



The Peacefulmind.com Drop Ship Program

*“Worldwide Marketing
Solutions for Your Business”*

The Peacefulmind.com Drop Ship Program

Running a business takes work, especially if it is YOUR business. A drop ship program makes it easy for business to have products on their website, without having the entire inventory.

It often requires more maintenance. This means, keeping up with your drop shippers to make sure items still remain in stock. It still requires you to market and promote your website too. You have now entered into a partnership. This means you are selling products for yourself to make money, but you are also selling products for your drop shipper. One hand washes the other.

Many drop shippers, especially new companies, put a website together, add their products and go live. This means you have gone live on a “space” that has 1 billion sites on it. The Internet has recently exceeded 1.5 billion websites, a milestone which, according to estimates, has been reached in September of 2019. Given the monthly fluctuations in the count of inactive websites, the 1.5 billion mark could vary from month to month. From 1 website in 1991 to 1.5 billion in 2019. That is a lot of websites.

So clearly, starting a website is just the tip of the iceberg. Now you have to be found. If you are selling products and a service, being found is the only way you are going to turn your website into a business.

Important Rules to Remember

1. Running a website is not a “set it and forget it” business: If you want to be successful, you must care for and nurture your website, like any other business. This is NOT a “quick and easy way” to make money. The competition is too stiff. ESPECIALLY NOW, with the health, wellness, and metaphysical markets becoming one of the most popular and sought-after fields on the Internet. GONE are the days when finding a “Chakra candle” was only a specialty you had to search for.

2. You can find anything: With search engines like Google, Bing and Yahoo, you can find anything you are searching for. Which means, most people are looking for a particular item, that is convenient to purchase for the best price. Therefore, it is important to stay **competitive** and **relative**.

3. You must work at marketing your business: It is imperative that you engage every aspect of marketing in order to get your business noticed. Use social media. Reach out to groups and organizations. Use tools such as Instagram, Facebook, YouTube, and Snapchat. Advertise in your local papers, trade magazine or conventions. Get yourself out there.

4. Stay Up to Date: Keep your website relevant. Are you marketing for the current holiday, season or events of the month? Does your website look and feel new? Is your website easy to navigate? Do you have items that are relevant to the season, holiday or trends? Are you upselling your products? Do you make recommendations for other related products to compliment the ones your client is interested in?

5. It takes time to build a business: With the Peacefulmind.com Drop Ship program, we can help you to bring together the best and most unique products on the Internet in the field of health, wellness and spirituality. Why? Because we make, design, create, and theme many of our own products, so that no one else has them. Our unique product line is what attracts so many customers.

Rules of Engagement

1. You have now entered into a contract with Peacefulmind.com By joining this program you are telling us that you are committed to this journey and you will do everything in your power to make your business succeed.

2. You will add to your site, only the products that are listed for drop ship in this contract and on our updates page, which you will find here:

<https://www.peacefulmind.com/drop-ship/drop-ship-updates/>

3. You can ONLY use the product images and descriptions. All other photos, articles, stock images, website copy, are **NOT permitted for use.**

4. Please note: there are no refunds. You have signed up and paid for our drop ship program. You are committed for at least one year. This is also because you are downloading our Intellectual Properties, concepts and ideas for selling and marketing your business. These are trade secrets you are also paying for to help run, market and improve your business. After this, you can cancel the subscription renewal.

5. We have many categories of products on our website, 90% of which you are privy to. We have individual contracts with **certain vendors**. These items **we are not allowed to have third parties sell** anywhere on their websites.

To protect our site and still give it our unique touch, we only allow **certain lists of products** to be sold under the drop ship program. We have several products that go through **test phases** and several products that are **one of a kind**, or **limited edition**. These products are not available to our drop shippers. We will go through each category and let you know the lists available to start placing on your website.

The benefits of this program could not be better:

*The customer purchases our products from you.

*You earn income with no inventory!

*Offering hundreds of health products on your web site with no hassle.

*Keep your customers coming back with incentives.

*No worries about shipping

*PLEASE NOTE: This program is ok for businesses out of the United States, but please note the shipping to clients outside the US are \$21.95 - \$38.00 US to Canada and \$19.95 - \$48.00 Internationally. Additionally, you can sell through any medium such as Ebay or Amazon, but **NOT** on Etsy.com (as we sell there as well).

~ The drop ship program allows you to sell over 600 alternative, complementary and integrative health products on your site with no inventory, no shipping and packing problems and no hassles. We do all the work for you!

~ Simply place our product pictures and information on your site and we do the packing, shipping and handling for you.

~ Earn a **generous 30% on each item ordered! Earn 20% on all our courses and supplements!** This is more than any other drop ship program out there.

~ The program could not be easier. **The drop ship program only works with those who have their own credit card accounts.**

~ Each month, we send out a great newsletter with articles for building your business, selling top products for upcoming seasons and a place to check items that are added, updated, out of stock or discontinued. You can also read past articles about building, maintaining and keeping your affiliate/dropship/web business...fresh and current!

We have made this system VERY EASY! I am often surprised by the resistance that is met by this easy process. Here it is:

GET STARTED TODAY!

1. Decide which products work for YOUR website.
2. Simply have your web designer **place our product information** on your site.
3. This is easily done by right clicking on the product photo and saving it to your computer. **Copy and paste the product descriptions.**
4. **Upload** this to your website.
5. Connect **your shopping cart** to the product.

AND you are done and ready to make money\$!!

***As you get an order, notify us at (888 670 1626 for your first order only) then by email for the remainder of the time to customercare@peacefulmind.com**

***FOR YOUR FIRST ORDER:** We will take your order information and your credit card (VISA or MASTERCARD only - **NO Paypal**), process your credit card and we send your order to your client.

***AFTER YOUR FIRST ORDER:** you can simply email all your other orders to us at: customercare@peacefulmind.com

***We will take your order information and shipping, process your credit card and we send your order to your client.**

***PLEASE NOTE:** We **do not do private labeling**. Therefore, all the labels on our products are our own. They will give the name of the product, the ingredients and instructions and any pertinent information regarding the product. BUT.....

***We do not solicit our site with any information on your web site orders. The return address and label is ours. This is done through the US Post Office. There is nothing we can do about that. But we do not**

include flyers or promotions for our web site. That would defeat the purpose of you being our drop ship vendor! We do not include any invoices in the packages either. Your credit card charge is your receipt.

*We do not solicit any information to third party mailing lists. Or any mailing lists for that matter!

*We **do not necessarily provide a tracking number** unless there is a problem with the merchandise not arriving. If we have to provide you with shipping/tracking information we **charge an additional \$1.50** in your shipping cost if we have to go through the trouble. Why? Because this takes **another step**, and because of our fast processing of orders, this slows down the process. **So if this is going to be an issue** for you, I suggest you add the additional price to our shipping costs. *If a product is damaged, the patron can return the product to us and we will ship out another product to the customer.

Shipping Costs

A lot of thought has gone into this process. We ship with the United States Postal Service. This way, every item is traceable (except in some International markets). By sending small items first class mail, you have NO assurance that it will arrive at its destination. Also, the United States Postal Service provides all boxes for free. This is another way for us to keep our rates low for our customers and offer you a larger return.

