



## Holistic Business Development Success! Group Workbook

**Congratulations on your decision to not only share your gifts but to build a business that is systematic, leveraged and profitable!**

**Here are some key ingredients to YOUR business success...**

- **Attracting** rather than Chasing Clients – due to a clear, targeted and strategically delivered message, you become a magnet to your ideal customers.
- **Asking for a SMALL call to action** – such as providing their email address in exchange for a free gift or a newsletter, you build a list of qualified prospects, many of whom will become paying clients.
- **Positioning** yourself as the resource, leader, expert for your target audience.
- **Relationship Building** –by creating a list of qualified prospects, you give yourself time to get to know them and let them get to know you rather than trying to make a fast, forced sale.
- **Premium Pricing** – as you clarify your promise, define your niche and create your line of products, you will become a specialist and no longer be interchangeable. For this reason, clients will be willing to pay higher prices for your unique services.
- **Systems** will be the key to your outreach, intake and conversion process. This allows more time for doing the work you love.

# **The Six Steps to a *Full and Thriving Practice:***

1. Defining your Niche

2. Identifying Your Products

3. Pricing

4. Intake and Conversion

5. Messaging

6. Media

## The 4 Criteria for an Effective Niche:

1. **Congregated, Easy to Find** – Our Real Estate Investors, for example, have meetings, subscribe to newsletters, gather in online communities etc. It would be very easy to market directly to them.
2. **Would resonate with messaging specifically geared towards them** – This is best explored on a case by case by case basis but consider a Hypnotherapist who targets Athletes on improving their performance versus a Feng Shui Consultant who targets School Teachers. The former is a naturally strong relationship while the second one is not intuitive.
3. **Spend Money on Services Like Yours** –A mom who takes her family to a holistic Chiropractor might be a great candidate for your nutritional consulting and by the way, that Chiropractor is going to be a great referral partner!
4. **A field you can become an expert in and thus charge 'specialist' rates.** – By studying the impact of Hypnosis on athletes, or by creating nutritional guidance programs for families with young children, you become a specialist. Be sure your niche has room for deepening your skills and offerings.

**A Niche may be based on one of the following:**

**Profession or Self-Identification** – Writer, Entrepreneur, Yoga Enthusiast, CEOs

**Stage of life** – New Mom, Aging, Transitioning

**Struggle with the Problem You Solve** – *weight loss, Chronic Migraines*

**Provides to consumers you want to impact** – Personal Trainer, Chiropractor, Yoga Teacher

**Collection of Common Behaviors/Characteristics** – Age, Gender, location



**2. Segment your audience using the following chart:**

<b>Segmentation</b>	<b>Example</b>	<b>Your Ideas</b>
Geography	Primarily for Businesses with Physical Location	
Your Unique or Specialized Skills	Pre-natal massage, Releasing Financial blocks,	
Particular Issues or Situations	Arthritis Sufferers, Children with ADD, Going Through Divorce	
Type of Client	Athletes, Pregnant Women, CEOs..., Dancers	

- 3.** Take a moment and describe your ideal client as though you were writing a personals ad. Be honest with yourself, who would you REALLY want to work with if you knew you could attract this type of person in large numbers. Include age, gender, interests, education, books and magazines they read, hang outs, dreams...

## Niche Ideas for Holistic Practitioners:

<p>Babies          Pre-Schoolers          Elementary Schoolers          Pre-Teens          Teenagers          College Students          Graduates          Brides          Pregnant Women          Singles          Moms of Young children          Fathers of young children          Married Couples          Young Families          Senior Citizens          Children with ADD          Families with Teenagers          Empty Nest          Arthritis Sufferers          Diabetes Prevention/Reversal          Women By Age          Men By Age          Non Profits by Field          Small Business Owners          Entrepreneurs:              Real Estate Professionals              Network Marketing Reps              Sales Professionals          Designers          Mompreneurs          Artists, Writers, Musicians,          Singers, Actors, Dancers          Athletes: Tennis Players                      Runners                      Swimmers                      Hikers          Providers: Personal Trainers                      Chiropractors                      Yoga Teachers                      Vets</p>	<p>Other Holistic Practitioners:</p> <ul style="list-style-type: none"> <li>• Reiki Practitioners</li> <li>• Astrologers</li> <li>• Massage Therapists</li> <li>• Health Counselors</li> <li>• Coaches</li> <li>• Intuitives</li> <li>• Hypnotherapists</li> <li>• Feng Shui Consultants</li> </ul> <p>Going through Divorce          Dealing with Loss          Family Health History Suggests...          Personal Organizers          Weight Issues          Alumni of Specific Schools          Geography:                              Zip Code</p> <p>Ethnicity          Religion          Income Level          Work from Home          Commuter          Travelers          Stay at Home Moms/Dads          Teachers          Trainers          Speakers          Retail Workers          Managers          Technical          Programmers          Engineers          Status          Physical Laborers          Event coordinators          Retirees</p>	<p>Do it Yourselfers          Risk Takers          Gardeners          Pet Owners          Causes:                              Environmentalists</p> <p>Political Supporters          Home schoolers          Vegetarians/Vegans          Co-housers</p>
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# What is a Unique Promise?

