



# Holistic Business Success

From Problem to Prosperity!

Enjoy an abundance attracting life style. Use Holistic Business Success to create a business based on your soul's plan for this life time. You will learn the L.O.V.E. success system to Love your problem, Open the acronym solution, Voice the solution, Engage sales.

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## Disclaimer

This e-book is written to provide what the author believes to be helpful tools and resources for “Holistic Business Success .” It does not and cannot promise or guarantee any specific outcome. However, the author has personally experienced excellent results following the tools and techniques outlined herein.

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## Chapter One –L.O.V.E. Your Problem

What has been your biggest problem in this lifetime? Has it been receiving unconditional love and acceptance from one or both of your parents? Has it been the ability to find work you love and then a constructive application for it? Perhaps you have been challenged in being able to express your deepest talents and truth constructively into the world?

If you are living a life where you do not know who you are, what your talents are, you certainly are not expressing them. You might even feel like a silent zombie, moving from external distraction to distraction seeking something, but you are not sure what.

Perhaps you fall into and out of love often. When the thrill is gone you get going.

Maybe you buy a lot of “toys” to distract yourself from the fact you earn a lot of money, but doing something you really do not enjoy doing.

Perhaps you have hobbies that are destructive like shopping until you drop, gambling, drinking to distract you from your emptiness.

Some might call this the existential crisis. I call it the inability to know and express your true essence to the world in a constructive way. It is the inability to be “seen” or acknowledged by others because you do not know who you are nor are you expressing yourself to the world properly.

You hide behind that which you consume thinking this will bring you an identity. When it does not you seek something new. This fails and then you continue to consume and consume. Nothing seems to bring you peace, joy or happiness.

Newsflash. Happiness is being you! It is not consuming something outside of you to numb your emptiness.

Until you get to your core center, remembering who you are, why you came to earth and then constructively expressing this on earth, you will be a person who attempts to “heal” your emptiness through consumption.

You might be a consumer of love relationships, luxury items, status symbols, clothing, travel, religious doctrine and so on. Until you remember who you are, you will find it necessary to remove yourself from reality with the false illusion of identity through consumption.

You are NOT the things you wear, the relationship you are in or the religion you worship. No. You are a soul with a unique purpose who has come to earth to discover this purpose and then serve others with it.

You are a person who has a mission. This mission can be large or small. The size of it does not matter. What matters is that it be discovered and then expressed on earth.

Why? Because your mission has meaning. You count. Your service counts. When you are fulfilling your mission you are increasing the greater good, helping consciousness evolve. You are part of something larger than yourself.

When you are serving with your mission your existential crisis is healed. You become one with the all that is. You become one with the supreme power. You become LOVE.

Why care? Because when you become one with love, you will feel great, fabulous actually. It is the ultimate consumption, but this consumption does not go away like a quick fix. It stays with you bringing the deepest satisfaction you could ever imagine to have on earth.

It brings bliss to you!

Do you want to experience bliss? Then read on.

### **The Science Of Bliss**

There is a method to magic. When you discover your “Soul Work,” your life will take on a “flow” of energy which leads and guides you along to blissful fulfillment.

The first step to this bliss magic is to discover your life’s biggest problem. You might be laughing at this but behind your life’s biggest challenges is your blissful prosperity.

What is your biggest problem in this lifetime?

My own story begins with parents who were highly creative, intuitive and artistic. Both my mother and father were successful, high talented, professional artists.

In addition, my mother was a psychic medium, astrologer, numerologist, Rosicrucian, Tarot card reader, spiritual practitioner and healer. She did readings for some famous people and wrote a book of her life’s work. It never made publication before her death.

To say I had “normal” parents is amusing, yet all they wanted for me was to be “normal.” They told me not to go into the arts, to get a stable, secure career like teaching, accounting or some trade that would support me.

My father used to satirically comment on how great it would be to become a City of New York garbage collector, because they had paid vacation, holidays and a secure retirement after 20 years on the job. My mother thought if I learned how to type that would protect me from destitution.

These were not the messages of personal validation for me. They were the messages of scarcity, lack and fear.

If you were to be yourself, you would fail, be poor and never have a vacation!

Can you think where Steven Spielberg would be today if his parents taught him this and he believed them?

Of course, what did I love to do as a child? Paint, draw and daydream. I loved to read Hans Christian Andersen's "Fairy Tales" way beyond the normal age of early childhood. Why? Because, at my core, I loved magic, fantasy, spirituality and symbolism.

I had contact with my spiritual guides from an early age. I was even saved from drowning at about four years old, although I did not fully understand who or what they were until much later in life. As well, I was regularly seeing individuals from The Other Side, very frightening at a young age.

As I progressed through life I attempted to mold myself into what I was taught, but it never seemed right. Even after years of conforming in school to get good grades, years at the corporate mill of hard labor, and then the early retirement of "wealth" I never felt like I belonged.

When I finally retired early with a millionaire's nest egg, I felt empty. I was numb, actually.

If life had not taken over, if I had not been forced to take a new course, I would still be there. I would still be sitting on a pile of money, while my heart remained in bankruptcy.

It was only after my millions dissipated through the oddest ten years of unlucky synchronicity did I finally give up. I was forced to try something different.

I finally gave into my more creative, mystical nature. I began slowly and stiltedly to use my natural gifts. I began to do soul psychic readings for people.

Because this was as natural for me as perhaps flying is for a bird or swimming is for a fish, I gave it little importance. I took it for granted.

It did not seem practical, nor even probable that I would be able to earn a living doing spiritual counseling for others. Yet when my money was almost gone, try as I did to make that different, I was forced to turn to spiritual work for my livelihood.

Miracle this is! Within four months of focusing on this work, discovering the system I am to teach you here, my income went up four fold!

I was shocked, elated and relieved. I was onto something.

Your problem is your passionate prosperity!

It is my task on earth to teach others how to create heaven on earth by allowing their true nature to surface, then to act on that nature.

This book is a success system to discover you passion then form a business around it.



## **Your Problem Is Your Power**

Take a quiet meditation for at least eight minutes. Youtube.com has some wonderful theta meditation which will put you in a discovery mode of deep insight. My website has been reviewing these meditations. Here is a link to a page on my website with reviews of these meditations. [Go here: http://abundancepsychic.com/meditations/theta-trance/meditation-of-the-week](http://abundancepsychic.com/meditations/theta-trance/meditation-of-the-week).

After the meditation take out a pen and paper. Write down the biggest obstacle you have experienced your entire life.

If you are having difficulty discovering and then expressing your problem read these examples. Perhaps they will trigger recognition of your problem.

### ***Client 1: Artist's Struggle.***

This client's mother had always told her she was not good enough. She never experienced unconditional love.

Replaying the message her mother implanted in her growing up she kept attracting people, places and things that invalidated her. She attracted an emotionally abusive husband and then an invalidating boyfriend while her art business fell apart.

Through all of this she created an art product which allowed dog owners to receive unconditional love from their pets. It was a "Doggie High Chair." It allowed little dogs to sit at table level to participate during a meal.

What a wonderful product! It delivered unconditional love to its owners!

This is her Soul Work. She is supposed to create art products which deliver unconditional love.

The more she believed in her Soul Work the more her intuition began to lead her on a prosperous path.

### ***Client 2: Power and Love.***

This client's biggest life problem was a mother who was a powerful business person with a father who was unfaithful. From this she got the mixed message that a powerful woman is unloved.

She attracted a husband that was unfaithful to her. Her reaction to this was to go off and attempt to realize her own power in a business.

Unfortunately, she sabotaged her first attempt at creating this business, by distracting herself with meaningless love affairs. She was attempting to be loved and powerful at the same time.

