

# Marketing the Circle of Life®

## Contexts

1. Self-care, wellness, health promotion
2. Life & Health Coaching
3. Living from life purpose
4. Stress management – stress mastery, resiliency, reduction
5. Disease management, chronic disease self-management
6. Integrative and complementary medicine, holistic health care
7. Disease prevention
8. Drug and alcohol recovery
9. Personal maximization, potential enhancement, and peak performance
10. Productivity enhancement
11. Lifestyle behavior modification
12. Pain management
13. Mindful living and spirituality
14. Mind/Body health and Well-being
15. PTSD recovery
16. Personal growth, life transitions, grieving

## Approaches to Providing Circle of Life® Services

1. 8 x 8 group coaching and support (variations – 6 x 8, 8 x 12, etc)
2. 1-to-1 coaching – by single appointment or by set number of sessions
3. 1/2 to 1 or 2 day Circle of Life retreat
4. Complementary one hour introduction – one or a whole circuit of introductory events
5. A sample group of 3 to 6 VIPs from your community - program directors, agency directors, department heads, faith VIPs, key government (mayor or supervisor, AAA
6. VIP visits to your group sessions
7. Options — develop various entry paths plus develop capacity for shifting clients from 1 -1 into groups and from groups into 1 -1
8. Brief introductory session for conferences or large groups

## Phases of Circle of Life Coach® Career

1. Launching -- get trained, do a practice group
2. Building momentum -- intros, deals, loss leaders
3. Moderate flow – charging regular fees and getting more clients / events/ talks
4. Mature flow – raised fees, selective of clients process

## Self-promotion package

- Circle of Life promotion package – draw from training manual and web
- Excerpts from manual, video, book chapters that are based on Circle
- Research or related articles (Internet, journals, magazines) for your target population
- Your resume, client list or vitae

### Strategy:

1. Target the market – grade and prioritize
  - Start within your zone of possibility – own your power, don't undersell yourself
  - "It's not what you know, but who you know." – classic "sales" wisdom
  - Make lots of contacts – network constantly
  - Target persons in highest positions – be prepared with sound logic and benefits
  - Target persons that you know – who might provide leads become clients

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## Self-promotion package (continued)

### Strategy (continued):

2. Do groups or 1-to1 sessions with friends, do lectures, retreat days or VIP Circles.
3. Add every event and success to your resume and client list
4. Follow the Circle of Life principles
5. Refer to the CoL National Network and list programs from website.
6. The power is in the program; so, it is not necessary for you to be an expert.

## Venues (see below for details on some of these markets)

- |  |   |
|--|---|
| 1. Hospitals, Clinics, Physician practices | 10. Medical specialty centers                 |
| 2. Corporations                            | 11. Community centers                         |
| 3. Spas and Retreat Centers                | 12. Aging programs and senior housing         |
| 4. Social Service Agencies                 | 13. Justice department                        |
| 5. Schools and Universities                | 14. Veterans' programs                        |
| 6. Faith-based Institutions                | 15. Youth services                            |
| 7. YMCA                                    | 16. Nonprofits                                |
| 8. Military                                | 17. CAM programs and holistic healing centers |
| 9. Health clubs, gyms and country clubs    |   |

### 1. Hospitals / Clinics / Physician practices

1. Holistic program – Behavioral life style management
2. Patient centered care, enhance patient/ provider partnership
3. Wellness program – pre-illness connection with customer
4. Pro-active, holistic triage
5. Specific disease, cardiac, diabetes, cancer
6. One to one coach or group support
7. Value added as public relations strategy
8. Before disease to manage risk, during disease to focus healing, after surgery or acute illness for rehabilitation and recovery
9. Online version

Language, keywords: healing, health promotion, health empowerment, wellness, complementary or integrative medicine, stress mastery, behavioral lifestyle management

### 2. Corporations

1. Wellness, productivity enhancement, work/life balance, stress resiliency
2. Medical cost management and risk reduction
3. One to one coach
4. Group or team support
5. Potential for online versions
6. Centered either in human resources or training department
7. Retreats for administration and executives as well as staff

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## 2. Corporations (continued)

Language, Keywords: efficiency, stress resiliency, change capacity, life long learning, enhanced performance, healthy employees, reduced medical costs, reduced sick days, continuous quality improvement (CQI)

## 3. Spas & Retreat Centers

1. Self-assessment preprogram on arrival or pre-arrival
2. Coaching on site, one to one wellness coach
3. Support group – on site
4. Re-assess during stay if desired
5. Create a take-home plan
6. Sustainable follow-up - by phone - one to one or group
7. Online follow-up
8. Allow for take home and follow-up
9. Suggest future activities or programs based on targeted goals and areas of improvement

Language, keywords: natural beauty, longevity, well being, balanced living, spiritual & life purpose fulfillment, stress mastery, supreme health.

