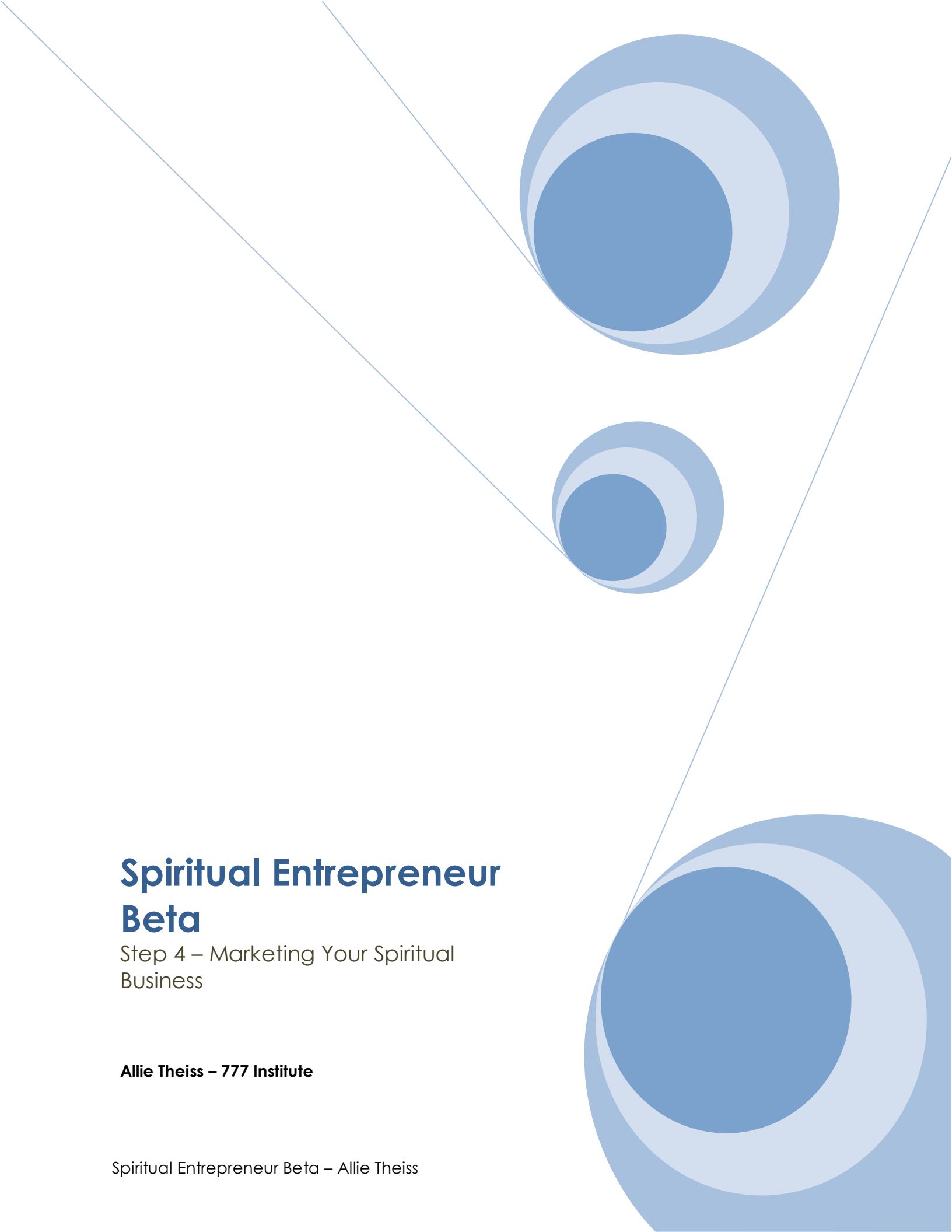




Spiritual Entrepreneur Beta

Step 4 – Marketing Your Spiritual
Business

Allie Theiss – 777 Institute

Step 4 – Marketing Your Spiritual Business

Welcome to the last section of the beta for Spiritual Entrepreneur!

