

# 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 1 & Beyond

- **Section 1: LOVE Your Problem**
- **Section 2: Open Your Solution**
  - Case Study 1
  - Case Study 2
  - Case Study 3
  - Case Study 4
- Section 3: Voice Your Solution
- Section 4: Engage Sales

# Open the Solution

- **SOLVE IT**. 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.
- **SYSTEM**. So simply create a solution. Your solution does not have to be perfect, but it has to be something.
- **EXPERT**. 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 for Lower Back Pain

- 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.

# Case Study 1: Lower Back

- **SPINE**. 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.
- **PAIN**. 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.
- **SYSTEM**. Using the LEM 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: “LEM” System: LEMonade from Back Pain Lemons

- **LOSE WEIGHT**. Massage to relax and nutritional insights. She could even sell a weight management dietary supplement or product.
- **EXERCISE**. Offer recommended exercises that help the lower back or refer them to a reputable Physiatrist or physical therapist that helps with this. She could sell exercise videos for back pain or teach yoga focused on back pain management.
- **MASSAGE**. Massage specialized to pain reduction for lower back.

# Case Study 2. Love Over 50 Law of Attraction Coaching

- **WIDOWED.** 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.
- **BEGIN AGAIN.** 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.”

# Case Study 2: Love Over 50

- **AGGRESSIVE**. 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!
- **OVERLOOKED**. She quickly discovered this rude reality. There were more quality women than quality men available. It seemed if she were not aggressive she would be overlooked. This event was duplicated by several others.



# SOLUTION: Love Over 50

- **HEALTHY**. 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.
- **MINDSET**. 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.

# SOLUTION: Love Over 50

- **Law Of Attraction**. 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.

# SOLUTION: Love Over 50

- **WORKED**. 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.
- **COACHING**. She became a Certified Life Coach with a specialization in finding love over fifty using the Law of Attraction.

# Acronym Solution: Find “LOVE”

## Over 50 Law of Attraction System

- **Let Go** of the past. EFT, Hypnosis, release meditations, visualizations, support group, therapy, energy healing, yoga retreat, etc.
- **Open** to love. Supervised life makeover to reflect you are ready. Ex. Get a makeover, lose weight, start going out more, join a dating service, etc.
- **Visualize success** daily while listening to meditation music. The Third Eye Meditation.
- **Embrace** the flow of clues.

# Case Study 3. HYPNOSIS: HAPPY Menopause, NO Hormones

- **DEATH**. Michelle watched her grandmother, mother, aunt, cousin and sister die of breast cancer. It seemed her family had a genetic predisposition to develop this disease.
- **NO HORMONES**. Michelle's entire life, consequently, was dominated on learning how to prevent cancer through healthy living, diet, exercise and nutrition, NOT hormones.

# Solution: HYPNOSIS for Happy Menopause

- **SYMPTOMS**. 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 healthfully live through menopause.

# Solution: HYPNOSIS for Happy Menopause

- **SOLUTION**. She began to experiment with nutritional supplements, herbs, diet, exercise and mind therapies. Over time she created a system which worked for her quite nicely.
- **HAPPY**. This became her signature business, “HAPPY” Menopause, NO Hormones. It was her life purpose to help other women go through menopause without taking hormones.

# Acronym Solution: HAPPY Menopause

- Hypnotizes you HAPPY with
- Allowing the NOW, meditative, mindful living.
- Passionate Play, hobbies, friends, family, fun, love.
- Physical Play, endorphins, sweat, working out.
- Yams, soy, flaxseed, phytoestrogen rich diet, nutrition, supplements & oils or creams like Evening Primrose Oil, Black Cohosh, Maca, Chaste Berry, Dong Quai, Pueraria Mirifica, Pregnenolone, etc..  
Can sell these herbs for repeat, consumable product income.



# Case Study 4. Coaching: SOUL Relationship Healing

- **DIVORCE**. Trina had had a miserable divorce. She was still in love with her husband when he filed.
- **COMMUNICATION**. 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 because she had not felt worthy or confident enough to do so. Her inner self, her soul, was broken.

# Case Study 4. Coaching: SOUL Relationship Healing

- **RAGE**. When she did not get what she wanted she would scream in a rage of anger.
- **FAULT**. 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.

# Case Study 4. Coaching: SOUL Relationship Healing

- **FAMILY**. 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.
- **LOST LOVE**. Trina had lost all her love relationships because of this.