Both the love affairs and the business faltered as she played out the messages she got in childhood.

Her Soul Work is to create a successful business for herself then to find love after it is established. Her gift to the world from this is to teach other women through her example how to mix power and love.

She can do this through a business she creates or just in a one to one example to others.

### *Client 3: Tradition Versus Identity*

Client 3 was born into a family where religion was more than worship of a deity. It was a strict cultural identity, not to be forgotten or lost.

As she lived within the forced confines of its identity, she was miserable. Finally after years of self searching, she realized what spiritual truth was for herself.

When she began to live in accordance with this truth, it was as if she had come out from behind an iron mask. As she began to live a life which endorsed this truth, she discovered a personal satisfaction, joy and power never been known to her before.

She began to write about it. As well, she began to coach others on how to find their spiritual truth so they could live a life of personal empowerment versus a life of forced conformity.

Her Soul Work is to lead others to discover and live their spiritual truth so they may lead joyful lives of personal validity and authenticity.

### **Define Your Problem**

If you had trouble defining your problem at the beginning of this section, perhaps after reading the above case studies you will be able to express it now. Here is the exercise again.

Take a quiet meditation for at least eight minutes. Youtube.com has some wonderful theta meditation which will put you in a discovery mode of deep insight. My website has been reviewing these meditations. Here is a link to a page on my website with reviews of these meditations. [Go here: http://abundancepsychic.com/meditations/theta-trance/meditation-of-the-week](http://abundancepsychic.com/meditations/theta-trance/meditation-of-the-week).

After the meditation, take out a pen and paper. Write down the biggest obstacle or obstacles you have experienced your entire life.

We will be using this problem for the rest of the book to create your blissful Holistic Business.

## **Specialize Your Current Business**

So you now have your problem. Hidden behind this problem is a universe of customers and a wonderful Holistic Business.

Obviously you do not want to have to throw out your existing business to move forward with Holistic Business Success . Well, maybe not that obviously.

Think of it like this. Client #1 above already was an artist. However, her art was not focused on creating art to help people receive unconditional love.

When she did this, she entered the energy for her pre-life plan, which began to lead her to success.

You need to specialize your current business into a solution to your biggest life problem. So for example, if you are now selling health insurance, think about your biggest life problem.

Does it in anyway relate to buying health insurance?

Maybe you found it difficult in being self employed to find affordable health insurance or health insurance that would cover a serious preexisting health condition. Maybe you couldn't find a good health insurance provider that made it affordable to buy insurance for your children and yourself as a single parent.

When you are selling anything the best way to specialize is to think of yourself. This is your ideal target market. Why?

Well for one you will understand the needs of your customer better if you are the customer too! They will believe you have empathy for them, which helps them feel understood. This creates trust and they will more likely want to buy from you than someone who is a generalist.

If you had the problem yourself and you solved it you create immediate rapport with your prospect. They will think you understand them and can help solve their problem.

We usually buy from people who understand us. Creating rapport is a key step in achieving this.

Are you beginning to see the power of your problem? It creates a way for you to specialize. Specialization has clients built right into your business.

Specialization will, as well, allow you to see how to market your business better. You will more likely spend dollars and marketing effort participating in a trade show geared to single moms to sell health insurance than a trade show for health insurance generalists.

Your advertising dollars are spent smarter.

## **What do you now do?**

Coaching, massage therapy, diet counseling, counseling, psychic reader, energy healer, hypnotist, etc. Think about your existing business. Think about your biggest problem. Now make your specialization around solving this problem.

If you want to create an entirely new business then simply create this business around your problem.

My biggest life problem was using my natural gifts and talents in constructive service to others. So my psychic business specializes in healing and abundance from soul communications. I call this SoulTalk.

I provide other services in my business but they are subsets of this overall theme. These services are soul related.

For example, I do mediumship, which is connecting with the soul of a loved one in spirit.

When I do readings, I connect with the client's soul. If she or he is having a relationship problem, I connect to the soul of the person with which they have conflict.

### **Identify Your Best Customer**

Your best customer is you with money! So think about yourself and what you need.

What is your age, life problems, history, values and beliefs? Where do you live? What do you like to do for fun? What kind of work do you do?

This is your best customer.

Keep this in mind as we get ready to work the success system. Your marketing efforts need to find this customer.

## Exercises

1. Define Your Problem. If you have not yet defined your problem during this chapter, here is the exercise again.

Take a quiet meditation for at least eight minutes. Youtube.com has some wonderful theta meditation which will put you in a discovery mode of deep insight. My website has been reviewing these meditations. Here is a link to a page on my website with reviews of these meditations. [Go here: http://abundancepsychic.com/meditations/theta-trance/meditation-of-the-week](http://abundancepsychic.com/meditations/theta-trance/meditation-of-the-week).

After the meditation, take out a pen and paper. Write down the biggest obstacle or obstacles you have experienced your entire life.

You may have to do this exercise a number of times until you finally come up with a succinct understanding of your problem.

2. Identify your best customer. Your best customer is you with money! This is meant to get a feel for your customer. If you are not sure of the answers to these questions, just play with it. This will begin the process of becoming familiar with how to market to your best customer.
  - a. What is his or her income level?
  - b. What is their biggest expense in their life?
  - c. Where do they shop? Online? Malls? Super markets, health food stores, etc.?
  - d. What do they do for fun?
  - e. How is their health?
  - f. Do they do preventive care on their body, vehicle and home?
  - g. Continue defining as much about your perfect customer as you can.

## Chapter Two: Open the Acronym Solution

So now that you have defined your biggest problem in your life it is time to open a systematic solution to it and acronym it.

So simply create a solution. Your solution does not have to be perfect, but it has to be something. Why? So you appear as an expert in your field, with a solution to your prospect's problem.

Here are some examples to get you started.

### Case Study 1: Massage to Help Relieve Lower Back Pain Problem.

Melody had survived a lifelong challenge. Her mother had suffered with lower back pain, which ultimately led to an operation. After several more surgeries, the only thing left was to take pain killers, since the surgeries had only made her situation worse.

Her mother became addicted to pain killers. This addiction led to an accidental overdose.

Melody lost her mother when she was only 10 years old. A myriad of personal problems arose from this, the most salient being a lack of nurturing.

She began to see a pattern in herself of choosing cold and distant relationships. These relationships mirrored back to her the lack of nurturing she received as a child.

When she finally saw the connection between her failing relationships and the loss of her mother, she realized how important physical health is, especially the spine. Modern medicine while quite powerful in many ways, could fail in treating the spine adequately.

Surgery seemed to cause more problems rather than cure them. Pain killers only masked symptoms sometimes causing additional complications.

She became very motivated to learn about the spine and how to manage pain. Finally she decided to become a massage therapist, making lower back pain her specialty.

Using the PASS system Melody came up with a three step process to help individuals control and manage lower back pain without drugs or surgery using massage as an integral component.

#### ***Acronym Solution: 3 Step "LEM" System to Relieve Back Pain***

- Lower your weight. Massage and nutritional insights can help with keeping your weight down.
- Exercises for lower spine. Offer recommended exercises that help the lower back or refer them to a reputable Physiatrist or physical therapist that helps with this.
- Massage to manage pain by stimulating the muscles in the lower spine.

### **Case Study 2. Coaching: Finding Love Over 50 Using The Law of Attraction.**

Lou Ellen was a spunky lady; however, after her husband of thirty years died suddenly of a massive heart attack at just 58, she was devastated. He had been her high school sweetheart, the love of her entire life. She had never dated anyone else, nor had she wanted to do so.

After four years in mourning, she began to feel the urge to find companionship again. By this time, at 61 years old, she had gained a bit of weight and lost care in her appearance. She decided to start her new quest with Weight Watchers, regular exercise and a “beauty makeover.”