Since we have over 600 products we offer for drop ship, the range of weights and sizes are very challenging. This is why we came up with the per rate system. So items within a certain price range are charged a specific rate. Smaller items fit into a flat rate box, so we are able to send many items flat rate within this system. The volume of the order can move the product up to a different box, and most times the pricing of the items ordered equals the amount of postage we are able to charge fairly.

International Orders are even more challenging. Extra insurance, custom fees and weight are several of the issues involved. Also, the part of the world it is shipped to, will vary in cost.

*We provide **gift wrapping for an additional \$6.95 per gift**.

Our current shipping pricing is located here and you may want to consider charging the

same: http://www.peacefulmind.com/ordering_options.htm

Orders up to \$10.00 - \$7.95 USD

Orders: \$10.01-\$25.00 - \$8.95 USD

Orders: \$25.01-\$35.00 - \$10.95 USD

Orders: \$35.01-\$50.00 - \$11.95 USD

Orders: \$50.01-\$75.00 - \$12.95 USD

Orders: \$75.01-\$100.00 - \$13.95 USD

Orders: over \$100.00 - \$14.95 USD

International orders to Canada \$38.00

International orders outside the US \$48.00

*Again, we **do not necessarily provide a tracking number** unless there is a problem with the merchandise not arriving. If we have to provide you with shipping/tracking information we **charge an additional \$1.50** in your shipping cost if we have to go through the trouble. Why? Because this takes **another step**, and because of our fast processing of orders, this slows down the process. **So if this is**

going to be an issue for you, I suggest you add the additional price to our shipping costs. *If a product is damaged, the patron can return the product to us and we will ship out another product to the customer.

*If a product is damaged, the patron can return the product to us and we will ship out another product to the customer. We WILL NEED PROOF OF DAMAGE (by way of a photo of the problem). There has been a recent rash of clients claiming items are broken or damaged, in attempt to obtain items illegally. Please make your client aware of this, f a claim arises.

By adhering to this simple formula, we have found it to be most effective. Our company has been doing this for 22 years with much trial and error. This is what works.

Let's Get Started (<https://www.peacefulmind.com/drop-ship/drop-ship-updates>)

1. Different areas appeal to different drop shippers on our site. We have made lists per categories of the items that are most popular, top sellers and by category. All you (or your web designer) has to do are choose the products.

2. Now add our product pictures, product description and your Add to Cart link to finish the transaction.

3. **Not all products are available for resale.** This is due to the fact that we have private contracts with several vendors and cannot sell them through a third party. This includes the certain supplement brands and certain crystals. Much of the crystal jewelry are one of a kind pieces, so if there is something from this category you would like on your site, just email me and ask if this piece can be sold or not.

Candles (<https://www.peacefulmind.com/candle-therapy>)

If you are selling our CANDLES, many of the candles we offer are handmade, in small batches. IF we are out of stock on a particular candle we sell, it may take up to a week for us to ship it to your client, because they are handcrafted, something to keep in mind, if you are placing these items on your site. These candles I recommend you sell first, as they are readily available:

- Feng Shui Votives
- Birthday Candle Set
- Blue Moon
- Empowerment Kits
- 4" Chakra Candle set
- Chakra Candle Holders
- Chakra ENERGY Candles
- Botanical Healer Candles (crystal journey candles)
- Candle Gift Set collections (sets of 4 candles)
- Dragon Candle Magic
- Full Moon Candle
- New Moon Candle
- Magic Fairy Garden Candle
- Mermaid Splash Candle
- Midnight Spell Candle

Kits with Candles:

- The Love Votive Set
- Aromatic Love Kit
- Meditation Kit
- Blessing Set
- Blissful Bath/Sleep Set
- Negative Energy Kit
- Full Moon Ritual Kit
- New Moon Ritual Kit
- New Moon/Full Moon Candle Set

Crystal Jewelry

(<https://www.peacefulmind.com/crystals/crystal-jewelry>)

If you are selling our CRYSTAL JEWELRY, these are the products you can place on your website. These products are mostly always in stock and ready to ship:

- chakra elevation pendant
- earth, fire, water, air, ether, metal element drop necklaces
- transformational healer, weight loss, law of attraction, love, protection, psychic, recovery drop
- chakra aromatherapy pendant
- Angelic realm jewelry
- make your own coil necklaces
- copper bracelets
- copper orgone synchronizer
- EMF blocking necklace
- angel light pendant
- seraphim kiss pendant
- lilac angel wing pendant
- “lots of luck” jade bracelet
- blue moon drop
- full moon drop
- new moon drop
- chakra chip bracelet
- law of attraction pendant

Non Crystal Jewelry

Non-crystalline jewelry we have handmade and handcrafted by several artisans. They are often symbols or symbolic in nature and have been chosen for their metaphysical significance.

- celtic serenity knot pendant
- eternity knot necklace
- green man necklace
- mandala necklace
- om necklace
- triquetra necklace

Top Selling (<https://www.peacefulmind.com/drop-ship/drop-ship-updates>)

These are the products you can place on your website. These products are mostly always in stock and ready to ship.

1. Empowerment Kits
2. Complete Chakra Healer Kit
3. Aura Crystal Cleanse Kit
4. Ritual Baths for Empowerment
5. Negative Energy Kit
6. Chakra Perfume
7. Seven Natural Law Necklaces
8. Reiki Grid Set
9. Crystal Empowerment Pouches
10. Crystal Courses (20% commission)

Acupuncture/Chinese Medicine (<https://www.peacefulmind.com/acupuncture-chinese-medicine>)

These are some of the best remedies in Chinese Medicine. Tried and true, I have used these in my practice for over 15 years and are all wonderful. They are all manufactured in the United States. No artificial ingredients. Laboratory tested for heavy metals and pesticides. All natural. 5:1 full spectrum herbal extract, high solubility, sulfur-free, Certified GMP. These herbs are vegan, natural and gluten free.

Herbal Formulations

Herbal Granules
Calm Spirit Tincture
Acid Ease
Herbal Douche
Herbal Teas
Trauma Remedy Kit
Natural Travel Kit
Stop Smoking Kit
Foot Detox Patches
Yunnan Paiyao
Herbal Ice
Posumon
UI Oil
White Flower Oil
Taoist Oil
Trauma Remedy Kit
Trauma Liniment
Tendon Lotion
Salon Pas
701 Plaster
Hua Tuo Plaster
Gou Pi Plaster
Moxa Therapy

Sinews Bone Poultice
Osteophyte Powder
Bone Knitting Powder

Burn Ointment
Tendon Soak
Pulse Point Therapy

Skin Care

Dermatitis Lotion
Psoriasis Care
Eczema Care
EczemaCare JR
Pearl Powder
Pearl Cream

Super Immunity

Green Powder
Energy Smoothies
Cleansing Smoothies
Reishi Mushrooms

Angel Therapy (<https://www.peacefulmind.com/angel-therapy>)

Candles with Intention
Spiritual Candle Sets
Gratitude Stone
Angel Stones
Daily Archangels
Angel Teas
Ritual Baths
Holy Water
Meditation Kit
Angel Gift Bundles

Anti-Aging Therapy (<https://www.peacefulmind.com/anti-aging-therapy>)

We are proud to feature a variety of brand names that are (for the most part) not sold commercially through other websites or in drug stores, as they are for providers only. The purity and quality of every product is monitored and controlled throughout each stage of the manufacturing process with these supplement groups. This dedication to quality is evident by their comprehensive in-house quality assurance program, which includes laboratory tests of both raw materials and finished products. They are free of yeast, wheat, milk or milk derivatives, lactose, sugar, preservatives, soy, artificial color, artificial flavor, sodium. These are all Pharmaceutical grade supplements, not available to the general public. You will find additional supplements under SUPPLEMENTS.

