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Recession-Proof Your Business By Delivering Exactly What People Need

by Barbara Casey

The idea for a tutorial called *Recession-Proof Your Business* grew out of an article I wrote for my newsletter, *Messages from the Soapbox*, a couple of months after 9/11/01. You'll remember the financial backlash that happened in the months following September 11, when fear was gripping the country and people cancelled vacation plans and cut down on all kinds of non-essential spending. Big businesses cut thousands of jobs and the economic talk was generally negative.

It occurred to me that home-based business owners could turn their businesses around more quickly than the multinationals could. After all, a committee of one doesn't get much argument.

In my article, I used the example of Maslow's Hierarchy of Needs as a way to find ways you could re-position a home business in order to fill needs people were having RIGHT THEN. When fear and money were big issues. When people stopped spending on discretionary items and stuck with the essentials.

General, philosophic, feel-good topics were not speaking to people's desperation. Survival and a sense of belonging were more to the point. You remember seeing Congress singing "God Bless America" on

the steps of the Capitol? THAT's the kind of belonging we're talking about. And a back-to-basics, meat and potatoes kind of economy.

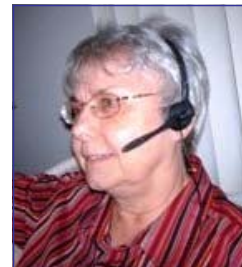
When people are struggling with fear and wondering how they're going to feed their family next month, they're not in a mindset to be learning new things, especially when what they really want is help with a specific problem they have right now – like the price of gas.

In times of economic uncertainty, such as now, and after 9/11, it makes sense to focus on essentials, rather than on the esoteric. On the other hand, people who are not bothered by the economy and do have the luxury of time and cash – may be the ideal clients for what you are offering.

It's all in how you present your offer.

So here are a few ideas to try on – and see how they could be re-worked for your own business.

You've probably heard of Abraham Maslow. He was a psychologist who suggested that we each have what he called a "needs hierarchy" which essentially tracks



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our life cycle from birth to maturity.

On page 15, you'll find a graphic for the ladder analogy I'll be using throughout this tutorial. It helps us picture this hierarchy more easily. Also, it's important to remember that we're not motivated by the "higher" needs until the basic ones at the bottom of the ladder have been filled. On the other hand, all of the needs keep recurring, so we're up and down the needs ladder quite a bit.

The first need Maslow identified, which I'm calling the "bottom rung" are **Survival** needs... food, water, clothing and shelter. Things you absolutely have to have to function.

So here's my question:

How could you reposition your business to represent a survival need that people have right now? Without pandering to their fears, I mean.

If you're in a health-related business, one way is to become an expert on toxin-free, organic foods or clothing. I'm also pretty sure people would come to your workshops and teleclasses on organic gardening, now that the price of food is going through the roof. (Do-it-ourselves food production.) Or you could get on your soapbox about green buildings and building materials. We're still talking about survival needs, but just kicking them up a notch.

Have you ever seen those community garden plots here and there, where people stake out their little section of vegetables? If you have enough space and parking, you could charge a fee and teach people how to grow their own organic produce, right on

the spot. How about teaching folks how to create a kitchen garden. Or... you might start a local vegan or vegetarian cooking club. Teach what you know, make it easy to learn and sell the videos afterward... or upload them to YouTube to promote your vegetarian recipes e-book.

What about water? There are many opportunities in the water business – selling filtration systems, energized water, ionized water and such. If you have these on a website, you can join [Amazon.com's associate program](#) (it's free) and offer Dr. Emoto's books at the same time. It's kind of a neat tie-in. We need water to survive... again, we're kicking it up a notch.

Okay, let's take a look at Rung Two on Maslow's ladder – the need for **Comfort** and **Security**. If you're a coach who currently offers the more general "life coaching," you might now want to specialize in something people are more desperate for – and also willing to pay for. Career coaching comes to mind. I know a coach – Sue Koch – who specializes in helping clients get out of the rat race and into their own business. She calls it designing exit strategies for corporate rats ([www.corporaterats.com](#)). She's helping her clients stay secure financially with a plan that doesn't let them run out of money before their business is established.

