

THE LIGHTWORKER'S MARKETING GUIDE

Highly Effective Strategies for Growing a Thriving,
Profitable & Sustainable Lightworker Enterprise!



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The Lightworker's Marketing Guide

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Profitable & Sustainable Lightworker Enterprise!**

By Stacy Zemon

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Introduction

The Lightworker's Marketing Guide is a primer to get you started on the path to developing a solid marketing action plan for your lightworker practice, business, or organization.

It is intended for entry-level to mid-level marketers who can benefit from learning some basic information as well as specific, highly effective strategies for growing a thriving, profitable, and sustainable lightworker enterprise.

Random acts of marketing rarely work. You need to create and follow a marketing plan with specific, actionable tactics for expanding the reach of your brand, increasing audience engagement, and acquiring and monetizing clients, customers, or patients.

This guide will help you navigate uncharted waters and provide an achievable framework to take you to new heights of success!

Marketing is not an event, but a process. It has a beginning, middle, but never an end. You improve it, perfect it, change it, even pause it. But you never stop it completely.

- Jay Conrad Levinson

Often it's the little, daily decisions – the ones you make hour by hour – that mean the difference between success and failure.

- Mary Kay Ash

Formulate and stamp indelibly on your mind a mental picture of yourself as succeeding. Hold this picture tenaciously. Never permit it to fade. Your mind will seek to develop the picture. Do not build up obstacles in your imagination.

- Norman Vincent Peale

Determining Your Value

All too many lightworkers don't place an adequate financial value on their services, and if you don't, why should anyone else?

Repeat after me, "I am not a commodity!" That's right. You are a gifted, skilled, and experienced professional who has invested time, energy, and money in education and in honing your abilities.

As such, you deserve to be paid well for the valuable services, products, or experiences you provide.

It is extremely important to understand that even though you may have a "God-given gift," you still have the inherent right to prosper financially for using it. It might be helpful to view what you provide and what you receive for providing it as an exchange of "green" energy or using the Universal Law of Reciprocity.

The more benefits you offer, needs you meet, fears you alleviate, and joy or healing you bring to someone, the less important the price becomes because the focus is on value, not cost. The greater your value, the higher the fee you can command.

Ideal clients, customers, or patients are those who understand the value of what you offer and who appreciate the results you deliver.

When it comes to pricing your service, the best way to do it is based on the value you provide as well as these other factors:

- Direct costs such as rent, utilities, equipment, maintenance, insurance, materials, and supplies, as well as marketing and advertising.
- Indirect costs, such as your investment in education and training.

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- The time you invest in preparation, performance, and follow-up.
- The perceived value of what you offer (what the marketplace will bear).
- What your competitors charge for the same or a similar service or product.
- Your monthly and annual income goals.

Also, consider how long you've been in the industry. Those with little experience or selling average-quality products should charge less than those with significant experience or superior-quality products.

To understand more about your company's financial matters, this author recommends [Managing By The Numbers](#) by Chuck Kremer and Ron Rizzuto, which was developed in partnership with Inc.

Marketing Basics

In general, the term "marketing" covers every aspect of sales, advertising, public relations, promotion, networking, and customer service connected with a business.

Effective marketing needs to be organized, dynamic, integrated, and consistent. This includes the use of your business logo, tagline, colors, and messaging about the services, products, or experiences you provide.

A proper marketing strategy includes these components:

- Identification and research of the target market(s).
- Competition identification and research.
- Budget estimates.
- Choosing marketing tools.
- Marketing plan execution.

Your marketing must contain these key elements to be effective:

PROFITABILITY: It returns 5x–10x as much as it costs.

CLIENT-FOCUSED: It focuses on your client's needs and concerns rather than you and your offerings.

SOLUTION-ORIENTED: It explains how a person's problems can be solved and their fears alleviated by using your services or purchasing your products.

UNIQUENESS: It persuasively emphasizes what makes your offerings different and more desirable than others with the "same" or similar offerings. If you don't already have a

distinct advantage, or UPS (unique sales proposition), create one that adds value for potential clients.

LONGEVITY: The quality of the services, products, or experiences you provide and their benefits are so excellent that they motivate your clients, customers, or patients to repeatedly come back for more.

Branding is the process by which a business employs marketing strategies to get people to easily remember their company, products, and services. While logos and taglines are usually the first things that come to mind related to branding, they are also the entire "feel" associated with an enterprise.

