



UNITY SOUTHCENTRAL REGION

# Business Mastermind

Session Nine – Marketing and Market Impact – Part 1

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**How are you marketing now?**

# Questions



- Do you have marketing goals?
- What's your strategy for meeting your goals?
- What tools do you use to implement your strategy?
- How do you measure the success of your strategy?

**What do you want to communicate this month?**

**What do you stand for?**

**Who do you want to hear your message?**

**Where do you find those people?**



**Unity Southcentral Region**

**How are you making people's  
life better?**





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# What do you have to offer?

Community  
Education  
Purpose  
Interconnection  
Guidance

**Who needs what you  
have to offer?**

**Its not about  
reaching EVERYONE**

**Its about reaching the  
people looking for what you  
offer.**

“People don’t buy  
what you do, they buy  
why you do it.” –

Simon Sinek, author  
and marketing

Unity Southcentral Region

consultant



**Why do you care?**



**Or – What's  
Your Story?**



- Referrals
- Social Media
- Print
- Electronic
- Signage
- Bulletin boards

**Ways to Market**

# New Ways to Use What You Already Do!

- Podcasts
- Videos
- Social Media Memes
- Meditations
- Special Classes



**Your why +**

**people who need what you have to offer +**

**a strategic marketing plan**

**= A growing spiritual community,**

**life changes, a better world**