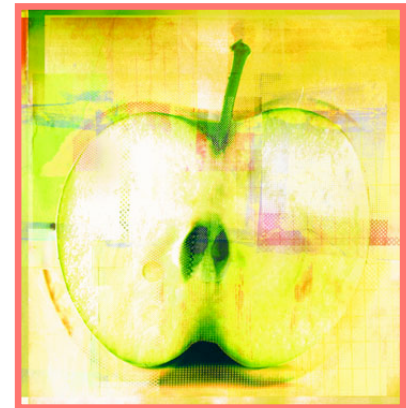


Holistic Marketing

*A New Way of Looking at
Getting & Keeping Customers*

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Open Mind, Genuine Learning

- Some ideas will be *comfortably familiar*,
- Other ideas may seem *uncomfortably unfamiliar*.
- Please *suspend any judgment* for the duration of this presentation,
- To increase the probability of *genuine learning*.



Let's Define the Key Terms

1. Marketing

2. Holistic

3. Holistic Marketing

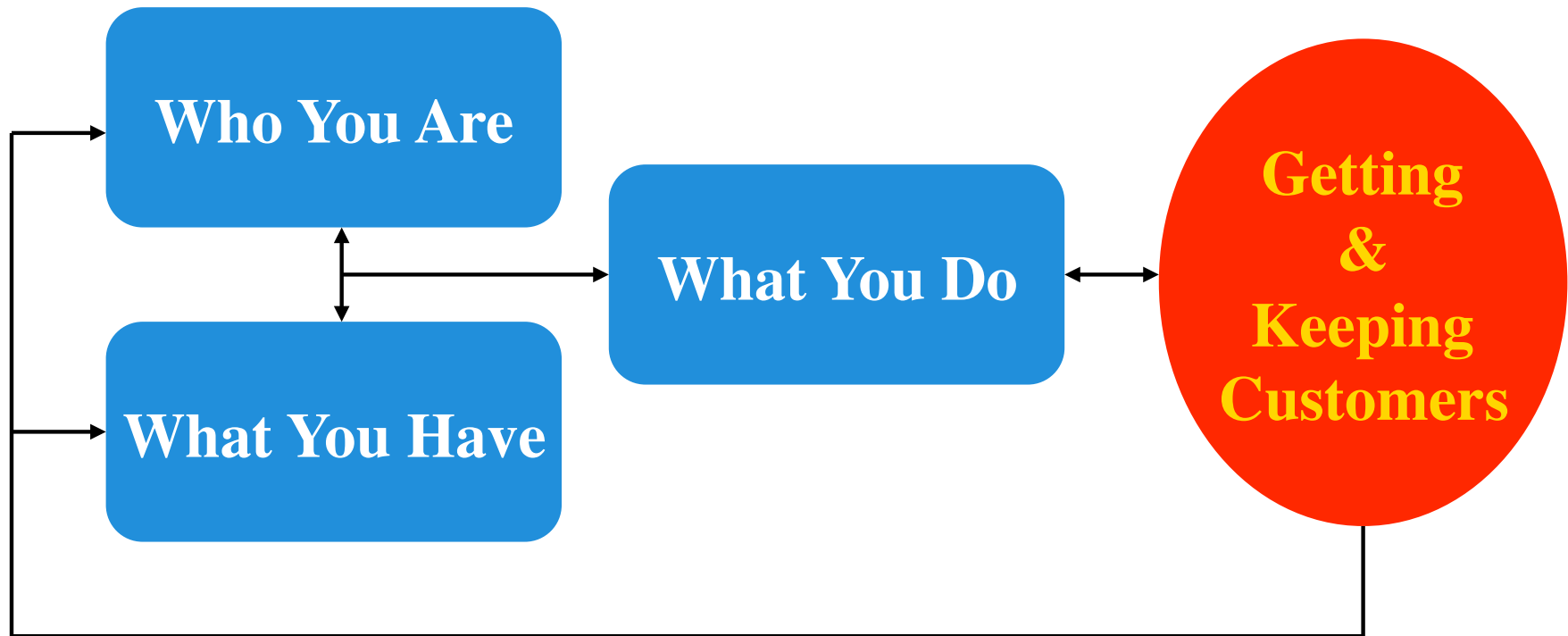


1. What Is *Marketing*?



- ***Who you are*** – vision, values, identity, brand, image, reputation.
- ***What you have*** – products/services, prices, promotions, distribution, people, facilities, goodwill, financials, competencies.
- ***What you do*** – set goals, gather information, target markets, create strategy and tactics, assess competition, spend money, make sales, etc.
- ***To get and keep customers*** – relationships and returns.