You must create a perception of quality, reliability, professionalism, trustworthiness, and high value.

People need to know about your offerings and their benefits to be motivated to contact you. This generally takes numerous impressions, which is why it is essential to get your message out repeatedly to gain sufficient exposure for them to do so.

A large part of the success of your marketing strategy can be attributed to the consistency of your message. So, once you have a great one, repeat it over and over again.

Creating a Marketing Budget

A marketing budget outlines all the money a business intends to spend on marketing-related projects over the quarter and year.

Depending on the type of business enterprise you have, your budget can include some or all of the following:

WEBSITE: Design, copywriting, search engine optimization (SEO), and maintenance.

LOGO & TAGLINE: Design and copywriting fees.

MARKETING GRAPHICS: For your website, digital marketing, and printed materials.

SOCIAL MEDIA: Fees for a social media marketing consultant to post for you and drive traffic to your website.

EVENTS: Booth, pop-up banners, handouts, freebies, travel, and accommodation fees.

ADVERTISING: Pay-per-click (PPC) ads on Facebook and/or Google, and display ads in publications that reach your target market(s).

PUBLIC RELATIONS (PR): Fees to a publicist for obtaining high-viability media interviews for you.

DIRECT MAIL: The costs for printing and postage.

MARKETING TECHNOLOGIES: Money spent on items such as marketing automation software, email marketing, SEO tools, web analytics.

It is a good idea to base your budget on your gross annual or projected gross annual revenue.

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If your business has been in operation for one to five years, experts recommend that you devote 10% to 20% of your gross sales to your marketing and advertising budget.

If you have been operating even longer and have a steady flow of new clients, customers, or patients, it is suggested that you allocate between 5% and 15%.

The reason the percentage decreases over time for those with a steady flow of new business is that as your referrals grow, less money needs to be invested in marketing and advertising.

What Really Motivates People

Human beings rarely make purchases for logical reasons. They buy for the emotional reward it gives them, and then they look for logical reasons to justify the purchase after the fact. If logic and emotion come into conflict, emotion nearly always wins.

In addition, people prefer to do business with those they like and trust because it provides them with confidence and peace of mind. In short, it makes them feel good.

There are several factors that affect buying decisions. The following are the most important:

- Answers that provide solutions to problems that people have or fear happening.
- Answers that represent the means of attaining their desires.
- Answers that offer confidence in the quality of the solution.
- Answers that they perceive as offering a value greater than the cost.

There are also stages in buying decisions. They are:

AWARENESS: This is the first time a client, customer, or patient learns that your service or product exists.

INTEREST: This is when a person interest in your brand and what you can offer them.

CONSIDERATION: This is when a person measures whether you can meet their needs.

PURCHASE: This is when a person makes a commitment to booking yours service or buying your product.

POST-PURCHASE: This is when a person decides how they feel after they have experienced your service or bought your product.

RE-PURCHASE: If a person is satisfied, this is when they consider using your service or buying more from you in the future.

If you can figure out which stage people are in, you're more likely to nurture them toward the most crucial stage of booking or purchasing.

Determining Your Target Market

Your target market is comprised of your ideal clients, customers, or patients. Focus your time, effort, and money on reaching them, whether they are local, statewide, regional, national, or international.

An excellent way to determine who these ideal people are and what they need and want is to make a list of your favorite clients of all time. Survey them and write down their answers to these questions:

- How did they learn about or find you?
- What initially attracted them to you, your brand, and your services, products, or experiences?
- How did they feel about their booking or buying experience?
- What benefits have they experienced from the service or product you provided?
- Would they refer you and your offering to others?

You can add any other question you think is relevant. When you receive the completed surveys, review the responses and look for similarities that will help you see what these people have in common. Also, ask for referrals from those who indicated they would offer them.

Once you know what attracts your target market to you, your marketing and advertising efforts can be focused on how you fulfill their needs, solve their problems, alleviate their fears, and bring more happiness and peace of mind into their lives.

Tracking Your Marketing Results

It is essential to track your marketing results in order to gauge how well each marketing and advertising medium is working and to plan for future efforts and expenditures.

On a Microsoft Excel or other financial spreadsheet, make a list of your marketing-related expenses. If you placed an ad, record how many times you ran it.

