

6 BENEFITS OF SPIRITUAL MARKETING *cheat sheet*

1

By weaving the practices throughout your day, you have the chance to **stay connected with your divinity**. This can greatly **reduce your stress around marketing**. Why? Because marketing is one of those activities fraught with anxiety and uncertainty. If only you could have a divine perspective and **see the riches and abundance available** to you, you would not mind marketing at all!

2 WORK SATISFACTION

For entrepreneurs, your whole person is involved in your work and you spend much of the day by yourself.

Having rituals to ground your day, a relationship with the divine to guide you, and the courage and devotion to attend to your spiritual nature as you move through your workday gives you the ultimate support.

You generate a lot of love if you do devotional practices and this is what is missing in business today. Most days at work, people don't sail through their day blissed out and filled with love. You likely don't go into meetings with your web designer or copywriter, express shared love and then get things done. But, you could.

4 LIFE SATISFACTION

Strong personal devotion is associated with higher levels of optimism, education, and income with less neuroticism, and a 15-20% reduction in risk for depression and substance use/abuse.

To have an ongoing spiritual practice that takes any substantial amount of time can feel overwhelming when you also must work, socialize, exercise, raise little ones, cook, clean, and all the other things our lives demand. Your spiritual practice need not be something you do separately for an hour a day—it can be part of your workday instead.

3

FOR THOSE ON THE SELF GROWTH PATH, MERGING YOUR WORK AND SPIRITUAL NATURE IS THE FEATHER IN THE CAP OF YOUR LIFE'S WORK

YOUR PERMISSION TO IMAGINE OUTCOMES FAR BEYOND WHERE YOU ARE PULLS FORWARD THE ENTIRE WORLD

IF YOU ARE EASY AND FREE IN YOUR WORK, YOU GIVE OTHERS PERMISSION TO BE THE SAME WAY

5

When you **take an action and offer it up** to something higher than yourself, you are **taken out of your small self**—the one that's plagued with fears and doubts (*Anyone have any of those?*). You **go from this small self to a higher state**. Imagine filling your days with that self.

6 *To be filled up and replenished*
AS YOU MOVE ALONG MEANS YOU ARE ALWAYS FULL. SO, YOU ARE MEETING WITH OTHERS OR DOING YOUR MARKETING WORK FROM A RICH PLACE, NOT A PLACE OF LACK.