1. What *Marketing* Looks Like



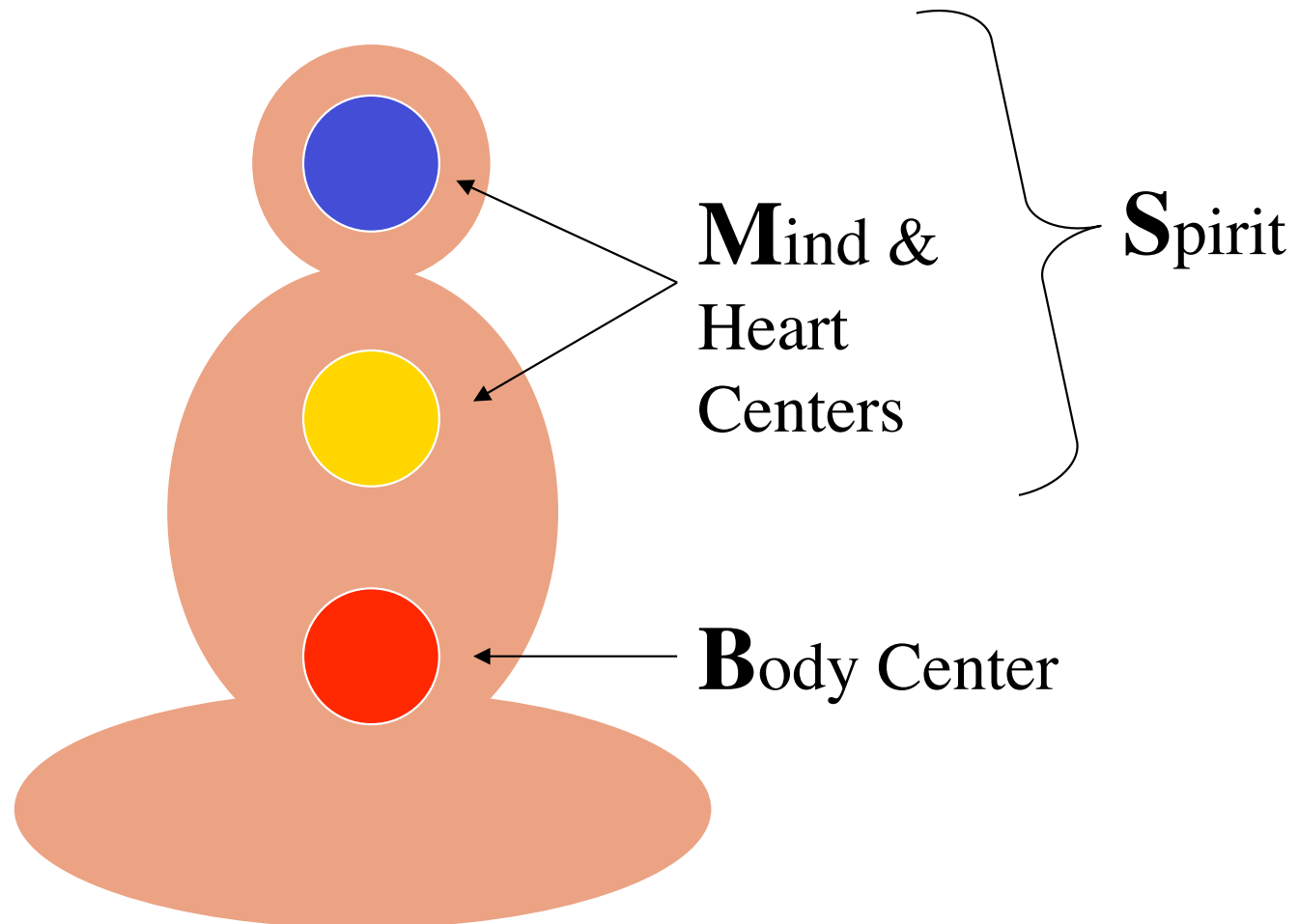


2. What Is *Holistic*?

- ***Body*** – Health (Tension/Stress Free) and Vitality
- ***Mind*** – Thoughts and Emotions
- ***Spirit*** – Deep Source, Core Information, Inspiration, Wisdom, Peacefulness, True Self, Interconnection and Oneness