When prospects contact you, ask how they learned about you and where they live. Record the marketing or advertising source and their geographic location.

Also note when a prospect is converted into a client, customer, patient, or member. Include exactly what was purchased, the amount paid, the person's gender and approximate age, and any other relevant details.

At the end of each month, total up the figures to learn which mediums are producing the best results and the commonalities among the clients you are attracting. Stay with what is working best, and adjust those that are producing little to no results.

Return On Investment

Return on investment (ROI) is the amount of sales achieved for every dollar spent on marketing and advertising.

You need to accurately calculate the ROI to justify marketing expenditures and budget allocation for ongoing and future campaigns and initiatives.

It is vital to ensure that your money is allocated only to those mediums that produce the most beneficial results.

Test media and strategies that have the potential to reach your target market(s). If you have spent money on advertising, a good to excellent outcome would be that it brought in 5x to 10x as much money as it cost.

For maximum results, run your marketing with a consistent brand message across different mediums to create synergy and additional uplift.

Marketing Success Strategies

The marketing strategies provided below are highly effective and work together synergistically. This means the individual components can combine to produce exponentially greater marketing results over time.

It is suggested that you start with just a few strategies at first. Choose the ones with which you are most familiar, and spend at least a few hours every week doing those activities really well before adding new ones.

1. Have a company logo designed.

A great, professionally designed business logo contains an image and colors that align with your offerings.

For example, when you think about the word "lightworker," a lotus blossom or the color green may come to mind.

A logo is part of your branding and should be used consistently across all of your marketing channels.

2. Include a tagline with your logo.

A tagline is a very short benefit statement about what your business offers and is geared toward your primary target market. Its purpose is to evoke an image of your brand in the minds of prospects.

Taglines are generally used directly under or next to your business logo.

3. Distribute your business cards liberally.

Obtain quality business cards from a professional printer such as [Vistaprint](#). To get the biggest "bang for your buck," it is recommended that they be double-sided and include your logo,

tagline, and contact information on the front. Include data about your offerings and very short statements about their benefits (if there is room) on the back.

Liberalily distribute your business cards to the people you meet. While the person you are speaking with may not immediately need or want what you have to offer, the individual may know someone who does and can provide you with a referral. There is also a chance that the person will contact you about your offerings at some point in the future.

Also leave business cards at places potential clients frequent, such as independent coffee shops, metaphysical shops, yoga studios, health food stores, community bulletin boards, and organizations to which you belong.

Ask the appropriate retailers with whom you do business if you can leave a stack of your business cards on their counter.

Any time someone compliments you on your offerings, respond by saying, "Thank you. Here are a few of my business cards. Please share them with anyone you know who also might benefit from my service or product."

4. Use a website to showcase your services or products.

With all of the "do-it-yourself" website templates out there, it's easy to get a cheap site with cookie-cutter options. You can also rub your own shoulders, but that doesn't mean you'll get a good massage!

For maximum effectiveness, the type of modern and mobile-responsive website you need is one with a visually appealing and alluring custom design and engaging, professionally written content.

This author recommends WordPress because, after your site has been designed, you can easily update it yourself in the future. No programming knowledge is needed to add text, images, or new pages. It's all done with the click of a button and typing like you would in any document.

The look, feel, wording, and ease of navigation on your site should attract people long enough to read and get excited about you and your offerings.

It is also a good investment to hire a search engine optimization (SEO) specialist because such a professional can increase traffic and search engine rankings for vetted keywords and long-tail phrases that drive people to your website.

At the bottom of your site's home page, showcase the logos of media publications in which you have been interviewed or that have featured your lightworker business in some manner.

5. Ask for referrals.

Hopefully, you have a contact list of happy past clients, customers, or patients with whom you have kept in touch. If not, start one right away.

Those who are highly satisfied will tell others about the great services, products, or experiences you provide. They are your word-of-mouth marketers and brand ambassadors.

Develop the habit of asking for testimonials, then use the best ones on your website and in your marketing.

Craft an email offering them a discount, a gift card, or a complimentary product or service for every referral they send your way that leads to new business.

Send out additional emails every few months to remind them about your offer or let them know about a new one.

6. Enlist assistance from VIP contacts.

Close friends and colleagues, trusted advisers and mentors, family members, and employees (if you have any) are the very important people most likely to promote you, your business, and your offerings as enthusiastic brand ambassadors.

