



## Mark Walsh: How to Sell Embodiment



Founder of The Embodiment Conference, The Embodiment Facilitators Course, Embodied Yoga Principles and The Embodiment Podcast, Mark Walsh shares his pragmatic, playful, loving and no bull approach to marketing and selling embodiment work, ethically and authentically. Explore ethical marketing, marketing theory, and useful tips to promote and make money from the work that you love to do.

**TOP EMBODIMENT TIP:** Embody POWER and LOVE by learning ethical marketing.

### Defining Marketing Jedi vs. Seth Marketing

- Differentiating between fear-based, manipulative, dishonest marketing and marketing that has the interests of the audience in mind and at heart. Defining marketing as having a balanced, win-win goal; marketing that is in service of both you and your audience. Jedi marketing is truthful, trust and service-based, ethical and creative.

### Re-Framing: Marketing as Love

- Defining marketing as: truthfully informing people about what you have to offer to help and support them. If you know, that something that you offer is useful to others, it is your duty to tell people about it; your responsibility to learn how to market it. To develop that knowing, get feedback.

### Re-framing: Marketing as Romance (A relationship Funnel)

- Marketing as getting to know people; building trust and possibility for connection, over time. Creating a filtering model that allows people to find/experience your offerings at no or low cost before they make a greater financial commitment, knowing that what when they do make that commitment, it's a good fit - that what they are looking for and what you offer, matches. Filtering is essential for both you and client

### Marketing Basics: The what, who and where of promotion

- **Who:** Define your audience by who you do or don't want on your courses. Be specific! If you want everyone, you'll get no one.
- **What:** Define your offering in terms of its benefits. Voice these benefits in the language of your ideal clients. (Learn their language through feedback.)
- **Where:** Know where your clients gather (virtually or in real-time) and, know which forms of communication you are comfortable with (blogging, video, podcast).

### Money Mindsets

- The importance of understanding your personal relationship with money and how that might interfere with your ability or willingness to market your offerings.