

The Ultimate Guide To MARKETING FROM THE HEART



STAND OUT FROM THE COMPETITION AND
MARKET LIKE A BUDDHA

INTRODUCTION

Where are you in your relationship with marketing? Are you scared to put yourself out there? Not sure what to say? Do you think it's sleazy? Do you just not want to spend the time doing it?

We all hope we're good enough at what we do that the right clients and customers will just show up on our doorstep.

But here's the truth:

As a healer, creative entrepreneur, or wellness professional, it's part of your job to promote, represent, and sell your products and services. Because no one understands your clients and customers the way you do.

I've got good news...

As someone who helps people for a living, you are a born marketer. Yes, that's right. You're already a hundred steps ahead of most people. Because...



MARKETING FROM THE HEART IS COMPASSION IN ACTION



That doesn't sound so bad, right?

WHAT MAKES MARKETING FROM THE HEART DIFFERENT FROM OTHER TYPES OF MARKETING?



- 1 It's not manipulative, skeezy, or playing to people's insecurities.
- 2 It relies on you to embody honesty, understanding, and empathy.
- 3 It calls on you to be actively compassionate.
- 4 It compels you to create from a place of deep love, care, and a commitment to serve.
- 5 And it requires you to stand in the fullness of your gifts.

If you want to sell your products or services honestly and ethically, you need to care deeply about and understand the people you serve.

Here are three powerful strategies to help you market like a Buddha and get paid to be you:

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- 1** Use compassion and mindfulness to supercharge your sales.
 - 2** Write like you talk to interest people in what you do and build trust.
 - 3** Solve your customers' and clients' problems for them (and get paid generously for it).



STRATEGY 1: USE COMPASSION AND MINDFULNESS TO SUPERCHARGE YOUR SALES

If you're not marketing, you're being selfish. Wait, what? Did you read that right? Yeah, you did. Let me explain.

You care about your clients and customers, right?
You want to help them. But listen,



If they can't find you, you can't help them.

I'm going to give you a powerful mantra to make marketing part of your compassion and mindfulness practice. Ready? Here it is:

I will stop thinking only about myself and start thinking about the people who need what I'm offering.

This mantra should drive everything you create. Your business is not about you. It's not about your talents, skills, degrees, certifications, brilliant ideas, or being a badass influencer.

It's always about your customer and clients. As a heart-centered marketer, you have to care more about your people than about what makes you look good.

THE POWER OF SELF-OBSERVATION

Picture yourself scrolling through Instagram. Suddenly an ad pops up for a folding kayak. Something about the imagery, the words, and the message makes you want it. Like right now.



Your heart quickens, and you get a rush of excitement. You remember tubing with college friends with a six-pack on an endless afternoon. The sun on the water, the feeling of total freedom.

WHAT HOOKS YOU?

How did that ad hook you? Was it the images of the happy people pulling the kayak out of their tiny-ass Ford Fiesta, popping it open like a fortune cookie, and floating down a Spanish-moss-drenched river paradise?

Was it the bold font telling you that for the next seven days, you can get 20% off all accessories with this special code?

USE YOUR POWERS OF MINDFUL OBSERVATION TO
FIGURE OUT HOW YOU TICK. HOW YOU RESPOND.

It takes some soul-searching to figure out how you can be of service, and reach the people who need you most. But if you start paying attention to the marketing that makes *you* want to buy, you'll get insights and ideas about how to promote the things you do.

PRACTICE

What hooks you? On the next page is a helpful chart. As you move through your day, take photos and screenshots of marketing examples that make you want to whip out your credit card. Pay attention to what happens in your body and record your reactions for the next week.

WHAT WAS IT?

A vertical column of 25 horizontal grey bars, stacked vertically, intended for writing the answer to the question 'WHAT WAS IT?'. Each bar is of uniform height and width, providing a structured space for text.

WHAT MADE ME WANT IT?

A vertical column of 25 horizontal grey bars, stacked vertically, intended for writing the answer to the question 'WHAT MADE ME WANT IT?'. Each bar is of uniform height and width, providing a structured space for text.

WHAT WAS IT?



WHAT MADE ME WANT IT?



Great job! What have you learned about yourself and what hooks you? How can this help you in your own marketing? Are there images, ideas, feelings, hopes, and dreams that are also appealing to your clients and customers?

ACTION STEP

Create a Marketing Inspiration folder. Save anything you run across that sparks you and refer to it often to get ideas for emails, headlines, social media posts, and other marketing materials.

STRATEGY 2: WRITE LIKE YOU TALK

THE THREE-STEP PROCESS TO CRAFT COPY THAT SELLS



"Copy" is the words you use on your website, emails, and anything you use to promote your business in writing.

Good, clear, succinct, copy is one of your most powerful tools for communicating effectively with your people.

PRACTICE

Choose a piece of writing to work on. It could be a paragraph on the "about" page of your website, or the bio on your LinkedIn page. You'll find space in the following few pages to do this exercise.

