

# Your Marketing Roadmap

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We wanted to put the various elements that we've covered in "Building a Holistic/Spiritual Practice" into a checklist/worksheet for your own guidance and easy reference: Start with what you can do and don't overwhelm yourself. But definitely get started if you haven't already.

**1. Life purpose.** Have you clarified your life purpose and mission statement?

**2. Beliefs.** What limited beliefs about marketing still need clearing? Which positive beliefs should you be affirming regularly?

**3. Specialty.** Describe your niche(s) and where you can connect with them.

**4. Benefit Statement:** Write out your benefit statement(s) and see if it needs revision.

**5. Referrals.** Note where you can get referrals and how you will approach people.

**6. Free Introductory session:** If desired, set a goal for doing a certain number of free sessions by a certain date.

**7. Testimonials:** Obtain one or more testimonials from clients by asking them directly to provide a solution-oriented testimonial, or provide them with a testimonial they can edit, or interview them and extract a testimonial.

**8. Write some copy for your offerings.** Use headline, sub-headline, client challenges, your solutions, why they haven't succeeded before, and call to action.

**9. Speaking.** Determine a topic for an introductory talk, where you could give it, how you could promote it, and when you will have it.

**10. Website.** Determine your short- and long-term goals for having a successful website. See handout on "Website Creation" for ideas.

**11. E-Newsletter.** Determine your goals for having a successful newsletter. See handout on "E-Newsletters" for ideas.

**12. Product Creation:** Come up with an idea for a product, which can be free or for fee. Also check out Clickbank.com for product ideas and becoming an affiliate. State your next step for product creation and getting it out there.

**13. Goals:** Where do you see your practice in 1 month? 1 year? 5 years?

# More Marketing Resources

<http://www.copyblogger.com/> -- information on writing blogs and email newsletters

[www.clickbank.com](http://www.clickbank.com) Clickbank offers hundreds of downloadable products. Good for getting information, product ideas and becoming an affiliate for income.

<http://www.profcs.com/app/aftrack.asp?afid=819828> Practice Pay Solutions is a good company that authorizes credit cards.

## NOTES