L-Arginine
B-Complex Sublingual Liquid
Biotin
Bromelain
Vitamin C
Acetyl-L-Carnitine
Vitamin D3
DHEA
DIM
DMAE

Vitamin E
EPA 408/DHA 288 Fish Oil
Ginkgo Biloba
Flaxseed Oil
Lutein
Pycnogenol
Resveratrol
Vinpocetine
5-HTP Complex
Ginseng Tea Granules
Peaceful Sleep
Male Performance

Aromatherapy (<https://www.peacefulmind.com/essential-oils>)

We are proud to feature my Angel's Mist Essential Oil Line

"Angel's Mist" Essential Oils are produced in the most advanced, yet most natural method available. All of our oils are therapeutic grade and derived 100% through natural distillation or cold pressing.

"Angel's Mist" Essential Oils are free of chemicals, fillers, solvents, emollients, water base, dyes, scents or additives.

"Angel's Mist" Essential Oils are tested for standard plant properties. Each lot is tested for specific gravity, optical rotation, refractive index, solubility, aldehydes, heavy metals, congealing point, flash point, alcohol, esters and ketones. These quality control checks guarantee that you are buying the purest and most potent essential oils available.

These Essential Oils are among the most useful and valuable and they will bring the greatest benefits to the most people. They have a broad range of activities for health, beauty, and emotional well-being. The "Angel's Mist" Essential Oils come in half (1/2) ounce dark blue bottles. Choose from:

Basil
Bergamot
Cedarwood
Chamomile
Cinnamon Bark
Clary Sage
Clove
Cypress
Eucalyptus
Frankincense
Geranium
Ginger
Grapefruit
Jasmine
Juniper
Lavender
Lemon Lemongrass
Marjoram
Myrrh
Neroli
Orange
Palmarosa
Patchouli
Peppermint

Pine Needle
Rose Absolute
Rosemary
Rosewood
Sandalwood
Tea Tree
Thyme
Vetiver
Ylang Ylang

100% Pure Essential Oils

The "Angel's Mist" Essential Oils come in half (1/2) ounce, dark blue bottles. Choose from: The

“Angel’s Mist” Essential Oils come in half ounce, dark blue bottles. Choose from:

Cinnamon, Cedarwood, Clove, Eucalyptus, Lavender, Lemon, Orange, Peppermint – \$7.00

Basil, Ginger, Grapefruit, Lemongrass, Pine, Rosemary, Vetiver – \$10.00

Bergamot, Juniper, Lemon Balm (Melissa), Marjoram, Palmarosa, Patchouli, Tea Tree,

Thyme – \$12.00

Frankincense, Neroli, Jasmine (in jojoba), Ylang Ylang – \$15.00

Black Pepper, Chamomile (Roman), Clary Sage, Cypress, Geranium, Myrrh, Rose Absolut (in jojoba), Rosewood, Sandalwood – \$23.00

Found within these pages:

(<https://www.peacefulmind.com/metaphysics>)

(<https://www.peacefulmind.com/crystals/specialtiesgifts>)

and (<https://www.peacefulmind.com/energy-medicine/energy-medicine>)

-Angel's Mist Remedy Blends

-Pulse Point Therapy

-Astro Pulse Therapy

-Sacred Anointing Oils

-Crystal Remedy Rescue

-Crystal Oils

-Gem Essence

-Crystal Elixirs

-Aura Vibrational Myst

-Chakra Oils

-Chakra Perfume

-ChakraAroma Pendant

KITS

-Essential Oil Sampler

-Aromatic Love Kit

- The Blessings Set
- Blissful Bath, Blissful Sleep

Incense Collections (<https://www.peacefulmind.com/herbs-and-teas/incense>)

- Halcyon Crystal Incense Collection ®
- Cone Incense (Rose, Lavender, Opium, Sandalwood, Dragon's Blood, Jasmine and Mixed)
- Dhoop Sticks
- Tibetan Rope Incense
- Reiki Incense Collection
- 5 Element Feng Shui Incense
- Bewitched Incense Collection
- Four Seasons Casting Herbs & Incense
- Sacred Herbs

These herbs and resins are now available in a large 6 ounce bag. You can choose from: Sage, Cedar, Lavender, Sweet Grass, Amber Resin and Sacred Resin Blend

- Sage Bundles
- Sage Bundle (large, approx 7 inches)
- Sage Bundle (small, approx 3 inches)
- Sage, Abalone Shell & Stand
- "Celtic Offerings" Sacred Place Incense
- The Deluxe Incense Set
- Sacred Incense Sticks
- Astrological Incense
- "Wheel of the Year" Resin Incense
- The Blessed Incense Collection ®
- Archangel Incense Collection
- Chakra Incense Collection
- Rainbow Incense Collection

Astrology (<https://www.peacefulmind.com/astrology>)

A page, very close to our heart, is where we have created some of the best Astrological products that really work! Recommend these products to any client who has a yearning for the stars!

- Zodiac Pouches
- Elements Pouch
- Elements Gift Sets
- Birthstone Set
- Astrological Teas
- Astrological Scents
- Astrological Oils
- Astro Grid Set
- Astro-Empowerment Kits
- Crystal Tarot Kit

Ayurveda (<https://www.peacefulmind.com/seasonal-healing/ayurveda>)

The principle medical system of India is known as Ayurveda and is over 5,000 years old. This "Science of Life" is considered the art of living in harmony with nature. Like Chinese Medicine, most people tend to shy away from that which they do not know or understand. Both modalities of health (Ayurveda and Chinese Medicine) are the oldest medical paradigms on Earth and are wonderful approaches to healing. Educate your clients with our "best picks"

Ayurvedic Supplements/Vitamins

We are proud to feature Banyan Organics. Providing the largest selection of certified organic Ayurvedic herbs and investing in projects that will continue to expand the range of USDA organic herbs and products available in the future. Supporting sustainable, ecologically-friendly methods of farming, harvesting and wildcraft collection of herbs. "I suggest these top ayurvedic herbal formulas" Listed under Top Ayurvedic Remedies.

Color Therapy (<https://www.peacefulmind.com/energy-medicine/color-therapy>)

Fill their lives with color with one of our many color therapy products. Unique to this line are the Color Therapy kits, Liquid Silk Scarves, Color Therapy Course and Full Spectrum Diet

Color Oils

Color Soaps

Color Bath Salts

Color Therapy Kit

Liquid Silk Scarves

Color Therapy Course

Color Meditation Cards

Full Spectrum Diet

Chakra Kit

Aura Cleanse

Crystal Therapy (<https://www.peacefulmind.com/crystals>)

Our Crystal products are some of our biggest and best sellers on the Internet.