Excited by the prospect of creating a new life she eagerly ventured out to her first social function. What she found was astonishing! The women were aggressively pursuing the men!

She quickly discovered this rude reality. There were more women than men available. It seemed if she were not aggressive she was being overlooked. This event was duplicated by several others.

The second problem was finding men in good health. Lou Ellen wanted a man who had years of health left in his life while still being “age appropriate” to her. This cut down the selection of eligible men even further.

The more she looked the more she became convinced the solution was in mindset, not in reality. Reality was limiting her choices. She had to find a way to change her perception.

One day a friend gave her a book on the Law of Attraction. For her it was like the heaven’s opened up. She quickly absorbed the concepts becoming an excellent practitioner. She even made some adjustments developing her own system incorporating other spiritual laws supporting The Law of Attraction.

Within three months of practicing this law using her system, she met a man who was perfect for her.

With this success she decided to help other women achieve what she had. She became a Certified Life Coach with a specialization in finding love over fifty using the Law of Attraction.

#### ***Acronym Solution: 4 Step “LOVE” Law of Attraction System:***

- Let Go of the past
- Open yourself to love.
- Vision board to align your vibration
- Entirely receive your clues



### Case Study 3. Hypnosis : Happy Menopause Without Hormones

Michelle watched her grandmother, mother, aunt, cousin and sister fight breast cancer. It seemed her family had a genetic predisposition to develop this disease.

Michelle's entire life, consequently, was dominated on learning how to prevent cancer through healthy living, diet, exercise and nutrition.

As Michelle approached menopause she began to feel terrible hot flashes, night sweats, depression, insomnia and irritability. Rather than take hormone replacement, which seemed out of the question with her family history, Michelle decided to explore another approach to live through menopause.

She began to experiment with nutritional supplements, herbs, diet, exercise and mind therapies. Over time she created a system which was working for her quite nicely.

This became her signature business, "HAPPY" Menopause Without Hormones. It was her life purpose to help other women go through menopause without taking hormones.

#### *Acronym Solution: "HAPPY" Menopause Without Hormones:*

- Hypnosis & Holistic supplements
- Awaken to Meditation
- Play, have fun! Do what you love to do!
- Physical exercise
- Yam– wild yam cream

#### Case Study 4. Coaching: Sell Your Way To Money and Love Success

Trina had had a miserable divorce. She was still in love with her husband when he filed.

After years of counseling she began to realize what she had done wrong in the relationship. She had not learned how to communicate effectively to express what she needed in her relationship.

When she did not get what she wanted she would scream in a rage of anger.

After further analysis she realized her entire life of interpersonal relationships had failed due to this behavior. She had broken communication with her oldest daughter because of this.

Her mother had lost her father because of similar ways of communicating. When her mother did not get what she wanted she screamed and screamed and screamed until her father was pushed away from the marriage.

Trina had lost all her love relationships because of this.

Finally through therapy Trina realized the cycle of abuse she was perpetuating. She became committed to learn a new way to communicate peacefully when in conflict.

She started with some skills her therapist had given her, but quickly realized there needed to be a technique she could use which would be automatic.

Trina had worked for many years in sales. In this career she had learned a sales technique called agreement by saying "I understand." Whenever a prospect brought up a reason why he did not want to buy her product, she had learned how to agree with him by saying, "I understand."

The more you demonstrate you are in agreement with your prospect the more your prospect will trust and open up to you. This provides the opportunity to recommend a solution to your prospect with your products. Usually the prospect becomes a customer when this approach is used.

One day her daughter called her to discuss family plans for Thanksgiving. When her daughter learned Trina was not going to make a family dinner, her daughter got angry at her. Rather than scream back in a forceful way to win, Trina decided to act smarter. She agreed.

She said to her daughter, "I understand you are upset about my not making dinner for the holiday. That is understandable. I would be just as upset if my mother did not want to make a holiday dinner."

Her daughter changed her tone immediately. To be "heard" this way was a new experience for her. She decided to hear her mother out.

Trina continued, "I need to take a personal trip during Thanksgiving to clear out my head after the divorce. Do you think you could spend the holiday with my sister's family or your father instead?"

Her daughter listened and responded, "OK, Mom, I will see what I can do."

From this little success Trina was convinced she could create an easy, automatic and effective Sales System for Relationship Success. She did and built an entire coaching business around it.

*Acronym Solution: 4 Step "YES" System for Relationship Success.*

- Yes, "I understand."
- Empathize them.
- Suggest a solution.

## Exercises

1. Specialize your existing business or create a new business around solving your biggest problem as identified in Chapter One. This does not have to be perfect. Just do this for each of the three possible areas of specialization for your business to begin to get your creative juices flowing.
  - a. What is your existing business or the business you want to create?
  - b. What is your biggest life problem as per exercise in Chapter One?
  - c. Create three possible solutions to solve solving this problem.
  - d. Acronym a solution for each of the problems.
  
2. Choose the best solution to your problem of the three identified in Exercise 1.
  - a. Put each solution on a separate piece of paper.
  - b. Review each solution against your best customer as defined in Chapter One.
  - c. Which solution is
    - i. Easiest to create or find products to sell according to simplicity, uniqueness and current socio economic conditions?
    - ii. Easiest to convince a prospect to buy?
    - iii. The most lucrative earning potential?
    - iv. Re-orderable? (i.e., Consumable goods like food, vitamins and household products need to be reordered on a regular basis.)
    - v. The best for residual passive income? (Sell it once and it continues to generate income for you without your having to do any additional work.)
    - vi. The most fun to sell for you?
    - vii. Easiest to sell?
  - d. Choose of your top solution.
    - i. Grade each solution against the list made in step 2(c) above.
  - e. Go on to Chapter Three.

## Chapter Three: Voice Your Solution

Now that you have loved your problem, opened an acronym solution, you are ready to begin voicing it. 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

Probably the best way to get clients is to meet them personally. 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, you would be well on your way to developing a thriving business.

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. This is like keeping fit. It is better to do a little exercise every day, than go on a weekend warrior binge.

So be consistent and keep at it.

Public speaking is any opportunity you have to speak about your “solution.”

If you are nervous about public speaking or are not good at it, join 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!

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.

Her website is: <http://highperformancespeaking.com>

Find places to do public speaking either locally in person, abroad or virtually on radio, Tele-classes, or webinars over internet and so on. It can include classes, seminars, workshops, Tele-classes, podcasts, radio or TV spots.

### Content of your Speech or Class

Get your speech ready for your engagements. Remember you are doing nothing more than “teaching” your system in whole or in part. You can produce a simple version of your system for shorter speeches and a 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.

You should have ready to sell a “Special Pricing Offer” ready for each event attendee. If they sign at the end of the event they get a specially priced consultation. Some successful coaches offer a “free” session.

Free sessions really are an opportunity to relate your acronym solution to your prospective client's needs. Keep it short and direct to that point.

If you offer a severely discounted session or product I feel this is a happy balance of both approaches and should provide you great ability to build your client base.

### **Possible ways to find opportunities to speak.**

**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.

### **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 –

One of the absolute best ways to line up customers if your message is relevant to corporations is to market to their employees. For example, a health or wellness coach might offer through a corporation 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.

**Radio shows over Internet or on air.** If your business can provide services to clients all over the world, then you really should go to “blogtalkradio.com” and peruse the radio shows relevant to your business.

When you get to one relevant to your business, just contact the show's host to solicit a spot on their show. Offer your systematic solution.

You can do this with other Internet radio shows as well. Simply Google “Internet radio show” for your business subject to begin the process of attaining a spot.