Healers are in the comfort and security business.

Reiki Masters can teach ways for parents to keep their kids secure health-wise. Massage therapists are definitely in the comfort business, but to my way of thinking, they're also in the security business, because they help people maintain good health at a rea-

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sonable price, saving potentially thousands of dollars in medical bills. A relaxed body heals faster than a tense body. Massage therapists can also sell themselves as the key health professionals for people with no health insurance... for this same reason. Relaxation is great preventive medicine.

Let's look at prosperity coaches, and prosperity teachers and authors. After our basic needs are met, most of us don't want to be scrambling paycheck to paycheck to replace our food, shelter, water and clothing. So learning money multiplication skills is a necessity for our security – whether it's done through savings plans, investing groups, visualization courses, or Law of Attraction lessons. If you want to see how securing finances can be done with high vibration tools, check out Carole Doré's *Emergency Handbook for Getting Money Fast*. You can read about it at www.createmoneyfast.com. Carole markets herself as a visualization expert and you'll see what that means on her site, as it relates to visualizing financial success.

Now what about spiritual teachers? They don't just talk about Universal laws or personal development or some technique or other that they've learned. They are teaching people to be secure within themselves so they don't give way to fear or even to mental enslavement to the status quo, to other people's ideas, to jobs they hate, or to whatever else isn't working in their life.

The language you use to market this service at this 2nd rung level of need must speak of "security" and not self-realization, which is a different need altogether. It depends where the person is on the ladder of needs at the particular point in their life.

Now we're at the third rung of our needs ladder – **giving and receiving love, making friends, community, a sense of belonging**. You know all these social networking sites? Ryze, Powerful Intentions, FaceBook, MySpace, Twitter... these are all catering to third rung needs. You can see how urgent a need this is right now, too, from the immense popularity of these places.

My understanding is that a fellow named Tim O'Reilly coined the phrase Web 2.0 to describe – and lump – all of these interactive, joining-type internet media into a category. And the rate at which new ones keep popping up tells a pretty powerful story about our need to belong, our need to be seen, to be heard and to feel a part of something. Look at YouTube. Anyone, absolutely anyone, can be visible on YouTube. All you need is a video camera and a computer. And a little knowledge of uploading.

But, how do you turn this into a repositioned business for yourself? If you have the ways and means of helping people figure out how to belong in these networking places... or how to make themselves "presentable" on these sites, you have a business in the making.

Maybe you can figure out how to make and upload YouTube videos with the easy and cheap Flip Ultra video camera. Then you teach this in language that people can understand, with lots of visual clues. If you're a speaker and workshop presenter, you could also be teaching presentation skills in your class on making YouTube videos.

If you're an energy worker, you could be

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teaching people how to project their energy in these videos... which chakras to clear and which ones to energize. If you're a writer, you can help people write their scripts. The whole idea is helping people not feel like a fish out of water – out of their element – insecure – while they're learning the ropes of these new social networking media. You don't want them to drop down to rung two while you're teaching them something related to rung three, in other words.

A couple in Tampa Bay, Marcella and Charles Zinner (www.marcellaz.com), teach a workshop on finding your soul mate. It always sells out. Marcella and Charles are both spiritual teachers and healers and their combined energy makes this class a winner. But an equally compelling factor is the need for people to give and receive love. It's one of those no-brainers if you have material on hand to teach a class like this. If you build it, they will come. Rung 3.

Another Tampa Bay teacher, Nancy Laine, is an expert numerologist... and she revised her business focus from general numerology readings to helping people find the man or woman of their dreams – using numerology. She called herself Nancy the Matchmaker. Nancy used a social networking home page to double as a business website – free (this was discussed in the tutorial “[Create a Buzz with Free Online Media](#)”). She gained quite a following this way. And it's all centered on the need for love.