Number one seller is our Crystal Light Crystal Therapy Course. I encourage you to sell the course on your site. Introduce these great products to your clients:

-Angel Stones

-Daily Archangels

-Career Professionals

-Inspiration Stones

-Meditation Pouches

-Zodiac Pouches

-Birthday Stone

-Elements Pouch

-Remedy Bag

-Moon Pouch

-Heart Chakra Set

-Medicine Pouches

-Feng Shui Pouches

-Empowerment Pouches

-Chakra Set

-Aura Cleanse

- Crystal Incense
- Crystal Pouches
- Elements Pouch
- Meditation Pouches
- Medicine Pouches
- Trigger Stones
- Birthday Stone
- Magic Eye
- Shiva Lingams
- Biblical Stones
- Sacred Stone Set
- Desert Stone Set
- Crystal Rescue
- Gem Essence
- Elixir Oils
- GemEnergy ®

All tumblestones can be added to the site. Size and availability will depend solely on the current inventory. If the stones size or type are NOT available, we will recommend a suitable substitute.

The rough stones can also be added to your site. Again, size and availability will depend solely on the current inventory. If the stones size or type are NOT available, we will recommend a suitable substitute.

We CANNOT guarantee that all these items will be available at all times. We will do our best to keep this inventory available.

DreamTherapy (<https://www.peacefulmind.com/energy-medicine/dream-therapy/>)

Dream away the hours with these great dream products:

- Candle with Intention
- Blissful Bath, Blissful Sleep
- Dream Catcher
- Peaceful Sleep
- Sound Sleep Capsules
- Secret Dream Kit
- Crystal Medicine Pouches
- Feng Shui Pouches
- Crystal Empowerment Pouches

Energy Medicine (<https://www.peacefulmind.com/energy-medicine/energy-medicine>)

Chakra balancing, Aura cleansing, crystal therapy, massage therapy, acupuncture, color therapy, reiki, music therapy, metaphysics, the rhythm and cycles of life, and other energy medicines are all relevant when it comes to the healing power between mind and body!

- Chakra Healer Kit
- Chakra Perfume
- Chakra Oils
- Chakra Teas
- Chakra Pendant
- Chakra Energy Candles
- Reiki Grid Sets
- Law of Attraction Pendant
- Aura Cleanse Kit\
- Crystal Pouches
- Priority Life Kits
- Ritual Baths
- Negative Energy Kit
- Medicine Wheel
- Medicine Pouches
- Candle Gift Set
- Color Therapy Kit

FengShui (<https://www.peacefulmind.com/energy-medicine/feng-shui>)

The magic of “wind and water”, Feng shui is the placement of objects and a Philosophy of thinking!

- Feng Shui Pouches
- Ba gua Mirrors
- Elements Pouch
- Feng Shui Candle
- Swarovski Crystal
- Feng Shui Coins
- Ben Wa Balls
- Red Envelops
- Opera Masks
- Bagua Grids
- Feng Shui Flute
- Feng Shui Tassels
- Complete Feng Shui Kit

Gifts and Gift Baskets

(<https://www.peacefulmind.com/product-category/gift-and-gift-basket>)

We bundle and theme many of our gifts and gift sets together to create interesting and like-minded gift sets.

- Chakra Kit
- Holiday Bundles
- Themed Gift Sets
- Element Gift Sets
- Aura Cleanse Kit
- Massage Sampler
- Metaphysical Teas
- Tea Sampler
- Metaphysical Sampler
- Reiki Grid Set
- Crystal Pouches
- EMF Necklace
- Empowerment Kits
- Meditation Kit
- Incense Set
- Aromatic Love Kit
- Essential Oil Sampler

AromaThera-Teas (<https://www.peacefulmind.com/herbs-and-teas/herbal-teas>)

"Sip into something more comfortable"

These phenomenal AromaThera-Teas, are the organic, all natural remedies used in Andrew's holistic clinic! Discover his new Reiki Teas and Asian blends. We are very proud of our Metaphysical Teas, which encourage our psycho-emotional connection and our newest Crystal Herbal Teas! We have a limited amount of special seasonal herbal teas and herbal tea bags.

- AromaThera-Teas
- Metaphysical Teas
- Crystal Herbal Teas
- Reiki Teas
- Asian Teas
- Chakra Teas
- Special Teas
- Angelic Teas
- Flowering Tea
- Herbal Tea Bags
- Tea Products
- Tea Sampler

Super Green Energy
Cleansing Smoothies

Herbal Tinctures (<https://www.peacefulmind.com/herbs-and-teas/herbal-tinctures>)

Please know that all of our herbal tinctures are brewed with Organic or Wildcrafted herbs. Nothing but the best and the freshest. We sell them from 2 ounces to a gallon. We only brew herbs in small batches so they retain their freshness. Since we do this, in this fashion, all 200 herbs are not always available for immediate distribution. It will depend on the demand and on the volume. The turnaround time to wait for herbal formulas in tincture, can be up to two weeks.

Herbal Tinctures (single herb)

Herbal tinctures are concentrated liquid extracts of the medicinal properties of herbs. Tinctures represent one of many different ways to prepare and use herbs. The terms tincture and extract are often used interchangeably. Single Herb Tinctures are an effective way to take herbal medicine. There is a variety of sizes. Choose from:

Product Name: Herbal Extract Tinctures- 2 oz bottles \$19.00

Herbal Formula Tinctures (mixture of herbs)

These are a combination of herbal extract tinctures blended together for specific situations. We blend the best of single herbs together to create a very potent herbal formula. Choose from:

Product Name: Herbal Extract Combinations- 2oz bottles \$21.00

Homeopathic Remedies

(<https://www.peacefulmind.com/herbs-and-teas/homeopathic-remedies>)

At this time, we recommend that you use these homeopathic remedies, which are the best sellers of their categories.

- Arnica Products
- T-Relief Products
- BHI Brand
- Body ANew Products
- Crystal Remedy Rescue
- Energetix Brand
- Gem Energy Single Note Elixirs

Massage Therapy (<https://www.peacefulmind.com/energy-medicine/massage-therapy>)

This is a practical and informative guide exploring the many methods of touch therapy. There are many different approaches to massage, energy medicine and touch therapies and applications of it.

Massage Kits

- HotStone Massage
- Complete HotStone
- Cold Stone Massage
- Aroma Stone Massage

- Starter HotStone
- SeaShell Massage
- Complete SeaShell

Accessories

- Hot Stone Oil
- Space Blanket
- Skin Care Sets
- Massage Oils/Lotions

Meditation Therapy (<https://www.peacefulmind.com/energy-medicine/meditation>)

Meditation is a time-honored technique that can take you into infinite dimensions of consciousness. It is a simple effort that becomes effortless as we do it more and more.

- Meditation Kit
- Incense Set
- Meditation Pouches
- Meditation Buddha
- Ben Wa Balls
- Guided Imagery
- Blessings Set
- Color Therapy Kit
- Chakra Kit
- Aura Cleanse

Accessories

- Sage Smudge Kit
- Chakra Candle Set
- Chakra Candle Holders
- Botanical Candles

Metaphysics (<https://www.peacefulmind.com/metaphysics>)

In tradition, metaphysics refers to the branch of philosophy that attempts to understand the fundamental nature of all reality, whether visible or invisible. "Beyond the physical". Therefore, a Metaphysician is one who seeks to discover what underlies everything.

