

- 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."



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

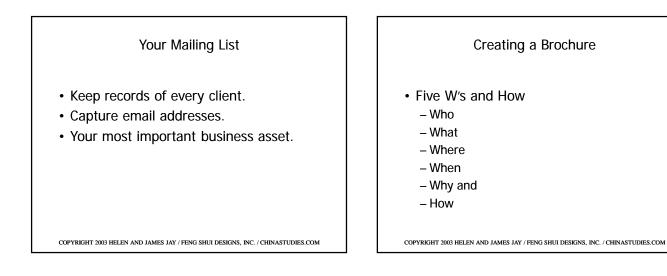
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Creating a Winning Strategy

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

What is Your Most Important Marketing Tool?

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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

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 <u>www.fsdi.com</u>.
- Create web site.
- Develop links with other web sites.

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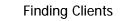
Internet Marketing

- 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.



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

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

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Inbound Marketing

- Facebook
- Twitter
- Other Social Media.

Intangibles

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

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