Yahoo Groups, by the way, offers another type of belonging. If you have a web presence and want to create a sense of community for your fans or followers, start a Yahoo Group. Carna Zacharias-Miller, whose website is www.missingmother.com,

has not only an ezine mailing list for staying in touch with prospective clients, at one time she also conducted a private Yahoo Group where people could feel secure that their issues weren't being broadcast outside of their group, but where they also had support and community with folks going through the same things they were. Also, if you ever wanted to see a great soul niche in action... check out her website.

Okay, two more to go on the needs ladder. We're now at the 4th rung where we want **respect**, and where we're concerned about our **reputation** and **status** in the community.

One of the ways I'm helping people with this need is how to create a social networking profile that doesn't look like your adolescent kid's. We touched on this in our tutorial on social media: [Create a Buzz with Free Online Media](#).

Here's another 4th rung idea. If you teach folks how to be confident speaking in public, you'll find people who need your service. And by confident, I mean, so they don't look and feel stupid or unprepared. I was a student at a metaphysical college in Tampa Bay (www.cms.edu) and one of the best courses I took was called “platform decorum.” It's all about how to project your ideas in front of a group of people. I'm essentially an introvert, a writer, not a speaker. Had I not taken that class, I probably wouldn't have considered teaching teleclasses.

So, if you have those types of skills that you can teach, then you'll want to speak to the needs for status and reputation. Again, for business people who want to gain pub-

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licity through YouTube, you could be a valuable resource, to help them with poise and naturalness.

Are you a writer? Can you edit other people's writing? Article writing is a major way to get known on the internet these days. But a lot of people balk, because their level of writing may detract somewhat from the expertise of their "real" work. So here's where a talented editor can make a good living... polishing the articles of a business owner who wants to build his or her stature as an expert in their field.

Can you teach Neurolinguistic Programming? It seems to me this is an underused tool for helping people to polish their language and communication skills – and gain more respect in their field.

We've finally reached the top rung of Maslow's ladder of needs. Again, the other needs have to be more or less filled before you can tackle this 5th rung. But if you choose a target audience that is financially stable, that has solved their belonging needs and that is pretty secure in their reputation and standing in their field, then you can help them with the bigger picture.

Self-actualization, inner meaning and self-fulfillment.

One caveat... if you try to teach or facilitate this stuff before they're ready, they'll say it doesn't work... or that you're a lousy teacher – in which case YOUR reputation and standing will be lowered. So use this language and speak to these needs only to an audience that is primed for it.

But when you find that group of people, you help to elevate them to the stars. For

example, can you help people picture their soul mission? People who have a need for inner meaning have probably had a good life materially, but may now be at that empty nest stage when they are ready to explore their inner self. They may have had an inkling about it earlier in life, but with jobs, kids, aging parents – what have you – their own self fulfillment always took a back seat. If you teach something they're looking for and can find these folks in enough numbers, what a glorious business you can make for yourself.

Do you teach self-empowerment that goes farther than survival, security, a sense of belonging and being respected by others? This is spiritual power, a tricky concept, but the ultimate one. Do you help people connect with their Higher Self? At this level, you'll find not only people who know what you're talking about, you'll also come across others who have reached the 5th rung... but don't have the metaphysical or spiritual education to understand what a higher self is, never mind connect with it. They may have just got there naturally. Again, you need to know your audience. Who do you want to work with? These are not people desperate for money. They've got that figured out. But they are desperate to feel that their life has meaning.

We all know (maybe we all are) people who "get" the concepts of inner meaning and self-realization, but we haven't secured our money rung yet. What do you do then, if you want to teach about self-fulfillment? It's not going to be internalized if we're worried about putting food on the table or buying gas. Fear, anxiety, and other emotions that lower vibration are going to in-

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hibit that clear sense of God-consciousness that we're aiming for. So this is one instance where you might have to work on two levels – or rungs – at the same time. I know some teachers – and students – in this situation. Struggling with rung two – security – while trying to live at number 5 – inner meaning. What could you do to solve this dilemma? If you can figure it out... you've got a humdinger business solution for recessionary times.