- Chakra Kit
- Aura Cleanse Kit
- Metaphysical Teas
- Ritual Baths
- Holy Water
- Negative Energy Kit
- Metaphysical Sampler
- Reiki Grid Set
- Crystal Pouches
- Empowerment Kits
- EMF Necklace
- Medicine Wheel
- Medicine Pouches
- Meditation Kit

Priority of Life Kits (<https://www.peacefulmind.com/product-category/priorities-of-life>)

Priorities of Life kits are creative and fun! It is a cross between a craft project and a meditation for the soul! These are positive affirmation kits that help you to connect, find focus and create what you want in your life. Priority of Life kits are a wonderful "tool" for achieving your ultimate goal: BALANCE.

PLEASE NOTE: candle colors may vary and herb selections will depend on availability. We will ALWAYS use compatible products.

Beauty
Cleansing
Confidence
Creativity
Divination
Forgiveness
Good Luck
Happiness
Intention
Intuition
Journeys
Knowledge
Love
Money
Peace
Prosperity
Protection
Self Balance
Self Healing
Self Power
Sex
Strength
Success

Reiki (<https://www.peacefulmind.com/reiki>)

Reiki is become very popular to the mainstream with peaking interests and desire for more knowledge. Our biggest selling reiki product is our Crystal Reiki Course, so encourage you to promote this course.

Reiki Stones
Reiki Teas
Reiki Incense
Reiki Candles
Reiki Grid Sets
Reiki Floral Waters
Chakra Kit
Aura Kit
Crystal Reiki Kit

Supplements (<https://www.peacefulmind.com/product-category/vitamins-supplements>)

Vitamins, remedies and supplements are our third biggest selling items on Peacefulmind.com. The selling points for these items are these:

- *Large percentage are organic or wildcrafted
- *All standardized
- *All supplements are therapeutic grade quality
- *Most of these supplements are not available to buy online in large retailers
- *Many of these products such as BHI, Banyan Organics, Pur and Traditional Chinese Remedies are only sold through a practitioner-based site, such as Peacefulmind.com. Therefore, your client will not find these cheaper at the Vitamin Shoppe or GNC.

*Please take advantage of this selling point and use these supplements on your site:

Workshop and Homestudy Courses (<https://www.peacefulmind.com/courses>)

Drop ship affiliates make 20% on all our courses. We highly suggest you recommend them to your client. Next to crystals, herbs and oils, they are the largest moving items on the site.

Yoga Therapy (<https://www.peacefulmind.com/energy-medicine/yoga-therapy>)

Consider selling our yoga inspired jewelry:

Happy Buddha Necklace
Om
The Om Crystal Necklace
Moon & Star Necklace
Triple Moon Goddess Necklace
Double Dolphin Necklace
Harmonic Generator Crystal
Full Moon Drop Necklace
New Moon Drop Necklace
Blue Moon Drop Necklace
Chakra Pendant
Chakra Aroma-Pendant
Chakra Chip Bracelet
Seven Natural Law Necklaces
Copper Bracelets
EMF Blocking Necklace
Elements

New Additions to Add to Your Website 1/1/19

Angel Mist Aroma Remedy Blends
Atacama Sea Salt
Black Salt
Auralite Perfume
Blessing Set
Color Therapy Kits
Cedarwood bundle
Chakra Elevation Pendant
Chakra Gem Tree of Life
Chakra Granule Tea Collection
Chakra Herbal Teas
Chakra Massage Oil
Chakra Pillar Candles
Cold Stone Massage Set
Copper Orgone Synchronizer
Creative Spark Intuitive Impulse Set
Crystal Sun Sign Oils
Emotional Stress Crystal Pouch
Full Moon & New Moon Candles
The new Triple Threat Sets (happiness, protection, love, money, attraction)
Jasmine Incense Cones
India's Sweet Flower Incense
Lodestone Mojo Kit
Marble Wish Stones
All sage bundles and incense cones and sticks
Summer of Love Essential Oil blends (roll on bottles)
Vedic Chakra Bath Perfume Oils
All Moon Glow Essential Oil Blends
Yoga Crystal Healer Set

When you are ready to sell and go live with your website...

PLEASE NOTE: Once you have finished adding products to your site, **please forward us a link to your site for approval of the products used.**

We thank you for signing up with the Peacefulmind.com Drop Ship Program. We are here to make your experience an enjoyable one. Drop shippers can find updated information, articles, selling tips, seasonal favorites and much more EACH MONTH, on our drop ship affiliate page:

<https://www.peacefulmind.com/drop-ship/drop-ship-updates/>

We look forward to doing business with you.



Defining Who You Are

by Andrew Pacholyk MS L.Ac

Your shop, website, business, life... are an extension of who you are. It can be the many aspects of who you are. So who are you?

Defining this is not an easy task. No one is asking you to define something so complicated, but I would like you to take a moment to discover what you are interested in.

1. Make two columns

a). Write down 5 words to describe the 5 most wonderful subjects you are interested in or drawn to.

b). In the opposite column elaborate on each of the 5 subjects by writing KEYWORDS (a few words for each subject) that give you a little more detail.

2. If you were going to turn one or more of these subjects into a shop:

a). choose one and create a shop name:

b). you can do the same with the other 4 subjects if you wish:

3. Now, write a brief paragraph to describe this shop.

4. If you were going to write a message to prospective buyers, write out what you would say to someone who has come to your shop to buy something.

5. Now, in one paragraph, tell your buyer, who you are.... (Remember, one paragraph).

6. In number 1b, you were asked to write out KEYWORDS to further describe the 5 subjects you were interested in.

Here lies a story....(your story?) In two paragraphs, connect these subjects and keywords into a story. Besides yourself, what are their common bonds and why are they so important to you?

Well, in a nut shell, you have just created your own shop! This could be a launching pad for you to explore a more in-depth shop (and self). This can give you ideas for items that inspire you to buy as a shopper or to fine tune your current business as a shop owner. I have found that sometimes, starting with a very basic image, idea or keyword can be the "spark" that leads you to a brand-new place in your life!



Create A Marketing Plan in 5 Easy Steps

By Andrew Pacholyk MS L.Ac

Creating a marketing plan for your business is like laying out the ground work or foundation for what you are about to build. It is the roots of the tree or ground your building will be constructed on. When creating your marketing plan or strategy, consider 3 things: 1. Detect who you are and how you will define yourself. 2. Discover who needs your product. 3. Devise a way to attract their attention

Your first step is to define your customer. Using the keyword exercise, describe your customer in 8 to 10 keywords. Now take each keyword and elaborate on each one with a few choice phrases. When you are done, look at the 10 keywords and associated phrases. You have created your customer profile. From this definition you can create a "core message". This is the frame work for being in business. Your core message states who you are and what your purpose is.

Your second step is to target your customer who's profile you have just created. How will you reach them with your products? Look close to home. How is your product designed, packaged and what is it about? Does it fit your customer profile? Your product is unique in what way? How does it appeal to a large variety of your customer's profiles? Your customer is approximately what age? What seems to be their interests? (Look to your products that sell the most). What would you image appeals to them, based on your current products? If you haven't sold product yet, think about what might get their attention.

Your third step is to educate your customer. Your products are pretty, packaged nicely and smell good, BUT now is your chance to dig deep and get to the "soul purpose" ...your reason for connecting with your client and their ultimate needs. Explain to your customer why they need your product. Use a series of educational reasons such as the wonderful benefits, the way it will make them feel and the reason they cannot be without it. Be sure that every word of your material has potential connecting power with your customer.

