

- Marketing
- Advertising
- Resources

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM

Marketing Your Feng Shui Practice

- Core Belief
- Vision
- Mission Statement
- Marketing Strategy

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM

### 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."

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM

#### 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.

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM



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

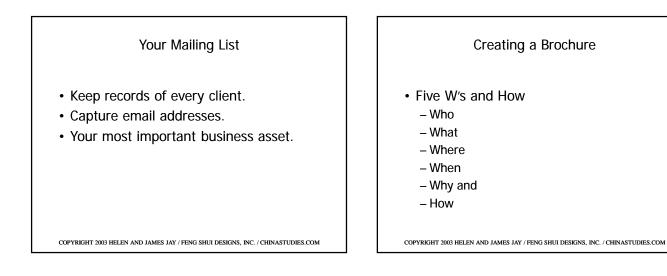
COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM

Creating a Winning Strategy

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

What is Your Most Important Marketing Tool?

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM



### 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.

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM

#### 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.

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM

## Internet Marketing

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

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM

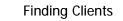
### Internet Marketing

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

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM

## **On-going Contact**

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



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

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM



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

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM

## **Inbound Marketing**

- Facebook
- Twitter
- Other Social Media.

# Intangibles

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

COPYRIGHT 2003 HELEN AND JAMES JAY / FENG SHUI DESIGNS, INC. / CHINASTUDIES.COM