

Introduction

The Secrets of Spiritual Marketing is written for the talented and gifted natural therapists of this world. Truth be told, most natural therapists are excellent at what they do. They have undertaken all of the training in their chosen field, have spent hours in clinical practice and in many respects they are experts in facilitating their natural health therapy. However not all is well for the wellness professionals. When it comes to promoting and advertising their natural health therapy practice, most therapists are less than capable of effectively promoting and marketing what they do.

One of the primary reasons why natural therapists lack the ability to effectively promote themselves is simply due to the fact that little or no time is devoted to learning about marketing or advertising. It makes sense then that in order to successfully build a practice where we not only bring in new customers and clients but retain our existing clientele that we need to receive an education in achieving this.

Marketing by definition is the art of selling and is defined as being the business of delivering the goods (your services) from you (the producer) to the consumer.

Spiritual marketing is defined as a way to share what you love to do and be financially supported by providing your services in order to help others.

Because most natural therapists are poorly educated about advertising and promoting their natural therapy practice, they often look to what everyone else is doing. The result is more advertisements that fail to be effective simply because almost everyone is copying everyone else's badly written and poorly designed ads. The good news is, there is help. What you behold is a complete guide to effectively marketing your natural health therapy practice which will bring you lasting results and more

clients than you could ever need.

Spiritual Marketing enables you to help people and to solve their problems through your experience and training. However, in order for you to help more people, they need to know that you exist. Spiritual Marketing provides you with methods to bring your wellness business to more people and thereby help others to live happy, healthy and more fulfilled lives.

If you can touch one person's life they will treat those around them in positive ways, and like a stone dropped into a still body of water, the ripples of your practice can touch more peoples' lives and you can be duly compensated for your talents. Isn't this our goal, to help others?

In preparation for writing this book, I interviewed many natural health therapists and asked them the question, "*Why do you do what you do?*" most people invariably answered that their main reason was to benefit others.

The thing is it is quite okay to be financially rewarded whilst helping others, it is actually a very spiritual thing – money, that is. Having issues with money is more common than most people think. We often think about our lack of funds before looking at other peoples' lack of financial abundance. This comes from the way many of us had the words drummed into our heads: "*You cannot be spiritual and wealthy*" or "*Money is the root of all evil*".

I also hear from many therapists and healers that they do not charge for treatments because "*Money gets in the way of spirit*". If a therapist chooses not to charge for their time then this is fine provided they have an alternative source of income. Some people prefer to have a natural therapy practice as a hobby and do so because they feel uncomfortable charging for their services, but let us take a look for a moment at the truth of Spiritual Marketing.

No matter what you do, whether you give counseling consultations or collect the garbage from the street, every profession involves helping others' solve their problems or offers a service to

improve others lives. What most therapists don't realise is that all work, no matter what it is, is spiritual because it offers a solution to people's problems.

It does not matter what we do, we are all in some way in the business of helping others.

When it comes to practitioners in the natural therapy industry where we often find this mistaken view about money that somehow it is not spiritual (especially when it comes to a lot of money). It is important to recognise that whatever you do is by definition is a spiritual practice. I should point out that a lot of the people who have issues with charging for their services are usually the ones who have lack in their financial abundance. In some cases they use the excuse of being spiritual to perpetuate the continued lack of financial success.

Over the years I have also heard from many people in the wellness industry as well as from many other spiritual and new age arts that they do not consider it spiritual to earn from their spiritual practice, let alone make a lot of money from their practice. They feel that receiving money by giving treatments is directly violating spiritual laws.

What many fail to see is that abundance is our birthright and being abundant *is* spiritual. One need only look at nature to see the wealth so clearly displayed. When a flower blooms it does not hold back and only reveal a few petals, it opens fully and reveals itself completely. It really is our birthright to be abundant and that also means that prosperity is simply a manifestation of this abundance. We should use this wealth wisely and ensure we use this money in ways to benefit both ourselves and our community.

Money is a symbol of value and an exchange of energy, and nothing more. Money gives you choices and options. It is very hard to help the poor and needy by being poor and needy ourselves. By the same token when you find another person stuck down a well, you will be of little help by jumping in with

them. Being financially wealthy is like having a ladder to help rescue the person who is in the well and calling for help.

When we look at what holds people back from being financially successful in their natural therapy practice, we find the biggest thing standing in their way are self-limiting beliefs around prosperity. It is a well known spiritual law that *'as we think, so we become'* and this especially applies to our self-worth regarding our financial abundance and prosperity.

