

# 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**
- **Section 4: Engage Sales**
  - Internet Marketing
  - Credit Cards
  - SEO
  - Selling

# Engage Sales - Internet

- **CREATE WEB SITE**. Starting Out? Do it yourself. Find a “turn key” website development tool
- **FREE**. At time of this writing Googling “create a website for free” gets these and more...
  - Webs.com
  - weebly.com,
  - wix.com,
  - yola.com
  - Website.com
  - Webstarts.com
  - Moonfruit.com

# Website – Hire Designer

- **StudioThirdEye.com**, Heather LaCroix. Did a friend's website that soared to first page of Google.
- **Try <http://fiverr.com>**. \$5 per project digital support.
- **Hire College Student**. Try finding talent from a local university that has a New Media department. Contact the college's business career resource center for directions on how to post your job.

# Website – Naming Site

- **GOAL**. A website named with high search volume and low competition on point for your business.
  - Ex. HAPPY Menopause Without Hormones = natural remedies for menopause using hypnosis & supplements.
  - Go to “googlekeywordtool.com” Sign in and/or create an account. Search for new keyword and ad group ideas. Keyword Filters: low competition.
  - Result: “what is menopause” has 9,000 + low competition searches a month!
  - Buy the website name customized with your idea: [whatismenopausenaturally.com](http://whatismenopausenaturally.com). I use Dynadot.com.

# Credit Cards Merchant Account

- **PAYPAL**. Easiest to start with. Higher costs per transaction. Psychics are considered high risk so Paypal is it. [Paypal.com](https://www.paypal.com)
- **PROPAY**. Excellent credit card merchant. Harder to get started. Need approval, but lower transaction costs. [Propay.com](https://www.propay.com).

# GOOGLE PLACEMENT – 1<sup>st</sup> Page

**FREE! Google Places:** [Google.com/placesforbusiness](http://www.google.com/placesforbusiness)

List your business with the local Google Business Directory. Here are the steps for Google. (Yahoo and Bing follow the same concept.)

1. Go to <http://www.google.com/placesforbusiness>
2. Create an account or sign into your Google account.
3. Apply for a listing. Make sure you provide as detailed a service description as possible.
4. Wait for a letter in the mail providing you an authentication code.
5. Authenticate your listing.

# 1<sup>st</sup> Page Google – What I Do

- **NOW I am listed on 1<sup>st</sup> page of google 8 times for psychic medium.**
  - **Used Google.com/placesforbusiness.** FREE!
  - **Optimized my website for SEO.** Used HolisticBusinessMarketing.com Lisa Witter (keywords) and studiothirdeye.com Heather LaCroix (ubl & some coding).
  - **Plus.google.com.** Radio show taped to youtube.com using Plus.Google.com/Hangouts/Onair. Video posted to Plus.Google.com after it is done with proper keywords. Find using Googlekeywordtool.com as described on previous slide. FREE!



# 1<sup>st</sup> Page Google – What I Do

- **Plus.Google.com.** Learned it was mandatory with FREE consult from Donna Thornton of PsychicMediumChannel.com
- **Webcard.ubl.org.** Get listed in this directory! Costs \$75/ year but worth it! Used Heather of studiothirdeye.com for this & other SEO.
- **Meetup.com.** Gets great SEO. Worth creating your own just for this alone! Nominal monthly fee.
- **Yelp.com.** FREE.

# FREE ADVERTISING: Directories

- Find directories that hold listings for your business.
- Ex. Google, “50 Business Directories For Local Marketing”
- Get the most complete list around.
  - Yelp
  - Merchant Circle
  - LinkedIn
  - YellowPages.com
  - YellowBook.com, etc.

# SOCIAL MEDIA

- Changes all the time.
- **NOW**: Google Plus & Pinterest. Used to be Facebook and Twitter. Should have though for presence.
- **PROFESSIONAL**. You need to find an internet social media marketing professional to help you figure this out. I used Donna Thornton of PsychicMediumChannel.com. She offered a FREE 15 minute consult.
- **Hootsuite.com**. Post to all your social media in one step for FREE!

# MARKETING HELP

- **FREE is for ME!** Never pay large sums for marketing help. Waste of \$.
- **HIRE when DIRE.** I hired many coaches for help along the way.
  - Sara Wiseman of SaraWiseman.com, Amonda Rose Igoe of highperformancespeaking.com, Sherrie Frost for holistic business building coaching (no longer doing), etc.
  - Lisa Witter of holisticbusinessmarketing.com & Heather LaCroix of studiothirdeye.com b/c they had SEO expertise I did not have.

# SELLING with LOVE

- **LOVE sales model**

- **Learn Situation**. Find out what is your prospect's problem. Ask questions. Listen. Commiserate.
- **Open Problems**. Define their problems from this. "So you must be **having insomnia & terrible night sweats** w/o any hormone replacement for menopause b/c your family has a history of breast cancer, right?"
- **Vision Loss**. This can lead to chronic insomnia, creating potential to **lose your job due to lost days at work**, right?
- **Engage Solution**. You need a solution to **manage your symptoms** that is drug free, cost effective and affordable. Hypnosis for menopause is a way to do this.

