

# Holistic Business Success

**Problem to Prosperity. Open your Dharma.** (1) LOVE Your Problem, (2) Open your Solution (3) Voice Your Solution, (4) Engage Sales

# Section 2 & Beyond

- **Section 1: LOVE Your Problem**
- **Section 2: Open Your Solution**
- **Section 3: Voice Your Solution**
  - Public Speaking
  - Volunteer, Trade Shows
  - Mailing list
  - Sell Information Products
- Section 4: Engage Sales

# Voice Your Solution

- **VOICE**. Now that you have loved your problem, opened an acronym solution, you are ready to begin voicing it.
- **BEST WAY**. The best possible way to voice it is through public speaking. However, this chapter will go into other ways as well to “voice the solution.”

# Public Speaking

- **1-4 Speaking Engagements/Month.** The absolutely best way to meet prospective clients is to do public speaking. If you could do one to four public speaking engagements a month, equals a thriving business.
- **PUBLIC SPEAKING** is any opportunity you have to speak or demonstrate your “solution” in person, virtually on TV, podcasts, radio, Tele-classes, webinars, classes, seminars, workshops.
- **BE CONSISTENT.** If you can only do one event a month, do it, but just be consistent. More important than a flurry of activity is consistent activity.

# Public Speaking Training

- **TOASTMASTERS**. For nominal dues you will get plenty of practice speaking about your solution. Hey, you might even get some clients from the other members in the room!
- **COACH**. Another great way to get your Public Speaking message together is to hire yourself a Public Speaking Coach. I worked with Amonda Rose Igoe. She is excellent. As of the writing of this book her website is: [www.highperformancespeaking.com](http://www.highperformancespeaking.com)

# Public Speaking: Content

- **TEACH YOUR SYSTEM.** Prepare your speech for your engagements. Content is “teaching” your system in whole or in part. Simple version for shorter speeches. Longer for full classes.
  - Begin with your problem. Reach the audience with your pain.
  - Follow through with your Acronym Solution.
  - Embed at least one to four client case studies during your speech.
- **SPECIAL OFFER.** Have a “Special Pricing Offer” ready for each event. Has to happen during event to be valid. Encourages sign up by limiting time offered.
- **FREE?** Some successful coaches offer a “free” session.

# Public Speaking to Funnel

- **OBJECTIVE**: Gets prospects into your mailing list or (begins marketing funnel).
- **EXAMPLE**. Radio Show. Gets people to follow show, join mailing list, \$5 donation or hire for specially priced private session.
  - 7 emails later hired for a “private session.”
  - 6 months later hired for a 10 month coaching program.
  - 2 months later joins your subscription member support site for \$19.95/month. Support for them. Residual income for you.
  - Times 1,000 = \$20,000 / month passive income.

# PUBLIC SPEAKING: Ways

- **Meetup.com** – Create your own “Meetup” or offer to speak at someone else’s.
  - Go to Meetup.com and see if the Meetup accepts outside speakers. You can do this by emailing the organizer and offering your content. As well, look at the prior Meetups. Do they have outsiders speaking? If so, this will be an excellent way for you to connect.



# PUBLIC SPEAKING: Ways

- ***Business Organizations*** – Depending on your specialization you might find business organizations good or not so valuable for your promotion. Here are a few ideas.
  - Rotary Club
  - Chamber of commerce
  - Small, medium and large corporations – Health or wellness coach. One of the absolute best ways to line up customers if your message is relevant to corporations is to market to their employees. Offer a free lunch time lecture on your simple solution to stay slender in a sedentary job.
  - Think of what the corporation needs and then customize your message to it.

# PUBLIC SPEAKING: Media

- **Radio/TV shows over Internet or on air.** If your business can provide services to clients out of your geographic area, then find a relevant radio or TV show. Contact the show's producer to offer your systematic solution.
- **Create Your Own Radio Show.** Ideas. ContactTalkRadio.com, \$400/month (ex. Ask Sara, 138,000 followers one year); BlogTalkRadio.com, FREE during day. Featured \$299/month. OK.