Over the last three weeks, we covered these topics:

- 1) The Foundation of Your Business
- 2) Creating an Online Presence (even if your business needs a physical location)
- 3) Finding & Keeping Clients

Now you need to market your gifts and/or products.

You can have all of the awesome knowledge, products, and gifts in the world – but if no one knows you or what you do, your awesomeness will not be known and therefore you will not make any money.

You need to make money, you have a business. Otherwise, it's just a hobby.

I could write just a course on marketing for Spiritual Entrepreneurs. If I put everything I know into this section of this course – I would overwhelm you to a point that you'd say "screw it."

So I'm not going to do that.

What I will do is give you an overview of each section. The "Almighty Google" can give you more insight if needed.

The Key To Spiritual Marketing

It's YOU. Yes, it's you.

If your potential clients/customers do not feel a connection to you, they won't purchase from you.

Granted, this is the norm for any business.

However, with a spiritual business it's paramount.

You know when you're walking down the street and you get this feeling to walk on the other side of the street?

Or when you walk into a room and you see someone you don't know, but feel pulled to meet?

That's energy & soul working in tandem to pull or push you in a direction.

Your energy has to be open and vibrant to pull clients to you.

You need to be likeable. You need to be trusted.

The best of you needs to shine through when you market.

The best of you includes being YOU and not trying to pretend to be someone else.

Your Competition

Study them.

Follow them on social media.

Watch what they do and figure out how you can add your unique spin to it.

However, whatever you do, DO NOT COPY their work, their website, and their offers word for word.

It is plagiarism folks and it's not cool.

Someone else's offerings & website are tailored to their energy. You cannot take someone's energy and try to pass it off as your own.

It won't work

And again – it's not cool.

Courses

Creating a course is a fantastic way to showcase your knowledge, market your business, and make passive income in the process.

Passive income is creating something once, and getting paid for it even while you sleep!

Courses do not have to be complicated. However, they all need to have one thing: video.

Don't fall over. You do not need to be SEEN in the video. Do you see me in this courses' video? Nope.

You can create a course with three videos and a PDF. Seriously, it's the basics, but it works.

People love to learn about anything. From how to read Tarot to listening to Angels, to casting a spell. There really isn't any spiritual topic that someone, somewhere will not want to learn more about.

Even if there are hundreds of courses on your subject – there is only ONE YOU.

How I will teach someone to read the tarot will not be the same way that you teach someone how to read tarot.

How to Get the Course Out of Your Head

Mind mapping!

1. Take worksheet four.
2. Write your subject in the middle of the paper.
3. Draw a line out from the middle and write in a step that helps a person to learn about the subject.
4. Repeat #3 until the first level is of your head and on paper.
5. Draw lines from the steps to add in points to help someone to complete each step.

Do you prefer to map it out on an app?

Android & iPhone: SimpleMind Free - Intuitive Mind Mapping + they have a PRO version for \$6+

Stop the video & grab the worksheet. Mind map a course – even if you never considered teaching one.

Write It Out

1. Use each of the steps from your mind mapping exercise as section headings.
2. Write out your PDF. Worksheets if needed.
3. Create a slideshow using Powerpoint (paid) or Google Slides (free) for your video.

Film It

1. Practice makes perfect. It'll take a few times before you get it right.
2. Keep the videos short. 5 – 15 mins each.

Screen Recording Software

Camtasia: <https://www.techsmith.com/video-editor.html>

ScreenFlow (Mac): <https://screenflow.en.softonic.com/mac>

ScreenCast-O-Matic: <https://screencast-o-matic.com/>

Places to Load Your Online Course

Udemy: <https://www.udemy.com/>

Teachable: <https://teachable.com/>

Skillshare: <https://www.skillshare.com/>

LearnWorlds: <https://www.learnworlds.com/>

Thinkific: <https://www.thinkific.com/>

Gumroad: <https://gumroad.com>

DailyOm <https://www.dailyom.com/> Pay to be included & then 100% revenue until you make back what you paid them – last checked it was \$300 – then it's 50% revenue. Users pick what they want to pay you out of three choices.

