A Reference & Reflection Guide to:

THE FOUR PILLARS OF MINDFUL MARKETING

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It’s not often that the words “Mindful” and “Marketing” are used in the same sentence. The truth is the traditional marketing approaches focused on pushing, forcing, hard selling and even manipulation, are becoming less and less effective.

**A mindful approach to marketing is needed now more than ever as people are disillusioned by marketing “tactics,” and yearning for connection, transparency, authenticity and compassion.**

And this is not simply a theory... the positive results of mindful marketing approaches are proving it true.

The world is becoming more transparent and customers can smell anything that is not authentic. The good news is that there is another way.

Conscious Marketer has been focused on mindful, respectful digital marketing for over 10 years. Our unique approach to online marketing has made us a leader in the industry and has differentiated us from the majority of online marketers.

Our clients include some of the top spiritual teachers, authors, speakers and thought-leaders in the world who demand a high degree of integrity in their messaging ... and so does their audience.

**We have spent years integrating the top marketing strategies to share our client’s messages AND have done this in a way that honors and respects the message, messenger and receiver.**

This is not always an easy task and we have found that our own mindfulness practices and personal growth initiatives are key in our ability to deliver.

We are thrilled to offer you an explanation of what we have found to be the 4 Foundational Pillars of Mindful Marketing.

We have also included several questions you can use to assess your current mindset and any blocks you may have to incorporating these pillars into your own marketing approach.

Our focus is on Digital Marketing (aka Online Marketing) for entrepreneurs and organizations but the same principles can apply to all modern marketing mediums.

We hope you find confirmation in this list and confidence to do what feels innately right, aligned and compassionate.
Mindful Marketing Pillar #1:
CONNECTION

There are two expressions of being connected: “outer connection” and “inner connection.” While outer connection (to your audience, customers, employees, teams, etc.) is vitally important, it is impossible to cultivate without inner connection first.

Bringing an inner connection to your work and into your marketing enables you to have a more powerful presence in the messages you convey. It also enables you to tune into your heart.

We have found that creators who rely only on their mind are limited. It takes integration of the heart and mind for true creativity in your messaging, product creation and marketing to come through.

And this is where mindfulness practices come in.

Through the process of mindfulness meditation, you are less susceptible to habitual patterns and fear-based messaging. You are able to tune into your heart space and connect with the audience, from your heart to theirs. You also do not look at the customer as a target but rather as a human being and treat them as such. You know their pain points, objections and the type of transformation they are looking for through your product or service offering. This is often done through many types of media including story and sharing successes and case studies.

This type of true human connection inspires, creates loyalty, and cuts through the noise so readily found on the internet.

Reflection Questions:

Do you feel a true connection to your audience?
If not, how could you connect more deeply within yourself so you can reach out to them from a deeper place?
What marketing mediums could you infuse more thoroughly with your sincere desire to connect with your audience?
Could your newsletter include more heart-based communications?
Does your website copy come from your heart?
Mindful Marketing Pillar #2: TRANSPARENCY

Transparency can be defined as the lack of hidden agendas and the full availability of information required for co-creating, collaboration and cooperation.

And with the onset of social media, online customer reviews, and the abundant availability of information at the click of a finger, transparency is becoming one of the most valuable qualities of online marketing.

It’s not only valuable, it’s actually mandatory.

This includes proactively disclosing your plans and intent. Generously sharing about yourself and your motivations. BEING the brand versus putting on a persona to fit a certain image or to fulfill an agenda.

In today’s business environment, the most successful companies, online brands and public figures, are the ones who “lean into” the discomfort of being transparent (think Elon Musk of Tesla).

The best brands also lean into a larger vision and go beyond the product or service to create a loyal tribe or movement.

Ironically, a transparent stance puts modern organizations in a position of strength and power. It rises above the noise of most marketing approaches and cultivates intimacy and trust - two essential qualities for effective marketing and leadership.

