



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

Exercises for finding your niche

1. Use your client history to find commonalities:

List of Current /Former Clients (Include Age and Gender)	Occupation	Interests/Hobbies	Special Issues/Conditions	What are they looking to achieve through working with you.

2. Segment your audience using the following chart:

Segmentation	Example	Your Ideas
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	

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- 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"> • Reiki Practitioners • Astrologers • Massage Therapists • Health Counselors • Coaches • Intuitives • Hypnotherapists • Feng Shui Consultants <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.

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:

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	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	
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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.

Identifying your Products

Perhaps one of these common questions resonates with you:

I am a service business, why do I need products?

I represent a larger company's line of products, why can't I just sell them as is?

I already have plenty of products, what do I need to know to sell more of them?

Consider the following:

- **Limitation in 'Time for Dollars' arrangements** – Even if you are charging high rates, there is a cap to how high hourly rates can go AND you are limited by the amount of hours you are willing to work.
- **Not enough entry points** – Even a super qualified client might not be ready to commit to a one-on-one appointment. It is important to give them other ways to become a customer that reflect their stage of readiness.
- **Not a consistent offering** – Remember your PROMISE? Well, your products are your demonstration of that PROMISE. There should be a consistency among your offerings that reflect this without confusion *and* compel customers to want more and more!

Sample Product Menu

High End

One-On-One Coaching
VIP Group Coaching
Retreat
Do it for You Services

Mid Range

Boot Camp
Private Sessions
Workshops
Home Study Courses
Product Bundles
Membership with Tools/support/Services
Events, Tele-Events
Mastermind
Seminar
Seminar Series

Entry Level

A la Carte Products
Membership – Blog, networking, E -zine, Online Audio-video, Articles
CDs/DVDs
Book, E-Book
E-Coaching
Transcribed Seminars, interviews
Meetings
Club/Group/Association
Certification
Coordinated Peer Advisory Group (Mastermind)
“fly on the wall”/“over my shoulder” program
Mentorship

When designing your product line it is important to consider the secondary functions your products can have for your business.

- A. **BAIT:** attracted and "hooked" your target customers
- B. **POSITIONING:** Positioning You As An Expert, Authority, Celebrity, "Go To" Person
- C. **RAPPORT BUILDING:** Get them relating, familiar, liking you
- D. **SUPER NETWORKING:** Strengthened Relationships with Partners, Vendors
- E. **CUSTOMER LOYALTY BUILDING:** Strengthened Relationships with Customers, Prospective Customers
- F. **RECLAIMING OLD CUSTOMERS:** Give old customers a reason to return
- G. **BONUSES:** Enable you to encourage "buy now", "act now" actions
- H. **MONEY:** Products that can be sold "as is" or as part of a bundle
- I. **TIME SAVER:** Distill your knowledge to enable you to serve customers, clients more efficiently
- J. **UP SELL:** A More expensive option for people ready to buy or people who have already purchased
- K. **DOWN SELL:** A less expensive option for people who are balking at your primary product because of price
- L. **CROSS SELL:** A similar priced option for people who are balking at your primary product NOT because of price
- M. **ADDED SUBSTANCE:** Add "heft" and bulk to your existing package
- N. **LEVERAGE:** Give JV, Co-Sponsorship Partners and Customers Something to Use To Promote You
- O. **VIRAL:** Create something that gets forwarded, passed around

Another way to approach designing your line of products is to begin with your top-of-the-line item and ask yourself, what would stop a prospect who is inspired by your PROMISE from buying your product? Then respond to his or her 'objections' with alternatives.

Potential Objections

- Money
- Time
- Commitment
- Trust
- Timing
- Self Doubt
- What Objections do you often encounter?

Business Model

As mentioned, your product line is the skeleton of your entire business structure. However, there are still decisions to make about the business you are creating. Take a look at these examples to get an idea of what I mean.

1. High End Coaching Model- In this example, a professional Astrologer has

the unique PROMISE of using Astrology to help Women Entrepreneurs Achieve Financial Freedom. Her top-of-the line product is VIP Small Group coaching which is performed via tele-phone and is offered as a 6 Month Transformation Program. Her other products which are used to coax customers up the ladder include individual sessions, retreats, a home study course and a series of CDs and DVDs.