### **Partner Marketing–**

Find a complimentary business to yours. Offer the owner of that business a joint venture. You speak at their event, they speak at yours or you put on an event together.

This can only be done if you and your complimentary business partner both have mailing lists near or about the same size.

One way to find such partners is to think of what you do, and then identify a list of individuals who would compliment you. For example, as a psychic I had a great idea to do a join series of events with an artist. Actually, it is the artist mentioned in chapter one of this book.

We both promoted to our respective mailing lists.

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.

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.

You can find these individuals local to you or over the Internet. Simply Google the complimentary modality then read what you get.

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.

### ***Retail Establishments***

Retail establishments like New Age book stores are a great way to do public speaking. This is 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.

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.

***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. One of the ways my business grew four fold in income in four short months is 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.

You need to get out there and voice the solution to have a thriving business.

***Public Speaking Special Price.*** Offer a “back of the room” sales 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 with excellent results.

Basically you will focus on their “problem” mapping your solution into solving it. See the sales section in last chapter of this book for more information about selling.

## Others Ways to “Voice The Solution”

### *Volunteer*

One of the best ways I have built my mailing list is do free readings and business coaching for individuals whenever possible. Look for venues in which you can volunteer or offer your service for free.

Obviously when you are offering your service for free to attendees of your acronym solution workshop, you are creating volunteer marketing opportunities. 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.

### *Trade shows*

Trade shows cost money and take you away from the day to day operations of your business, however, if you can get to be one of the speakers at the trade show you can really build up visibility, credibility and your mailing list. If not, they still are a great way to increase the size of your mailing list and to network.

### **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.

Some email marketing companies you can use to build your mailing list are IContact.com, ConstantContact.com or Aweber.com and GetResponse.com(for larger lists). Aweber is not an html type package so if you want your emails to look really beautiful with graphics and pictures, you will have to use a service such as IContact.com or ConstantContact.com.

A new direct marketing support offering is VerticalResponse.com. They combine support for large lists, html graphic emails, scheduled posting to Facebook and Twitter, all for a reasonable cost.

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.

The primary way to build a mailing list is to offer something of value for FREE.

Public speaking and tradeshow are some of the primary ways to build your mailing list other than gaining exposure in the media. At a trade show you should offer something of value to visitors to your booth to entice them to join your mailing list.

Usually this is done in the form of a contest. They enter this contest by giving you their email name.

When I do a trade show I offer a free reading to booth visitors if they win the raffle. When I worked in the software industry we offered a chance to win a free software product. Coming up with a prize for the contest should be very fairly straightforward for you.



**Article Marketing.** First before I continue it is important to note that you are a Holistic Business owner, not an Internet Marketer. It is helpful to know a little about internet marketing, however, that is an extremely specialized field. It is impossible to do everything well, so just focus on your business.

I have attempted to include here some simple techniques to use to build your mailing list, not everything.

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.

Your writing efforts should be about the acronym solution you created in Chapter 2. You should aim to have one at least one article published online a week. Some Internet Marketers publish ten a day or more, however, you are not such and cannot afford the time to do so.

Submit your articles, then to your website, Facebook fanpage and Twitter. You can publish links to your articles on Facebook and Twitter.

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.
  - 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 <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.

***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.

Consistent communication builds a relationship of trust. People will buy from you because they trust you.

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

1. Free MP3 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.

### **Video Marketing (Instead of or in Compliment to Article Marketing)**

Another way to voice the solution 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.

### *Formula for success.*

**Step 1:** Once a week create a video article on a subject related to your product or service. The Flip Camcorder is designed and specifically made for bloggers and Internet marketers who seek to directly upload videos to the Internet. It is an inexpensive video camera which does a quality job. To learn more about the Flip Camcorder go [here](#). Limited Budget? Begin with your computer's Cam.

**Step 2:** Submit it to Youtube.com and other video magazines online. There are automatic ways to do this. The best way is to use TrafficGeyser.com. This is a great software package that does much more than disseminate videos and is well worth the price. More about that later.

**Step 3:** Have a call to action for your video. This "call to action" will be a desirable free offer of some sort.

**Step 4:** Have this "call to action" direct your prospects to your Squeeze Page.

**Step 5:** Your 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 e-book, free report or a free healing meditation. This "free" offer would be something that is digital and can be downloaded easily without your intervention.

**Step 6:** Captured emails go to your email marketing package.

**Step 7:** Follow up. Use your email marketing package (icontact.com, getresponse.com, i-response.com, aweber.com, constantcontact.com, MonsterFollowUp.com, etc.) to contact your prospect on an ongoing basis with valuable information and offers.

**Step 8:** Some prospects will eventually buy from you after repeated contact. You should offer something of value for free three to four times more than ask them to buy something.

### **Traffic Geyser**

TrafficGeyser.com was recommended to me as the consummate Internet marketing tool by a 24 year old self made Internet millionaire who had come to me for a reading. After reviewing a promotional video on its website, I must say, I was impressed.

It seems to do everything. Check it out here: [TrafficGeyser.com](http://TrafficGeyser.com).

Then I continued to research it. I discovered there are many other ways less expensive to do video marketing. If you want to discover the latest information about video internet marketing and the best way to go about it go to “warriorforum.com.”

This is the blog that the world’s most powerful internet marketers frequent. If you ever dare to step inside of this forum you might soon discover you are happy not to be an internet marketer, as the amount of time and money it takes to make money on the internet will surely eat up your life very, very fast.

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

1. Radio/TV show. When you are ready to speak about your solution to a larger audience, I think there is no better way to do so than to have a spot in the media.
  - a. You can create your own show or be a guest on other shows.
2. Fan page or business page on Facebook. Personal pages on Facebook do not offer you a way to build your mailing list directly, however, Fan or Business pages do. You can create your business on your personal page as the place you currently work. Have this point to your business page. It is only on the business page of Facebook that you can put an offer to sign up to your mailing list.
3. Twitter account. 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. Remember a link must be included which directs them to a place to order your FREE report of other item of value.

### **Write An E-book (or Digital Product) Describing Your System.**

Before you find a publisher, this is an excellent way to gain credibility! As well, you might decide to use this e-book as the basis for a digital downloadable product you wish to sell over the internet. Today a hard cover book does not make nearly as much money as a self published digital product does.

An e-book can as well, be used as a way to build your mailing list.

Your e-book will be nothing more than a simple description of the acronym steps of your solution, with added stories and examples to fill it with meaning, substance and purpose. You see, the acronym created earlier has now become the outline for your book!

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.

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!

Call it a report if it is shorter than twenty five pages.

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.

**Create a FREE report.** This FREE Report is Chapter One of your e-book. It should include an overview of your acronym solution. It is enticement to build your mailing list.

At the end of your articles in your resource box, direct readers to your “squeeze page” and/or website to order the free report.

### **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 substantive content.
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 Kindle version and sell over Amazon eventually.

### **Sell Information Products.**

At some point you are probably going to want to create information products based on your system. These information products can help you “voice the solution.”

It doesn't get any better than 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.

This is a win-win all around.

Creating information products runs outside the scope of this E-book, however, here is a simple way I have created E-books and am selling them from my website.

## Chapter Three Exercises

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.
  - b. Create a box to capture names on the first page of your website. You will need to call the email marketing company you have chosen to do this. The ones mentioned in this book are IContact.com, Constantcontact.com and Aweber.com for larger lists.
2. Create a free account with ConstantContact.com or IContact.com to begin your email campaign. Follow instructions on how to add a mailing list sign up box to your website or call their technical support to help you get this done.
  - a. If you use Yahoo! Business you cannot add html code to your website and then can only build a mailing list with Constant contact, not Icontact.
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
4. **Optional.** Create an account with submityourarticle.com and submit your first article using Article Leverage. You can try this to see if it adds to your mailing list or business. At the very least you will develop backlinks to your website which will help with page rank for search engines.
5. **Optional.** Find a trade show related to your market and participate with a booth.
  - a. Capture names at the show for your mailing list by offering something of value for free in a contest drawing.