Now, to really capitalize on these ideas I've mentioned, I feel it's important to pick one area – or rung – of the needs ladder and get well known for solving a problem or issue associated with it. This can get you word-of-mouth buzz and it will be easier to create a more solid-feeling presence because you're not all over the map. People will know what you stand for and they can order your products and services when they're ready for them.

The other thing to remember is that people with desperate needs are the people who are ready to buy your products and services. Until you're pushed to the wall, especially when finances are tight, you tend to not open your wallet.

Philosophically and practically speaking, getting from rung one to two leads you past rung one and a half, which is where you can establish higher-level food/clothing/shelter and water businesses – such as the vegetarian cooking classes I mentioned. We're still dealing with survival issues, but on a higher level. Here survival is not so much about finding food, but about staying alive longer by keeping toxins and fats out of our bodies, rather than scrambling for our next meal.

At the other end of the spectrum, people don't usually begin an intensive search for meaning – or God – until some crisis strikes or they feel so out of sorts – one of my teachers called it spiritual discontent – that they feel they have no choice but to venture inward for their answers. You probably know tons of people like this. Again, it's the need that spurred them to take classes, devour books, watch *The Secret* and so on.

People have built successful businesses helping others move from crisis to inner peace. And it's not to say anyone is being taken advantage of in a bad – or needy – situation. It's just that at a certain point in our lives, we have these needs and we look for answers. If you're Johnny-on-the-spot with an answer for their need, you're hired!

Here's a resource worth checking out...

Desperate Buyers Only

This excellent e-book
by Alexis Dawes
teaches you how to write
the desperately-needed
information people will buy.

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Recession-Proof Your Business “QuickTips”

The first thing we should all be doing is using an **email signature**. And not just our website URL under our name... and especially NOT multiple replicated MLM sites under our name – in 5 colors. (I’m not making that one up, by the way.) Since we’re emailing people all the time, we can automate our email signature (through most email programs) and we can use it to promote an upcoming class or teleconference, a new product or ebook, your newest Squidoo lens, a discount or sale you’re offering. Make your signature a mini-press release, in other words. A press release the size of a classified ad.

Then there are oodles of **online directories** where you can list your business free. This only works if you have a website. But website these days is a pretty loose term, so it could be your ByRegion.net page, your Powerful Intentions page, your Squidoo lens, your blog. Whatever doesn’t need a password to access, in other words. And you want to be choosy about the directories you list in. Some of them are link farms and won’t help you with search engines. But there are some really nice directories for metaphysical, spiritual and holistic practitioners. You’ll find a list of 17 Directories on page 14.

By the way, many **social networking sites** offer a free web page, which you can direct prospective clients to. PowerfulIntentions.org is used by folks in the Law of Attraction community. Squidoo.com lets you create free “lenses” on the subject of your

choice. And Typepad, the blogging platform I use, is only \$4.95 a month... it can double as your ezine, too.

By the way, before you sign up for all the directories, you’ll want to create your to-the-point, interesting message. Usually you’ll have your link (your URL) plus a line or two of text. That’s it. So you’ll want to write a good blurb before you start listing. It’s best to make clear the benefits people will get when they arrive at your website, lens or blog. You can use the same blurb on all the directories, or change it to emphasize different pages on your website.

Then there are **article directories**. I’m just going to mention two of them today, because you can go crazy running around searching for places to post your articles. I’m not sure that’s necessary – and besides, we’re trying to keep things simple. So I’d opt for www.ezinearticles.com, where – if you submit enough articles, you can place a nifty logo on your website announcing yourself as an Ezine Articles Expert. And the other is www.selfgrowth.com, a top internet site for personal growth and natural healing. Their sister site is www.naturalhealthweb.com. You can submit your articles there and they might even show up in one of the Self Growth newsletters, some of which have huge subscriber bases. 100,000 to 200,000 readers.

