



3 Common Questions



Fresh Perspectives

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Introduction

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There are a couple of marketing questions that almost always come up in some shape or form when I consult with holistic health practitioners (usually over mint tea). So I figured, if you have come to my site or got this compact ebook forwarded to you, chances are you've been thinking about them, too.

On the following pages, you'll find three of those questions,* plus a few ideas, angles, and pointers that have been helpful for other nutritionists, acupuncturists, massage therapists, yoga teachers, life coaches, and other rad people I work with.

I'd love to hear how they work out for you. My coordinates are on the last page.

Andrea

*I've worded them all as statements - the implied question is "What should I do about that?"

#1: I just hate / am
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Let's look more closely at what activities you hate here. Listening to people? Sparking conversations? Supporting your allies in the community? Wowing your clients? Creating helpful, inspiring content? Inviting people to see if they like what you have to offer?

When a client busts out that statement in a consultation, it's usually time to shed light onto the underlying assumption that marketing means either masterminding grandiose campaigns or manipulating people into giving you money.

Try out this definition instead: Marketing is all about building relationships, about connecting people's needs and pains to the solutions and remedies you offer. It's quite energizing and rewarding, and if you are the type of person who chose to become a holistic health practitioner, chances are you are a natural at marketing. You just need to uncover the strategies that authentically suite your skills and your style.

#2: I'm overwhelmed
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Start at the core and radiate out from there. By that I mean, start with the people who already support and trust you, and use the marketing tools you are most comfortable with. Those people are usually your past and current clients, and your allies in the (local or online) community. Focus your marketing energies on them. You've probably heard a million times that most holistic health practitioners get most of their business through word of mouth. Your clients and allies are the ones who have experiences and opinions to share.

While you can't make anyone say or do anything (that would be... scary), there are some things you can do to inspire more word of mouth. [Ask me about them.](#)

When it comes to choosing the tools, make sure you have your basics in place (website, business card, contact database) and then start with the simple, everyday processes. I wrote about some of those on my blog [here](#).

#3: I don't want to
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I get that issue a lot - and I'm really bringing it onto myself with all my enthusiastic talk about the power and pleasure of finding your niche.

In most cases, the resistance comes from one of two concerns: the practitioner doesn't want to limit herself and get bored after the 14,267th client clone coming in for the same type of treatment, or she doesn't want to exclude anyone from her healing skills.

The thing with niches is, they can be pretty deep and varied, even when they are narrow. And they don't have to be exclusive. People will be drawn to your niche, even when they themselves don't fit the description. Word of mouth tends to do that very well.

Start with version 0.1. What would be a manageable project to start testing the waters? For example, if you are excited about getting into workplace wellness, write a blog post about the topic, offer a one-time workshop tailored entrepreneurs or business owners, or connect with a group within that community (locally or online).

Connect

If what you just read sparked any questions, feedback, ideas, or insights for you, please don't keep them to yourself. I'd love to connect.

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Go forth,

Andrea