# SELLING with LOVE: Example

- **PHONE RINGS**. Client inquires about your hypnosis services. You
- Learn about their situation and quickly realize they do not want to take hormones for menopause.
- Open their problem, chronic insomnia.
- Vision their suffering and loss: possible job loss.
- Engage solution for client offering a hormone free alternative, called HAPPY Menopause using hypnosis, herbs and healing.

# LEAD REFERRALS

- i. **REWARD**. Offer your customers a reward for referring clients. Ex., Refer 3 customers and you get a free session with me.
- ii. **COMPLIMENTARY PARTNERS**. Network to find complimentary referral partners and use these to offer referrals. Ex. A hypnotist might partner with a psychic.
- iii. **BUSINESS GROUP**. Join a business lead referral group.
- iv. **REFER YOURSELF**. Always have your business cards handy and offer generously to everyone you meet. Even shopping in the super market is a chance to network.

# LEAD REFERRALS

Wear a piece of clothing with an intriguing code or message on it. (Cafepress.com can be used to generate such branded clothing.)

- a. If you get clothing with your acronym or an intriguing message printed on it you can wear this clothing when you are “out and about.” Ex., “Finally Heal Your Back Pain” or “Your Soul Mate Secret” or “Ask me about HAPPY Menopause.”
- b. You will be amazed at the number of questions you can get about what that message means. This is a great opportunity to offer your business card and set an appointment. Or better yet get their business card and add them to your mailing list (with their permission of course.)
- c. Place a removal sign on your car with branded message on it.



# Business Summary – Funnel

- Largest pool prospects: free voice solution activity. Ex. Public speaking, radio show, etc.
  - Low cost entry to engage in sale. \$5 donation.
    - Higher cost product. One on one session.
      - Highest revenue. Ex. Long term coaching.
        - Residual Income. Ex. Membership site.

# 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 “Engage Sales” 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 Create Website

- **Teacher takes class to 1 of following FREE website development tools and demonstrates.**
  - Webs.com (lauradance@yahoo.com)
  - weebly.com,
  - wix.com,
  - yola.com
  - Website.com
  - Webstarts.com
  - Moonfruit.com

# EXERCISE - GOOGLE MYBUSINESS

**Teacher demonstrates how she is on 1<sup>st</sup> page of Google, then demonstrates the steps to get on the FREE! Google Places:Google.com/mybusiness**

directory. (Yahoo and Bing follow the same concept.)

1. Go to <http://www.google.com/placesforbusiness>
2. Create an account or sign into your Google account.
3. Apply for a listing. Make sure you provide as detailed a service description as possible.
4. Wait for a letter in the mail providing you an authentication code.
5. Authenticate your listing.

# EXERCISE: Directories

- Teacher shows what directories she is in that helped get her on 1<sup>st</sup> Page of Google.
  - Yelp
  - Meetup
  - UBL
  - Google PlacesForBusiness
  - Yellowpages.com (teacher not in it, but it is there), etc.

# EXERCISE: SOCIAL MEDIA

- **Teacher demonstrates**
  - Creating a Plus.Google account.
  - Creating a Google hangout on air.
  - Creating a Facebook or Twitter account.
- **Teacher demonstrates Hootsuite.com.** Post to all your social media in one step for FREE!

# EXERCISE: Help

- **FREE is for ME!** Never pay large sums for marketing help. Waste of \$.
- **HIRE when DIRE.** I hired many coaches for help along the way. Hire me for help with this course.
  - Sara Wiseman of SaraWiseman.com, Amonda Rose Igoe of highperformancespeaking.com, Sherrie Frost for holistic business building coaching (no longer doing), etc.
  - Lisa Witter of holisticbusinessmarketing.com & Heather LaCroix of studiothirdeye.com b/c they had SEO expertise I did not have.

# EXERCISES – Website Name

- Teacher works with one student at a time. Class follows on own with their own situation until teacher gets to them.
- **PROBLEM**. What is your problem? Restate it now that class has developed further.
- **SOLUTION**. What is your acronym solution?
- **OPEN** googlekeyword.com tool. Teacher demonstrates how it is used with one student. Class follows steps for their own business.
- **CHANGES**. Time allowing, teacher helps refine selections.
- **WEBSITE NAME**: Choose a website name as teacher suggests. Shows purchase on Dynadot.com.



# EXERCISE – Now, Time Allowing

- Create 1<sup>st</sup> page of your website using Webs.com (or whatever package you are using).
- Buy your website name using Dynadot.com, or whatever website host provider you like.
- List yourself in [Google.com/placesforbusiness](https://www.google.com/placesforbusiness).

# EXERCISE: Marketing Funnel

- TIME ALLOWING. Students help each other. Can do offline in the Soul Psychic Healer Facebook Support Group.
- How will you bring in most of your prospects?
- What will be your
  - Low cost entry point sale?
  - Higher cost sale?
  - Highest cost service?
  - Passive or residual income sale?

# Further Work

- **HIRE when DIRE.**

- Spirit Medium Laura (me) when you need help with aligning your business with your soul, clarifying message, creating your service listings, anything in this course. I am best resource for this.
- Sara Wiseman of SaraWiseman.com can help with e-publishing to internet sales points.
- Amonda Rose Igoe of highperformancespeaking.com, or someone like her.
- Lisa Witter of holisticbusinessmarketing.com & Heather LaCroix of studiothirdeye.com for SEO expertise.