Providing Content to Providers - In this case we have a Nutritional Consultant who likes to coach but prefers creating content and products and who is committed to reaching as many individuals as possible with her materials. Her niche is personal trainers and she is providing them with programs that they can use in their work with their clients. She offers a monthly tele-class that all of her trainers can direct their clients to, a membership site with a trainer's only section and a 6 week Organic Eating Certification Program that the trainers can attend and add to their list of credentials. Her primary objective is to sell her Written Courses to Personal Trainers.

Sales Events – Now we have a Reiki Practitioner who loves gathering groups together and hosting retreats. So she has created an organization of Healers who have programs and information products and twice a year they host the Heal-o-Palooza! This is a charged event with activities, workshops and speakers and throughout the event everyone sells their products and she earns a percentage of every sale. She also offers private sessions, workshops, her own information products, as well as products geared towards other healers about Building Businesses through Building Community.

Membership – Finally we come to an intuitive who prizes freedom above all else. She loves applying her skills but she really wants to know that she can work when she wants, where she wants. So, she has decided to create a nationally recognized membership site with a target of 5000 members paying a monthly membership fee. Her site is rich with content, tools, recordings and videos. There is a vibrant online community with a faculty of intuitives who have earned her seal of approval and offer private readings online and via telephone. She uses the forum to sell her E-book, cds and dvds.

Consider your goals when Deciding on the Model for you:

- Money
- Fame
- Travel
- Overhead
- Who
- Larger Mission
- Lifestyle
- Velocity
- Tasks- Once you can afford to delegate- what will YOU still be doing?

Product Ladder and Business Model Brainstorming Worksheet

Tip: Don't forget your FREE products that will serve as 'bait' for your target market.

Pricing

Here is an exercise for you. Think about what you are currently charging for your products and services. Okay? Now imagine tripling your rates. Do any of these issues come up for you?

- 1. I am not worth that much**
- 2. My clients can't afford that much**
- 3. That is more than other practitioners are charging, I won't be competitive.**
- 4. I don't want to scare people away**

Let's address these while reflecting on the work we have done so far...

1. ***I am not worth that much.*** You are a Specialist! You are now focusing all of your efforts on serving a specific group in a specific way. You are developing a skill set (even if you are not yet a master) that they can not find elsewhere. You are now worth premium rates!
2. ***My clients can't afford that much.*** Your clients may not be able to justify spending their money on products/services that they do not highly value but your clients are resourceful and if your PROMISE is what they want/need – your offerings will become a priority for them.
Scarcity is conditional.
3. ***That is more than other practitioners are charging, I won't be competitive.*** You do not have to compare yourself to other practitioners anymore! You are no longer a commodity. Clients come to you because you are the only person around doing exactly what you are doing.
4. ***I don't want to scare people away.*** This is lead generation marketing, remember? We only want to gather names and build relationships. If they are not ready to buy your service, down sell them into one of your other products or give them time to get to know you. And if they never get there, they are not a match for you!

4 Rules of Pricing

1. **Price Determines Value** – Customer attributes more value to a higher priced item. Do not undermine your marketing and conversion with prices that are too low.
2. **Price Enables Investment** – good economics allow you to spend money marketing for new clients.
3. **Price Creates Discount Opportunities** - Create urgency, use discounts as a technique during sales call,
4. **Price Enables Partnerships** – affiliate relationships, referral bonuses, sales staff on commission

Pricing Brainstorming Worksheet

Intake and Conversion

This is the process through which you demonstrate your PROMISE to prospective clients while coaxing them up the funnel from being a lead to becoming a paying customer and from being a one-time customer to being a repeat customer.

Let's start by evaluating your current process.

1. How do prospects contact you and what do they typically ask?
2. How do you answer?
3. What do you do with their contact information?
4. How do you follow up with them?
5. Do you have any scripts that you follow?
6. Do you offer regular mailing?
7. Is the content consistent?