# Case Study 4. Coaching: SOUL Relationship Healing

- **COMMUNICATION**. Finally through therapy Trina realized the cycle of abuse she was perpetuating. She became committed to develop self esteem & confidence, offering a centered way to communicate peacefully when in conflict.
- **AUTOMATIC**. She started with some skills her therapist had given her, but quickly realized there needed to be a deeper way to work. Her core (soul) required healing.

# Case Study 4. Coaching: SOUL Relationship Healing

- **SOUL HEALING**. Trina began to search to alternative modalities to help heal her core. Finally she began deep, soul centered healing which eradicated a sense of inadequacy, opening a powerful inner dialogue she supported with action.
- **SOUL SUPPORT**. The more she practiced soul support, the happier her life got, regardless of other's behavior. She did not need them for her happiness. She knew she would be happy no matter what!

# Case Study 4. Coaching: SOUL Relationship Healing

- **ANGER**. 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's soul spoke for her.
- **SUPPORT**. She said to her daughter, "I understand you are upset about my not making dinner for the holiday." Trina knew instinctively her daughter felt abandoned due to past behavior. "Maybe I can support you in another way at the holiday."

# Case Study 4. Coaching: SOUL Relationship Healing

- **HEARD not HARRASSED.** Her daughter changed her tone immediately. To be “heard” this way was a new experience for her. She decided to hear her mother out.
- **EXPRESS vs. DISTRESS.** Trina continued, “I would like 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?”

# Case Study 4. Coaching: SOUL Relationship Healing

- **TRYING**. Her daughter listened and responded, now knowing her mother had her best interests at hand. “OK, Mom, I will think about it. ”
- **SYSTEM**. From this little success Trina was convinced she could create a soul healing system for Relationship Success. She did and built an entire coaching business around it.



# Acronym Solution: “SOUL” System for Relationship Success

- “SOULJOURN”™, soul journeying, hypnosis, trance channeling. What does my soul want to tell me today? Who am I? What do I want? Where am I going?
- OPEN POWER. Live each day authentically in your power, authentically as your soul.
- UPLIFT VIBE. Raise your vibration with aromatherapy (reorder factor), endorphins (physical play, diet, nutrition), natural mood lifters.
- LOVE. Be source of your happiness. Love your life. The more you do this, the more confident you become, freeing others to be themselves for relationship success.

# EXERCISE

- **ON OWN**: 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.
- **CLASS**: Uncross arms, legs focus on breathe from abdominal area, relaxing and letting go.
- **WRITE**: After the meditation take out a pen and paper. You are going to Specialize your business around a solution to your biggest life problem.

# EXERCISE

1. Specialize your existing business or a new business around solving your biggest problem as identified in Chapter One.
2. This does not have to be perfect. Just do this for each of 1 – 3 possible areas of specialization for your business to begin to get your creative juices flowing.
3. Steps to do this follow.

# EXERCISES

- 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 1 – 3 possible solutions to solve this problem. Be sure to include possible products and unique services you can offer.
- d. Acronym a solution for each.

# EXERCISES

2. Choose the best solution to your problem of the three identified in Exercise 1. This is how to choose.
  - a. Review each solution against your best customer as defined in Chapter One AND
  - b. How it measures up against the answers to questions on following slide.

# EXERCISES

- c. Which solution is
  - i. Uses what you already know and sell?
  - ii. Easiest to create or find products to sell? 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?

# EXERCISE

- d. Choose of your top solution.
  - i. Grade each solution against the list made in step 2(c) above.

# EXERCISE - Help

- **CLASS**. In the online class each student will give a profile of their proposed solution after completion of prior exercise.
- **STUDENTS** will intuitively respond (after LOVE steps) and offer further ideas until a final solution is created.
- **TEACHER** will refine.
- **EACH STUDENT** in class will benefit in this way.
- **ALONE**. Do this with others to obtain their input.



# EXERCISE - FINALIZE

- **ADD**. Add anything you can to further flesh out how your business will help solve a big problem for a prospect.
- **STILL**. If you are still having difficulty
- **HIRE** Laura for a private session.  
<http://SpiritMediumLaura.com>

# Further Work

- Do these exercises a few times until you feel comfortable with your solution.
- Next Lesson: Voice Your Solution, how you will spread the word and begin marketing what you offer to your prospective audience.