## Chapter Four – Engage Sales

This chapter will focus on how to sell your solution.

### Internet

One of the most important business tools you need to sell your solution is a website. Unless you are an Internet web developer it is important to find a way to simply get a professional website up and running in an easy and quickly way, as possible.

When I first got started I used Yahoo! Small Business as my website provider. I found them quite adequate. It is simple to create a beautiful looking website using their tools. The downside includes some limitations. For example their sites do not allow you to paste in “html” text. As well, you can only accept payment on special pages of their sites.

You should Google the phrase “create a simple business website.” As of this writing here is an excellent report retrieved by using that search phrase: <http://www.webhostingfreereviews.com/10-best-website-builders-3/>

I found “Ipage.com,” the first one on this list at this writing, to be quite compelling offer. You just need something simple to get started.

I have discovered a way to make a simple website and now offer this to my clients. If you are interested contact me at [laura@lauramendelsohn.com](mailto:laura@lauramendelsohn.com).

As mentioned earlier in this e-book, TrafficeGeyser.com offers everything you ever needed to create and market your website. It is worth a look.

### Hire a Website Designer

An easy way to go if you have the money is to hire a reputable website designer to create the site for you. One of my friends had Heather LaCroix create a gorgeous site for her. The website is always in the first page of Google as of this writing.

Heather is reputable and excellent at what she does. You can contact Heather via her website <http://www.studiothirdeye.com>.

I hired Heather to do an analysis of my website from a marketing perspective. As well, I hired her to tutor me in Social Marketing. She did an excellent job for me. I highly recommend her.

**Hire College Student.** You may want to hire talent from a local university. Florida Atlantic University, for example, has a media department. You can post a job offer to hire a college undergrad or graduate

student in the area of Internet Marketing. You can do this with any college that has a new media department.

Possibly this will provide savings for you. Here are the directions to do so as of 4/1/12.

*Thank you for contacting the FAU College of Business Career Resource Center for your employment needs. Our office offers students and employers an avenue to connect through our system BizCareersLink, which provides employers with the ability to post jobs / internships viewable by business students.*

*We invite you to participate by clicking <https://www.myinterfase.com/faucoba/employer/>:*

- 1. Under the login, select the “Click here to register!” option to begin the registration process.*
- 2. Register your organization and a contact person*
- 3. Go to ‘my jobs’ and add a position*

## **Naming Your Site**

The name of your website should be your business name, however, for Internet Marketing purposes you might want to buy a URL using something people might use to find your business. Check out Internet marketing section later in this chapter for more information about buying website names that are good for Google placement.

## **Squeeze Page**

If you want to build your mailing list a squeeze page is the way to go. This takes a lot of extra work and I would only recommend creating one after you have gotten the basic framework of your business going. The details in creating one was covered above.

## **Credit cards.**

Of course, one of the basic tools you will need in your business is a way to accept payment from credit cards. Paypal.com is an easy way to get started, however, they charge fees for each transaction and a hefty fee for a Merchant Terminal.

A merchant terminal will allow you to take credit card information from your clients over the phone or in person versus setting a Paypal.com button on your website.

Propay.com is another credit card vendor. They charge a small annual fee for unlimited transactions. This includes flexible ways to accept payment including smart phone, card reader, phone web interface online terminal, phone and email invoice.

Propay.com seems to be more cost effective than Paypal.com. Go to their website to apply for a Merchant Account. Website: <http://propay.com>

## Internet Marketing

**Choosing Your Website Name. (Optional.)** As mentioned above, the first website you have will use the name of your business as your website name. If your goal is to drive most of your business via the Internet, there are various ways to get on page one of Google by cleverly choosing a web name with a high search volume relative to competition.

This is a fairly involved procedure. If you need help with this you should contact an Internet marketer for advice. I am able to consult with you on this or give you a reference to find someone to work with you.

Here are the basic steps. There are other ways to do this that are more complicated. Here is one method that has worked for me.

- Use Google keyword tool to find a keyword which has over 500 exact Local searches a month with low competition.
- Go to 1and1.com to see if the .com, .net or .org version of this keyword is taken. You should not consider buying other types of website extensions (ie, .info) to be taken seriously enough by Google to get on page one.
- Test with TrafficTravis.com (free version) to further check if your domain name can go to first page of Google. Download free version of this software then run a test against your keyword phrase to see if you can get it ranked on page one of Google. It will pass the test if
  - a. There are <3 top level domains in top ten spot. A top level domain is a .com, .net or .org with no sub page.
  - b. There are no Page Ranks > 3 of competing pages in top ten spot.
  - c. There are a relatively low number of backlinks to the competing pages.
  - d. The Title, Description or H1 Tag are not utilized (i.e., there is a red X in those columns).

## Get on First Page of Google Quickly and Easily - Mandatory

As mentioned above it is rather technical to get your website on the first page of Google and other search engines. However, many people are able to get on the first page of Google for local business rather simply and for FREE!

Functionally this means when someone sits down at their Internet browser and searches for a service your business provides within your city, your website will come up on the first page of search results. This is, of course, after you register it with Google local business.

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.

That's all there is to it. You will find Yahoo! Local and Bing Local to be just as simple.

There are other ways to get on the first page of Google for local listings, but this is by far the simplest.

### **Get FREE Advertising on Internet - Mandatory**

When you are in business for yourself you want to take advantage of as many free services you can get. The Internet is filled with places to get FREE advertising.

I just did a search for "psychic medium palm beach county florida," many directories came up on first page of search results. These directories should be one of the first places you go to list your business.

You can find a list of these directories by doing both local and non local search for your keyword in Google. Get into all the directories that come up when you do this. Update this once every month to three months as the directories change.

If you set a regular time every week to do this as part of your schedule you will not forget to do this.

Here are some that came up to begin your campaign. The ones I am seeing bring in listings are the Yellow pages. Go for them first.

<http://www.google.com/places/>

<http://Local.yahoo.com>

<http://www.bing.com/businessportal/>

<http://www.Craigslist.com>

<http://www.Freeads.com>

<http://www.B2yellowpages.com>

<http://findlocal.sun-sentinel.com/>

<http://www.merchantcircle.com/corporate/>

Healers: <http://local.naturalsolutionsmag.com>

<http://www.manta.com>

<http://www.thumbtack.com> (free to register, fee paid when hired)

<http://local.botw.org> (best of the web local)

<http://www.dailymotion.com> (upload a promo video)

<http://33446.zipslocal.com/>

<http://www.yelp.com/>

<http://www.yellowpages.com/>

<http://www.bodymindspiritdirectory.org>

<http://yellowpages.aol.com>

[http://www.yellowusa.com/Add\\_Your\\_Business.cfm?continue=1](http://www.yellowusa.com/Add_Your_Business.cfm?continue=1)

**Place fee ads on Internet.** If you do not mind spending a little money to advertise here are two that might make your advertising dollars well spent. I have advertised on Ebay but found after I raised my

rates I no longer received business. Ebay is only useful when you are getting started and willing to work for a lower rate.

<http://www.ebay.com>

<http://www.naturalawakeningsmag.com/Natural-Awakenings/Advertise/>

## How to Get Leads From Facebook and Twitter

Both Facebook and Twitter provide an excellent way to get leads if you know how to use them. Each time you mail to your mailing list you can automatically post to your Facebook and Twitter accounts, if your email marketing provides this service. Icontact does. Additional steps for each social media site follow here.

