

### Creating a Professional Feng Shui Practice

- Marketing
- Advertising
- Resources

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### Marketing Your Feng Shui Practice

- Core Belief
- Vision
- Mission Statement
- Marketing Strategy

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### Core Belief

- Example: "I believe in Miracles and I am open to the abundance of the Universe."
- "I know that by making these causes I will be rewarded with their effects."

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### Vision

- What do you imagine for your business beyond just "making money"?
- Example: "I wish to heal the planet by helping people heal their homes."

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### Mission Statement

- Your guiding principle for daily business activities.
- Example: "I conduct my business from day to day with complete integrity, honesty and sincerity." Or,
- How you want others to perceive your business.

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### Marketing Plan

- A road map to your success.
- List several ways to generate income.
- Be ready to switch gears.

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### Creating a Winning Strategy

- Brainstorming.
- Dowsing for direction.
- Understanding and organizing the results.

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What is Your Most Important Marketing Tool?

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### Your Mailing List

- Keep records of every client.
- Capture email addresses.
- Your most important business asset.

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### Creating a Brochure

- Five W's and How
  - Who
  - What
  - Where
  - When
  - Why and
  - How

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### Creating a Brochure

- How can you help them? Their business? Do you have a Hook?
- Photo. Professional. Appropriate when going into homes and businesses.
- Testimonials.
- Keep it simple.
- Maintain continuity with other marketing materials, ads, business cards, etc.

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### Creating an Advertisement

- Five W's and How
  - Who
  - What
  - Where
  - When
  - Why and
  - How

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### Creating an Advertisement

- May be a flyer.
- Photo.
- Keep it simple...repeat over and over.
- Sell the sizzle, not the steak.
- Clear contact information.
- Simple text, lots of graphics and photos.
- Invite contact.

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### Internet Marketing

- Free listing on [www.fsdi.com](http://www.fsdi.com).
- Create web site.
- Develop links with other web sites.

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### Internet Marketing

- Social Media Marketing
- Inbound leads
- Your sales funnel
- Twitter, Facebook, LinkedIn, Pinterest
- Blog creation
- Free give away – Simple tips

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### On-going Contact

- Newsletter.
- Email column.
- Tip column.
- Blog.

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### Finding Clients

- Speaking, lecturing, teaching.
- Writing, local media, interviews.
- Referrals:
  - Clients, contacts
  - Personal contact
  - Networking

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### Setting Fees

- Comparable value
  - Home inspector.
  - Contractor.
  - Real Estate Agent.
  - Architect, Interior Designer, etc.

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### Inbound Marketing

- Facebook
- Twitter
- Other Social Media.

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### Intangibles

- Sincerity
- Integrity
- Don't "Badmouth" the Competition.
- Realize that there is enough for all.

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