# PUBLIC SPEAKING: Joint Venture

- **CONCEPT**. Find a complimentary business to yours with mailing lists about the same size. You speak at their event, they speak at yours or you put on an event together. Each sells the other's products.
- **COMPLIMENTARY PARTNERS**. One way to find such partners is to think of what you do, and then identify a list of individuals who would compliment you. Ex. Artist with Psychic. I had a great idea to do a joint series of events with artist mentioned in chapter one of this book.

# PUBLIC SPEAKING: Partners

- **EXAMPLE MESSAGE.** If you are a massage therapist you might want to do an event with an aroma therapist. If you are an energy healer you might want to do a joint venture with a hypnotist.
- **SAME.** If you are a psychic you might want to do an event with another psychic, even though you both are in the same field. This is only recommended if you are extremely non-competitive in nature. This allows you each to benefit from a sharing of mailing lists.

# PUBLIC SPEAKING: Partners

- **LOCAL OR INTERNET.** You can find these individuals local to you or over the Internet. Simply Google the complimentary modality then read what you get.
- **VIRTUAL EVENTS.** If you find a complimentary practitioner in another city, consider doing a Tele-seminar or Podcast. This makes it possible to do public speaking to a virtual audience.

# PUBLIC SPEAKING: Retail

- **Retail establishments** like New Age book stores are a great way to do public speaking. This was my primary method because my business is in the field of spirituality.
- **Health** food stores, spas, etc. would be an excellent choice for someone in the health field like a diet coach. You will have to check to see if that retail establishment has public speakers before attempting to do a seminar there.
  - **Whole Foods** used to have regular seminars at their stores. However, you were not allowed to charge for your seminar.

# PUBLIC SPEAKING: Retail

- **Charging** for your seminar is an interesting subject. Since public speaking is your marketing backbone, it is not always necessary to charge for your seminars.
- **Free** short seminars of one to three hours which introduce your product can be a great way to increase your mailing list and gain clients. As well, it can be a great way to up sell to a longer, fee based class.

# PUBLIC SPEAKING: 3/Week

- **Contact 3 new speaking prospects a week.** Keep prospecting for new places to speak as a necessary part of your weekly schedule and your business will be thriving in a short time.
- **400% in 4 Months!** My business grew four fold in income in four short months by “spreading the word.”
  - I did a **public séance**. At this event a person who attended recommended me to a friend. This “friend” became a very regular client right away.



# PUBLIC SPEAKING: Special

- **Voice to Hook**. You need to get out there, voice your solution then HOOK to a Special Price Offer.
- **Public Speaking Special Price**. Offer a “back of the room” sales offer to encourage people to sign up as clients right then.
  - You might also want to make **FREE offers** for private consultations. This is used in many businesses (coaching) with excellent results.

# PUBLIC SPEAKING: Other

- **Others Ways to “Voice The Solution”**
- **Volunteer**: I built my mailing list by doing free readings for individuals whenever possible. Look for venues in which you can volunteer or offer your service for free.
- **FREE for MARKETING**. Obviously when you are offering your service for free to attendees of your acronym solution workshop, you should be creating marketing opportunities.
- **FREE for TESTIMONIALs**. As well, you can offer your service for free to friends and family, asking in return they write a testimonial for you and bring you referrals. This works very well.

# PUBLIC SPEAKING: Mailing List

- **Build Your Mailing List.** All marketing efforts should be geared towards building your mailing list. Each name on your mailing list is “Gold” to you. Most individuals will not buy from you immediately.
- **EMAIL MARKETING COMPANIES.** IContact.com, ConstantContact.com . HTML for “pretty marketing.” Aweber.com and GetResponse.com( for larger lists, not HTML).
- **FREE.** MailChimp.com. 2,000/month free!