### Facebook

Create a Business or Fan Page on Facebook. Facebook is going to make certain business software applications relevant to marketing only available to a business or fan page, so you will have to do this if you want to utilize the power of this ubiquitous giant.

Other things to do with a Fan or Business Page:

- Put your mailing list subscription form here.
- Post your newsletters to this page.
- Post updates and helpful information nougats a few times a week.
- Post your events. Don't forget to list all of your speaking engagements on Facebook. They will come up on the newsfeed page on the day of the event, so they are highlighted to viewers.
- Advertise with Facebook. When you have the money consider advertising with Facebook since it is highly targeted.

### Twitter

The basic way to utilize Twitter is to begin following the threads of related accounts. When you do something your activity will be tweeted to everyone on that thread.

Steps:

1. Open a Twitter account using your business name. Example: DietCoachLeslie. Follow with your name.
2. Search on Twitter for a radio show related to your business.
3. Follow the Twitter account of someone who has a large list of followers.
4. When you Tweet about your event these followers will get a Tweet on it.

## Selling Products

After you have created your e-book and begun doing speaking engagements it is very important to begin to create products which support your "system." These can be information products like meditation MP3s, DVDs, but also any type of product that is in support of your system like nutritional supplements.

These products can be sold at the back of the room for speaking engagements, on your site and at trade shows.

***Amazon.com.*** Another way to generate immediate cash from your business is to sell other people's products from your website by becoming an Amazon affiliate.

Simply go to the Amazon.com website and follow the steps to become an affiliate. Once you are through all you have to do is embed the affiliate code they provide for their products into articles and other content you publish on your website.

It is best to sell products within the context of helpful information you are providing readers for free. If you do this well, you will effortlessly make additional money from your website.

***Cafepress.com*** allows you to sell customized products like t-shirts and mugs without making any personal investment. Simply go to Cafepress.com, follow instructions to open a store and link from your website to this store. You can sell customized products branded with your trademark "acronym" solution. This is very easy, fun and fast.

***Google AdSense.*** Another way to make additional income from your website is to place Google AdSense ads on your site. You will need to open a Google AdSense account. Then you need to generate code for advertising from Google and paste this code into appropriate locations on your website.

The instructions to do this go outside the realm of this book. It is advisable to hire a Web designer to help you with this.

## Sales Skills

Laura is available for sales coaching. She has 17 years software sales experience and has been trained professionally by corporations such as Microsoft.

Here is a brief overview of a simple formula for sales success. It is called the LOVE sales model based on the SPIN approach created by Neil Rackham. SPIN was the sales model used by Microsoft Corporation during the 1990s.

Here are the SPIN steps:

- **Situation.** Ask questions of your prospect to develop rapport and learn about their current problems. For example, you receive a phone call from someone inquiring about your services. Ask them “who, what, where, when and why” questions. Pretend you are a news reporter trying to gather up information for a story. This will give you valuable information to help in closing them. As well, it shows the prospect you are interested in helping them.
- **Problems.** Identify the probable problems the prospect has from their situation. State back these problems in a positive way to the prospect to get them to agree and to have them realize you understand them.
- **Implications.** Each problem implies a greater loss of some sort. Find the implied loss and state it. IE. If they do not get their weight down, they could develop type II diabetes and then it will cost them a lot in medical costs. Unchecked weight loss will mean higher costs in the future.
- **Needs.** Relate how your product will address the implied catastrophe.

I turned this into a simpler formula called L.O.V.E. This stands for:

- **Learn the Situation.** Ask questions of your prospect to develop rapport and learn about their current problems. For example, you receive a phone call from someone inquiring about your services. Ask them “who, what, where, when and why” questions. Pretend you are a news reporter trying to gather up information for a story. This will give you valuable information to help in closing them. As well, it shows the prospect you are interested in helping them.
- **Open Problems.** Review some implied problems that might arise from their situation.
- **Verify Interest.** Ask them if they had this solution to their problem would they do it? Are they able to do it? Are they qualified (ie, have the money or the time or resources to solve it).
- **Engage Agreement.** Gain an agreement to move forward in the sales process.

**Example.** Your phone rings. Someone is calling you to inquire about your weight loss coaching services. Instead of rambling on what you do and what you have to offer begin to ask the caller questions.

Here are some possible questions you might ask.

**Learn Situation.** How are you doing with your weight? Do you eat low fat high fiber? Do you exercise? Have you tried other weight loss methods? Were they successful? What is your age? Do you lose weight easily?

The situation your caller is in suggests the related health problems from being overweight. Your conversation continues.

**Open Problems.** Do you find at your age it is getting more difficult to lose weight? How is your blood sugar levels? Are you short of breath? How is your energy level? Do you have knee or lower back pain from carrying around the extra weight?

You have now guided the caller into realizing you understand their problem and as well, you have subtly suggested the implications of what might happen if they do not get their weight under control.

**Verify Interest.** If you had a low cost and easy way to lose weight would you do it?

**Engage Agreement.** Would you like to test drive our new weight loss system? It is enjoyable, low cost and you can do it in a minimum amount of time?

As soon as they agree, you should ask what time would be best for their appointment. It is always a good idea to offer the caller one of two choices assuming they are going to set an appointment.

This is called the Assumptive Close.

If you keep the conversation light, friendly, inquiring and assuming you will get a lot of appointments.

### Create a Lead Referral System.

After you have your business humming along it is a great idea to get clients from your existing clients using leads. Here is a possible lead referral system you could follow.

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

## Exercises For Chapter Four

1. Create your website using your business name yourself or by hiring someone.
2. Place it in Google, Yahoo local business directories.
3. Get a merchant account with Paypal.com or Propay.com.
4. Place free ads in directories on Internet. Do three a week until you are in all you can find.
5. Create a Facebook fan or business page. Add your email marketing sign up form to it. Post your newsletter to it every time you publish.
6. Create an Amazon.com affiliate account. Every time you publish an article to your website include a link to an Amazon product relevant to the article you have written.

## Conclusion

I want to thank you for sharing this exciting journey with me. Hopefully you have discovered through this e-book that creating your own Holistic Business is possible.

Look to my website, <http://www.lauramendelsohn.com> for continued material and classes.

Here are some other E-books. **More information about ALL the E-books can be found [here](#).**

***LOVE Abundance Method.*** This is a great companion book to Holistic Business Success , since it provides distinct tools for creating magic in your business life. It offers a guide to increasing your luck, synchronicities, hunches, guidance and success. If you are looking to improve your ability to manifest your dreams, this book will provide a simple yet powerful plan to get your real magic going. [Go here for more information.](#)

***Channeling the Collective.*** Learn how to use a pendulum, do automatic writing, vocally channel and heal with your guides.

***Psychic Creativity.*** Learn how to crack open your ability to read energy from auras, chakras, telepathy, remote viewing and other skills. This is a fun, natural, spiritual and divine experience.

***Psychic Mediumship.*** Working with your natural psychic gifts, this book unravels the mystery of mediumship with practical, down to earth exercises and explanations.

***Makeup Your Breakup.*** The consummate guide to getting over lost love due to a break up.

## Contact

Please feel free to call upon me, Laura Bartolini Mendelsohn, for readings, or coaching in any of these areas. I can be reached by phone at (954) 465-7338 or email at [laura@lauramendelsohn.com](mailto:laura@lauramendelsohn.com)

Much love and many blessings,

Laura Bartolini Mendelsohn  
Trance Channel Medium  
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## Reference Section

### Books

[“Creative Visualization,”](#) by Shakti Gawain and other materials

[“The Game of Life and How to Play It,”](#) by Florence Skovell Shinn and materials

All books and materials by [Sanaya Roman](#)

All books and materials by [Abraham Hicks](#)

[Silva Mind Method](#) – all material

[“Super Rich: A Guide To Having It All,”](#) by Russell Simmons. [Go here to order it.](#)

## Quick Reference Guide: Holistic Business Success

### L.O.V.E. Means:

Love Your Problem –Your problem is your power

Open Acronym Solution to this problem.