DailyOm picks your title & your launch date. They have to approve your topic. You have no control once it's live.

MindValley (invite only): <http://www.mindvalley.com/>

SacredU (invite only): <https://learn.sacredstoriesmedia.com/>

777 Institute (coming 2017): <https://www.777institute.com> this is my new venture. If you're interested in teaching, send an email to info@777institute.com for an information packet.

Wordpress Plugins For Your Online Course

Want to host your course on your Wordpress site?

This site has listed the best ones to try in 2017:

<http://www.wpbeginner.com/plugins/best-wordpress-lms-plugins-compared/>

Book

Writing a book is a great way to get your name out there and position yourself as an expert.

You can write a book in a weekend if you're willing to give it a try.

The easiest way I have found to write books is by following this:

1. Mind Map the book. Each sub-subject is a book chapter.
2. Speak your book. Use a mic & recording software. OR use the free voice recorder on your smartphone.
3. Send the recordings off to be transcribed. I have someone I use who charges \$10 a page. Very reasonable if you'd like her email. You can also try Rev: <https://www.rev.com/transcription> or Transcribe Me: <http://transcribeme.com/>
4. Take the transcriptions. Put them under your chapter headings. Read through the book and edit.

Afterwards you'll have to format the book, get a book cover, and write out the book description. You can find a lot of ideas about books & marketing from my

Story & Promote Instagram: <https://www.instagram.com/theissallie/>

Don't worry about should you go ebook or print. An ebook is cheaper to put together + you get a higher royalty. Totally doable with an ebook first and print down the line.

More information about getting a book on Amazon Kindle:

https://kdp.amazon.com/en_US/help/topic/A37Z49E2DDQPP3

Podcast/Video

Podcasts are an excellent way to promote your work & attract new clients/customers.

Podcasts do not need to be complicated or long in length. A good 15 to 30 min is a good time limit. People have short attention spans.

Videos too are excellent at showcasing your talent. Like podcasts, you want to keep them short.

Podcast or Video Format

Just like writing a story: beginning, middle, and end.

1. Introduction (introduce yourself, the podcast/video & any news you wish to share)
2. Body: topic and/or interview.
3. Outro: saying goodbye, announcing next week's topic/interview if known, how to find you, and remind of any upcoming news.

It's as simple as that.

Audio/Video Hardware

1. USB microphone (Audio Technica at2020, Blue Yeti, Samsom Go or similar)
2. Webcam (embedded or external Logitech C910 or similar)

Audio/Video Software

1. Garageband (Mac): <https://www.apple.com/mac/garageband/>
2. Audacity (free): <http://www.audacityteam.org/>
3. Camtasia: <https://www.techsmith.com/video-editor.html>
4. ScreenFlow (Mac): <https://screenflow.en.softonic.com/mac>
5. ScreenCast-O-Matic: <https://screencast-o-matic.com/>

Podcast Hosting

1. Hipcast: <http://www.hipcast.com/>
2. Audioboom: <https://audioboom.com/>
3. Blubrry: <https://www.blubrry.com/>
4. Libsyn: <https://www.libsyn.com/>
5. Podbean: <https://www.podbean.com/>
6. Spreaker: <https://www.spreaker.com/>
7. ZenCast: <https://zencast.fm/>

Podcast Directories

So people can find your podcast other than going to your site. FREE to list.

1. iTunes: <https://www.apple.com/itunes/podcasts/>
2. Google Play Music: <https://play.google.com/music/podcasts/publish>
3. Stitcher: <https://www.stitcher.com/>
4. iHeartRadio (must be using Spreaker to be listed here):
<http://bit.ly/iheartradiosc>

Video Hosting/Directories

1. You Tube (free): <https://www.youtube.com/>
2. Vimeo (paid): <https://vimeo.com/>
3. Wistia (paid): <https://wistia.com/>

Mailing List

You will hear the big biz guru's talk about the need for you to have a list. What they're talking about is your mailing list.

