the following:**

1. Mountrose Holistic Healing/Coaching Weekend <http://www.gettingthru.org/coach.htm>
2. Coaching and Leadership <http://www.oneononecoaching.com/>
3. Gentle Healing Touch [www.GentleHealingTouch.org](http://www.GentleHealingTouch.org) (Spyder Webb's site, class member)



## 5.2: Speaking

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Speaking is one of the best ways to attract business. It's natural to speak about your passion and your life purpose/mission on a topic your audience (niche) is interested in. Remember that you have much to share.

**Preparation.** You can join Toastmasters to practice giving talks and also record yourself. If nervous about speaking do a clearing process like EFT on this issue. Getting experience speaking will also overcome your fears.

**Organization.** Your talk could be organized around the 6-part marketing copy sequence we discussed in the handout, "How to Write Marketing Copy" (headline, problem, solution, overcome obstacles, your process, call to action).

Introductory free talks are great for building rapport, credibility, and developing a client base. They are a natural way to introduce an upcoming larger class or product.

### Introductory talk tips:

- Have a catchy, attractive title to your talk
- Start on time, or close to it. End punctually, too. Leave ample time to share your offer.
- It's important to continually engage your audience. Some ways to do so are questions and questionnaires/mini-worksheets for people to fill out and share with a partner or the group.
- "Seed" your talk with good ideas that can be followed up at your paid event, if interested.
- Talk about the 'why' of your subject more than the 'how'. For example, why is it good to know your life purpose? The details of the "how" you do it would be covered in depth at the follow-up seminar.
- Tell the audience upfront that an offer will be given at the end of the talk and have it in writing before them. Explain the offer at the end of the talk.
- Add "today only" specials at your talk for those who enroll then, when the interest is genuinely high.
- Include stories, case studies and testimonials throughout your talk. Inject humor, too. If people who know your work are in the audience, have them talk on how they've benefitted from what you have to offer. Guide them to *specifically* share the benefits they have received from what you are promoting. "Sherry, how did your health change after taking my stress relief weekend?"
- If you have an e-newsletter, have a signup sheet that you pass around.

### Getting started with your talk:

- What will you talk about (hint: think of your benefit statement and specialty)?
- Where could you give your talk?
- Who could you invite to come: those who are interested and those who support you?





# 6.1: Creating Your Website

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## GETTING STARTED

- **Domain Name:** Go daddy.com or hostgator ((\$10-\$15)
- **Web Hosting Account:** Need to have a place to store files. We use Hostgator (\$7.95 month) at <http://secure.hostgator.com/cgi-bin/affiliates/clickthru.cgi?id=pmount>. Using this link to Hostgator provides a referral to us and costs nothing extra to you. If you use this link to join hostgator, we appreciate your support.
- **Options on designing your website:**
  - Can hire a designer at elance. <http://www.elance.com>
  - Use a website template from Web Expressions software
  - Use a template from your webhost
  - Use Ken Evoy's site built it, which also includes hosting, about \$300 a year <http://buildit.sitesell.com/main>
- **Editing:** There are benefits to learning how to edit your own website with software like Expressions Web or Dream Weaver or Site Builder.
- **Uploading to Web Server:** Get an FTP (File Transfer Protocol) Program to upload your pages onto the web. (Core FTP and others are free).
- **Newsletter Lists and Delivery:** You need a newsletter and autoresponder service for newsletters and other messages:
  - We use aweber [www.aweber.com/?301955](http://www.aweber.com/?301955), costs about \$19/month. Following this link provides a referral fee to us, as well.
- **Graphics:** at Big Stock Photo or iStock Photo (\$1-2 each)
- **Streaming Audio:** Adds audio buttons to your site and streams audio to reduce delay time for playing. We use MP3 Soundstream [www.mp3soundstream.com/](http://www.mp3soundstream.com/) (\$39)

## DESIGN TIPS

People like easy-to-read websites. Start noticing websites that are effective. Websites work that are inviting to look at, visually clean. Navigation is easy. Content is valuable. Graphics load quickly and the site can print out easily. Avoid making your website too busy and unfocused. Be clear about what you want. You can always develop and revise it as you go along.

**Planning:** The first step is to map out the structure of your site by defining main areas and how viewers can get around most easily. If you buy a book on Expressions Web or Dreamweaver, it should provide suggestions on planning.



**Robert Middleton suggests these other pages:**

- **“Who We Work With”:** Describe the people and companies you work with. These are your ground rules for your ideal clients. “These services are for you if...” Answer client questions and define the people who work with you.
- **“How We Work”:** The previous page was about your clients; this one focuses on you. Go into a little detail on what it’s like to use your services. Tell about the results you’ve produced. Remember your mission statement, and translate that into practical terms with a person who’s considering your offerings. What makes you the right person for the job?
- **“Services”:** Describe your services: the purpose, the benefits and results, the structure, and a call to action.
- **“About Us”:** This is your bio. Look at others for examples. Build your credibility and include a warm, inviting picture of you.

**Other Pages:**

- **“Free Resources” Page:** This is a way people can get to know you. Can include a newsletter archive, targeted articles, audios and ebooks.
- **Products Page:** For those who like reading materials, audios, and more. If you don’t have products of your own, you may be able to find products through Clickbank.
- **Resources and Links Pages**
- **Contact Page**
- **Ezine Sign-up Page** (this is so important; you might want to have it on each page).