# PUBLIC SPEAKING: Mailing List

- **BUILD TRUST**. A mailing list helps you build a relationship of trust with your subscribers over time. This relationship of trust will lead to them purchasing from you. It usually takes up to seven contacts before a person on your mailing list will buy from you.
- **FREE GIVE AWAY for Email Name**.
  - **Internet**. Offer something of value for FREE on your website.
  - **Public speaking**. Get their email!
  - **Media**. Gain exposure in the media.
  - **Trade Show Contest**. Booth visitors enter this contest by giving you their email name. Win a FREE reading or something of value.

# PUBLIC SPEAKING: Mailing List

- **SIMPLE INTERNET WAYS**. I have attempted to include here some simple Internet marketing techniques to use to build your mailing list, not everything.
- **Article Marketing**. Article marketing is a powerful way to draw people to your blog and get them to join your mailing list. You should publish any articles you write to your own blog first before submitting to article directories, such as “goarticles.com” or “ezinearticles.com,” or social sites such as Facebook or Twitter.

# PUBLIC SPEAKING: Mailing List

- **SOLUTION**. Your writing efforts should be about the acronym solution you created in Chapter 2.
- **FREQUENCY**. You should aim to have one at least one article published online a week.
- **ME**. I used to do this, but now I find the radio show to youtube.com to Google Plus is more than enough for me.
  - I do at times write articles for my mailing list and website.

# PUBLIC SPEAKING: Mailing List

- **FORMULA**. Here is a simple formula for writing an article which gets people to sign up to your mailing list or even call you directly for private sessions.
  1. Write an article which describes the common problem your ideal customer has.
  2. Offer a step by step remedy to the problem. This solution will not be your entire system, but a portion of it.
  3. At the end of the article create a resource box which offers a “FREE report” providing the full solution mentioned in the article. Here is the formula for the resource box.

# PUBLIC SPEAKING: Mailing List

- a. State the problem again. Ex. “Pulling your hair out over hang nails?”
- b. Suggest a solution: “STOP the suffering!”
- c. Call to action: “Grab your FREE copy of the Hang Nail Solution That Really Works at [hangnailsolutionreport.com](http://hangnailsolutionreport.com).”
- d. The website offering the report is a “squeeze page,” with nothing on it but a way for the visitor to get the free report by joining your mailing list.
- e. If you do not have a “squeeze page,” then offer your free report on the first page of your website. This method is less effective than a “squeeze page,” but at least is a way to capture names that you enticed with your article.
- f. If you want to create a “squeeze page” you will have to get skilled at building websites or hire someone to do it for you. More about that in Chapter Four.



# PUBLIC SPEAKING: Mailing List

- **Send your articles to your mailing list weekly with special offers.**
- Every article you write should, as well, be sent to your existing mailing list. You should regularly be feeding your mailing list with useful and helpful tips to solve the problem you identified in Chapter One.
- I now only send to my mailing list and Social Media.
- **Consistent communication** builds a relationship of **trust**. People will buy from you because they trust you.

# PUBLIC SPEAKING: Mailing List

- **Other things to offer for free.**

1. Free audio download.
2. FREE meditation.
3. FREE video report.
4. FREE game, service offer, etc. The list of possible ways to offer something for FREE and build your mailing list is really only limited by your own creativity.

# PUBLIC SPEAKING: Mailing List

- **Video Marketing (Instead of or in Compliment to Article Marketing)**
- Another way to build your mailing list is to do video marketing instead of article marketing. Video gets better placement than articles do now on the Internet, especially since Google now owns Youtube.
- This is more advanced than article marketing, takes a bit more skill to do, however, is well worth the effort when you are ready to do so.

# PUBLIC SPEAKING: Mailing List

- **Video Marketing Formula for success.**
- **Step 1:** Once a week create a video article on a subject related to your product or service. Begin with your computer's Cam. More quality? The Flip Camcorder is designed and specifically made for bloggers and Internet marketers who seek to directly upload videos to the Internet. Flip Camcorder info go [here](#).
- **Step 2:** Submit it to Youtube.com and then post to Google Plus. I have found doing Google Plus to be the only post needed as of writing of this presentation.
- **Step 3:** Have a call to action for your video. This “call to action” will be a desirable free offer of some sort.

