

Spiritual Marketers

Clueless. Why am I here? Confused on what to do.	Predators. Motivated by \$ regardless of how service benefits others	Creators. Attract right customers. Take responsibility to create joyful, fulfilling reality.
Focuses on self: Feature oriented (tell what you do such as "EFT" or telling about your certificates or education)	Focuses on personal acquisition: Over the top claims ("this is the best on the planet ____ that will ever be available!")	Focuses on client: Clearly defines benefits you can deliver ("You will know what to say when clients ask you what you do.")
Fearful of "selling," you hardly mention what you offer or it is downplayed. ("You might be interested in...") You ignore talking about your qualifications, which would build your credibility	A pressurized all-or-nothing approach that motivates out of fear. ("If you're really serious about building an online business, you'll grab this chance!").	Gives an accurate description on how your services are of benefit. ("You'll create a marketing plan that you can put into action right away.") Gives good reasons to take action to help people decide. ("Act now, this offer ends Friday.")
Uneducated as to what to say. Unaware of marketing language.	Manipulative using hyperboles and grandiose phrases.. ("Learn How <i>YOU</i> Can Cut to the Head of The Line...Explode <u>Your</u> Traffic, Fatten <u>Your</u> Bank Account... FAST!)	Serviceable intentionally uses marketing language to offer services in a clear, honest way ("Join us at one of these workshops and have a breakthrough in attracting more clients.")
Disappointed: lacking results, plagued with fear and doubt. Feels overwhelmed and doesn't get support. Collects information, rarely applies it, and paralyzed by inaction and indecision.	Greedy: Impulsive and evaluates everything in terms of quantity: amount sold, number of clients, etc. The ends may tend to justify the means and you may mislead others for sake of personal gain.	Fulfilled: Action oriented. Realizes that you offer something of value to people that can lead them to a better life. Regardless of the "sale," you learn from the experience and the feedback. Lets go of need to be perfect before acting. Also clears fears as they arise and finds a support system.

