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Top 10 Action Steps from *The Secrets of Spiritual Marketing*

Lawrence Ellyard – Key Takeaways for Natural Therapists

1. Marketing as Service

See marketing as *helping people find healing*, not “selling.”

Write an intention statement such as: *“My marketing is an invitation to transformation.”*

2. Offer a Taster (“Tryvertising”)

Create a short, low-cost or free introductory session or class.

It builds trust and lets people experience your work safely.

3. Write Your “Soul Statement”

Clarify your purpose in one line:

“I help [who] to [transformation] through [method].”

This anchors your message and attracts aligned clients.

4. Speak to the Heart

Focus on client benefits, not credentials.

Example: *“Ease tension and restore calm”* instead of *“Qualified Massage Therapist.”*

5. Create an Authentic Online Home

Make your website warm, clear, and personal.

Use friendly language, your photo, and clear next steps.

6. Encourage Word-of-Mouth & “Word-of-Mouse”

Invite testimonials and referrals.

Offer thank-you rewards and share genuine, value-based content online.

7. Nurture Past Clients

Stay in touch with newsletters or personal check-ins.

Repeat bookings and referrals come from feeling remembered.

8. Rewrite Marketing Myths

Replace limiting beliefs with truths:

From *“Marketing is pushy”* to *“Marketing is sharing what I love.”*

9. Define Your Uniqueness

Ask clients what they value most about you.

Use their words to describe your “spiritual fingerprint.”

10. Align Money with Meaning

Treat money as energy and exchange.

Set prices that honour your worth — *it’s safe to earn well doing good work.*



Final Thought

Marketing isn’t about selling your soul — it’s about sharing your light.