Create a VIP contact list and request that those on it provide you with promotional assistance. Ask these contacts to tell others about your services or products and to pass along your business cards to them.

Additionally, ask both satisfied clients, customers, or patients, as well as VIP contacts, to post and tweet about you on their social media channels.

7. Create power partnerships.

Power Partnerships are strategic alliances or joint ventures formed with other lightworkers, business owners, or organizational leaders who offer complementary services, products, or experiences to your own.

Such alliances offer opportunities to collaborate and cross-promote in a manner that combines the expertise and/or resources of both parties. There are several ways to collaborate that can bring added value and revenue to your business.

When considering potential power partnerships, choose ones that suit you in terms of:

- Proximity to your lightworker enterprise.
- Amount of retail traffic they generate.

- Popularity or the size of their business.
- Marketing presence.
- Attitude, professionalism, and customer service.

Once you build relationships, there are various ways you can help each other, such as:

- Exchange linked logos and business information on the "Resources" page of each other's websites.
- Distribute marketing materials for each other at your places of business.
- Swap articles for newsletters and blog posts.
- Trade products or services with each other.
- Have ads designed that feature both of your offerings and share the costs.

8. Network with others.

Consider joining business, social, civic, and spiritual/religious organizations and groups where you can network for new business and referrals, and speak in front of the group at large.

To network effectively, focus on meeting people with the intention of providing them with new business or referrals.

Keep in mind that when you are genuinely interested in someone, they will feel it. Those people are much more likely to be interested in you.

9. Use social media on a regular basis.

At the present time, YouTube, Facebook, Tic Toc, Twitter, LinkedIn, Instagram, and YouTube are the most beneficial forms of social media for lightworkers to reach prospects.

The purpose of social media is to provide helpful information of interest to prospects and current clients, customers, or patients. The idea is to establish yourself as an expert in your specific specialty or modality.

When you post or tweet, it is a good idea to use hash tags to drive traffic to your website.

You can manage your social media and auto-posts by using a program such as [Hootsuite.com](https://hootsuite.com).

10. Make a limited-time special offer.

People love discounts, great deals, freebies, and special offers. In fact, some will wait until they see one before they buy anything!

Human beings have a fear of missing out (FOMO) on a good thing. That's why a limited-time offer remains one of the most effective marketing techniques you can use.

While "Save 25%" is an appealing offer, "Save 25%—Offer ends Sunday, April 21st" is more likely to result in a purchase.

Call attention to the end date with bold text, a bright color, or an underline. A time limit only works if people know about it, so you can't be subtle about how it appears in your ads.

Use a Call to Action (CTA) such as "Schedule Now," "Call Today," or "Learn More."

11. Create educational videos.

One highly effective way to obtain interest in yourself and your offerings is to create a series of videos about your lightworker modality or holistic specialty.

Each video can highlight a different aspect of what you do and what the associated benefits are. You can also include any limited-time special offers you are running.

You can create these videos with a camcorder or the webcam on your computer or laptop. If you do not have either of these accessible to you, a smart phone or other mobile device that has a webcam can also be used.

Post the videos on your YouTube channel and on Facebook, and be sure to encourage comments.

You can do Facebook Live videos as well.

12. Do public speaking engagements.

Speaking engagements are like making a sales call to many people at once and give you instant credibility as an expert.

Offering free live in-person and online educational lectures on a platform such as [Zoom](#) is an excellent way to speak in front of attentive audiences who are predisposed to be interested in your offerings simply because they have shown up.

Also offer to speak at large local, regional, national, or international events whose target market(s) are the same as yours.

13. Participate in events.

You can gain promising leads, new business, and brand exposure by being an exhibitor/vendor at well-attended wellness, health, psychic, healing, and other events of interest to your prospects.

Your financial goal should be to net a minimum of 2x as much as you spend.

Here are the major considerations for participating in an expo, fair, or festival:

- Cost.
- Geographic proximity to your business.
- The number of people expected to attend.
- The number of exhibitors/vendors providing the “same” service or product as you.
- Speaking opportunity.
- Credibility of the event producer.

Be sure your exhibitor booth is visually attractive and immediately makes it clear what you are offering.