2. What *Holistic* Looks Like

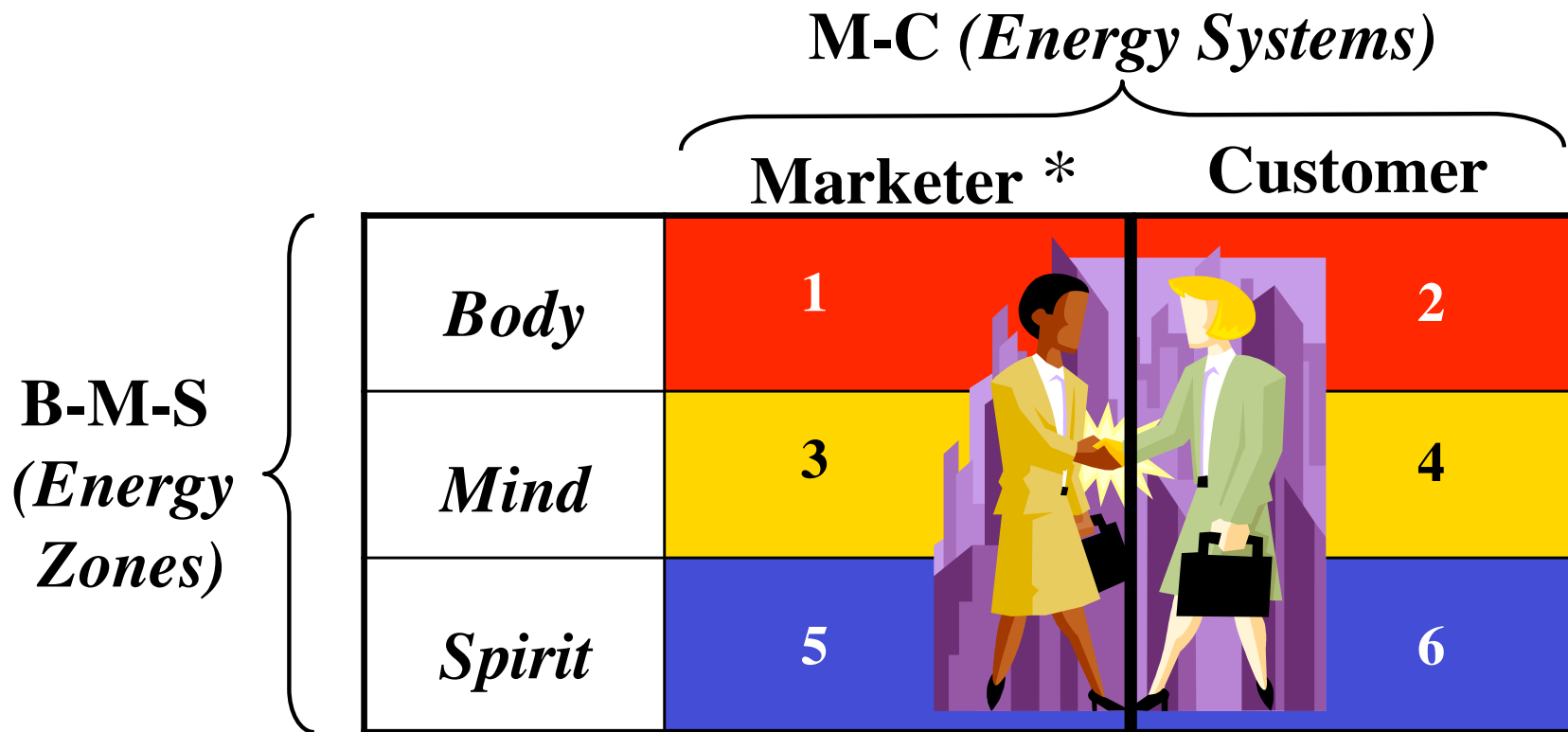


3. What Is *Holistic Marketing*?

- Utilizing the *body, mind and spirit*
- Of both the *marketer and customer*
- To bring them into a *lasting marketing relationship*
- For *greater marketing success*



3. What *Holistic Marketing* Looks Like

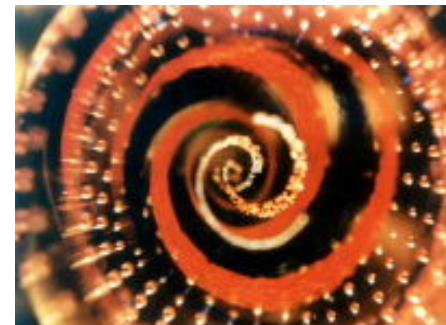


* **Personal-Impersonal Spectrum:**

Face-to-face, Phone, Email, Brochure, Website, Magazine, Radio, Television. If you get the more personal ones right, you are likely to do a better job with the impersonal ones.

Holistic Marketing in Action

- The Marketer obtains more **power** when he/she accesses all of his/her B-M-S energy zones.
- When the Marketer gets **closer** to the Customer, the Marketer helps the Customer access his/her B-M-S energy zones and thus power.
- When the M-C energy systems become **integrated/One**, marketing success follows.



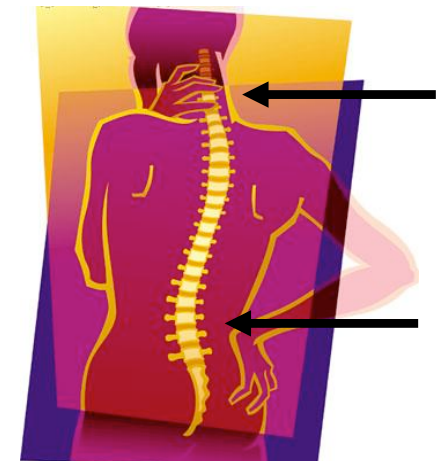
Holistic Marketing Applications

- Articulating business vision/values, mission, and goals/objectives.
- Developing a strategic plan.
- Conducting marketing research.
- Selecting target markets and key customers.
- Configuring products and services.
- Making value and price statements.
- Creating promotional messages and integrating media.
- Managing the sales force.
- Managing marketing/distribution partners.
- Doing internal marketing.
- *And others.*



1. Body: Marketer

- Realize the **strong messages** your body sends out.
- Be present in your **body** – grounded, solid, reliable, trustworthy – by use of your **attention**.
- Strengthen your **power center** (abdomen) through tapping and intestine exercise.
- Release tension from your body with stretching and breathing – in the spine's **freedom area** (neck) and **power area** (lumbar or back of the abdomen).
- Check your optimal physical energy:
 - **Head is cool** (calm to focus)
 - **Heart is open** (for exchanging feelings)
 - **Abdomen is warm** (energy circulating)



2. Body: Customer

- Suggest activities so that Customer *moves* his/her body – walks, breathes, stretches, lifts, holds, etc.
- Tell stories that deepen Customer's *breathing* rate and direct his/her *attention* internally.



3. Mind: Marketer

- **Smile** because you are alive.
- Sharpen **body-mind communication** with challenging exercises.
- Prepare by setting a **goal** and gathering a lot of **positive information**.
- Communicate by practicing **PDCA** (Plan, Do, Check, Action).
- Enhance the **self-awareness** and change how you **respond** to stress.