8. Is there an offer?

9. Do you host events? On a regular Schedule? Is there an offer?

10. How do you receive payment?

11. How do you communicate with current clients?

12. What happens when session or program or sale is complete?

13. Do you have a way of asking for referrals?

14. Do you ask for testimonials from everyone you work with?

You likely have some or many components of an effective intake and conversion system already in use. Our goal is to review, restructure and add to them in order to accomplish the following:

- **Systematic Action** – Once a client enters your funnel, they receive a multi-step campaign of 'touches' from you that compels them to buy.
- **Systematic Conversion** – It will become apparent what combination of steps lead to a first purchase and what combination of follow-ups generate repeat/continuous business. Once you can count on this, you can tweak your system by adding steps with confidence that you are improving your bottom line.
- **Incorporate Accelerators** – Your outreach was about getting your target audience to take a small action and give you their name. The Intake and conversion process is your opportunity to build credibility, establish rapport, position yourself as an expert.

Here are some examples of 'touches' that you can use in your intake and conversion strategy:

Personal Communication	Welcome Email, Personalized letter
Information	Articles , Recorded Interviews
Announcements	Press Coverage, Awards, New levels of Training that you have received
Samples	Free Consultation, CD, Gift
Opportunities	If you work with Athletes, provide tickets to a special sports event. If you help Mompreneurs, provide promotional opportunities.
Interaction	Online Community, Networking
Events	Tele-Classes, Workshops

Content Creation Process: *Conversion* and *Fulfillment*

<p>Special Subjects</p> <p>Any topic that would be of interest to <i>your</i> Target Market and that relates to your promise.</p>	<p>Resources</p> <p>Freebies and very low commitment items such as articles, videos, recordings, consultations.</p>	<p>Mid- Level Product</p> <p>Demonstrate promise AND serve as a gateway to high end products. Examples: Membership, Tele-Class, Workshop, Session</p>	<p>High End Products</p> <p>The Ultimate Demonstration of Promise – The highest peak on your business model.</p> <p>Retreats, VIP Coaching, Full Home Study Course.</p>

Intake and Conversion Brainstorming Worksheet

Components of Your Messaging:

- **Your PROMISE** – Example – You are a Yoga Teacher with the PROMISE of Confidence and Effectiveness through improved posture and respect for your body.
- **Benefits** – These are the reasons after your promise that someone should take you up on your offer. If your promise is More Energy, benefits may include more time with family, confidence, youthful appearance, productivity, weight loss. If your promise is Weight Loss, your benefits might include more energy, confidence, lower cholesterol, increased overall health.
- **Your Role** – How are *you* essential in facilitating or accelerating this process? Information/Expertise? Masterful Instruction? Accountability? Support and Acknowledgment? Access to another realm of awareness and consciousness?
- **Delivery** – How will your methods/products actually deliver the promise? As a yoga teacher, do you deliver the promise of better posture by having clients sustain poses that lengthen and build muscles? As a Feng Shui consultant, you might describe the process of energy clearing and how exactly it can facilitate your promise of Financial Abundance. As a health counselor do you deliver the promise of More Energy by reducing energy spent in negative relationship with food or tips for keeping sugar levels steady?
- **Features** – This is what your clients actually get. Imagine the features of your new washing machine. These are the tangible, practical details of the product or service. Ex: 6 Week Course with 5- 60 minute phone sessions, a 100 page manual, monthly meeting featuring a expert speaker. You can also use this opportunity to describe exactly what they can expect at the session.
- **Your Personality** – This will not be stated as much as it will be demonstrated through your choice of language and art. Are you Gentle? Fun and Playful? Challenging?
- **Objection Responses** – answers to common concerns, questions, hesitations.
- **Accelerators** – credentials, memberships, examples etc. that will increase your credibility, improve positioning and accelerate sales.