Here are some ways to attract traffic and gain leads when you exhibit:

- Have a tall banner that can be seen from across the room and additional signs on your table.
- Use a colored table cover over the linen provided and elegant, gold- or silver-toned photo frames to present your marketing materials.
- Offer a limited-time special to anyone who schedules an appointment on the spot or within one or two weeks of the event.
- Conduct a drawing for a free service or product. Have visitors complete a slip of paper that includes their name, email address, and cell phone number. This drawing will provide you with an excellent mailing list to market to following the event.

- Give away a promotional item that people will want. Make sure it has your business name and website URL printed on it.
- Follow up on leads as soon as possible after the event.

Be sure to measure your ROI after every event where you are a vendor, so you will know if it was a worthwhile investment.

14. Start a blog on your website.

If you are a good writer, consider starting a blog on your website on a weekly or monthly basis. Include information of interest to your target market(s).

Have an editor proofread your posts for proper spelling, grammar, punctuation, sentence structure, etc. before publishing.

Write social media posts with short excerpts and links to the complete post on your website. Encourage readers to leave comments. When someone leaves a comment, be sure to respond back.

15. Start an e-newsletter.

Publishing a monthly or quarterly e-newsletter (digital) is a valuable way to reach your intended audience and generate top-of-mind awareness with them.

Email marketing software programs such as [Constant Contact](#) and [Mailchimp](#) have ready-made newsletter templates you can customize, and you are able to upload your contact list directly to them from a spreadsheet.

Your newsletter content can include:

EDUCATIONAL PIECES: Share excerpts of your blog posts in your newsletter with links back to the full posts on your website.

LIMITED-TIME SPECIAL OFFERS: Incentivize readers to engage with your services or buy your products right away with a limited-time discount or special deal.

SUCCESS STORIES OR CLIENT SPOTLIGHTS: Clients like to know how your services, products, or experiences have helped others to whom they can relate. Be sure to obtain written permission from those whose stories you share or spotlight.

TESTIMONIALS: You can boost your bookings and sales by adding quotes about how great you are to work with or about a specific product or service you offer.

NOTEWORTHY EVENTS: Anytime you or one of your employees has done or achieved something special, include it in your newsletter. This could be participation in a charitable event, an honor or award, etc.

POWER PARTNERS INFORMATION: Include a blurb about a different “Power Partner” in each newsletter with an agreement that they will do the same for you in their newsletters.

It is a good idea to have a newsletter sign-up form located on the home page of your website. The purpose of this is to capture the names and email addresses of people to whom you can later market your offerings.

You can offer a free digital give-away such as an e-book, as an incentive for people to sign up.

By creating a segmented opt-in subscriber database, you can send your e-newsletter to and communicate with past, current, and future clients, customers, or patients.

Email them about the special offers you are running and the new services or products you have added.

In addition to the ideas above, you can submit your newsletter to free newsletter directories on the internet. Do an online search to find them, then follow the instructions to submit your e-newsletter.

16. Contribute Articles.

Just like with speaking engagements, penning articles gives you immediate credibility and exposure as an expert on a topic within your area of expertise.

There are numerous online and print magazines, blogs, and newsletters, as well as free article-hosting websites, to which you can pitch your articles.

Whenever possible, maintain the copyright so you can offer the same articles to different publications. Seek out those that will allow you to include a byline at the end of an article with a link to your website.

17. Write an e-book.

Writing an e-book is an excellent vehicle for promoting your professional expertise.

It can focus on your modality or specialty and the benefits it provides.

Secure a graphic designer to create the cover and an editor to proofread your e-book before publishing it.

18. Start a Group on MeetUp.

[MeetUp.com](https://www.meetup.com) is an online resource for connecting people with a common interest who wish to attend live events together, usually once a month.

These can be business networking or social events to meet, mingle, and connect with like-minded people who have shared interests.

They can also be educational events with expert speakers who talk about topics of interest to the members.

Meetup group events are a very good way for local people in your target market to meet you and learn about your lightworker enterprise, which in turn can lead to new business.

You might consider having a different speaker every month and inviting your power partners and colleagues who offer different modalities to present.

Choosing the right dates is crucial for your meetups to be successful. Consider which day or evening of the week the majority of your target members will be available. You might survey them to find out.

Next, find a venue. This can be at your business location, a member's home, a restaurant, or some other space that can accommodate the number of people you're planning on hosting.