## 4. Social Service Agencies (eg. Diabetes, Heart Association, Family Services)

1. Lifestyle behavior, accountability, support groups
2. One on one coaching
3. Self-reliance and personal accountability enhancement
4. Family health coaching
5. 1/2 day programs with on going follow up, action and accountability
6. Specific disease prevention and management
7. Risk Reduction
8. Education with healthful implementation

Language, keywords: Empowerment, self-reliance, self-improvement, self-care, quality of life, accountability, and capacity for change, responsibility

## 5. Schools & Universities

1. One on one coaching for clarifying life purpose, career direction
2. Peer based support for students for setting goals, working through challenges, taking steps, accountability
3. Teachers and/or students – stress mastery and stress resiliency tools and implementation
4. Social / peer support for healthy and positive life choices
5. After school programs in HS, ice breaker, best start program in college or university
6. Family support groups for healthy happy home life

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## 5. Schools & Universities (continued)

7. Drug, alcohol, unwanted pregnancy risk prevention
8. Healthy-empowered kids/teens/young adults
9. Alternative to detention and other behavioral correction methods

Language, keywords: Healthy, high performance kids, drug free kids, diabetes and obesity prevention, self-esteem, optimal learning power, focus, fun, positive peer support, stress mastery, athletic performance enhancement.

## 6. Faith-based Institutions

1. One on one spiritual or health ministry coaching
2. Group sessions for Body, Mind and Spirit well being
3. Parish nurse programming
4. Health ministries programming
5. Establish church or temple as community 'center' for the needs of parishioners
6. Family and community building
7. Programming for new members
8. For groups: teens, grief, applied spiritual principles, etc.
9. Community outreach

Language, keywords: Purpose centered living, inspirational practical spirituality, healing ministry, spirituality for healthy and abundant living, building church community

## 7. Seniors/Community Centers

1. One to one coaching to create a healthy day to day life plan
2. Rediscovery of life purpose and giving service to others
3. Self-care education and implementation strategies
4. Support groups for living healthy and joy in life
5. Enhance activity and social connections
6. Prevention of disease
7. Independence through self-care and group support
8. At medical clinics, alternative health care clinics, hospitals, assisted living, senior centers, home visits
9. For family caregivers
10. Self-care and wellness for health care practitioners (nurses, social workers, etc.)

Language, keywords: Vitality, disease prevention, reduced health care costs, reduced doctor visits, independence, self care, Elder wisdom, community, increased enthusiasm for life and service, stress mastery

# Marketing the Circle of Life®

## Buzz Lines For Marketing

- “I am \_\_\_\_\_ and represent (or am certified in) a Nationally recognized, evidence based coaching a group support process for \_\_\_\_\_. Examples: stress management, productivity enhancement, chronic disease management, wellness, health promotion, behavioral change, lifestyle enhancement, disease management, complementary medicine, holistic Mind/Body health.
- “We know that every organization and institution seeks programming that is: cost effective, builds market share, increases customer satisfaction, has a group based version, improves outcomes (clinical, productivity, satisfaction, etc) and fulfills the mission. The Circle of Life does all of these.”
- “Coaching and group support have been shown to be the best tools to enhance outcomes in diverse populations. The Circle of Life is more comprehensive and holistic than most other coaching and support programs. Our feedback is that people feel it is more unique and inspiring – creating easier access to behavioral change, achieved goals, and positive outcomes.”

## One Minute Marketing Soundbites

### People pay for Results.

People don't care about what you do. They want to know how and what you offer will benefit them, and how they can be a winner.

So a possible scenario might go like this:

“What do you do?”

“I am a life coach.”

“What's a life coach?”

“I would be happy to answer any questions about life coaching, but before I do, may I ask you a question?”

“Sure”

“If you could change, add or eliminate anything in your life or work, what would that be?”

**Asking a person to tell you about themselves, their needs and their desires, is the most direct,” “get their attention” marketing approach.**

*The person responds with what they want to change (make more money, change work).*

“My work is to assist people, like yourself, who want to make more money and change their work, to discover path ways they haven't used or thought of, to get to where they want to go. Do you, or do you know of anyone, who would want to be supported to more easily achieve their goals of having more money and more satisfying work?”

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(If time allows and you have an example, tell the story of someone with similar goals that you coached, and who have gotten results.)

## One Minute Marketing Soundbites (continued)

- or “I offer a free 1/2 hour session to explore your goals, would you be interested in that?”
- or ” I am having a free introduction to my coaching work at (fill in the blank).”
- or “If you want, I can email you when I am giving my free intro, or any upcoming events, classes, or presentations, and articles that you or people who know might be interested in.”

**Get their card and email.** And hand your card also, if there is interest.

Another possible scenario might go like this:

*“What do you do?”*

“I am a life coach.”

*“What’s a life coach?”*

“I would be happy to answer any questions about life coaching, but before I do, may I ask you a question?”

*“Go ahead.”*

“Do you know people, who are busy, tired, burnt out, stressed, or overwhelmed?”

*“Yea, sure.”*

I work with people to strategize to find ways they can succeed without burning themselves out, so they can regain their vitality and start living from their passion. Do you know any people who would like to do that?”

**Use questions directed to the concerns and needs of your target population, like the question above.**