Messaging Worksheet

Example: Reiki Healer

	<p><u>Promise</u> Relief of Physical Pain</p>	
	<p><u>Primary Benefits</u> Mobility Decreased Medical Expenses Reduce dependency on Medication</p>	
<p><u>Secondary Benefits</u> Freedom Joy Confidence Peace Fitness</p>	<p><u>Your Role</u> Intuitive Healer Wellness Resource Compassionate Listener</p>	<p><u>Delivery</u> List Modalities and explanations here... (The Science behind your service)</p>
<p><u>Features</u> 60 Minute Session Diagnostic Follow Up Call Access to Online Resources Community Discussion Board and Support Group</p>	<p><u>Objection Responses</u> Time Money Self Doubt Commitment Trust How do you respond to each? References Risk Reversals/Guarantees DownSell into Other Products Create an IRRESISTIBLE Offer</p>	<p><u>Accelerators</u> Testimonials Memberships Case Studies</p>

Techniques in messaging:

- Features Vs. *Benefits*
- Problem-Agitate-Solve
- Emotional Factors in Selling (Distill the 'problem' down to one of the 5 Emotional Factors that trigger people to take action – Fear, Guilt, Pride, Greed, Love)
- Messaging Accelerators - Certification, Endorsements, Membership to Recognizable organizations, Accreditation
- Irresistible Offer – One they simply can't refuse. Clear, powerful, little or no risk.
- Risk Reversals – If you are not 100% satisfied you will not only get your money back but \$100 for your time.
- Guarantees – Results, Access, Responsiveness, Delivery
- Use of "Topical", Popular Culture in Marketing – Get their attention by mentioning something they are thinking about. Relate to them in an unexpected way.
- Bonuses – Compel someone to action with a special offer.
- Testimonials

Messaging Brainstorming Worksheet

Choosing Media Vehicles:

Having made key decisions regarding what you offer, who you serve and exactly what business you are in, the vehicles for delivering your message to your market should be relatively easy to find. .

Here is a Healthy list of Media Options to choose from.

PR	Press Release, Host a Benefit, Win and Award, Get Interviewed, Prepare a Press Kit, Become a Leader for a Local Group
Strategic Partnerships	Contribute content for someone else's newsletter, write testimonials and book reviews, Sponsor Groups,
Internet Marketing	Search Engine Optimization, Google Ad Words, Blogs, E-zines, Online Directories, Link Sharing, Include Association and Accreditation Seals on Website.
Personal Outreach	Mail, Personal Emails, Phone Calls, Networking, Promotional Events,
Traditional Advertising	Publications, Billboards, TV, Radio
Information Marketing	Hold Workshops, Tele-events, Public Speaking, Write and Submit Articles,
Create Your Own Media	Create and Association, Start and Internet Radio Show or Community Newsletter

Media Brainstorming Worksheet

Planning and Tracking Worksheets

	Education	INTENDED OUTCOMES		
	Week:	Lead Generation	Conversion	Fulfillment
	Discovery			
TYPE of ACTIVITY	Development			
	Content Creation			
	Technology			
	Research			
	Outreach			
	Enhancements			

Client Audit:

TYPE OF ACTIVITY

		Discovery	Development	Content Creation	Technology	Research	Outreach
PROJECT CATEGORIES	Find Your Niche	Define Niche and Promise					
	Defining Products		Business Model Outlined				
	Bait			General Bait Special Interest Baits			
	Resources/Free Products	List All Subjects of Interest to Potential Clients		Articles Handouts Recorded Interviews Consultation Outline Introductory CD...			
	Mid Level Products		Membership Tele-Classes E-Courses Membership Intensive Workshops/Presentations	E-Book Home Study Course Guided Journal			
	High End Products		Bundled Program Retreat VIP Groups Certification Program	Handbook with DVD or Audio			
	Pricing	TCV Calculated					
	Intake and Conversion						
	Website Ready to Receive Leads				Set Up Web Capture Box with Bait Set Up Auto-responder System Create Membership Site	Web Programmers List Management Services Group/Association Site Platforms	
	Website ready to communicate with Leads			Welcome Email to Opt Ins Multi-Step Campaign: Initial Sequence for New Opt-ins			
	Ongoing Communication with List			Series of 'touches' to List. Multi-Step Campaign: Conversion for Segmented Lists			