# PUBLIC SPEAKING: Mailing List

- **Video Marketing Formula for success.**
- **Step 4:** Have this “call to action” direct your prospects to your website or Squeeze Page to get your free offer by joining your mailing list.
- **Step 5:** Squeeze Page is a one page web site designed to capture your prospect’s email to obtain the free valuable offer you presented at the end of your video. Some ideas include a free easily downloadable e-book, free report or a free healing meditation.
- **Step 6:** Captured emails go to your email marketing package.

# PUBLIC SPEAKING: Mailing List

- **Video Marketing Formula for success.**
- **Step 7:** Follow up. Use your email marketing package (icontact.com, getresponse.com, i-response.com, aweber.com, constantcontact.com, mailchimp.com, etc.) to contact your prospect on an ongoing regular basis with valuable info & offers.
- **Step 8:** Some prospects will eventually buy from you after repeated contact. You should mix free offers of value on a continuing basis (I offer the radio show) with offers to buy something.

# PUBLIC SPEAKING: Mailing List

## Other ideas for ways to build your mailing list include:

1. **Radio/TV show**. As mentioned earlier, when you are ready to speak about your solution to a larger audience create your own show or be a guest on other shows.
2. **Google Plus and Pinterest**. I am now on first page of Google search for “psychic medium,” because I combine a youtube video with a post to Plus. Check it out sometime.
3. **FACEBOOK**. Having a fan page or business page on Facebook used to be very helpful, but now FB is charging to circulate your posts.
4. **TWITTER**. Sign up to follow other individuals on Twitter that are selling what you are selling. When you do something they will be notified of what you did. This allows for visibility and possibility of building your mailing list.
5. **REMEMBER FREE OFFER**. Remember a link must be included which directs them to a place to order your FREE report or other item of value.



# PUBLIC SPEAKING: E-Publish

- **Write An E-book (or Digital Product) Describing Your System.**
- **Build Mailing List.** An e-book can be used as a way to build your mailing list. First chapter of book is FREE Report to build your mailing list.
- **PUBLISH! Gain credibility.** Excellent way to gain credibility by self publishing to Create Space (CreateSpace.com) to Kindle on Amazon. With right keywords gain access to all Amazon.com shoppers.
- **Digital Download.** Basis for a digital downloadable product to sell. Can publish audio products to CD Baby & digital retail outlets.
- **ACRONYM to E-Publishing Magnate!** Your e-book will be nothing more than a simple description of the acronym steps of your solution, with added stories & examples to fill it with meaning, substance & purpose. The acronym created earlier is outline for your book!



# PUBLIC SPEAKING: E-Publish

- **Write An E-book (or Digital Product) Describing Your System.**
- **Articles = Content.** Some of the articles you are writing about your solution, repurposed, can become additional content for your E-book. Keep this in mind as you are writing them.
- **Length.** The entire e-book does not have to be long; twenty five pages up to seventy five or so. Actually an e- book should not be very long since most readers will not want to read too much on the computer. Get to the point in your e-book! (Note an 80 page 8 ½ X 11” ebook I wrote became a 180 page hard copy book.)
- **Reports.** Call it a report if it is shorter than twenty five pages.
- **JUST DO IT!** These tools do not have to be perfect. Over time you will perfect everything. Right now you are creating a success system for your business. Just get the basics done and worry about perfection later.

# PUBLIC SPEAKING: E-Publish

- **How To Write An E-book**

1. Create the E-book using word processing software, such as Microsoft Word. You can use free software, but be sure you can save your E-book out in a format readable by any Internet browser like Internet Explorer, Chrome or Firefox. The format I save out as is PDF readable by all Internet browsers with a “run time” version of Adobe Acrobat software.
2. Write the content using the acronym solution as your outline.
3. Add in stories and examples to build depth and substantial content.
4. **Copyright**. Do not forget to place © symbol, YEAR & your name on the material.