Your fourth step is to create prospects, (not customers). Your product is being "recommended" through your education of that product, even before you sell it. Not your cold sell, hard push or desperation. Your approach to educate your customer by providing value to their lives, will last a lot longer in their memory than you pushing it down their throats. When someone is asking questions about your products, it means you've got their attention. Many people want to know more, but cannot necessarily order that moment. But, they will remember your prompt, courteous response. They will recall why they were interested in the product and they may even refer it to a friend, even before they have bought it. Then, you already have two people interested. Market your products in any way that seems to be associated with your customer's profile.

Your fifth step is to build, recommend, and repeat! From your customer keywords and profile, you can build your next product. Design your product, packaging and strategy to compliment the first four steps you have built upon. Before you know it, your marketing plan has taken root and you are building on the foundation you have set up. From this point, you can design similar and related products to upsell along with the current line or create off shoots from your core message group. Your possibilities are endless!



5 Steps for Writing Great Product Copy!

By Andrew Pacholyk MS L.Ac

Describing your product for sale is both a creative process and a technical one. Technical, because it will be important to add keywords, target words and a marketing strategy **WITHIN** your copy. Creative, because you will need to reach your prospective buyer's emotions and senses!

So, let start out with this exercise:

Step 1: Simply name the product you are selling. Be bold. Be creative. The title should also explain **WHAT** the product is. Now from this name, consider other names that your buyer may call it.

For instance, I want to sell an Easter Basket. Others may call this an egg nest, egg basket, Easter gift, Ostara Basket, Sabbat kit or Holiday basket.

Step 2: Write down 10 - 15 keywords that you would associate with this product. A helpful hint for this, is to look at the **SEARCH** engine of the site you wish to sell it on. Write the name of your product "Easter Basket" in the search engine of Etsy or Goggle. You will automatically start to see a list of keywords that are associated with this product and the popular keywords people are searching for. Your list should include words that truly describe your product. Make each word count. These "keywords" or target words are going to be the words that bring your prospective buyer to your door.

Step 3: Now write your "copy" using these keywords or target words. Try stringing the words together with as few "the" , "and" or "also". You are now starting to form what will be the product description or product copy. After you have connected your keywords. Go back and re-edit your copy. What words do you really need or don't need?

Step 4: Now is the time to get creative. You want your prospective buyer to use their senses and emotions in order to draw them into wanting the product you are selling. You do this by using words that stimulate our 5 senses. Your prospective buyer should be able to taste, smell, touch and get an idea of how this product would feel in their hands or on their skin or how it would "look" in their home! Look at this example:

"this basket is made with twigs, stick and moss. It is lined with grass. It can be used by placing goodies inside. You can store anything in the basket or fill it with your favorite things. It has a plastic liner inside so nothing leaks out."

NOW LOOK AT THIS:

"this gift set comes complete with a beautiful, all-natural hand woven basket with twigs, stick and Asian moss. It is stuffed with a heavy cushion of reconstituted green cypress moss. It can be used as a "wish basket" by writing down your intention on a piece of paper and placing it inside. You can store your crystals, oils or incense in the basket or fill it with your favorite empowering tools. It has a plastic liner inside and makes a wonderful "easter basket".

We have embellished on the "look" of the basket, described the image and feel of the basket and its contents. We have given the prospective buyer an alternative use for the basket and have used superlative to accentuate how good the product is!

Step 5: Re-read and review your finished copy (over and over). How does the copy read to you? Does it sound attractive, appealing, and almost good enough to eat? Is it something you would buy? Get a second opinion. Preferably one that is not to "close to home" and/or someone who would give you their honest input. Don't be afraid to re-write the copy, rearrange certain paragraphs or delete some of the words or phrases. Every word should count!



Selling products is not always as easy it appears, but when you make your product appealing and more attractive to the buyer, utilizing their emotions, senses and urgency to have this product for several great reasons, you will see your product fly off the shelves!

Keep Your Website and Products Current

By Andrew Pacholyk MS L.Ac

Refresh, refresh, refresh.

Keeping your website up to date and current, keeps interested customers coming back! Here are some great ways to reinvent your products and website.

1. Keep It Seasonal: Why not create products that work around each change of season! Perhaps it is a color scheme, name of an item or an entirely new product line, seasonal products and web design help to keep your products current. It can keep it new and fresh by theme and a good opportunity to rotate items into a "highlighted" or "featured" position. Seasonal products can be used for "change of season" events, to welcome in weather changes or to introduce a new approach to an old product.

2. Write An Article: If you have a new product to introduce or a new event you wish to advertise, write an article about the product or event. Go in depth with how, when, why, what and who the product was designed for. Give a short back story about the product or event. Get your reader/customer involved. Explain your event and express how it can benefit them.

3. Keep Your Website Info Updated: Keep your customer notified of new products, new events, seasonal specials and/or personal adventures. You don't want customers thinking your website is out of business or closing because you haven't been keeping things current. Make sure you let prospective clients know what's new.

4. Make Sure Your Websites User Friendly: Just by the nature of their design, websites can be complicated and confusing. Assume your prospective client has NEVER been on a webpage before. Convey what you want them to know. Make it right up front and in their face. Allow your links to be easy to follow and help your client to where they need to be. That will have everything to do with your web

design and the information you are trying to get across. When your customer enters your site, they should find what they need within a click or two. If they have to click many links and open several new windows, it will completely discourage your visitor. Think, hassle free!

5. If They Don't Find What They Like, They Move On: So give them what they like. Define who and what your site is for. Then, know what your customer is interested in. You can do this by the number of "favorites or likes" a product gets. You can follow up and see how many times a webpage has been visited and by how many people. Once you define the likes of your customer, create variations on that theme (with new information, new products or an ebook). You can also create a survey and ASK your customer what more would they be interested in on your site. You can narrow it down to several choices or categories and simply see what the consensus might be!

Simple Rule of Thumb: Keep it short, simple and to the point and prospective and returning customers will know what your website is all about!



Choose Wisely: Building A Brand - Staying With It

by Andrew Pacholyk MS L.Ac

Success is gained by consistency! It is extremely important that the brand you create is something that you should plan on having around for a very long time. Deciding what it is that speaks to you is part of the overall plan for branding who you are and what you offer. The longer it is around, the more familiar it will become to others who seek out what you have to offer. No matter what it is... vitamins to greeting cards, candles to writing pens, your image, idea, name and the ability to locate you will all play a role in creating and maintaining your success.

Over the years, I have seen thousands of products, websites, email contacts and over all brands disappear. So much of this had to do with improper planning from the start. As a consumer, I often seek out what it is I need in the moment. On the flip side of this coin, I may be browsing and come across something that looks great and so I bookmark it for future purchasing. As a seller, I have come to realize that staying current, maintaining business relationships and remaining consistent has been the best game play!

Here are some Do's and Don't for building a brand and staying with it!

1. Choose a website (and product) name that's memorable. What I run across the most, are websites with a mile-long name. The problem with this is that most people will not remember it. Avoid hyphens or dashes in your web name. People will not recall if it is a dash, hyphen, underscore or where exactly in your name that falls. Choose a name that rolls off your tongue. Choose a name that relates to what you do or sell. Consider using a web name that actually describes what it is you are selling or representing.