I’d also try submitting your articles to the larger **body-mind-spirit ezines**, such as OmPlace.com. Plus some of the directories listed on page 14 accept articles, too.

Your author box for these articles will be similar to your email signature... a short, pithy, benefit laden classified ad – that

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doesn't sound like an ad – for yourself and your business, with a link to your website.

If you have a website – but haven't set up your **newsletter** service yet – it's time. Obviously you need to have something to say to people at least once or twice a month, but having your own mailing list is essential to building your business online. Two of the top resources are [aWeber](#) and [Constant Contact](#). These two seem to get through spam filters better than most newsletter services. If you need a shopping cart (or think you'll need one in the future), a lot of internet marketers use the [1shoppingcart.com](#) system. You can order just the autoresponder to start with for your newsletter and then add the shopping cart setup later on.

Here's why having your own **mailing list** is important. If you have access to email addresses, then you have something to trade with other folks who serve the same target audience you do. You promote their stuff to your newsletter readers and they promote your stuff to theirs. This is how fortunes are made on the internet – through email addresses that people have freely given because they're interested in what you have to say and will trust what you have to say about someone else's products or services. This is a really important point... making sure you have a built-in way to connect with an audience that keeps increasing in size.

Here's another point that seems obvious, but most of us don't take the time to really think about it. If you have a **website**, make sure it's pulling its weight as a marketing tool. What do you want it to be? Is it essentially an online brochure, listing your products and services... or is it a place where people can learn more about you... kind of

like your media kit... an online press room? Does it display your expertise through articles you've written or special reports you offer free with your ezine subscription? Do you use it to generate leads for your coaching or consulting business? This is where capturing email addresses gets important. Is it an e-commerce site, geared primarily to selling yours or others' products and services?

Do you actually have a clear idea of what you want your website to accomplish for you? Most internet marketers suggest assigning a primary and secondary objective for your website – and then telling your site visitors what you want them to do – on each page, even. Do you want them to sign up for a class? Subscribe to your ezine? Download a report? It's called "leading a horse to water." You have to literally say, "Click here," "Sign up here," or "Download my free report here" or "Buy before such and such a date to get this special price."

Also, if you have identified your audience, you want to speak to them in a language they understand. And even watch your site's color schemes. I'm finally making my site's colors more attuned to my target audience, now that I finally owned up to the audience I really want to serve. So red/orange is giving way to purples.

Still on website... Check your **traffic statistics** at least monthly... to know what keywords people are using to find you. And make sure that those keywords are in the first few paragraphs of text of your top tier pages. These are the pages right under your home page, if you know what your navigation chart looks like. You want to be found on page one of Google for your relevant

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keywords and there are a few tricks you can use to work on this. Keyword placement on your web pages is one of them.

If you still have outdated items showing on your web site, like guest books and stats counters, you're better off to remove them. These items more or less make you look like an amateur who isn't quite in the groove of current internet marketing thought. Instead of a guestbook, get an automated ezine signup box for your newsletter. And a statistics program that gives you more than a visit count that everyone can see. You can use www.sitemeter.com, which is free or GoDaddy.com's Traffic Facts which has a nominal fee. Both of these stats programs will at least let you know where your traffic is coming from, the keywords being used to find you and the number of people visiting your site every day. You might ask your webmaster if you have an even spiffier statistics program built-in that you didn't know about. Mine comes free with my web hosting. Also, make sure your links work, both those from page to page within your site and those to outside sites. It looks like you're not paying attention to your business when stuff like this isn't working.

Okay now, if your business has slowed down because of the economy, that means you're likely to have extra time for **internet research**. Here are some things worth finding out.

