



A New Wind for Your Sails

by David Lauterstein

A NEW WIND FOR YOUR SAILS

This outline shows how marketing can be seen as applying the same principles we practice in sophisticated bodywork, especially Zero Balancing and Deep Massage (which use the "fulcrum" model for how to optimize contact). I wrote it a few years ago when I entertained a bit more new-age language so have patience with that! Let me know if you have any questions - this is an outline that could be elaborated into a book! – 9/6/2013

I have a dream. We have a dream. This dream is Heaven on Earth.

And we know that the principles underlying Deep Massage and Zero Balancing and its practice are relevant to this dream and its coming true.

We want truth, goodness and beauty to prevail. We want the highest possible social effectiveness and social justice.

As we proceed more consciously into the realm called "promotion", we must do everything we can not to drop the perspective of enlightenment. As we spread the word, let that word arise from unity.

At the same time, the world of duality, both inner and outer, can be truly challenging. Getting a new client and serving current ones involves thoughtful work interfacing with the outer world. And going beyond one's inner conflicts over successfully promoting one's practice calls for inner work.

Well, let's get going! The World and Heaven and Earth itself are in the Balance

CENTER YOURSELF

"Have a Dream." - Dr. Fritz Smith

Centering doesn't precede the other phases of marketing. It is the ground underlying all the phases.

Marketing with the Enlightened Body - Do not do marketing with your head alone. Activate your whole self and each part of you.

A. Get grounded – feel solid on the earth and connected with it. Feel yourself at interface with earth energy.

B. Feel your excitement – enjoy giving rise to new life; feel irresistibly drawn, aroused, to assisting in the birth of new positive experiences.

C. Activate your gut – have guts, access and honor your deepest feelings, have backbone; assimilate new feelings and ideas; eliminate unneeded ideas and feelings joyfully as called for. Include your doubts.

D. Have a heart – use your passions (grief, anger, joy, etc.) to fuel and empower your thinking, acting, and speaking.

E. Feel the energy to sing your song – the music and lyrics of your thoughts and feelings. Promotion is Orphic. Cry out. "God made your wanting so that milk might come." - Rumi

F. Use sense and sensibility – use the gift of conscious thinking, seeing and hearing for wondrous guidance.

G. Be open to inspiration from beyond yourself, from beyond what you "know" and normally are. Accept help from your source, the larger whole, universal life flow, from everywhere.

II. Questions to be answered with the Enlightened Body

Who are you?

What is unique about your history, your roots as a health practitioner?

What is skills do you have? Which do you love the most (prioritize them).

What is your mission?

What is your sword in the stone (even deeper than mission)?

What benefits do you offer your potential and current clients?

What is your USP - Unique selling proposition?

What is unique about the histories of the modalities you practice, their roots as health practices?

What skills do they cultivate or amplify?
What benefits do your modalities offer clients?

What is Zero Balancing? What is Deep Massage? What are the unique forms of bodywork that you practice?

What is unique about their history, roots as a health practice?

What skills do they cultivate or amplify?

What is their mission? How is that congruent with your own?

What is their sword in the stone (even deeper than mission)?

What benefits does Zero Balancing, Deep Massage, the bodywork forms you practice, offer for clients?

To what unique problem(s) do you, as a health practitioner, have a solution?

Allow these questions and answers to blossom and reveal themselves over time.

Remember –

“Any question you can answer in one lifetime is probably not a very good question.”

- Sam Keen

And on the other hand –

“Any fight that last longer than 15 seconds is a fight being fought by incompetents.”

- Bruce Lee

TAKE OUT THE LOOSENESS

“Who Do You Love?” -- Bo Diddley

Choose people; do not just wait for them to choose you.

What are you waiting for?

Who are you looking for?

Who do you want to attract – allow the participation of the 2nd and 4th chakras.
To which kinds of clients/ groups are you attracted?

What is the nature of the clients you want? For whom is your heart looking?

Who may be looking for you? Who in the darkness may be reaching out to you?
Who is asking for help? What do they need? What are they looking for?

We are seeking each other.

Sometimes you will find the next best clients from the people your target groups regularly interface with – other caregivers, family members, friends, work associates, etc.).

Remember the goal is often life-long relationship, not just the first session or two.

Write an imaginary classified ad describing the kinds of clients you want. Consider also writing down the kinds you don't want and kick-starting your imagination through the process of elimination.

Having target markets doesn't limit you to those people; it just concentrates your efforts to be aimed primarily at interfacing with clients you will enjoy the most.

Ground yourself in your love for them.

And

Accept your new good luck – their love for you.