**WEBSITE OPTIMIZATION**

This term refers to making your website show up on the search engines. You don’t have to spend a lot of money to have your pages show up. The major search engines use spiders that go through the internet and find new pages. Some tips:

- **Use Meta Tags:** This refers to information that appears invisibly in the html language, but doesn’t show up on the page itself. The meta tags include the page title, description and key words. These tags are used by the search engines to pick up information about your page. The title is the information that shows up on Google or other search engine, followed by the description.
- **Focus on key words:** Decide which key words your viewers might look up to find you. This could include what you do and where you are located. Consider this with each page and include as many key words as possible and as often as possible, especially in titles and links.



## 6.2: E-Newsletters

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E-newsletters are a great way to help people to make positive changes and get to know you at the same time. They are also one of the best marketing tools available. Compared to postal mailings, there is hardly any cost, except your web host and perhaps an email list service. Over time if you are reliable and provide good content, you will be surprised how your list grows, reaching people all around the world. This list then becomes a key resource for notifying people in your niche about your classes and other offerings.

### Important points:

- Regular (monthly or weekly) newsletters fulfill one of the keys to successful marketing: building a relationship with clients (getting to know and trust you).
- For signing up, you can provide a free download, such as an article, audio or ebook. With growing competition, this provides a compelling reason to subscribe.
- Offer valuable content. Subjects can be tips, techniques, and strategies. Lists (such as “5 Great Ways to Eliminate Stress”) or How-to articles create interest.
- Shorter articles may be better than longer.
- Keep your writing conversational.
- Target solutions to your audience’s problems.
- You don’t have to write all of your articles yourself. You can use other people’s articles, like ours. You may be able to do article trades for cross promotion or have partners and each write a third or a quarter of the newsletters.
- Balance free content with promoting your services. 2/3- 3/4 should be content. The rest can be promotional, as the readers expect that in a free ezine.
- Keep the format simple. Plain text can work sometimes as well or better than html, since it’s simpler. Keep lines and paragraphs short.
- Keep the name of your ezine in the subject line, along with a catchy title, so readers know who it’s from and want to read it.
- Market your e-newsletter prominently in your website. Also you can get signups after a talk.
- If you are out of ideas for articles, you can use an oracle to help you to find a topic.
- To get started with your e-newsletter, invite everyone you know.



7. **Testimonials:** Obtain one or more testimonials from clients by asking them directly to provide a solution-oriented testimonial, or provide them with a testimonial they can edit, or interview them and extract a testimonial.
  
8. **Write some copy for your offerings.** Use headline, sub-headline, client challenges, your solutions, why they haven't succeeded before, and call to action.
  
  
  
  
  
  
  
  
  
  
9. **Speaking.** Determine topic for an introductory talk, where you could give it, how you could promote it, and when you will have it.
  
  
  
  
  
  
  
  
  
  
10. **Website.** Determine your short- and long-term goals for having a successful website. See handout on "Website Creation" for ideas.
  
  
  
  
  
  
  
  
  
  
11. **E-Newsletter.** Determine your short- and long-term goals for having a successful website. See handout on "E-Newsletters" for ideas.
  
  
  
  
  
  
  
  
  
  
12. **Product Creation:** Come up with an idea for a product, which can be free or for fee. Also check out Clickbank.com for product ideas and becoming an affiliate. State your next step for product creation and getting it out there.
  
  
  
  
  
  
  
  
  
  
13. **Goals:** Where do you see your business in 1 month? 1 year? 5 years?

## 7.2: More Marketing Resources

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- **Writing:** <http://www.copyblogger.com/> -- information on writing blogs and email newsletters
- **Online Products:** [www.clickbank.com](http://www.clickbank.com) Clickbank offers hundreds of downloadable products. Good for getting information, product ideas and becoming an affiliate for income.
- **Credit Card Vendor:** <http://www.profcs.com/app/aftrack.asp?afid=819828>  
Practice Pay Solutions is a good company that authorizes credit cards.

**Marketing Book:** <http://www.theinvisibleclose.com/takeaction/> *The Invisible Close* ebook. Excellent tips for closing sales from your talks in an authentic, natural way.

# Resources for Transformation & Growth

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Besides the monthly e-newsletter, *The Soul News*, Awakenings offers a variety of leading-edge materials you might want to check out. All resources were created by Drs. Phillip and Jane Mountrose (pioneers in the fields of energy-healing and spiritual growth) and Awakenings Institute (a non-profit organization for making the world a better place).

## [EFT \(Emotional Freedom Technique\)](#)

includes books, CDs, DVDs, Certification courses and more.

## [Soul and Spiritual Development:](#)

includes books, CDs, DVDs, and transformational programs on Spiritual Kinesiology (muscle testing), Intuitive Development, and Awakening to Your Life Purpose.

## [Manifestation and Master Spirit Community:](#)

includes *Manifesting Your Dreams with EFT*, *SK and More* book and e-book and Master Spirit Community (master minding with spirit, forming mutually beneficial relationships with like-minded people to achieve your dreams and goals).

## [Holistic Coaching & Healing Certification Program:](#)

This telecourse program can be taken from anywhere, via phone seminars. It includes four transformational courses:

- **Manifesting Your Dreams:** Using fast and effective energy healing techniques, like SK (Spiritual Kinesiology), you will learn how to create from your heart's genuine desires.
- **Relationships and Spiritual Growth:** This transformational course teaches you how to neutralize conflicts and put relationships into a broader, spiritual context.
- **Keys to Vibrant Ageless Living:** Supercharge your physical vitality and well-being as you create a new paradigm of vibrant health and exuberance.
- **Discover Your Life Purpose:** Access your deeper identity as a spiritual being on an evolutionary journey, here with important lessons to learn and unique gifts to share.

To learn more about Awakenings Holistic Coaching & Healing Certification, [click here](#).