Where do the members of your target audience congregate? What ezines do they subscribe to? Submit articles to those ezines and websites. You could also post informative comments on the blogs they read. Make the rounds to find your audience, rather than

hoping your audience will somehow stumble upon you.

Speaking of StumbleUpon... If you have a website, or blog, or Squidoo lens, or Powerful Intentions page, do make sure to join a few **bookmarking sites**. The idea behind these sites is so you can bookmark or "favorite" the web pages that you find in your internet searches and store them all in one place. Digg.com is one of the largest of these services. Del.icio.us is another. And one that seems to get instant traffic to your site is StumbleUpon.com. Every time you add a page to your blog or website or create a new Squidoo lens, you can submit your page to these sites and other people will be able to see your bookmarked pages. And if some of these bookmarks happen to be for your own website... well, that's more eyeballs viewing what you have to offer. In other words, don't wait for someone else to submit your web pages. Make sure you do it yourself first.

Don't forget to keep your log-in names and passwords where you can find them because you'll need 'em each time you bookmark a page. Also you'll usually be asked for a short description of the pages you submit, so make it sound interesting – and use keywords that real people are likely to search for when they're looking for what's on the pages you submit.

A strong recommendation is to read a few **marketing newsletters**, to keep up with what's working for internet marketing... and offline marketing. I've included a short list of these on page 13.

If your business is more offline than on, here are a couple of tips to try.

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Cross promote with a complementary business. If you're a massage therapist, you could cross-promote with a hairstylist, for example. Give your stylist coupons for their customers for a percentage off your service – even up to 50% for new customers – and your stylist can, in turn, give you coupons to hand out to your clients for a discounted haircut. In both cases, the discount should be big enough to make it safe for new people to try an unknown service provider... and it's worth it because your reward is a possible repeat customer. If your service isn't a monthly or bimonthly repeat business situation, then I wouldn't make the discount as big.

If you have a service that has a pretty wide audience, pop your **business cards** (or even a flyer) into the envelopes when you're **paying your bills**. This is one of those time-tested tricks that actually has been known to work. Make sure your business card clearly indicates a compelling answer for one of Maslow's needs, though.

A recession is a good time to use the **telephone** as a marketing tool. For example, you can call up former clients with an offer they can't refuse... or call up current clients with an offer for a friend or family member that's tough to refuse... or let them know when you have a big event coming up that they'll be interested in. Using the phone works if you have a previously established relationship with the person on the other end. Otherwise, it's phone spam.

Don't forget to send **press releases** to your local holistic, spiritual or business magazines. And list in their calendar of events, if they have one. It'll depend on who your audience is... but if you have a

local business, make sure you're visible in the local media your prospective customers read.

If you have satisfied clients, why not let them do your marketing for you? Give them extra business cards for their friends and relatives... and reward them with a discount on their next service if **referrals** come through them. Make this a generous discount, too, since... once again... the referral could lead to a repeat customer.

I think it's important to ask for written **testimonials** for your brochures and website. People will feel safer buying from you when they see that others are satisfied with your service... and are willing to put it in writing. Use full names and cities, if you can, too. And always get permission for this.

Let's talk about **pricing** for a minute.

You've got to know your audience's comfort zones as far as price goes. Sometimes a sliding scale works, letting your clients choose the spot on the scale they're comfortable paying. Just make sure the lower end of the scale is one you can live with. Although, apparently, more people opt for the mid-range rather than the lowest price, probably to save face a little (rung 3, again).

You might **bundle your services** into small, medium and large style offerings. Some people will only be able to afford the least expensive items, but if you bundle two or three things and give a discount for the bundle that prices it less than each item added up separately... you gain a happy customer who has gotten a bargain... and you've sold more items. Discounted sold

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items are better than higher priced unsold items, especially when your business bank account looks thinner than usual.