Outside of Meetup.com, you can promote your events through your email list, your Facebook page, in appropriate Facebook groups, and on [Eventbrite](https://www.eventbrite.com). It is a good idea for all of your speakers to do the same.

Stay connected with the people in your group through your social media platforms and email. By building relationships with

these folks, they will be much more receptive to your marketing efforts.

19. Solicit Media Interviews.

Whether you're looking to raise your public profile or hoping to get the word out about a new service or product, media coverage is one of the best ways to get your business noticed.

BUT, the plain truth is that getting media coverage isn't easy, and sending out press releases yourself will likely yield little to no results because editors and journalists receive hundreds of them every day.

Radio and television show bookers are constantly bombarded with requests for interviews, and the TV news gives little airtime to any business unless there is a human-interest element that involves your doing something remarkable in some way.

If you've got the budget to do so, consider hiring a publicist to help gain media attention for you.

20. Promotional giveaways.

Giving away useful, eco-friendly promotional items of interest to your target market is a good way to gain exposure and create top-of-mind awareness of your lightworker business.

Studies have shown that providing these to prospects and clients increases the likelihood of them booking your services or buying your products.

You can put your company logo on refrigerator magnets, bamboo key tags, ceramic mugs, etc. There are lots of online promotional companies where you can check for inventory.

21. Selective Advertising.

Advertising can be one of the fastest ways to market and grow your business, or it can be one of the quickest ways to waste your hard-earned money.

Because there are so many advertising choices, such as magazines, directories, social media, search engines, etc., a well-planned and properly executed advertising campaign or program should include significant research and a sufficient commitment of capital resources.

A proven formula for effective advertising is "Attention, Interest, Desire, and Action."

This formula:

- Grabs a prospect's attention.
- Fosters her or his interest in your offer.
- Builds a desire for your service or product.
- Generates action on the part of the buyer.

Before placing an ad, test several versions to determine which one gets the best response. This is commonly referred to as A/B testing.

You will likely need to test different mediums, headlines, copy, and run lengths to determine which combination produces the best ROI.

Keep the following considerations in mind before deciding if an ad does or does not work for you:

- The medium the ad was placed in.
- The number of subscribers to that medium.

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- The design, headline, copy, call-to-action, and size of the ad.
- The number of times the ad has run.

A prospect has to see your ad often enough to remember it, then have a need for your services or products before contacting you.

By carefully selecting the most beneficial media, you can promote your service to thousands of potential new clients, customers, or patients.

The Importance of Follow-Up

Most people will make one, two, or even three attempts to contact a prospect, then give up. The fact is that over 80% convert into clients, customers, or patients after the ninth follow-up touch.

In addition to creating a financial spreadsheet yourself, there are several business contact-management software programs on the market. Each does an outstanding job of keeping track of leads and records, reminding you of appointments, and scheduling follow-up contact dates.

Email programs such as Constant Contact and Mailchimp allow you to send automated responses to inquiries with pre-specified messages on the dates and at the times of your choosing.

You can easily upload your email list from a spreadsheet and set up your system in a manner that enables you to contact each prospect or client individually, multiple times, and at set intervals with pre-written messages sent personally to them.

About the Author

Stacy Zemon is a woman of vision, purpose, and heart. She alchemizes a unique blend of exceptional skills, intuitive gifts, and spiritual guidance into helping people further awaken, evolve, and transform their lives for the better.

Stacy is a lightworker, holistic practitioner, and the Chief Enlightenment Officer at Open Lotus Productions, where she provides transformative services, workshops, events, and other offerings to clients worldwide.

Her signature sacred services include intuitive readings, soul guidance, spiritual mentoring, life coaching, and energy healing, as well as success consulting and magnetic marketing for holistic practitioners and lightworkers. They are available through Stacy's website, StacyZemon.com.

She has worked with renowned spiritual luminaries, thought leaders, and change makers—and interviewed others as a radio show host. Stacy has been a guest on numerous television and radio shows, as well as being featured in national publications, and she has spoken about spiritual and transformational topics to audiences worldwide.

Her five books on business, sales, and marketing have become international best-sellers.

Stacy's educational credentials include honorary doctorate degrees in metaphysics and divinity, associate degrees in applied science and addiction counseling, life coaching certification, and ministerial licensure.

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