If you are going to succeed in your natural therapy practice, not only spiritually but financially, then you need to alter your mindset from one of lack, to one of abundance. It is important to recognise that in order for you to share your spiritual gifts with as many people as you can and thereby help them, then it is logical that those people first need to be able to reach you. This is exactly what Spiritual Marketing is.

You can get started on becoming successful by looking at your beliefs around money.

The simple logic is to ask yourself: *'Why do I wish to begin a natural therapy practice?'*

When we ask ourselves this question some of our answers might include:

'To help others who are in need'

'To grow in myself by healing others'

'To be a spiritual example to others'

'To improve my abilities by working with other people'

Your reasons may include these or you may have other reasons. Whatever the reasons are, promoting yourself is inevitable if you are going to benefit others.

Your services also need to be reciprocal. It is important to closely examine the benefit of exchange. When you offer a service to another, you set in motion a benefit to that person's life. As a result they will be more able to benefit others. The fact that you

have helped them means that they, in accordance with the law of *karma* (or cause and effect) owe you something in return. When we charge for our services we create an opportunity for the recipient to return our gift and thus create a karmic balance. It is actually your responsibility to charge for your services, thereby creating perfect balance and an equal exchange for services rendered.

Most people in the natural therapy industry focus a great deal of time and energy on cultivating their skills in of their chosen field. But the fact is that it doesn't matter how good you are at what you do if nobody knows about it.

What I have also encountered amongst many natural therapists who work in the wellness industry is that most do not earn enough or do not have enough clients to earn the kind of lifestyle they desire. Some have a complacent attitude to their financial situation, thinking that in order to do what you love to do they cannot become wealthy doing it. I am here to tell you that this is simply not true.

By applying the tried and tested techniques presented in this book you can 'have your cake and eat it too'. I have seen too many excellent practitioners go out of business simply because they lacked both the belief and the methodology to bring their wellness business out of poverty into prosperity. The only thing that prevents you is the will and the proven tools presented in *The Secrets of Spiritual Marketing*.

The wellness industry is today one of the fastest growing industries. There is a new trend towards complementary therapies where the emphasis is on prevention of illness and support of our health, rather than just a last minute cure. With the growing trend towards preventative medicine particularly in the natural health industry, people are looking for something more which is not only about enhancing their lifestyle, but taking preventive action to enhance and maintain health in order to live a more balanced and healthier life.

The opportunities for natural health practitioners to make a living in the wellness industry are better today than ever before and conversely there are many more wellness industry practitioners in practice. This presents a great variety of natural therapy options in the market place for consumers, which also equals greater competition for natural therapists. How will you make your business stand out from the crowd?

This book highlights some of the well guarded marketing secrets. Some of the concepts provided in this book fly in the face of traditional marketing techniques yet are tried and tested techniques which work and continue to work to bring you new clients who retain their loyalty.

When it comes to finding new clients some statistics report that it is ten times harder to obtain a new client than it is to get a repeat purchase from an existing client for your product or service. With this in mind, we can do many things to retain our existing clientele and entice them in many exciting ways to purchase again and again. The techniques offered in this book illustrate the importance of providing an excellent service and also suggest a variety of compelling benefits which your customers will find hard to resist. By utilising the suggestions in this book your profits will increase, plus your customers will happily pay for your services.

The methods presented in this book have been used in business just like yours with great success for many years. The techniques I share have also worked for me. Having been in practice as a natural therapist and educator of natural therapies for over 15 years, I have successfully utilised these techniques over and over with enormously positive results. This has not only translated to an increase in clients but a definite increase in tangible profits as well.

Of course, with any of the strategies presented in this book you have to see if it fits your business and with what you are trying to achieve. This is why I always recommend three things

when trying any of these techniques. These are: Test, Test and Test. We need to test and re-test the marketing techniques we use to ensure we are getting the most value from our advertising and marketing approaches.

The following chapters are in many respects stand alone topics so if you know that what you really need to do to improve your business is focus on building your website, or you sense that the vital improvement will be from looking after your existing clients, then you need not read through the book from cover to cover. Simply use your time to the most benefit and skip ahead to the chapters which are relevant to your business right now.

Over the years I have spent thousands of dollars in research and training in the pursuit of these highly prized and guarded secrets which you now hold in your hands. I believe these secrets should be made available to everyone in our industry. So this is my gift to you. Your end of the bargain is to put these sound ideas into action!

I wish you well with your spiritual and business life for the two go hand in hand.

Lawrence Ellyard

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