It also may not be as obvious that this creates a sustainable competitive advantage because when you are transparent when others are not, you become by default the trusted source that others will turn to. Transparency also begins inside an organization and this also holds everyone to a higher standard of accountability for high performance. This unseen force is a powerful driver to create best-in-class organizations that create innovative products and services.
Reflection Questions:

Where can I more transparently disclose my intent or aspects of myself to the internal and external groups I serve? Would disclosure be empowering for me and for them? Could it foster more collaboration and ultimately, more trust?

Are there aspects of myself or the organization I lead that I am hesitant to disclose?

What is holding me back from full transparency?

How can I use my mindfulness practices to help me work through my fears surrounding deeper levels of transparency?

How would creating more transparency create a higher level of accountability and high-performance?

Mindful Marketing Pillar #3: AUTHENTICITY

30 years ago, authenticity may not have been considered an essential quality for marketing but today, it is.

Marketing authentically refers to your ability to be genuine in your messaging, positioning, and content. It is impossible to be authentic without being genuine and genuine without being authentic.

When you are truly genuine in communicating your “why,” your story, and your vision, you are able to connect with your audience or customers on a much deeper level.

And being truly authentic means that you’re not trying to appeal to everybody. You are standing up for something while understanding that what you’re offering may not be right for everybody.

This approach works both to keep you in alignment with your marketing messages and is a wise marketing strategy. We have found that one of the biggest marketing traps is trying to appeal to all. When trying to appeal to all, your message has to be “watered down” or diluted, and those who could benefit from your offering most are unable to find you.
For most creators, connecting to their own authenticity is impossible without mindfulness meditation. From these practices we can find clarity and then courage to bring forth our authentic essence in our messaging and offers. When you live mindful business then every moment is a moment of authenticity.

**Reflection Questions:**

How could I show up more authentically in my work? Is it with the products or services I offer, my words, the imagery I use, or even the products I’m standing behind?

What fears do I have about being in my true authenticity? How much does the fear of not being liked or accepted for who I truly am hold me back? Or do I hold the fear that if I show up authentically, I will not be able to make enough money to survive?

What areas have I not been authentic in my work or life?

What steps can I take immediately to infuse more of my authentic nature into my marketing and messaging?

**Mindful Marketing Pillar #4: EMPATHY AND COMPASSION**

Once again, empathy and compassion for your customers or audience is impossible without first cultivating self-compassion.

The ability to soften our stance and reduce self-judgment and judgement of others enables a more human approach with our messaging, products and services.

And empathy and compassion is key in mindful marketing because it provides the ability to tune into how you can solve problems for people, facilitate true transformation and make their day-to-day life better.

Often clients or students in our online training groups will say, “I have this great idea. I want to launch x,y,z product." We encourage them to ask instead, "How can I really serve the individuals I am hoping to connect with?"

**Great businesses grow by leading with service.**
This line of thinking flips the orientation from what you think may be a good product to creating something that can truly serve.

In order to answer this question accurately, of course, we have to be really clear on the customer (i.e. who the product or service is intended for).

This clarity goes far beyond demographic information like their age, sex and income level and includes intimate details like, “What is keeping them up at night? What are the biggest challenges that they face? Why is it difficult for them to do the things they truly want to do?”

This level of understanding enables and facilitates the process of compassion and empathy. It also makes the process of connecting, being transparent, and showing up authentically much easier because you are connecting with people, not a number or a demographic.

**Reflection Questions:**

How can I cultivate more self-compassion in my life?
Do I treat my customers or audience like a number or can do I treat them as individuals with their own unique challenges and joys?
What are the biggest challenges for my audience or customers? How can I better serve them?

Each of the four pillars comes together to form one seamless whole.

We hope this reference guide has facilitated a process of reflection for you. And if your business could benefit from a “Mindful Marketing” approach, we invite you to join us for one of our upcoming courses, mastermind groups or 3-day events.

To keep updated please join our community email list consciousmarketer.com or email us directly at support@consciousmarketer.com.

In appreciation,

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