

A scenic landscape featuring a lighthouse on a cliff overlooking the ocean. A large, glowing sun is visible in the sky. Overlaid on the scene is a complex geometric diagram consisting of a large green triangle with internal lines forming a smaller triangle and a hexagram, with red lines radiating from the center. The title text is written in a black, cursive font across the center of the image.

# *A More Holistic Approach to Marketing*

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NANP HEALCON | MAY 5, 2023





# ABOUT ME



COACH



PROFESSOR



MOM



# AGENDA

1

**THE CLIMB TO MAKING AN IMPACT**

2

**WHY STRATEGIC PLANNING?**

3

**WHY HOLISTIC MARKETING?**

4

**INTEGRATING BOTH APPROACHES**

5

**TIPS & TAKEAWAYS FOR YOUR BRAND**

# THE CLIMB TO MAKING AN IMPACT

**SYSTEMS &  
STRUCTURE**

**BRAND VISIBILITY**  
*DO OTHERS KNOW WHAT I DO?*

**BRAND CLARITY**  
*DO I KNOW WHAT I DO?*





## WHY?

- It provides a clear roadmap toward where you want to go.
- It indicates specific thought and action.
- It helps derive value and ROI.
- It brings more clarity to business decisions.
- It's easily understood by customers/funders/other business owners.

# WHY STRATEGIC PLANNING?



"IN ANY ENDEAVOR,  
STRUCTURE  
LIBERATES."

~ GLENNON DOYLE ~





"THERE IS A  
DISCIPLINE FOR  
PASSION."

~ LADY GAGA ~

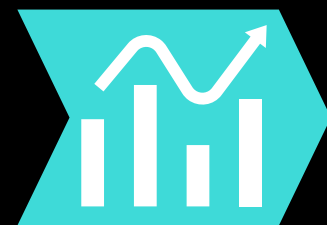


# BRAND CLARITY



## ENVIRONMENT

HOW DOES YOUR BRAND SITUATE ITSELF WITHIN A BIGGER CONTEXT?



## TRENDS

WHAT IS THE STATE OF THE INDUSTRY YOUR BRAND IS IN?



## COMPETITION

WHO ELSE IS DOING WHAT YOU WANT TO BE DOING? HOW DO YOU DIFFER?



## OFFERINGS

HOW DO YOU PLAN ON SOLVING THE PAIN POINTS OF YOUR IDEAL CUSTOMER?



## EVIDENCE

WHAT NOTEWORTHY DATA, TESTIMONIALS, OR FEEDBACK DO YOU HAVE?