"I have been a lucky man. To feel the intimacy of brothers is a marvelous thing in life. To feel the love of people whom we love is a fire that feeds our life. But to feel the affection that comes from those whom we do not know, from those unknown to us, who are watching over our sleep and solitude, over our dangers and our weaknesses – that is something still greater and more beautiful because it widens out the boundaries of our being, and unites all living things.

- Pablo Neruda

TAKE UP THE SLACK

"I'll let you be in my dream, if I can be in yours." - Bob Dylan

Fall in love with your target markets.

Consider your target markets. What do they love? What do they need?

What are their demographics? -- Age, Gender, Income Level, Profession, Education level, Work and Home locations

What are their psychographics? -- Values, beliefs, religion, spiritual practices, personality types, lifestyles, usual activities, social activities, hobbies, health care needs, educational needs.

Consider their Past, Present and Future -- What is their history? Where are they coming from? Where are they now? Where may they be going? Where do they want to go?

Answer all questions you have a pretty good idea about. What do you know about these people in your heart, your mind, your bones?

Leave the unknowns to be answered during the later phases – while you hold, monitor, re-evaluate, or clearly disengage.

Consider trading or offering a lunch for interviews/focus groups with one or more people in your target groups.

What are their motives, concerns, needs, heart's desires, desired outcomes?

What are their hopes and dreams? How might their lives change as a result of your service? What do they think they'll be able to do that they can't do now?

What problems may they have that we may be able to provide solutions for?

What dis-eases may they challenged with?

What dispositional challenges may they have?

What is their "destiny"? How can you help them fulfill it?

List all the benefits you can provide for your target markets – in terms of learning, therapeutic benefits, useful products, etc. Identify all of the products or services you provide that could possibly be of value to your clients (and the people who they associate with).

What are your goals for your income and number of session this year?

What are your qualitative goals for your target markets – with which health and/or life issues do you hope to make progress?

Make goals SMARTER – Specific, Measurable, Attainable, Realistic, Time-lined, Enthusiastic, and Rewarding

Be thoroughly curious. Ask lots of questions.

*"The quality of your life is in direct proportion to the quality and quantity of the questions you ask."
- Jay Abraham*

ADD ADDITIONAL VECTORS

"Your great love grows and grows." - Jon Silkin

Distinguish between overall strategies and specific tactics. Resist the tendency just to choose tactics without clarity, without taking out the looseness (before you've reached the blue line) and without taking up the slack. Make careful choices regarding strategies before experimenting with or committing to any particular tactic/vector.

Strategies

- Risk Reversal
- Interrupt, Engage, Educate, Offer
- Call to Action
- Incorporate your USP into every marketing piece and interaction. Make sure the design of your materials is congruent with your USP. Have a consistent look, feel and message to everything you do.
- Give Great Experiences
- Add Value to Every Transaction
- Never Stop Educating
- Give Road Maps
- Ethical Bribes
- Observe what people do and buy before purchasing your service; and after. Consider providing those things. Or cross-promoting with those that do (e.g. network with other health practitioners).
- Aim for and Be Open to Geometric / Alchemical Breakthroughs
- Be Open to Angels
- Engineer maximum success into each action you take and each decision you make.
- Overlap streams of idea and energy generation.
- Borrow Success Practices.
- Cross-promote with other businesses
- Have 1-2 personal and professional b-s detectors on your team.
- Have 1-2 personal and professional enthusiasts on your team (often same people as the b-s detectors).
- Use the subconscious mind to help you leverage the solution to problems.
- Experiment small scale, before you commit to large-scale.
- Request referrals, Repeat the Request, Reward the Referral, Reciprocate the Referral

- Explore and regularly optimize each step of your interaction:
Reaching them better. How do you contact them?
How do you facilitate their calling you?
How do you respond to their contact? How could you do that better?
Selling/ converting better. How do you help them transition from potential to actual client?
Keep them longer. How do you develop the relationship over time?
Offering more services and more goods more often. How do you add value to what you offer them?
How do you stimulate their referring to you?

Tactics (those listed below are a good selection – there are infinite tactics)

Promotion and Advertising

- Word of mouth. First, your mouth. Which words? Second, other people's recommendations – how do you encourage and guide these?
- Web – e-mail address, web site, e-mail lists in database, links to related sites, paid click-throughs (Google, etc.). on-line newsletters.
- Print – handing out and mailing brochure(s), cover letters, business cards, newsletters, postcards, posting flyers
- Give discounts or a gift with purchase
- Advertising – in print, etc., Organizations' newsletters, newspapers, local magazines

Publicity

- Use the phone and e-mails brilliantly
- Office signage
- Publish books, articles
- Get stories written about you, Zero Balancing and related topics.
- Initiate or participate in ZBHA sponsored events – conventions, conferences
- Public speaking, demonstrations, sample sessions
- Discussion groups

Community Relations

- Booths, gift certificate donations

Place/Location – the right geography is inexpensive advertising

HOLD AND BALANCE

*“Camerado, I give you my hand!
I give you my love more precious than money,
I give you myself before preaching and law;
Will you give me yourself? Will you come travel with me?
Shall we stick by each other as long as we live?”*

- Walt Whitman

What quality and duration of Time will you commit to your promotion? What quality and quantity of Energy? Money?