2. Renaming web pages is a no-no. If someone has bookmarked your page and you go and change the name, you will not be found. If you change the web page name, it will then get re-indexed in the search engines and will take twice as long to come back into its current position before you changed the name. If you change the name of the page and you are not found, many times people believe you are out of business. Choose a webpage name that tells others what the page is about or what its purpose is.

3. The key to success is consistency. On every level. If you always have the same web address, contact email, same phone number... you can always be counted on. When these foundations change... your business changes, usually, for the worse. Your service must remain consistent. How you treat your customers... bringing them ease of transitions, dependable service, reliable help... THIS, will make you the "go-to" business, others seek out.

4. Represent your brand in a true and easy to understand way. What is the saying... "there are only 100 good ideas... the rest are variations on a theme". Over the years, I have certainly found this to be true. We can only re-invent the wheel so many ways. BUT, it is how you market that "wheel", that makes all the difference. Is your brand, product or service clear to others? Is it represented in the most easy to understand manner? Do people know what it is? Sometimes, if you need to call your service by a certain name, using a by-line under it, helps define it.

For instance, my acupuncture business is called ProAcuMed. Inc Looking at this title, you may not know exactly what it is... but with the by-line Acupuncture and Herbal Medicine underneath this, it completely tells the consumer who and what you are and do. An associate of mine had a car service he started about a year ago. When he first had his business cards done, he had a picture of a beautiful red Ferrari on the card. When he would pull up to a client's home or office to pick them up... he told me the client was always disappointed because they thought they were going to be picked up in a red Ferrari and NOT the Chevy four door he would show up in. He finally changed his cards!

5. Poor marketing responds, does not always mean it is a bad idea. Most times... it takes time. Time to get your message across. Time to be heard. Time to be found. Is your product understood to the masses, not just a few? Is your brand seen as "too out there?" or is it lacking definition? On the flip side, what you may think is a fantastic brand or marketing idea, may fall flat on its face. BUT... the only way in knowing the true outcome... is following through, staying the course and believing in what you have to offer. Sometimes the slightest changes make a grand impact. For instance, I have a wonderful line of incense that I was selling for several years. Although they were selling, they were not "flying off the shelves". I changed the image of the product and added color to the names of each incense group representing what they stood for. They are now my biggest selling incense line. Sometime, it takes a little imagination and common sense to bring about positive change.

6. Remove your EGO from the equation. Oh boy, this can be a hard one for many of us. There is no place for your ego in your business. Ego is what causes us to take our business personal. Of course, it is difficult when our business or brand or service is not understood the way we want it to be.... but within this, lies a lesson. It is a good opportunity to understand where the "miscommunication" or misunderstanding falls. It is a good time to step back and look at WHY someone may be "interpreting" what you say or what you sell as something else entirely. When we have a "knee-jerk" reaction to someone's opinion... this is our EGO response. Let go of Ego. Embracing peace of mind, optimism and the ability to forgive. Along with a sense of humor, these are all good ways to allow the ego to step aside and make room for some humble pie, as well as the opportunity to learn and grow.



5 Ideas to Bring In Business

By Andrew Pacholyk MS L.Ac

Late Summer is considered the "dog day afternoons" when in late August and "Indian Summer" are hotter and damper days rich in humidity and a feeling of heaviness in the air. This often parallels the way our bodies feel during this period. Most of our clients go on vacation this time of year and business also slows down! Make use of this "down time" by preparing for September!

1. Write an article (or several): Write an article with some helpful tips, recipes or highlight a therapy, modality or popular topic. Post your articles on popular websites, newsletter and your blog or website. You will be surprised at the far reaching affects this can have on your business! It may not be immediate, but it helps you get found on search engines and by those seeking out information on your topic. Keep the article at about 200 words. Keep the article positive and upbeat and make it relevant. If you are gearing it toward a particular blog or web group, consider writing about something that is popular on these sites. Not use to writing articles or blogging? Start by journaling about something. You can write about your experience in regards to your vacation or a location. Then, turn this into your article.

2. Offer a coupon or limited time sale: What better way to bring back old customers as well as, perk up the interest of new customers. People love to know that they can get something on sale or at a discount. Consider offering free shipping for a weekend or a BOGO (buy one get one FREE). Consider a sales "theme" (the dog days of summer sale, the super summer soaker sale or the ready for Fall sale. Your possibilities are endless. Keep the sale or coupon time to a limit so your customer knows they only have a "limited time" to take advantage of your offer.

3. Do a street fair or public event: Get your business out there. If you are only a web based business, maybe it is time to get out there and make a physical appearance with your company. People love the immediacy and the "hands on" ability to touch your products, read labels and see, first hand, what you are all about! Consider presenting yourself at a local fair or street fair. Perhaps your church or community organization will allow you to set up a table for a day or weekend or several weekends.

4. Introduce a new product. This is a great time to promote (or at least prepare) a new product OR product line for Fall! Remember - possibilities are endless! We are only limited by our imagination... so go out and get inspired... by nature... by the city.... by others! Come up with a great new product to add to your stable of goodies. NOW is the time.

5. Promote, Promote, Promote: Sometimes we get so caught up in life... that our business tends to take a back seat. Our intention can only be on one thing at a time. So now, bring your attention back to your business. Consider these ideas for promoting your business. Revise your marketing plan. Do you have a marketing plan? Update business cards, promotional material and website information. Network at trade shows, office events, conferences and business workshops. Do a mailing. Offer incentives. Advertise on radio, television, sidewalk signage, flyers, newspaper or magazines. Advertise on local community websites, theme related websites and social media. Do a Youtube video, Google adwords or Microsoft Ad Center. Consider a newsletter or email marketing campaign. Whatever you choose to do, keep it relevant, keep it current and keep it upbeat!



Encouraging Growth for A New Season

By Andrew Pacholyk MS L.Ac

The (unofficial) end of summer tends to bring a lull in business as customers, clients and patients try to work in their summer vacations. Many children head back to school and parents are pre-occupied. Pre-September and the lazy summer days are less of a motivator for action and more of a call to relax. So when the dog days of summer come around or the January blues set in, it is a good time to bring your focus back to your business and consider trimming the fat, so to speak. Change is coming. After Labor Day, the energy seems to swing upward. People are more motivated to get things done before the

December holidays. Companies start buying for the November-December rush (if they have not started already) and the upcoming season of Fall begins a new cycle in customer behavior. Here are some good ideas for this time of year:

1. Take a look at your best sellers. They are probably 20% of your sales. Consider re-ordering these items. Your best sellers should always be front and center on your website or in your store's displays. Keep a large amount of these items in stock and on your shelves. You will be happy you did.

2. It is also a good idea to look at what is not selling. If a product has not shown any interest by your customer, it may be time to "revamp" the product. New logo, new marketing approach, new ad copy or even new photographs, can change the "energy" of the product and bring new light and attention to them.

3. If you have products with little or no interest, these maybe the ones that should go (to make room for new and different ideas). Have an "end of summer" sale or pre-Fall sale to move these items off your shelf and clear the way for new product ideas.

4. This is a good time to look at your website's "ease of flow" or process in which your customer finds your products or top interest items. Is it easy for your customer to locate top sellers? What is the main focus on your homepage? Is it product driven or article driven? If your site is informative as well, blend fresh, new article and information with catchy titles and seasonal interests. If your site is product driven, as well as information driven, make it easy for customers to find both through your homepage. Does your website take "logical steps" to get a customer where they want to go? How many "clicks" does it take to get them there? If the answer is more than 1 or 2 clicks, then it is time to make it easier for your customer to locate an item and better for your bottom line.

