

# Magical Mothering Method

## Throat Chakra Marketing

Month 5: Throat Chakra

Week 20: Why Selling YOUR services don't work!!

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## What are the NEEDS of Marketing?

In order for you to market effectively you need to KNOW

- WHO
- WHAT
- WHY
- WHERE

To WHOM are you marketing?

This is a vital question to be asking each time you make a post, a comment, or create a product. When you have the ideal vision of a group, individual or company that you are serving, the way to communicate is vastly different than a generalized expression or idea. When you market to a specific audience you create clarity in your words. You create a connection with not just an idea but a vision for the other that you are creating space with.

Answering these questions about the WHO will help give you clarity in your communication and the ability to connect with them as well.

1. Who are you meant to be connecting with in this world?
2. Who do they look to for guidance, support, and resources?

3. Who is listening to them at the moment?
4. Who is already serving your ideal client?
5. Who is taking advantage of your ideal client?
6. How can you step in to allow them to feel heard, understood and served in a way that is in alignment with what you are offering.

### WHAT are you Marketing to your audience

Understanding WHAT you are offering is a valuable resource. When you are able to share exactly what you are offering with clarity in communication, the other is able to clearly establish if they are the right person to purchase. There is a wonderful aspect of being clear in your what. The person who is needing your services, products or resources then feels their needs being heard and create a connection to you.

1. What are you passionate about?

2. What is your hearts desire to serve?
3. What experiences have you lived through, that you know your experience can help others who are still struggling?
4. What is the overall big vision or goal of the person to whom I am marketing?
5. What do my target audience truly care about?
6. What triggers them to take action? (this can be pain points or pleasure points)

Example: You audience could be patient about creating community. So you share with them where they currently are in their lives (not living in community) and allow for the reality that they are not where they want to be to come to the surface. Then you can have then a place of being triggered to take action.

7. What are your audiences desires?

WHY are you serving, creating, or have a desire to work with these ideal clients?

Knowing your WHY is another vital aspect of marketing. If you don't know your why, then what is the point. You wind up getting distracted, lost and burnt out without having a clear why!!

1. Why are you wanting to help those in this criteria?
2. Why do you feel you can help those individuals?
3. Why do these ideal clients need what you have to offer?

Understanding WHERE to find your ideal client is often the missing link to actually serving them! If you can't find them, how can you possibly serve them!

1. Where do your ideal clients hang out? (social media, book stores (book clubs)
2. What groups are they a part of on facebook?
3. Where do your ideal clients shop, spend their money, invest, or eat out?

When you see that you can even get into the nitty gritty of who you are serving you see how to solve their problems more. You can easily share information that is going to connect rather than just trying to get them to buy from you. You allow for a sense of knowing and being to create the marketing verses just trying to get a sale which will always cause you to sabotage, because we are out of integrity when we are selling.

Lastly, we will put all of these aspects together to think of one individual that makes up your ideal client. Call this your Avatar. This is a person that fits all of your criteria, including being able to purchase without hesitation what you are offering. Also think of this persons reasons they would come up with to not invest with you, and have those solutions solved for them!

1. Address the problem you are solving
2. Create a vision of what life looks like with that problem solved
3. Then allow for your method, service, product to be the bridge to that solution

Selling is not what you have a heart do be doing!

Marketing is all about connecting. So when you have a clear idea and vision along with a detailed outline of who you are serving you can create connection rather than trying to sell yourself!

NO Such thing as FAILURE!!

The more you step into action and creating offerings, the more practice you will have. The more lives you will change.

REPETITION CREATE REPUTATION

Don't give up on sharing your gifts, your vision, your art, your abilities. The world needs them!