Creating Your Messaging						
Prepare for Copy Writing	Messaging Worksheet		Write Case Studies		Ask for Testimonials	
Print Ads			Business Cards Flyers Classified Ads Ads in Publications Coupons Postcard Sales Letter			
Web Copy		Design a Segmenting, Interactive Site				
Elevator Speech	Distill your promise and role into 2-3 sentences.					
Choosing your Media						
Print					Publications by Niche General Publications Bulletin Boards	
Strategic Partnerships					Potential Partners and Influencers	Invitations for: Content Sharing Testimonial Swaps Co-hosting events
Internet Marketing			You Tube Video Blog Social Networking Profiles	Pay per Click Search Engine Optimization	Places to Submit Articles Press Releases Directory Listings Events Discussion Board Entries	Link Sharing Social Networking Post and Submit
PR			Press Releases Media Kit			Submit Press Releases Become Group Leader Support a Cause
Personal Outreach		Strategy for Expos	Cold Email Sequence Cold Call Script Materials for Expos Speaker's Package Presentations		Individual Names Expos Networking Groups Potential Speaking Engagements Venues for Workshops, and Tele- events	Attend Events Submit Speaker's Package Personal Contacts and Follow ups
Create Your Own Media		Community Newsletter Internet Radio Show Association				

Weekly Tracking Worksheet

Tasks Completed:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Discovery							
Development							
Content Creation							
Technology							
Research							
Outreach							
Enhancements							
Education							

Outcomes:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Inquiries							
Opt- Ins							
Presentations							
Closes							
Client Sessions							

Additional Materials and Articles

Strengthening the Core Areas of your Business

Are you experiencing Abundance, Balance and Fulfillment in your business? If not, there may be some work to do in one of the following areas.

Alignment

1. Who is your ideal client? Describe them as you would a friend that you are setting up on a blind date. Age, occupation, interests, membership to organizations, education, hang-outs, hobbies, favorite books and magazines, etc.
2. What inspires your clients? What is their deep longing?
3. What specific impact do you want to have on their lives?

Leverage

1. List all of your current products and pricing. Include any item, event or service of value that you have provided to leads or customers. i.e. tip sheets, articles, classes, consultations, coaching services etc.
2. What are your financial and lifestyle goals? Suspend any disbelief or limitation you may experience here and have fun describing your ideal vision of your life in 1-3 years. What is your income? Describe your physical environment. What are your days like?
3. How could you offer consistent value to the lives of your *potential* clients?

4. Which of the following inspires you the most?

- Providing service to individuals?
- Providing Service to Groups?
- Speaking? Hosting Events?
- Writing or Creating Content/Courses?
- Producing Audio/Video Products?
- Teaching Classes?
- Creating Community, Connecting Others?
- Other?

Outreach

1. What is the benefit of working with you?

2. Who do you want to *be* for your clients? (Healer, Resource, Sanctuary...)

3. What other services or products currently serve or could serve your ideal client?

What does FREEDOM mean to You?

- *Time* to Relax? Play? Create? Grow?
- The *Financial Means* to Travel? Own your Dream House? Support Causes that you Believe in? Say 'YES!' to Opportunities and Adventures without Hesitation?
- A Consistent state of *Joy and Gratitude*?
- Complete *Physical Wellbeing*?

What internal shifts and external manifestations would lead to your experience of this freedom?

- Absolute *Clarity* of Your Unique Life's Purpose?
- *Release* of Limiting Thoughts that 'Interrupt' the Flow of Wellbeing?
- A Steady, Healthy Stream of *Income*?
- *Systems and Structures* that Support You and Produce Consistent Results?
- *Healing* of Old Emotions that Create an Inner Landscape of Struggle and Pain?

Another truth about entrepreneurs is that we create. And what we create is a reflection of our openness, our resistance, our presence and our unconsciousness. That is why I love to use the realization of a THRIVING BUSINESS as an opportunity to completely transform our lives from the inside out.

What will help you make powerful shifts and create a new reality?

- A Fresh Perspective?
- Commitment and Accountability?
- A proven Step-by-Step approach for Realizing Your Goals?
- An Intuitive Guide on your Journey of Discovery?
- Support of a Community of Like-minded Individuals?

MoonBounce Marketing Mania!

There are 3 Indoor 'Inflatable' Playgrounds Within a 1 mile Radius in Waldorf Maryland.

Some of you have no idea what I am talking about, while others, perhaps those of you with children under 9, will appreciate this monumental statement. As a business owner and mother of 2 small children, I am on a constant search for family friendly spaces that will burn off some energy and make me a hero. But, despite what seems huge demand, these spaces are few and far between in the metro area and I have been known to travel 45 minutes to an hour just to pay 8 dollars per child for access to a room with a slide and a ball pit.

