



Your Marketing Could Heal the World

By Anca Martalog, ND

Naturopathic Doctors want to help the world heal itself. But first, we have to let the world know what we do. We have to get our message to the people who are open to it. We have to educate through our marketing.

Have you ever wanted to say, "Hello? Are you there? Is anyone listening?" Have you ever wanted to shout from the roof what is in your heart? You can do that with your marketing plan. Perhaps you've tried to market yourself or your business in the past, but got mixed results. Maybe you think you're better off staying small and silent, letting "shoulds" and "woulds" rule. Being small keeps us from offending anyone but we end up not really touching anyone either.

STEP 1: WHAT INSPIRES YOU?

During my first year at the CCNM, all the new students sat on the floor in a circle sharing what inspired and interested them about naturopathy. Seventeen years later, I clearly remember being in awe of each story; we all nurtured big dreams fuelled by amazing, burning passions. Four years of dedication and sacrifice later, we graduated, spread our wings into the world and soared off in different directions.

Then, reality hit, and some of us went into hiding. Some of us stayed small and timid, afraid to market ourselves. Hiding keeps us small. But, it's okay to come out of hiding. Now is the time to speak your truth in all that you do. This includes your marketing, whether it's marketing your business or marketing yourself. Simply put, marketing is your communication to the world about yourself.

The first place to start when creating a marketing plan is with your passion and your inspiration. Think back to what attracted you to naturopathy in the first place.

Keep that raw inspiration in mind when considering if you are you ready to:

- touch the lives you want to touch?
- be of service in a way that will change the world?
- accept your life's mission?
- be the one you know you are supposed to be?
- change the world?
- live the life you were meant to live?
- show the world how it can be healed?
- deny the truth that others see as real?
- take a risk and put it all out there?
- claim your purpose?
- show the world you mean business?

Did you answer "Yes! Yes! Yes!?" Did you think it? Did you feel it? Then, you're ready to design your marketing strategy. Move forward and claim it! It is time to seek out opportunity in these changing times. People are looking for substance, meaning, and results; it is our duty to step up and offer our help and expertise to make the world better. Now is the time to speak your truth about what you do and to stand proud beside it.

STEP 2: GETTING STARTED

In order to market your gifts, your expertise and your passion to the world, look into your heart. If you're ready to present your talents, sell your skills and offer your influence locally and globally, you need to be fired up by what you have to offer. Get a pen and piece of paper and write down everything that pops into your head as you answer the questions listed below. Somewhere, among all of those words on the page, is your marketing strategy. Let's find it, shall we?

A. HOW DO I WANT TO HELP PEOPLE?

The answer to this question is the beginning of a service you can

charge for, your **unique selling proposition**. It is reasonable and valid to trade your life's mission for the energies of money and faith in yourself. Spirit moves you to want to help people, and there are people who need you and who will value it enough to pay for it. We are all here to heal the planet in some way – some of us claim it while others spend our lives ignoring it. You were led to this article for a reason: it is your wake up call. So go forth and live it.

B. HOW DO I WANT TO BE IN THE WORLD?

Channel that energy through your divine purpose. What I know to be true is that my mission is to help people touch more lives. That is why I have been led to create the tools for business owners to reach into their hearts and speak their truths in their marketing. In a nutshell, marketing is the means to speak our truth in a way that shows people how we can help them. **Your marketing can heal the world.** Know this and embrace it. We need you.

STEP 3: EMBRACE YOUR MESSAGE

Keep the notes you made in Step 2 and look at them periodically. You may find something different every time you review. When you read over what you were moved to write, find your passion, remember your passion and embrace your passion. This is what will shine through in the message you market to the world. I used to be afraid of my zeal for working with breast cancer patients after enduring a lumpectomy myself. One day a despairing woman came to my office. Her anguish ran so deep it overrode my fear, and I was able to let my passion shine as I shared my personal experience with her. I will never forget her reaction to my short disclosure: she immediately relaxed, resumed breathing, and said, "Finally, I feel I'm in the right place with someone who understands."

STEP 4: PUT IT OUT THERE

There are a number of marketing options these days that don't cost a lot of money. Whether you decide to use flyers, business cards, Facebook, or good old-fashioned word of mouth, remember to keep your message true to how you want to help people and how you want to be in the world. Some may turn a deaf ear, but you can accept that because you know that whoever *does* hear you is *supposed* to hear you. Think of it like a dog whistle: when you speak your truth, you only attract the right people for you because your message is tuned to their hearing.

I used to be afraid to admit that my passion was to work with "conscious" entrepreneurs. I was fearful of what *some* people might think. But now I realize that I do not want to work with *some* people so I don't concern myself with them anymore. This allows me to attract a business full of the people that I love to work with. (Even better, they love to give me money, too!) That's what we all want, wouldn't you agree?

Besides helping patients in the office, I also love to work with visionary, progressive-thinking, healing practitioners who are missing time, money or energy from their work/life mix. Together we discover ways to create prosperity. We align their business and life so that there's more than enough money, time and energy for what's really meaningful. If you need a system, I have one for you. To receive my bi-monthly business and marketing tips, subscribe to my E-Zine here: www.PatientsMagnet.com/news.

The OAND also has a FREE Marketing Tools Module – step-by-step comprehensive marketing tips for a clinical practice, including workbooks on branding, marketing and public relations. Members will find this resource in the members ONLY area of www.oand.org under Business Excellence Initiative (BEI).