STEP 1

Set a timer for ten minutes and just write. No editing, no worries about grammar or punctuation. Just focus on getting your ideas down for the full ten minutes.



A series of horizontal dashed lines for writing, consisting of 25 lines spaced evenly down the page.

A series of 25 horizontal dashed lines spanning the width of the page, intended for writing or drawing.

A series of horizontal dashed lines for writing, consisting of 25 evenly spaced lines across the page.

Ok, congratulations! You have what's called, "a shitty first draft!" But buried in this draft are the seeds of what you truly want to say.



STEP 2

Prune it. I remember the time my father ruthlessly cut back my mom's beloved lilac. She almost killed him. But the next year they grew back more beautiful and vibrant than ever. That's what you're doing here. You are getting rid of word weeds so your message comes through clearly.

Go wild. Cut out as many unnecessary words as you can without losing the meaning. For starters, prune words like "really," "very," "just," "might," "you can," and "that." Then go from there.

For example:

As a Reiki practitioner with over 10 years of experience, I channel the Universal Life Force to clear energetic obstructions so that you experience ultimate healing on all levels of the mind, body and spirit.

Simplify it to say:

I use Reiki to heal the mind, body, and spirit.

Attention spans are short. So keep your copy short too.

STEP 3

Now it's time to rewrite. In this version, you're going to write like you talk. Formal writing has no place in your copy unless you're writing for a purely academic audience from the 18th century. In the draft you write on the following pages, use language that the people you want to work with would use.

So instead of saying:

If you think coaching sounds like it is for you, let's talk and determine what your needs are, and what you are most comfortable with. A preliminary call is recommended to determine if we're a good fit for each other.

use contractions like "it's"

Passive voice is the kiss of death.

You could say:

Interested in coaching? Want to talk about working together? I'm (your name). Let's chat to see if we're a good match.

See how this version talks right to you? It makes your client or customer feel like you're talking right to them.

Clear, succinct writing will get your message across in a jiffy.



HELPFUL TIPS



INSTEAD OF THIS

TRY THIS

PASSIVE VOICE	ACTIVE VOICE
Some yoga blocks were bought by me.	I bought some yoga blocks.
Laura's sister was met at the Harmonic Sound Healing Center by her.	Laura met her sister at the Harmonic Sound Healing Center.
FORMAL	USE CONTRACTIONS
"That is," "You are," "I am," "We are"	"That's," "You're," "I'm," "We're"



YOUR TURN (YOU'RE GOING TO DO GREAT)

Your mantra for this lesson is:

The more words I use, the more clients and customers I lose.

A series of horizontal dashed lines for writing.

Handwriting practice area consisting of 20 horizontal dashed lines.

Great job! Now compare your first draft with what you just wrote.
Which one would make you want to work with you?



ACTION STEP

Choose your top three pieces of copy that need this kind of attention.
Make a plan to do this practice with them this week

STRATEGY 3: SOLVE YOUR CLIENTS' AND CUSTOMERS' PROBLEMS FOR THEM

Say you have a business offering a float tank and full spectrum infrared sauna. What gets in the way of potential clients and customers partaking in your luxurious downtown oasis?

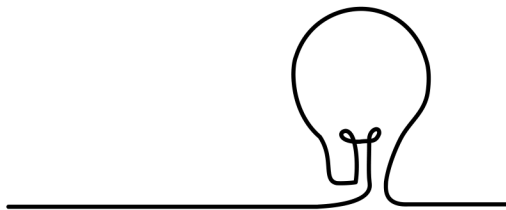
It's the ideal location. It would help people to unwind and relax. But why aren't they knocking down the door?

Think from your clients' and customers' perspectives.



PROBLEM: Some might want to come, but they work the same hours as you're open.

SOLUTION: Can you offer expanded hours one or two days a week for these folks?



PROBLEM: Some might have time after they drop the kids off at school but they don't want to look like a drowned rat for the rest of the day.

SOLUTION: Could you offer lavender-scented cool washcloths so they can wipe themselves down afterward? Or create a relationship with the salon upstairs – maybe you can partner with them to offer a discounted blowout especially for your customers. (It might just get the salon extra business too.)

See what I mean? Solve your clients' and customers' problems for them. It's like codependency, only instead of ending up resentful you can make a good living going out of the way to help.

ACTION STEP

Start asking your clients and customers what your business could do to make their lives easier.



NICE WORK!

Marketing is a transformative tool that can create positive change in people's lives. It's a way for you to be creative and innovative. And it offers you ways to connect with, inspire, and share your healing self with others.

See, I told you you'd be good at this.

Did you find these tips helpful? If so, please feel free to pass this along with attribution.

This means you're welcome to post this on your blog, hand it out to others in your hot yoga class, or distribute it to your women's writing circle.

Just make sure it has this info on it:

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Need help figuring out what you want to say, creating a website, or writing copy? Email me! We can work on all of that together. hello@erincoyle.com

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