# PUBLIC SPEAKING: E-Publish

- **How To Write An E-book**

4. Set up an account with Paypal.com to take credit cards.
5. Set up a page on your website which sells your book.
6. Your Paypal button needs to be set up to redirect the buyer to a link where your e-book is found.
7. These steps can be enhanced to include security or capture names for your mailing list in the purchasing steps. The instructions to do this go beyond the scope of this book. They can be done as you build out your business later.
8. You can create a Create Space (CreateSpace.com) POD to Kindle version and sell over Amazon eventually.

# PUBLIC SPEAKING: E-Publish

- **How To Write An E-book**
- **Voice the Solution.** At some point you are probably going to want to create information products based on your system.
- **Get Paid to Sell Yourself!** It doesn't get any better than this! You get paid for your information product such as a DVDs, MP3s, E-book, or other information product while your product sells you as a Coach or consultant.
- Creating all information products runs outside the scope of this class, however, I have provided here a simple way I have created and sell my E-books.

# EXERCISE – In Class

- CLASS PREPAREs FOR EXERCISES with LOVE formula. We will be counseling each other using our psychic and cognitive gifts as we create our “voice the solution” portion of our business plan.
- Let go. Uncross arms, legs, sit back, breathe abdominally.
- Open prayer. “Father Mother God all beings of highest love, light, please come to us now for divine process of holistic business creation. Please disconnect our energies at end. And so it is.
- Vibrationally align all in class.
- Entirely receive guidance.

# EXERCISE – In Class

- NOW. Public Speaking. Write down 3 ways you feel you will build your mailing list with public speaking from these choices:
  - meetups (another person's or create your own),
  - radio show (another person's or your own),
  - new age book stores classes/workshops,
  - fee or free speaker at a Spiritualist Church or professional organization, health fair, Whole Foods Market or equivalent, corporations lunch hour speaker, other?

# EXERCISE – In Class

- Mailing list. What mailing list software will you use? Hint MailChimp.com is free.
- Write a brief version of your story. This is about how your biggest problem created your exciting acronym solution.
- Write a brief story about how each step in your acronym solution worked or can work with yourself or a client.

# EXERCISE – In Class

- Write down 3 ways you will use your e-book to help gain sales. Some ideas:
  - Offer first chapter on your website as a FREE Report to get names for your mailing list.
  - Self publish to Create Space (CreateSpace.com) then Kindle to gain audience from Amazon.
  - Make into small stories to youtube and then publish to Google plus.
  - Write into small articles and disseminate to Pinterest, your website and mailing list.
  - Other ideas to share your e-book content to gain clients.



# EXERCISE – In Class

- **Time allowing** each student give a brief introductory presentation of their person story leading to their acronym solution.

# EXERCISE – Over Next Week

1. Write your E-book using the acronym created in Chapter Two as the outline for it.
  - a. Create your FREE Report using Chapter one of your E-book. Remember to include an overview of all the steps of your acronym solution in Chapter One.
2. Create a free account with MailChimp.com ConstantContact.com or IContact.com to begin your email campaign.

# EXERCISE – Over Next Week

a. Create a box to capture names on the first page of your website. Call the email marketing company you have chosen to do this. If there is no support you might have to find a friend or hire an expert for help.

# EXERCISE – Over Next Week

3. Book one to four public speaking engagements within the next two months.
  - a. Get the email names of participants at each event to begin building your mailing list.
  - b. Create and offer the attendees of the event a specially priced package of your products or services at the event. Do this for all your events.
  - c. Get your speech ready for your engagements. You are “teaching” your system.
    - i. Begin with your problem.
    - ii. Follow through with your Acronym Solution

# EXERCISE – Next Few Weeks

4. Create Pinterest, Google Plus, Youtube.com, Twitter, Facebook Public Figure, accounts.
  - a. Start posting video and article from your solution there 3 – 5 times a week.
5. Trade Shows in the next few months. Find a trade show in which you will participate. Book it and prepare a contest email name capture method for the show.

# Further Work

- Next Lesson: Sell Your Solution. This will include how to get on first page of Google, and other marketing and selling techniques.