- 1. An Experience** – If you are a Massage therapist or a Yoga Teacher for example, you might be selling an experience. Yes there are plenty of secondary benefits (And you can choose to make them your primary benefits!) but let's say you decide that you want to PROMISE 90 Minutes of Bliss or 60 Minutes of Empowerment. In your messaging, which we will cover later, you will address the additional benefits your customers receive by giving themselves this experience (Releasing Chronic Pain, Weight loss, Stress Reduction etc.) but it is important to remember what comes first so that your PROMISE is powerful and clear.
- 2. An Internal Shift that Manifests in a Particular Way** -(I am working on a more succinct way to say that) The reason I have phrased it this way is because often, Holistic Practitioners emphasize a very important but abstract gain such as peace, freedom, balance or well-being. While some potential clients will connect directly to these terms, it is likely that most are experiencing their disconnect from these things in very specific ways. Perhaps it is a tangible situation such as chronic pain, financial lack, looking for a soul mate, or wanting more time with their family. Or maybe it is an acute state of being such as insecurity, loneliness, overwhelm or anger. So, if you are, for example, a nutritional consultant, a coach or a healer, your goal is to connect the dots between the internal shift and the physical outcome with your PROMISE. Remember, this is not a guarantee; it is an intention that you are holding for your client and committing to on their behalf.
- 3. Lifestyle Improvement** – If you are an Astrologer, an Intuitive, a Feng Shui Consultant or a Representative for a line of Wellness Products you are providing concrete, life improving resources in the form of information, insights, interior design and nutritional supplementation. In your PROMISE, you can illustrate specifically how your clients' day to day life will improve for having received your products and services. For example, the PROMISE of a successfully launched business due to alignment with astrological events, the PROMISE of Quality Family Time due to increased energy, the PROMISE of Financial Abundance by redesign and clearing of the home.

Questions for Finding Your Unique Promise:

1. Imagine, you are walking out onto a stage to accept your lifetime achievement award. You turn to look at the crowd of beaming faces, all of them grateful for the impact you had on their lives. What impact did you have on their lives?
2. Make up a few 'success stories' about individuals in this audience. What was their life like before they came to you? How did it change after working with you?
3. What inspires your clients? What is their deep longing?

4. What are some actual success stories from former clients? Look closely here. Sometimes it is not dramatic but still life altering.

5. Write a testimonial that you would like to receive from a client.

## Promise Ideas for Holistic Practitioners:

<p>Stress          Career Path          Financial Abundance          Relief from Pain (Physical and/or Emotional)          Healing from Disease          Prevention          Personal Transformation – Detox, Release Blocks, Find Joy          Personal Effectiveness – Time, energy, mood, wellness, balance          Weight Loss          Bonding with Family          Finding Soul mate          Relationships          Sex          Making Friends          Change/Transition</p>	<p>Business Effectiveness          Fun          Promote Cause          Better life for Children          Peak Performance          Attractiveness          Experience - Intimacy, Luxury, Connection, fun          Creative Expression          Ease          Social Confidence          Benefits to clients</p>	
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## **Niche/PROMISE Brainstorming Worksheet**

**Tip: After brainstorming some ideas, take the ones that excite you and hold them up against the criteria of a good Niche on Page 6.**

We hope you have received value from this SNEAK PEEK into The HPBA's Holistic Business Development Workbook.

For the Complete Workbook which includes lessons, exercises and suggestions for:

- **Identifying your Products**
- **Structuring your Business Model**
- **Pricing Your Services**
- **Mapping out your Intake and Conversion Process**
- **Creating Effective Messaging**
- **Choosing the right Media Vehicles for you**

Not to mention

- **Templates and Tracking sheets for planning your work and measuring your outcomes**

AND

- **Articles on a variety of topics relevant to the Holistic Entrepreneur...**

Join us for our *Next Success! Group FREE Introductory Call* and find out how you can get your workbook and the transformative program that goes with it!

Go to [www.HolisticBusinessDevelopment.com](http://www.HolisticBusinessDevelopment.com)  
for details and to RSVP!