In the same vein – have a **sale**. A whopper of a sale. A once a year (or maybe twice a year) whopper. Make sure you have a clear, fairly fast deadline for your sale, though. It'll unfreeze your cash flow and make you feel prosperous... thereby unfreezing your anxiety at the same time. This lets more good flow in. Some people offer a deep discount to the first 5 or 10 buyers of an item. That speeds up purchasing, too.

You can also **extend payment terms**. If you've ever watched the home shopping channels for ideas (and it's a worthy suggestion, by the way), you'll notice that every so often they'll extend their payments from one single payment to two, three or even more partial or "easy" payments. You get your item home after the first partial payment, which includes shipping and handling and, probably the wholesale cost of the item. The rest of the payments are icing on the cake, really. But it helps the customer out financially and keeps the cash flowing in. Good for customer loyalty, too. And they feel more secure when they can afford the lower, spread-out monthly payments.

Free stuff – In times like this, use all the free stuff that's available – and there's lots.

VistaPrint.com for attractive free business cards... all you pay is the shipping.

Watch for free teleclasses in an area you want – or need – to learn. Even if you can't make the class, most of them will send you the link to the audio for the class afterward,

so you can listen at a more convenient time.

If you have artwork or inspirational writing, you can have them made into products you can sell on Zazzle or CafePress. They provide the mugs, t-shirts, poster paper; you provide the content and dictate the selling price, which includes the cost of the mug, t-shirt or poster paper. They send you the difference or royalty. An amazing way to get a free online store, if you have the types of products that'll sell there.

Need a credit card merchant account for your website, so people can pay you for your services? Paypal is free. They just take a cut, same as any credit card merchant bank.

Want your site to bring in more money? Join **affiliate programs** which pay you a commission when people click your coded link to buy something. I have an [affiliate programs directory](#) on my website with products chosen for a body-mind-spirit entrepreneur audience. Essentially, what you do is write a testimonial for a product you've bought and that you like and tell people about it, giving them a link so they can go check it out themselves. This link, of course, is coded with your own affiliate number, so you get credit for any sales coming from your site. Some affiliate programs pay 50% or more of the purchase price as the commission.

A good way to learn the basics of affiliate program marketing is with Rosalind Gardner's [Super Affiliate Handbook](#).

You can also use the **Google AdSense** program where Google places ads on your site and they're based on keywords and text

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within the pages of your website. Once your AdSense account adds up to at least \$100, they'll deliver the funds directly into your bank account the next month.

If you don't have a website you can update yourself, you might consider [Site Build It](#). This program was designed for solo entrepreneurs as a way to make it easier to earn income online.

Two more points... it's worth drawing your **marketing funnel** on paper. It's the shape of a funnel you'd use to pour oil into your car, or cooking oil into your baking. At the wide end of the funnel, you place your free items, such as the things you give away as incentives for people to sign up for your ezine or teleclasses... or anything else.

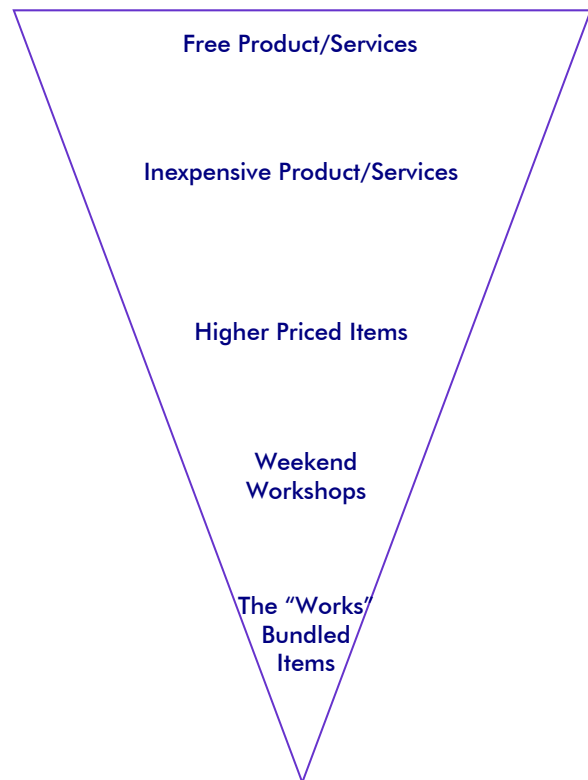
As the funnel narrows, you'll include your least expensive items, then your more expensive items, until you get to the smallest end of the funnel, which represents your big ticket stuff... bundled packages of everything you do, for example. The aim of the marketing funnel is to remind you to automate or make easy the distribution of products and services at the wide end of the funnel, so you have time for the really big spenders at the narrow end of the funnel, who will probably be providing the bulk of your income. Remember the **80/20 rule**. Pay attention to the 20% of your efforts that bring you 80% of your results, not the other way around.