Voice the solution about this solution to others

Engage Sales - Sell the solution to close the business

### Holistic Business Success :

- 1) **Love Your Problem.** This is your Niche, Best Client, client's biggest problem and your systematic solution
  - a) Your Problem is your Power is Your Prosperity The magic of your soul purpose is behind your problem.
    - i) Remember to be practical: Teresa, Angela and Cassie.
      - (1) Funding – didn't have enough funding.
      - (2) Start Slowly – rented space before having income.
      - (3) Focus on your business, not partying. Partied instead of worked.
      - (4) Pay attention to cash flow, etc. – Ignored warning signs.
    - b) Area of specialization? Your life's biggest problem will be your business focus. This is your life's work. Soul created it for a reason.
      - i) Do a meditation to get quiet.
      - ii) Write down your life's obstacles.
      - iii) Write down your day dream for your life.
      - iv) This is your business specialization.
    - c) What do you now do?
      - i) Coaching, massage therapy, diet counseling, counseling, psychic reader, energy healer, hypnotist, etc.
        - (1) Take your current business and specialize it on the solution to your life's problem.
    - d) Your Best Customer is you with money! So think about yourself and what you need.
      - (1) Age range, problems, history, where to find
      - (2) If you need help with this, set up private sessions with Laura
  - 2) **Open Your Acronym Solution.** Create a Niche, Take your BIGGEST PROBLEM as defined in Step One above and then create an ACRONYMED SOLUTION.
    - a) Example 1: Massage. Niche: Lower Back pain.
      - i) 3 Step LEP System:
        - (1) Lighten your weight,
        - (2) Exercises that help the lower back,
        - (3) Massage for muscle support.
    - b) Example 2: Coaching. Niche: Find soul mate over 50 using spiritual law of attraction.
      - i) 3 Step "LOVE" system:
        - (1) Let Go of the past
        - (2) Open yourself to love.
        - (3) Vision board to align your vibration
        - (4) Entirely receive what arrives
    - c) Example 3: Hypnosis: Niche: Eradicate menopause symptoms without hormone replacement therapy

- d) "HAPPY" Menopause:
  - i) Hypnosis & Holistic supplements
  - ii) Awaken to Meditation
  - iii) Play, have fun! Do what you love to do!
  - iv) Physical exercise
  - v) Yam– wild yam cream
- e) Example 4: Coaching. Niche: "YES" System for Relationship and Sales Success.
  - 1. Yes, "I understand."
  - 2. Empathize with them.
  - 3. Suggest a solution.
- 3) **Voice the solution.**
  - a) Network – I have found my best clients have come from meeting individuals face to face rather than any other way. Networking can include public speaking, trade shows or any way you meet individuals face to face.
  - b) Public Speaking –
    - i) IMPORTANT - probably the most important thing you can do to promote your business. You become the authority on the subject.
    - ii) Find places to do public speaking either locally in person, abroad or virtually on radio, Tele-classes, or webinars over internet, etc.
      - (1) Places to find speaking engagements include:
        - (a) Meetup.com – create your own meetup, too.
        - (b) Rotary Club
        - (c) Chamber of commerce
        - (d) Holistic local newspapers – find other meetings and offer your speaking services about your system. Ex. Natural Awakenings.
        - (e) Small, medium and large corporations
        - (f) Radio shows over Internet or on air.
        - (g) Internet or local partnerships –
          - (i) Find a complimentary business to yours.
          - (ii) You speak at their event or they speak at yours.
            - 1. Each build your mailing lists.
            - 2. Mutually cooperative.
        - (h) Trade shows.
      - (2) Contact 3 new speaking prospects a week.
      - (3) Do one to three live speech a month, depending on your schedule.
      - (4) Retail establishments like New Age book stores, Health food stores, spas, etc.
    - iii) Public Speaking Coach. If you are not good at public speaking get a public speaking coach. An excellent one is Amondarose Igoe at <http://highperformancespeaking.com>
    - iv) Lower cost public speaking training can be afforded through Toastmaster's International. <http://www.toastmasters.org/>
    - v) Public Speaking Special Price. Offer a "back of the room" sales to encourage people to sign up as client's right then.
      - (1) FREE – many individuals offer FREE client sessions to boost their sign up rate. This works! Try it.
- c) Get published. Write about your system and get your articles published on and off line. Publish one a week.
  - i) Publish your articles to your website, ezinearticles.com, Facebook fanpage and Twitter with keyword phrases in them

- ii) Send to your mailing list (more below) weekly with special offers.
  - iii) Create an e-book on your system.
    - (1) Use the Acronym Solution as the outline and content for your E-book. Add content to the book through client stories, and other helpful information.
    - (2) Create a juicy FREE report about your system from the e-book
      - (a) Gets people to join your mailing list.
      - (b) Offer FREE report at end of articles in resource box about the author.
      - (c) Offer FREE report on Squeeze Page where your email list sign up form exists.
    - (3) Make juicy report into a speech with the highlights of this system.
    - (4) Create other products in support of your system, such as DVDs, MP3s, supplements or whatever products you can sell.
  - d) Industry trade shows.
    - i) Get a booth for visibility
    - ii) Become a key note speaker for enhanced credibility and visibility.
  - e) Create a mailing list.
    - i) At each event you should capture names of prospects
    - ii) Your website should have a “squeeze page” for mailing list capture form. A squeeze page is a page with nothing else on it but a form to order the “free” report so you can build your mailing list.
    - iii) Good mailing list programs include aweber, icontact, constantcontact.com. The best one for large lists is aweber.
  - f) Volunteer
    - i) Find and create ways to volunteer to build your mailing list and voice the solution further.
- 4) Engage Sales**
- a) Internet
    - i) Website:
      - (1) Simple approach. Go here and find a simple website solution for small business. <http://www.webhostingfreereviews.com/10-best-website-builders-3/>
      - (2) Or hire a website developer to save time and money. Heather LaCroix is an excellent and reputable one. Her website is <http://www.studiothirdeye.com>
      - (3) The name of your website should be your business name.
        - (a) Your business name should be the phrase people use to find your service on the Internet. Ex. If you are Massage for Lower Back Pain, then your website should have that name.
        - (b) Internet Marketing purposes you should buy a URL using the phrase people use to find your business. Check out Internet marketing section for more information about buying website names that are good for marketing.
    - ii) Need a squeeze page too. This was covered above.
    - iii) Credit cards. Get validated by <http://www.Paypal.com> or some other payment system so you can take credit cards.
      - (1) <http://propay.com> This service allows you to accept credit card payments with one flat fee a year. This is very good cost savings as compared to Paypal rates.
  - b) Internet marketing
    - i) Your website name. Besides using the name of your business as your website name, Internet marketers usually will buy an internet website name that has a high search to competition ratio. If you need help with this you may contact Laura or an Internet marketer for advice. This is very complicated and involved to do. Here are the basic steps.
      - (1) Use Google keyword tool to find a keyword which has over 1500 searches a month.

