



Embodying the Divine Animal

Marketing Plan for Webinar & Course

April 2024

OVERVIEW

This plan includes details for DAO's fall 2024 course, Embodying the Divine Animal. The webinar will be presented on September 22, and the course will include three weekend retreats: Oct. 12-13, Nov. 2-3, and Dec. 7-8. The registration page for the webinar will be published on June 24, and Marcom will begin promoting the webinar and course on July 1st. This Marketing Plan outlines the following:

- Strategic Objectives
- Measurable Goals
- Tactics
- Target Audiences
- Key Message Framework
- Deliverables, Timeline and Due Dates

STRATEGIC OBJECTIVES

- Attract high quality students who “have a flame” to know more about themselves psychologically and spiritually.
- Offer a positive experience that encourages students to want to learn more about the Diamond Approach through a private session or joining a group.
- Meet or exceed revenue goals set for the course.

MEASURABLE GOALS

- Attract (number of) students to join the course
- Earn \$\$ from enrollments
- Drive 20 enrollments from social media
- Increase engagement on social from previous course (set baseline)

TACTICS

1. Develop key message framework for target audiences to include in reg pages, invitations and social media.
2. Develop separate mini-messaging strategies for webinar and course so that there are clear differences between each promotion.
3. Develop mini-social media plan
 - Develop messaging calendar just for this campaign with dates
 - Develop content strategy outlining videos, graphics, etc.
 - Develop content specific to the identified personas
 - Elizabeth to create all visuals
 - Connie to write content
4. Tentative: Craft blog for Jessica and Linda to co-author for September Enews (after all other materials have been completed, if the teachers agree and if there is enough time).

TARGET AUDIENCES

1. Experienced spiritual seekers in the school and public who already know a lot about Eastern spiritual practices (corresponds to “Padma” persona)
2. Diamond Approach students who have taken the Instincts course earlier in the year.
3. Aging members and non-members (50s-80s)

Personas		
Spiritual Veterans	HIJ Returners	Elders (50s-80s)
On a spiritual path for a long time and looking to develop a deeper, more consistent practice.	Attended Human Instincts on the Inner Journey course, and open to learning how the instincts manifest in their body.	Older members or non-members who are coming to terms with aging bodies and physical stress.
• Many people on a spiritual path may feel a resistance to	• So many spiritual traditions tend to review True Nature as if	• As we age and experience more aches and pains, there may

including the experience of their bodies and the exploration of their survival instincts, which reside in the body, as an expression of their true nature, preferring to see spirituality as only about those aspects of our nature that are not physical. • You've had incredible experiences of light, beauty, love and purity, but you've likely been influenced by conventional spiritual practices to believe that there is a deep division between spirit and matter. You may see those experiences as separate from your body. • Engaging with your body in the exploration of your human instincts can liberate your life force energy and your heart, opening up the potential for richer relationships and more pleasurable experiences, whether sexual, eating an ice-cream cone or gazing at a beautiful sunset, with the whole presence of your individual consciousness, your soul and body, melting	it does not have a body when, in fact, our instincts are inseparable from our bodies. • In the Diamond Approach, we recognize physical reality, including the body, as a spiritual dimension. Not seeing our bodies as part of True Nature becomes a barrier to our realization. • If you have already worked with your survival instincts or attended our Human Instincts on the Inner Journey course earlier this year, you may be interested to learn how to deepen your exploration to include sensing how your instincts move within your body. This can open a doorway to experience your body as a conduit of presence.	be a desire to have a deeper, more full, more personally true and grounded understanding of and relationship with our physical life. • When our physical life is actually less comfortable and we're dealing with all kinds of illnesses and physical stress, we wonder what's the possibility of our body and the fulfillment in the body as we age? • How do we understand something about our survival instinct and how it's manifesting in a way that lets us actually land in our body and connect with the resources that our body has to offer? • Working with the instincts as they manifest in the body can help you access those inner resources and discover that your body is an expression of deep love and presence, that your body is still a beautiful and full expression of your soul.
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together as one, perhaps even feeling you are the sunset.		
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Mini-Strategies for Webinar and Course Marketing Materials