That means, online networking is fine... but don't piddle your time away without any return. If it's fun, but not bringing in business... take a step back and figure out if you can tweak it to bring in business... or

find another place to play where you have some actual buyers.

The idea is to bring people into your funnel with quality material, delivered automatically, via e-books, videos or audios, either inexpensively or free. Step up your physical presence and activity with each slide down the funnel toward the more expensive items and services you offer.

Your Marketing Funnel



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SpeakerNet News is an award-winning resource for the speaking, training and consulting communities. Great tips and articles. A must for professional speakers and workshop facilitators. I get something I can use almost every week.

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Marcia Yudkin's Marketing Minute

Short, pithy tips from someone whose books I actually own in hardcover.

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New holistic portal; submit your site free.

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Online Directory for Artists, Musicians & Healers: List your services free; small fee for mini web page; submit articles to the ezine; submit events and classifieds free.

www.omplace.com

Conscious Living Directory and Alternative NewsRoom. Add Your Listing Free; submit articles to the ezine.

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Health practitioners, health articles, calendar of events, discussion board. List your business free.

www.BodyMindSpiritDirectory.org

Free listings.

www.spiritnetwork.com

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Spirit Search Spiritual, Metaphysical and Paranormal Directory. Live link to your website.

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A directory of quality psychics, ethical mediums, astrologers, Tarot readers, spiritual coaches, healers.

www.healthlinks.net

Resource Site for Healthcare Consumers and Professionals.

Add Your Listing Free.

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Free links to your website on the top Personal Growth website on the Internet.

www.lookdirectory.com

Basic business directory.

<http://www.thedivineheart.com/onlineDirectory.htm>

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Recession-Proof Your Business

Maslow's Hierarchy of Needs "Ladder"

MASLOW'S HIERARCHY OF NEEDS:	WHICH NEED SHOULD MY BUSINESS SERVE:
<p style="text-align: center;">5 Self Actualization, Inner Meaning Self Fulfillment</p>	
<p style="text-align: center;">4 Respect, Reputation, Status in Community</p>	
<p style="text-align: center;">3 Giving and Receiving Love, Community Making Friends, A Sense of Belonging</p>	
<p style="text-align: center;">2 Comfort, Security</p>	
<p style="text-align: center;">1 Survival: Food, Shelter, Clothing, Water</p>	

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Barbara Casey "The Tutorial Lady"

- E-Books and Reports
- Teleclass Tutorials

Barbara Casey is "the tutorial lady" for spiritual entrepreneurs. Her easy-to-follow tutorials focus on the use of low-cost or free "alternative" media to make a name for yourself... to bring your light to an audience that resonates with your message. Her teleclasses and PDF tutorials provide the bridge between your inspirational work and the practical needs of the marketplace.

Barbara's e-books include *Make A Big Splash Selling Your Books on Amazon* and *Living Your Real Life – Guided By Your Soul's Purpose*. From 2001 to 2009, she also wrote and published *Messages from the Soapbox*, a marketing ezine for home business owners who want to make a difference.

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Marketing in the Age of Aquarius

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