You own your mailing list. Social media, podcasting hosting, online schools, can come and go without a notice. If you concentrate all your efforts on these places – if they go under so does the contact info of the people who want to hear from you.

With a mailing list you can send out notices for new programs, classes, or specials. You can also keep in touch with a newsletter.

You need to touch base with your list at least once a month but preferable once a week.

When you're out of sight – you are out of mind.

How does a person get on your mailing list?

You have a signup box on your site. They enter their info & bingo, they are on your list.

You can design a signup box with the company that hosts your list.

Remember in a previous lesson when I said that people LOVE FREE? This works here too.

No, you don't charge them to be on your list.

You give them a nice freebie in exchange for signing up.

Best days to send something to your mailing list: Tuesday or Wednesday

What Can You Give As A Freebie?

1. E-book
2. Informational PDF
3. Worksheet
4. Checklist
5. "How-To" guide
6. MP3
7. Instructional videos

How Does It Work?

Person lands on your site → they see the signup box with the awesome offer → they fill out the form and hit send → they are shown a notice to confirm the subscription → they confirm → they are sent to your "Thank You" page on your site → there they collect your freebie.

Example of Freebies

Telepathic Sex Energy Guide (what I currently use on OutofBodyEcstasy.com)

<https://outofbodyecstasy.com/wp-content/uploads/2017/06/outofbodyecstasyguide.pdf>

(created in Beacon: <https://www.beacon.by/>)

When I did sex coaching on AllieTheiss.com

<https://alliethieiss.com/wp-content/uploads/2014/10/CheatSheetMoodAllieTheisscom.pdf>

(created in a word doc and saved as a PDF)

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Mailing List Hosts

(good for starting out)

1. Mailchimp (1st 1000 subscribers are free): <https://mailchimp.com/>
2. Aweber: <https://www.aweber.com/index.htm>
3. Convertkit: <https://convertkit.com/>

Social Media

Try to grab the same username for all of your social media accounts. If you can't grab all the same, try to get close. My usernames are either allietheiss or theissallie.

Concentrate on two social media accounts – three tops. Spiritual seekers spend most of their time on either Facebook, Instagram, or Pinterest.

Give more to your followers than what you ask for in a sale or self-promotion. For every 10 – 20 posts, post something about yourself. Give value before you ask them to do something for you.

Also, promote like-minded but not direct competitors blog posts, tweets, FB posts, etc....

Facebook

There isn't anyone who spends time online that hasn't heard about Facebook.

Facebook tends to change the way you and your clients see posts at least once a year.

You will need to post at least 2x a day. The time you post & the day, that's up for grabs. You will need to test different times/days to see what work bests.

For me – what I've notice is nights after 7 pm et and weekends are the best.

People love pictures to be included with posts. In a personal account it gets you noticed. In a biz account Facebook seems to punish those who post pictures.

Your personal FB account: It is easier for people to see posts on your personal account than any other place. However, you want to make sure that you realize when you post you have friends, family, and clients reading what you wrote.

If you are highly opinionated about politics or religion, watch what you post. You may love to tick off your Aunt Sue, but Sue the client may not be too happy with your latest rant.

It is very easy to go “Facebook Live” and create videos for clients to see.

A business page: Here you can post all your business-related stuff with ease. However, unless you decide to spend the money to boost the post's reach, not as many people will see it as you want.

Having a business page does have a lot of other advantages: have a button for people to go to your site, buy something, hop on your mailing list, etc...

You can see an example on my **Allie Theiss Friends Page:**

<https://www.facebook.com/alliethaissfriends/>

Groups: Groups are great as an add-on to a course, a gathering place for your podcast, and for like-minded people to associate. With groups you can control who you let into the group and who you keep out.

You can see an example on my **Ask Allie** group (you'll have to ask to join first):

<https://www.facebook.com/groups/askallie/>

Twitter

Twitter is great for getting your message out in 140 characters or less. More people pay attention to Twitter Tweets that have a picture included.