Webinar	Course
Title	Embodying the Divine Animal
Core Message: Spiritual Nature of Body	Core Message: Embodiment
Focus	Focus
Spiritual Veteran: How and why the body is considered to be part of our true nature. HIJ Returners: Benefits of bringing body into instinctual exploration. Elders: Discover inner resources that are there despite illnesses and physical stress.	All Personas: Integrating the body in spiritual practice leads to embodiment.
Frame	Frame
Join us for this free webinar where you'll learn how exploring the instincts in relation to your body can help you become more present and spiritually grounded. Here's how the Diamond Approach looks at it. Here are the benefits of exploring the material.	In the webinar, we explained why the body and instincts go together. In the course, you'll get to explore your instincts and body through teachings and exercises designed to help you integrate and your instincts and spiritual nature so you can become a fully embodied human being.
Benefit	Benefit
In this webinar, you'll learn how exploring your social, sexual and survival instincts in the context of how they manifest in your body can help you discover rich inner resources to support your spiritual journey and help you live more fully in your true nature.	The course provides a safe environment to explore how your social, sexual and survival instincts within your body are part of your true nature, giving you the opportunity to experience your body and spirit as inseparable, and learn what it means to live your daily life as an embodied human being.

Talking Points	Talking Points
• Specific messages for each persona in one paragraph • Traditional spiritual practices have resulted in a division between spirit and matter resulting in a fear of aliveness • Inviting people “back to their bodies” to revisit repressed memories and wounds stored in the body, returning to history • Emotions and experiences can be a physical experience in ordinary life situations • Engaging instincts in our body can liberate the life force energy • With all of the turmoil going on, working with the body is more important than ever because the instinctual level is so activated and there’s lots of fear and tension around the instincts • By sensing ourselves more deeply, the body can become a location for support and grounding in the midst of the turmoil • Opportunity to explore how these instincts actually manifest in the body, how these patternings that have occurred are showing up in your flesh • Opportunity to see what’s possible, what new expressions can come forth through the body, new ways of communicating, showing love, experiencing sexuality and energy	• General key messages that speak to all personas • True nature is everything, including the body • Highlight embodiment as the benefits of exploration • Experiencing how the instincts manifest in our body in negative ways can help us open up and begin to address the issues, allowing the body to be transformed simply by the process of allowing and staying present to what’s unfolding • This process becomes an entrance into the body as a sacred practice • Body becomes an expression of true nature, an expression of reality • While we usually talk about the spiritualization of matter, here we’re talking about the matterization of spirit • Body is conduit for presence and manifestation of individual soul and consciousness • Body may be temporal but has the potential to help fulfil our lives as individual souls

DELIVERABLES, TIMELINE & DUE DATES

(in order of 1st draft due date, see Click-up for tracking across approvals)

Content/Task	Owner	1st Draft Due Date	Final Due Date
Marketing Plan w/ key messages	Connie	4/2	4/5
Template for webinar to Connie	Ash	4/10	5/31
Template for course to Connie	Ash	4/10	5/31
Webinar promo video	Elizabeth	4/12	5/31
Webinar graphic photos	Elizabeth	4/12	5/31
Copy for FA24 webinar page	Connie	4/12	5/31
Copy for FA24 course page	Connie	4/12	5/31
Graphic for webinar	Elizabeth	4/17	5/31
FA24 page set up	Devon	4/19	NA
Course promo video	Elizabeth	5/3	5/31
Graphic for course	Elizabeth	5/3	5/31
Webinar Invitation #1	Connie	5/3	5/31
Webinar Invitation #2	Connie	5/3	5/31
Webinar affiliate email	Connie	5/3	5/31
Course Email #1	Connie	5/17	5/31
Course email #2	Connie	5/17	5/31
Course affiliate email	Connie	5/17	5/31
Thank you page for webinar reg	Becky	5/24	5/31
Thank you page for course reg	Becky	5/24	5/31
Course simply explained	Becky	5/24	5/31
DAO Home blurbs	Connie	5/24	5/31
Enew blurbs for webinar & course – July issue	Connie	5/24	5/31
Enews blurbs for webinar & course – Sep issue	Connie	5/24	5/31
Portal News blurbs for webinar and course	Connie	5/24	5/31
Webinar reg page built	Ash	6/24	7/1
Course reg page built	Ash	6/24	7/1
Test reg pages	Sylvie	6/26	7/1
Add FA24 to DAO homepage	Connie	7/1	7/1
Add FA24 to Portal News	Connie	7/1	7/1