

# How to Market your Holistic Practice



Dr Isabelle Cunningham

By Kerry Doolan

This blog is in response to a student question in regard to marketing, a subject which can stymie any business if not easily understood.

First step to successful marketing: put yourself in the place of the consumer! Yes, imagine yourself as your target market.

In marketing there is a saying that every one of us is tuned into the same radio station **WiiFM** – **What's in it For Me?**

What is it we all want? The answers to that question will vary, however they all reduce down to this: We all want to be happy and free from pain (mental and physical,) to have peace of mind. This is what we at Inner Voyage have to offer. It is a wonderful thing! You have personal experience in the benefits. You have learned principles and methods that are invaluable in assisting others to obtain peace of mind. Focus on that in your marketing, keep it always in mind and it will come through. Marketing is a simple process, it may not be easy, but it is simple.

Find out what it is your client wants and needs. Ask questions, how, what, when, where. Use your active listening and reflection tools to show them you care and comprehend their wants and needs. Make a clear distinction between their wants and needs, in your own mind, make sure you understand them. What is it they want? How soon do they need it? When do they want/need it? Where will they go for it?

Needs will always eventually trump wants, but for most of us the wants are the foremost. Once you have a clear knowledge of your clients wants and needs, show them how your service answers to those wants and needs, how it fulfils the needs and satisfies the wants. Get your clients agreement on this.

Ask them if they can see how your service answers their wants and needs. *If there is no agreement from your client, you have not truly understood them so go back a step.* Once you have their agreement that your service does indeed satisfy their needs and wants then it is a simple matter of 'closing the sale' by asking them simple questions such as: When would you like to begin?

So you see, I hope :-), it is a simple cycle.

**A. Find out your potential clients wants and needs;**

**B. Show them how your service satisfies those wants and needs;**

**C. Gain their agreement** – *meaning find out that they too understand how your service will satisfy their wants and needs; remember they are tuned in to **WiiFM**, be sure they can see 'What is in it for them', that it will bring them peace of mind, promote happiness and freedom from pain.*

**D. Enrol them in your class** or a counselling session!

If you think about this, **put yourself in the place of a potential client:** Imagine, it is you, you are stressed, worried perhaps, carrying the burden of mental sorrows etc., you are in fact looking for peace of mind, happiness and freedom from pain (*mental and/or physical*). You find a course and a Practitioner offering methods to attain this. The Practitioner asks you relevant questions expressing a real interest in your wants and needs. The Practitioner shows you, *by reflecting back to you the things you have told them about your needs & wants*, they truly understand what it is you are

seeking. The Practitioner then presents features, backed by voluminous evidence (easily available on the Inner Voyage website,) of the efficacy of their service in satisfying your needs and wants. The Practitioner easily and passionately presents methods shown, *by science and the experience of the many people who have provided testimonials*, to repeatedly bring happiness and peace of mind. The Practitioner presents features of this service that fulfil your needs, for example: the tailoring of meditation styles to suit your individual learning style or other personal traits. The only questions remaining will likely be: how can I fit this into my budget and schedule? When do I begin?

Marketing is not about selling! It is about helping people to buy that which they are seeking to satisfy their needs and or wants. You are not a salesperson, but a facilitator who makes it easy for the customer to obtain satisfaction of their needs and or wants. Think about the last time you walked in to a big hardware store looking for tools or materials to do a job. If you have to search that large store by yourself looking for what best fulfils your needs/wants, how time consuming indeed frustrating that can be. Compare that to what happens when a staff member offers friendly service, asks you what it is you need or want, then takes you to the various areas to find those tools or materials and presents you with the varying choices, explains the varying features, how they will benefit you (**WiiFM.**) This person is not 'selling' you anything, they are helping you to buy what it is you want and or need. Would you then haggle over price? Or go elsewhere when you are

already satisfied the tools and materials are what you want & need, and it has been made easy for you?

There are three elements that apply: **Quality, Service and Price**. With the methods and practices you have learned (through your IVHHD Training course) you can assure your prospective clients of a **Quality** 'product'. **Service** is your domain. Your Practitioner **Service** begins by helping them to buy what they are seeking. It includes presenting the benefits/**Quality** of your product/service and done well, will easily justify the price. **Price** is simply a function of **Quality** and **Service**. Each of us knows this, we will all have experienced varying levels of **Service** or **Quality**. Experience shows the bitterness of poor quality far outlasts the temporary illusion of a low price. The most lasting impression however is that of **Service**. People will forget what you say and always remember how you made them feel. Making the client feel good will come easily when you are feeling and emanating, passion and belief. Be the very example of that which they are seeking: fortunate, blessed, happy, free from pain, with a mind at peace.

Namaste  
Kerry Doolan