5. Refresh your product's copy. How you sell your products, depends on the wording. Good photographs spark a customer's interest, but it is the words that follow, that "speak" to your customer. Is your copy enticing, intriguing, almost good enough to "eat"? Does it describe your product accurately? Is there enough information? Is there too much "extraneous" fodder that is nice but, digresses from the "meat" of the issue? To this point, I have seen product copy that is so short and lacking information that it almost seems to be a waste of money, energy and time. On the other hand, I have seen pages of copy about a product that makes me lose interest after the first 3 paragraphs! If you can't spell out the facts in the first 50 words and some interesting ways to use the product in your next 50 words, then it is time to rethink your selling points.

6. You only have 30 seconds to make an impression. So consider wisely the "who, what, when, where, how" aspect of your product. Sell it quick or go home. Another words, if you do not have your customer's interest in the first 30 seconds of them seeing your product, then re-imagining the product is essential. It is one thing if the customer comes to your site looking for "incense" and they pass over the "body lotions". If they are not captivated by your "incense" (or the product they have come to you to find) then, again... it is time to rethink your strategy.

7. Pretty pictures are the "visual" seller. They can make or break the professional aspect of your website, products and sales. The days of using photographers for product photo shoots seems to have gone by the way side unless you are a major corporation with money to burn. A good eye and a high pixel resolution camera on your phone can actually look just as good! Lighting, clarity and approach to good photos is something you can learn to do. If you afford to hire a professional photographer to photograph your products, then that is the route you should take. But, if you do not have the ability to hire someone, start experimenting with your camera, smartphone or iphone. If you are not sure about it, start looking around at what you like and what does catch your eye. What is it about other's product photos you like or dislike.

Pay attention to the way a product is lit and the background behind the product. Before you know it, you will have some eye-popping photos to help in the sale of your treasures!

8. Are your website and product lines ready for a change? You have a golden opportunity to introduce new items to a seasonal audience. Bring all these goodies to the forefront. Your best season items should be front and center. Your articles and stories should be relevant to the new season we are approaching. Give tips and advice and tie them into your product lines. Tell stories relevant to your best selling products. People want to know more, but they want to know more in a 30 second "sound or visual bite" or bit of information. Does the look of your site, fit the change in seasons? These little details catch a customer's eye and they also know that you are relevant with the information and ready to do business.

9. Prepare, prepare, prepare. Now is the time to use your creative spark. Refresh your newsletter. Come up with new blog ideas. Start thinking about new products or product lines. Be the first one out of the "after holiday" starting gate, with a fresh look, new image or new products. Come September (or February) customer want to get things moving again in their lives and look to you and your website or store for retail therapy and inspiration! Are you ready to give it to them?

10. Marketing strategies are in need of a face lift. Your biggest holiday buying, (next to Christmas) is Halloween. Are you ready for this? Customers are always looking for birthday or anniversary gifts. Are you marketing to this crowd? Do you have items that would interest people for the Jewish holidays, Kwanzaa or Fall weddings? Can you suggest to clients, some ideas for gift giving, no matter what the holiday or event? Do you know your demographics and who you are marketing to? What is your 3 month, 6 month or 1 year marketing plan considering? Do you get more website hits or store front interest from advertising on the Internet, in local papers or through radio and television advertisement? How are you marketing your business now? What is your short term and long term marketing goals? These are all great ideas to consider.



Marketing for the Holidays!

By Andrew Pacholyk MS L.Ac

This is the time of year when many businesses can make up to one-third of their income for the entire year. Now is the time to promote, refresh and market your products for the holiday!

1. **Cyber Monday:** The web has become the "go to" especially on Cyber Monday as many companies offer free shipping, deep discounts and super deals to kick off the holiday. Keep in step, by following suit. Offer deals, consider free shipping or bundle items together to sell. Give your customers the heads up in advance, so they know where they are going, come Cyber Monday!
2. **Super Discounts:** As the holidays draw closer, customers become more aware that they need to fulfill their wish lists and get their shopping done. Reward shoppers with the deepest discounts at the beginning of the rush. If you have inventory you want to move out by the new year, make these items a "special sale". Reward clients and customers for shopping early. This can save stress on your end, when the made "week before" rush puts you in a tail spin. You will also save your customer from stress, as they will be more likely to buy early with better discounts.
3. **Free Shipping:** This season, the big box concept stores have already started offering free shipping on some or all items. Although, it may be hard for smaller businesses to do this, make certain times or days available for this offer, as it is one of the best deals that a customer often flocks toward. "Free" anything, gets people excited.
4. **Bundle products together:** Give your customer a bundle option in order to get two or more items, which are related, for a discounted price. The upsell is great for your customer as they are getting a deal and you are moving more product.
5. **Offer Weekly Holiday Specials or Rewards:** Stimulate business with a "12 days before Christmas", Buy One Get One" or "free gift" offer with purchase. People love giveaways, special offers or rewards for being a good customer and you get the satisfaction of keeping the client coming back!
6. **Gift Certificates:** Sometimes customers, who love your site, want to give gifts to others but do not know what they should buy them. The gift certificate offer allows you to buy a certain amount of money on a certificate that they can give to friends or family and let them pick out what they like for themselves.
7. **Consider "wrapping" your offers or marketing tool as an article.** Write an article about a special product you are promoting or is a seasonal special, only disguise it in a nicely written article. The article should express the products benefits, uses and reasons why your customer would need and enjoy this product.

Start marketing your business NOW to get a jump on your competition and your holiday rush!



5 Essential Reasons to Market

By Andrew Pacholyk MS L.Ac

1. What are you marketing? Take a good look at your product(s) or services. What exactly is it your are selling? Is it a physical product, an idea a dream? What is your reasoning for marketing it? You obviously want to bring it to the world and make money, so how do you define it? If you can't define it, no one else can. Be clear as to what it is you are putting out into the world. (that applies to life, in general, as well).
2. Why is this useful?: The purpose of your product is an important part of your marketing. Why are you offering this product or service to the world? Why would the public want (need) your product? Answer this question. Then sell it! Get your products/service in directories, on bulletin boards, in treasury lists and in special sections devoted to your market. The more eyes that see your product/service listings the better your chances of gaining a client.
3. The time to market your product is NOW: Over the years, I have sold more Christmas candles during summer and more cold stone massage kits in winter, than I can tell you. All though these are seasonal items, it never ceases to amaze me, the amount of people who purchase these items "off season". So it is important that if you have a product available (and its ready to sell), put it out there. Let people know about it. Do not wait. Nowadays, you will find shoppers (especially Internet shoppers) browsing for Christmas items in July or Easter gifts in December.
4. Where else are you marketing?: If your website is the product, where else are you talking about it? Blog about it, write articles in reference to it and consider promoting it through social media. Also remember that the greatest searches are still done on Goggle. So, marketing your products through search engines are very important. Consider search words, ad words, keywords.
5. "Set it and forget it": DOES NOT apply here. Marketing your business calls for consistent work. Slapping up a website and think the money will come pouring in, is probably the biggest misconception of website creation. Regular marketing strategies (in daily, weekly, monthly intervals) and the content you market, should attract visitors on many levels.