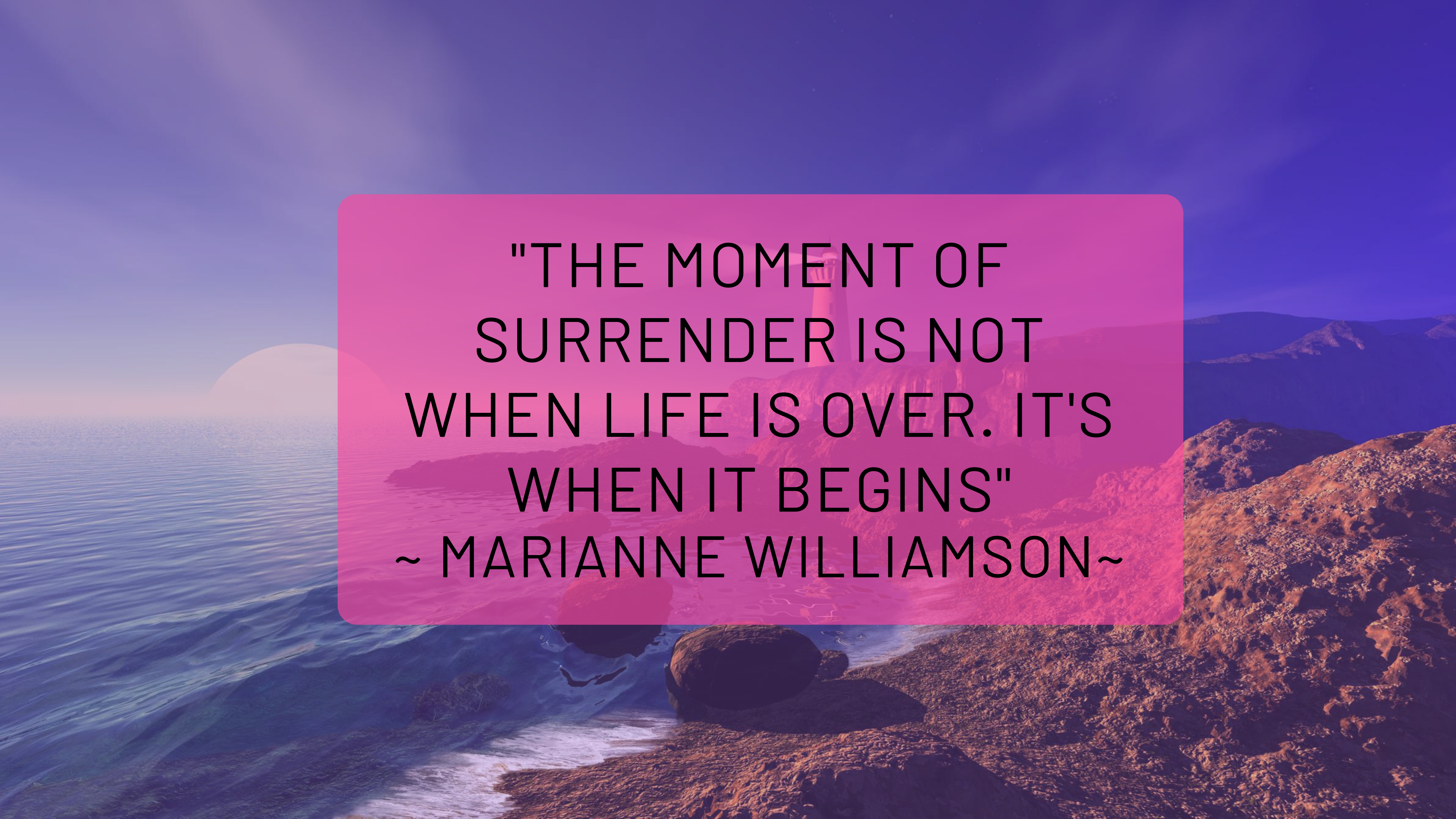


## WHY?

- It's a more well-rounded way of looking at your business.
- It allows space for more intentionality, presence, and mindful business decisions.
- It takes the pressure off to be doing something constantly.
- It can bring the heart back into the business.
- It's grounded in connections and integrity.


WHY HOLISTIC  
MARKETING?





"THE MOMENT OF  
SURRENDER IS NOT  
WHEN LIFE IS OVER. IT'S  
WHEN IT BEGINS"  
~ MARIANNE WILLIAMSON ~





"FOLLOW YOUR  
INSTINCTS. THAT'S  
WHERE TRUE WISDOM  
MANIFESTS ITSELF."  
~ OPRAH WINFREY ~



# BRAND VISIBILITY



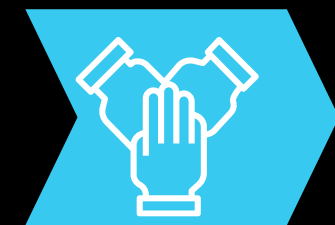
**AUTHENTICITY**

IS YOUR BRAND REPRESENTATION A TRUE EMBODIMENT OF WHO YOU ARE?



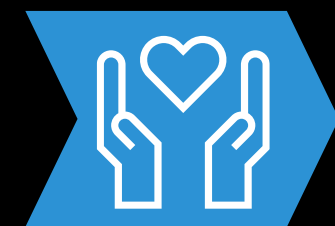
**STORYTELLING**

HOW DID YOUR JOURNEY LEAD YOU TO YOUR BUSINESS?



**COLLABORATION**

HOW DO YOU BUILD PARTNERSHIPS AND RELATIONSHIPS SO EVERYONE WINS?



**SERVICE**

HOW DO YOUR OFFERINGS SERVE PEOPLE TO BECOME THEIR HIGHEST SELVES?



**JOY**

HOW DO YOU MAKE SPACE FOR CELEBRATION AND ACKNOWLEDGEMENT?





# INTEGRATION: THE STRUCTURE







# TIPS & TAKEAWAYS

1

**IT MAY TAKE SOME TIME**

2

**KNOW YOURSELF FIRST & FOREMOST**

3

**GET CRYSTAL CLEAR ON YOUR WHY**

4

**REST & ZEST**

5

**SURRENDER, THEN SURROUND**





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*Thank You!*

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