4. Mind: Customer

- Use *humor* to elicit smiles.
- Ask *questions* to prepare and expand Customer's mind:
 - Goals and action
 - Past, present and future
 - Self and others
 - Facts and speculation
- Suggest that Customer use **PDCA** (Plan, Do, Check, Action).



5. Spirit: Marketer

- Stimulate your *body*, calm your *mind*, and feel the *energy* between your hands.
- Meditate on the *deep needs* of Customer.
- Silently direct *sincere thoughts* to Customer – positive, empowering, health, happiness and peace.
- Have a *conversation with your brain* – asking it any question.



6. Spirit: Customer

- Ask Customer to think about and then speak about his/her *highest vision and values*.





How Can You Get in Shape?

- To realize more of the potential of your body, mind and spirit.
- To support the Customer by expanding his/her body, mind and spirit potential.

Recommended Trainings

1. ***Dahn Yoga Classes*** – for overall health and energy conditioning.
2. ***Self-Discovery Workshop***
– for opening your heart and finding your essence.
3. ***Power Brain Method Workshop***
– for upgrading your Brain Operating System.
4. ***Answer-within System*** – for strengthening the executive competence for people in organizations.



Training 1: Dahn Yoga Classes

- Activate and strengthen the energy system of your body, and improve the functions of your internal organs, through stretching, breathing, meditating and other body-brain system methods.
- **Dahn Yoga Benefits**
 1. ***For Your Body*** – Vitality, strength, flexibility, circulation, weight loss, restful sleep, pain relief
 2. ***For Your Mind*** – Stress reduction, depression management, concentration improvement
 3. ***For Your Spirit*** – Mental clarity, self awareness and confidence, joy and peace.
- Daily classes through membership plans of different lengths (1, 3, 6, 12 months).



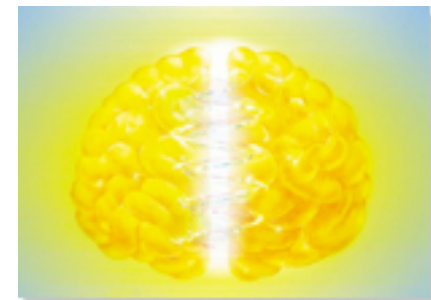
Training 2: Self-Discovery

- A two-day workshop about deeply opening ***your heart*** and finding ***your essence*** there.
- You search through your layers of consciousness to find out ***Who you really are*** and ***What you genuinely want***.
- You open yourself to a new life that is free from your old thoughts, emotions, memories and limitations – your ***Ego***.
- You get in touch with your very essence – love, joy, peace, harmony, strength and wisdom – your ***True Self***.



Training 3: Power Brain Method

- PMB, a 2.5-day workshop, develops your ability to utilize your information and attention for managing your brain; the 5-step process empowers you to take charge of your life as its creator and manage your brain as its master.
- **PBM Training Steps**
 1. **Brain Sensitizing** – Making your brain more aware of itself.
 2. **Brain Versatilizing** – Making your brain more flexible and adaptable to new information.
 3. **Brain Refreshing** – Removing negative thoughts from your brain.
 4. **Brain Integrating** – Putting chosen, positive beliefs into your brain.
 5. **Brain Mastering** – Creating the reality you want to experience in your life.





Training 4: Answer-within System

- AWS Training, from 1 to 3 days, helps people in organizations discover and develop their built-in system that finds solutions to the problems or challenges they face.
- The workshop version in South Korea has trained 440,000 employees of 1,000 organizations.
- **Workshops Available**
 1. Vital Self Management
 2. Communications
 3. Enhanced Creativity
 4. Effective Teamwork
 5. Leadership Without Ego

Realize Holistic Marketing

- Improve your body's capability
- Expand your mind's creativity
- Engage your spirit's power
- Ask your brain any question
- Combine them for marketing to get and keep customers
- Enjoy greater marketing success