- (2) Go to 1and1.com to see if the keyword is taken in the .com, .net or .org version. You should not see other type of website names..
- (3) Test with <http://www.TrafficTravis.com> (free version of this software) to see if your domain name can go to first page of Google. Download free version of this software then run a test against your keyword phrase to see if you can get it ranked on page one of Google. It will pass the test if
  - (a) There are <3 top level domains in top ten spot. A top level domain is a .com, .net or .org with no sub page.
  - (b) There are no Page Ranks > 3 of competing pages in top ten spot.
  - (c) There are a relatively low number of backlinks to the competing pages.
  - (d) The Title, Description or H1 Tag are not utilized (ie red X in those columns).
- ii) Local Internet Marketing. List your business on Google, Yahoo and Bing local directories.
  - (1) Just Google to find the website for this registration.
  - (2) Follow instructions there to list your business.
  - (3) IMPORTANT: This is probably the most important listing you can have on the Internet for local business.
- iii) Place FREE ads on Internet. IMPORTANT.
  - (1) Do a search for your keyword in Google for both local and non local.
    - (a) Get into all the directories that come up when you do this.
    - (b) Update this once every month to three months as the directories change.
  - (2) Do 3 a week at a regular time so you do not forget.
  - (3) Here are some that came up to begin your campaign. The ones I am seeing bring in listings are the Yellow pages. Go for them first.
    - (a) <http://www.google.com/places/>
    - (b) <http://Local.yahoo.com>
    - (c) <http://www.bing.com/businessportal/>
    - (d) Craigslist
    - (e) <http://www.Freeads.com>
    - (f) <http://www.B2yellowpages.com>
    - (g) <http://findlocal.sun-sentinel.com/>
    - (h) <http://www.merchantcircle.com/corporate/>
    - (i) Healers: <http://local.naturalsolutionsmag.com>
    - (j) <http://www.manta.com>
    - (k) <http://www.thumbtack.com> (free to register, fee paid when hired)
    - (l) <http://local.botw.org> (best of the web local)
    - (m) <http://www.dailymotion.com> (upload a promo video)
    - (n) <http://33446.zipslocal.com/>
    - (o) <http://www.yelp.com/>
    - (p) <http://www.yellowpages.com/>
    - (q) <http://www.bodymindspiritdirectory.org>
    - (r) <http://yellowpages.aol.com>
    - (s) [http://www.yellowusa.com/Add\\_Your\\_Business.cfm?continue=1](http://www.yellowusa.com/Add_Your_Business.cfm?continue=1)
- iv) Place fee ads on Internet
  - (1) Ebay. Only works with low priced ads.
  - (2) <http://www.naturalawakeningsmag.com/Natural-Awakenings/Advertise/>
- v) Facebook, Twitter – keep posting links to your articles or newsletters when you do them. Software will now automatically do this for you (<http://www.icontact.com> ).
  - (1) Invite to events

- (2) Put your mailing list subscribe form on Facebook
- c) Selling Products
  - i) Create and sell products for your system. These can be information products like meditation MP3s, DVDs, but also any type of product that is in support of your system like nutritional supplements.
    - (1) Sell on your site, at trade shows and at speaking events.
  - ii) Sell other people's products from your website.
    - (1) Amazon.com is an excellent way to generate extra income from books and products related to your system.
    - (2) Cafepress.com sells customized products like t-shirts and mugs.
    - (3) Google AdSense ads on your site makes additional income.
  - iii) Sales Skills – L-O-V-E your prospect. Laura is available for sales coaching. She has 17 years software sales experience and has been trained professionally by corporations such as Microsoft.
    - (1) Learn the situation. Ask questions of your prospect to develop rapport and learn about their current situation.
    - (2) Open the problems. Identify the potential and implied problems the prospect has from their situation. State back these problems to the prospect to get them to agree and to have them realize you understand them.
    - (3) Verify their ability and interest to resolve the problem. "If I offered you a way to resolve your chronic weight loss problem holistically would you be interested?" Listen and respond.
    - (4) Engage Agreement to resolve their problem. Move forward in the sales process.
- d) Create a lead referral system.
  - i) Your best customers will come from referrals. Create a referral reward system from your customers. I.e., refer 3 customers and you get a free session or product.
  - ii) Find complimentary referral partnerships and use these to offer referrals. Ex. A hypnotist might partner with a psychic.
  - iii) Join a business referral group.
  - iv) Always have your business cards handy and offer generously.
  - v) Wear a piece of clothing with an intriguing code or message on it. Can be ordered inexpensively using <http://www.CafePress.com>. Ex., "Finally Heal Your Back Pain" or "Your Soul Mate Secret" or "Menopause No More."
    - (1) Place a removal sign on your car.
- 5) Keep growing your business with new systems.
- 6) Rinse and repeat.

*NOTE:* Laura Mendelsohn is available for private channeled sessions, spiritual [psychic readings](#), mediumship, Law of Attraction Miracle Method, Channeling GodSpeak, Psychic Creativity, Psychic Mediumship and Soul Work coaching. She can be reached at (954) 465-7338 or [laura@lauramendelsohn.com](mailto:laura@lauramendelsohn.com).

## Holistic Business Success Class Exercises

### Chapter 1 Exercises: Love Your Problem

1. Define Your Life Problem.

Take a quiet meditation for at least eight minutes. Youtube.com has some wonderful theta meditation which will put you in a discovery mode of deep insight. My website has been reviewing these meditations. Here is a link to a page on my website with reviews of these meditations. [Go here: http://abundancepsychic.com/meditations/theta-trance/meditation-of-the-week](http://abundancepsychic.com/meditations/theta-trance/meditation-of-the-week).

After the meditation, take out a pen and paper. Write down the biggest obstacle or obstacles you have experienced your entire life.

You may have to do this exercise a number of times until you finally come up with a succinct understanding of your problem.

***Class discussion and psychic receiving to refine your problem definition.***

2. Identify your best customer. Your best customer is you with money! This is meant to get a feel for your customer. If you are not sure of the answers to these questions, just play with it. This will begin the process of becoming familiar with how to market to your best customer.
- What is his or her income level?
  - What is their biggest expense in their life?
  - Where do they shop? Online? Malls? Super markets, health food stores, etc.?
  - What do they do for fun?
  - How is their health?
  - Do they do preventive care on their body, vehicle and home?
  - Continue defining as much about your perfect customer as you can.

### Chapter 2 Exercises: Open Acronym Solution

- Specialize your existing business or create a new business around solving your biggest problem as identified in Chapter One. This does not have to be perfect. Just do this for each of the three possible areas of specialization for your business to begin to get your creative juices flowing.
  - What is your existing business or the business you want to create?
  - What is your biggest life problem as per exercise in Chapter One?
  - Create three possible solutions to solve solving this problem.
  - Acronym a solution for each of the problems.
- Choose the best solution to your problem of the three identified in Exercise 1.

- a. Put each solution on a separate piece of paper.
- b. Review each solution against your best customer as defined in Chapter One.
- c. Which solution is
  - i. Easiest to create or find products to sell according to simplicity, uniqueness and current socio economic conditions?
  - ii. Easiest to convince a prospect to buy?
  - iii. The most lucrative earning potential?
  - iv. Re-orderable? (i.e., Consumable goods like food, vitamins and household products need to be reordered on a regular basis.)
  - v. The best for residual passive income? (Sell it once and it continues to generate income for you without your having to do any additional work.)
  - vi. The most fun to sell for you?
  - vii. Easiest to sell?
- d. Choose of your top solution.
  - i. Grade each solution against the list made in step 2(c) above.
- e. Go on to Chapter Three.

### Chapter 3 Exercises: Voice the solution

1. Write an outline for a workshop using the acronym created in Chapter Two.
  - a. Present this workshop to your partner in class or to the class. 30 minutes.

### Chapter 4 Exercises: Engage Sales

1. Sell your solution to your partner in class using the L.O.V.E. formula. Learn Situation, Open Problem, Verify Interest, Engage Agreement.
2. Create your website name using your business name yourself or by hiring someone. DO IN CLASS.