What does this have to do with you? Hang in there :)

So, as we drove home from our day at North Beach yesterday, my husband and I decided to take a 12 mile detour into Waldorf just to check out an establishment that we had read about on a local parenting website. The site was far off the beaten path and deep within an industrial park but upon entry, I was impressed with the giant moon bounces complete with slides and the happy children running in every direction. Hmm. Maybe I will come to Waldorf sooner than I had imagined.

As we drove away, I continued my familiar conversation that my husband patiently endures, "Why are there no places like this in Alexandria?!?" Within 30 seconds of the question, my husband pointed to a sign for another business with a playful title and a sign fraught with bright colors and shapes. "Oh, perhaps this is the place that supplies the moon bounces." I justified. But NO! This was perhaps the Mecca of indoor play spaces and bore stunning similarities to the first establishment though twice its size. My jovial outrage heightened and my voice raised an octave as I shouted, "Waldorf has 2 and we don't have any!!!" (Not great modeling for the children in the backseat but luckily one was napping and the other was engrossed in a coloring book.)

We continued our journey after my mini-tour of play space #2 and less than 1 minute later my husband tentatively read aloud from a small but colorful sign pointing towards yet another industrial park. It couldn't be. Yep, you guessed it, indoor inflatable play space #3. This time I stormed in flabbergasted and said to the proprietor, "What is going on here?!? All these fun family spaces within 1 mile of each other. It's not fair!" I regretted my playful but demanding tone as I saw the dismay on her face as she said,

"No, it's not fair." Her meaning was much deeper and more poignant than mine. It seems that businesses 1 and 3 opened almost simultaneously with no knowledge of one another while # 2 was a powerful chain that opened only weeks ago.

So, I quickly snapped out of 'woe is me' mode and put on my marketing hat. How can THREE indoor inflatable playgrounds within 1 mile of each other thrive? (Note: If you have been patiently reading and waiting for some relevance to your life, take notice here. These principles absolutely apply to **your** holistic business!)

Differentiation - While it seems that all of these businesses serve the same niche (Families) and offer the same promise, (Have Fun!) I know firsthand that there are many different reasons to visit such an establishment. So let's find a segment to attract and a unique promise to offer:

Niche Ideas

Working Moms
Stay at Home Moms
Dads
Children by Age
Families with Wide Age
Range of Children

Promise Ideas

Enrichment
A Break for Parents
Bonding
Physical Achievement/
Get Fit!
Social Interaction - Kids
Social Interaction - Adults

Relationship Building - Once you are clear about who you are serving, it is critical to get to know them and their needs more intimately. To let them know that you are here for them by seeking feedback and demonstrating your promise regularly. This will not only breed personal loyalty, but will actual make your business the right choice for them.

Products and Programs - Make practical changes to the business that serve your unique audience. Examples that apply to the variety of niches listed above might include:

- Arrange the inflatables to allow a better view for parents with children of different ages who go in different directions.
- Bring in 'babysitters' so parents can read a book.
- Implement Mommy and Me programs
- Begin Athletic Competitions and training programs
- Host a moms club with refreshments

- Evening Hours with Dinner Options (Even if that means picnic tables and take out)
- Offer a discounted membership program in addition to daily fees.

Outreach - Now make sure that your message illustrates your promise as well as who *you* are to potential clients.

- *The Healthy Choice* (Offering healthy snacks and fitness programs)
- *The Family Togetherness Choice* (Offering Classes, games and socials)
- *The Parent Gets a Break Choice* (Offering babysitters, Wi-fi and comfortable seating)

And find the proper media vehicles to deliver your message to your targeted audience. Examples:

- Moms Groups and Parent's Publications
- Women's Business Associations
- Strategic Partnerships with Pediatricians or Family Counseling Centers
- Organic Food Stores
- Churches
- Host an event for a Little League Associations and get it covered by the local paper.

If these 3 businesses have a shot of thriving within one mile of each other, the possibilities for you and your business are astronomical. It just takes a willingness to get specific and to truly commit to serving your clientele.

As always, I am happy to talk with you about differentiating your business, as well as defining and attracting your ideal clients.