Containers are needed to amplify your fields.

What is the lifetime value of a client? What can you afford to spend?

Three Boxes:

Time – Plan your time with an open, heartfelt commitment to help people in finding you, ZB and themselves. Give the gift of time.

Plan one or more time a week or daily to do promotion with the care and thoughtfulness with which you do your sessions. Let it be sacred.

People find it hard to trust. What we say and do must be congruent over time.

Are we consistent in our commitment and contribution even when they are not receiving sessions? Do you have a lifelong commitment to service?

Money – Give Money away. We must be more interested in our students and sponsors getting value than in our acquiring money. Give them pure GOLD. And allow it to flow our way without resistance.

Energy – Give the gift of energy. Hold eternity in the palm of your hand. The therapeutic and promotional power of eternity. In unity, we step out of chronology with our clients; the quality of our being together feels like it is forever.

Let your great love grow and grow.

To hold and balance we need to utilize and cultivate many virtues: strength, flexibility, endurance, toughness, sensitivity, respect, professionalism, persistence, healthy doubt, imagination, unwavering attention and work, compassion, passion, patience, courage, curiosity, surprise, beginner’s mind, faith.

MONITOR FOR CHANGE

“And he saw that it was good.” - Old Testament

Consider what you think would be working signs of successful promotional fulcrums with your target markets, clients, and other referral sources.

What results happened from your promotional actions? Measure how well you've attained your overall and specific goals.

Establish easy feedback loops to earlier phases.

If you are not meeting your goals - were you in some way uncentered, unclear on your target markets, strategies, tactics, holding for too short or long a time?

If you are meeting or exceeding your goals - what is working particularly well?

Tracking

Elicit feedback regularly. Ask more questions. Establish easy rating system or method.

Surprise, objection, constancy, poetry - inner signs that you may be on the right track

Use the responses you get or don't get to determine the most useful rhythm of contact and recontact.

Remember promotion is antiphonal, call-and-response.

Reward the response with a call.

Monitor and deepen breakthroughs as they occur.

Know when to let go, to proceed to the next step, to step back.

Sometimes the wise general retreats.

"What was needed Martin Luther King said in a little remembered phrase is 'a rhythmic alternation between attacking the causes and healing the effects'."

CLEARLY DISENGAGE

"To everything there is a season." - Ecclesiastes

Last impressions are extremely powerful. We often think about first impressions being important, but last impressions can be even more so.

Let your goodbyes be as satisfying as your hellos.

Let go of your attachment to anything except what works. And periodically let go of that too.

Be prepared to joyfully throw things away.

Pause. Detach.

Let silence play a major role in your thinking, feeling, and acting.

If it ain't broke, break it.

Give yourself and other a break.

In this pause, new learnings, energy, refreshment, love and mystery will flow.

Feel yourself in this special empowered space.

What did you discover that you didn't know?

How may that help you refine your centering, taking out the looseness, taking up the slack, adding of additional vectors, hold, balancing, monitoring?

What remains mysterious? Which of these do you find intriguing? Frustrating?

What mistakes have you made? Everything happens for a reason, but not necessarily a good one!

Notice the feelings you have at the end of a promotional campaign; when you have finally acquired a certain important client(s); or at the beginning and ending of employer / employee relationships.

Take time to digest, assimilate, and eliminate energy, feelings, sensations, and thoughts as appropriate – grief, elation, fatigue, fear, relief, anger, transformative energy, etc. Finish things emotionally, not just in fact.

Ask, as in the closing sequence of the Zero Balancing session, "Is there anything else I would like in order to feel totally complete?"

Give up unnecessary attachment to anything that no longer serves you or your clients.

Rest in the knowledge of the support of the seen and unseen clients, teachers, students, and friends.

Rest on your laurels.

Celebrate your successes. Jung – If you don't celebrate your successes, you may suffer unnecessarily.

Breathe.

Notice when the time to re-center and begin again has arrived.

There are moments when things go well and one feels encouraged. There are difficult moments and one feels overwhelmed. But it's senseless to speak of optimism or pessimism. The only important thing is to know that if one works well in a potato field, the potatoes will grow -- that's reality. The rest is smoke. It's important to know that words don't move mountains. Work, exacting work, moves mountains.

-- Danilo Dolci

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