Like with Facebook, you need to post a couple of times a day and you'll have to experiment.

I have not yet found a good time to post here. What I have found is that by posting 5 – 10 posts a day, more people notice my account.

There is a way to connect your Facebook account to Twitter or Twitter to Facebook. Both places have instructions how to do this.

If you connect both (as I do), I would count this as one social media account since you only post to one or the other.

My Twitter account as an example: <https://twitter.com/allietheiss>

Instagram

Instagram is a visual medium. People who are visual love this social media site. I'm no exception.

Post pictures, quotes, and inspirational messages.

I get more likes & follows when I post in the afternoon and on the weekends, than in the evenings.

My spiritual Instagram account as an example:

<https://www.instagram.com/soulterrific/>

Pinterest

Pinterest is a visual haven for vision boards, ideas for blog posts, a new recipe, and so much more.

The demographics here is 85% female. So if women is who you target for your business, this is the place you want to be.

The busiest looking day at Pinterest when the most women will see your pins is on Saturday by mid-morning. So you want to post Friday night/Saturday morning.

I haven't kept up on this social media since I did sex coaching. But I need to get back at it.

My Pinterest profile as an example: <https://www.pinterest.com/theissallie/>

Snap Chat

I tried Snap Chat once or maybe twice, and I didn't like it. But that's me. The demographics are the ages of 13 – 25. If this is the age group you're targeting – then this is your gig.

Great for making video offers that disappear after a short time. In Snap Chat you can create posts that disappear by the end of the day. Great for timed offers.

Snapchat: <https://www.snapchat.com/>

Content Creation

You will need to create content for your social media posts, newsletter (mailing list), podcasts, blog posts, and anything else you are using to promote your business.

So how do you keep up?

You plan ahead.

Stop the video & go grab the calendar PDF to go along with the rest of the course.

Make your own calendar for 2018: <http://www.pdfcalendar.com/monthly/>

Marketing Calendar

The premise here is simple: dedicate each month to a particular theme. I tend to look at my calendar and do this once every three months.

Example of Three-Month Themes

In my calendar, up by the month I'd write...

October: Telepathic sex

November: Soulmates

December: Energy Balancing

Then you can take a full month and break it down into content ideas.

Example of Month Content Ideas

I would write on the day I post/send the content what I want to cover.

Theme: Telepathic Sex

Blog posts: write 1x a week for 4 weeks – need 4 blog ideas: The Beginners Guide to Telepathic Sex, How to Know the Difference between a Connection & Fantasy, What is an Energy Signature, & How to Stop Unwanted Connections.

Newsletter: send 1x a week for 4 weeks: each week include an excerpt of blog post with link back to site, latest news, newest deal or product on telepathic connection, + each week a different herbal boost for telepathic sex: faden quartz, mugwort, plank energy exercise, & telepathic incense recipe.

Podcast: The Advantage of Telepathic Sex, Feng Shui your Space for an Easy Connection, Three Steps to Better Telepathic Sex, & Single? Telepathic Sex May Be Your Sexual Salvation.

Social Media: On the days I post a blog post or release a podcast: I place posts across the social media channels. I include one mention of a product or service. The rest of my social media contributions are posting others work that fit in with the current theme. Also, when you have a good back catalogue of blog posts like I do, you can post “Throwbacks” on social media that is within the theme of that month.

You do not have to be overly creative to build content. What you have to do is know your business and what you can do for others.

Creating Awesome Pictures for Social Media (and other marketing items)

Canva (free + paid): <https://www.canva.com/>

Stencil (free + paid): <https://getstencil.com/>

PicMonkey (free + paid): <https://www.picmonkey.com/>

Tools to Schedule Social Media

Buffer (free + paid): <https://buffer.com/>

Edgar (paid): <https://meetedgar.com/>

Grum (paid +Instagram only): <http://grum.co/>

AppSumo is a great place to follow as they post fabo deals on marketing & social media helpers every day: <https://appsumo.com/>

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