All the best,

Marilyn

Social Networking Isn't for Sissies

Is 35 the New 80?

As an entrepreneur and business coach I try to stay on top of the most current marketing techniques. So, I set out yesterday with the most innocent intentions of deepening my familiarity with online social networking. Who could have predicted my ride down the rabbit hole into the alien world of Bebo, Squidoo, Twitter and Ning! Sure, I'm not 22 anymore but upon this journey I surely felt as left behind, technologically speaking, as my 92 year old grandfather felt when we gave him a TiVo DVR on his birthday.

But do not worry, I will soldier on!

I have now successfully completed my profiles on what I believe are the foundational sites:

myspace, facebook, linkedin and beliefnet (Not as popular to the general public but full of spiritually minded folks!)

I have also decided to begin a central blog that I hope to distribute to all of these sites using an application that I am sure exists, I just haven't found it yet. Perhaps a Bleepoomaditron?

So, why would I spend this time staring at a computer screen gaining these new skills and trolling for virtual companions? I'll tell you why!

Leverage: I am already creating content on a daily basis through my work with and for clients. Now, my articles, tip sheets, exercises and ideas can not only be viewed by larger audiences, but the information I post can found through relevant searches, and easily forwarded by potential clients to potential clients. I love it when one task can have far reaching impact.

Exposure: This one is pretty obvious but very valuable. More folks can see you and learn about you with an increased web presence.

Credibility: By stumbling upon your blog through a relevant search, they are introduced to you as an expert author. That is a great way to make first contact and sure beats a cold call!

Relationship Building: This is the name of the game in marketing as far as I am concerned and social networking sites allow you a broader reach without consuming your time and energy. (Though you might find yourself making friend requests at 2:00am if you aren't careful)

What Should You Do Today?

Well, today (July 4th) you should probably turn off your computer and get ready to dive into a watermelon but let's consider Monday morning shall we?

As an entrepreneur, you have all the freedom in the world. YIKES!

That means that you get to decide what exactly is in the best interest of your business today. Is it:

- Crafting that upcoming e-zine?
- Making contact with some new leads?
- Researching speaking opportunities?
- Fixing that technical glitch on the website?
- Drafting an ad for your local paper?
- Preparing that elevator speech for your next networking event?
- Reading up on ways to better serve your clients?
- Actually serving clients!?!

Boy, I'm already exhausted! And yes, this is just the tip of the iceberg. The good news is that while this list seems endless, there really are a limited number of areas where your business needs attention. And with some structure and planning, you can actually find yourself ON the ball rather than juggling 80 of them. I have, after conducting a very informal study, assessed that there are 8 types of work that you are performing on behalf of your growing business at any point in time and here they are:

- Discovery- Identifying your mission, defining your niche etc.
- Development - Mapping out a business model, creating new programs etc.
- Content Creation - drafting program materials, designing ads, writing blog entries etc.
- Technology - Adding features to your website, handling glitches in payment processors etc,
- Research - finding locations to host an event, local publications to advertise in or potential strategic partners etc.
- Outreach - Going to networking events, making follow-up calls, sending a speaker package to local associations etc.
- Education- personal development work, reading trade magazines, taking continuing education courses
- Enhancements - adding testimonials to your website, tweaking your sales pitch, applying a new networking strategy etc.

Now I know there are other things to do such as bookkeeping, space maintenance, hiring etc. But I have limited this list to Marketing and Business Development as that is my area of specialty and truly the core from which you business manifests.

For me, this list is helpful in a couple of ways. First, it reminds me to shift gears often and do work that feels good. Some days are content creation days and others are outreach days. Also, it gives me a container in which to put all those stray ideas and opportunities that pop up through the course of a day so I don't experience a shower of unrelated to dos. I have recently created a 'monthly intentions worksheet' as well as a 'weekly tracking log' that combines these categories with intended outcomes to ensure that I (and my clients) are also measuring our results in 3 areas:

- Lead Generation
- Client Conversion
- Fulfillment

This is proving a great way to be in the uncertainty and surrender of running a business while also staying on purpose and making things happen.

Perhaps these thoughts can serve as anchors for you as well. Or inspire you to find anchors of your own!

