
— *The* —
CONSCIOUS
— *Marketing* —
REVOLUTION:

Marketing for the 21st Century



**THE BUSINESS OF BUSINESS IS NO LONGER BUSINESS.
THE BUSINESS OF BUSINESS IS TO MAKE THE WORLD A BETTER PLACE.**

In 2010 I was on the verge of giving up my profession for good. After 20 years as a seasoned marketer in both the corporate world and in my own business for nearly 10 years, I was sick and tired of the ‘smoke and mirrors’ world of marketing. I had no purpose and I didn’t feel like my work was making a difference.

So I sold my lovely home in the seaside suburb of Coogee in Sydney Australia, gave away most of our possessions and took my 12 year-old son off to Aix-en-Provence in the South of France for five months. While Billy went to school in a nearby village, I wrote a book (a memoir [Unstuck in Provence](#)), did yoga, had long lunches with friends, learnt a smattering of French (very poorly) and pondered my life and my vocation.

In January 2011, we returned to live in Melbourne. I was



still not yet ready to jump back into my business, so I went to work with a not-for-profit in the hope that I could continue to feel good by doing good.

MY PROBLEM WITH MARKETING

So what was my problem? Why was I sick of my vocation? I'd been feeling for some time that the marketing profession had lost its way and that the world of advertising and marketing was deeply broken. I'd grown to believe that marketing was in fact a serious contributor to the decay of humanity. And even worse, I knew I'd had a hand in it. I'd been an unconscious marketer and it didn't sit well with me.

Let's face it, most marketing and advertising sucks.

While the media options have increased ten-fold, the quality of the message has regressed in direct proportion. With over 3000 (that's 2 per minute) messages received in any given day, is it any wonder that people are tuning out and turning off? And if we do happen to tune in, most of what we're exposed to is predicated on fear, manipulates us into buying stuff we don't need, attacks the competition, talks to us like we have an IQ of 5, is bland and unforgettable and promises something it simply can't deliver.

“It's time to reinvent marketing and join the conscious marketing revolution.”

Marketers and advertisers have rearranged and reordered our daily lives and our environment (both man-made and natural) to place their commercial graffiti in our faces at any opportunity. There is simply no escaping it; from the minute we wake up to the minute we go to bed, we are bombarded with it. It feels like everyone is just shouting at us.

Marketing and advertising has made us sick, sad, fat, lonely, dumb, numb, stressed, grasping and broke. It's made us prioritise shopping and accumulating

possessions over our loved ones. It's made us feel less than and unsuccessful if we don't have the brightest, latest, shiniest objects on offer. It's made us consume more and strive to earn more and it's created complex, unhappy and unmanageable lives.

We're both the victim and the perpetrators of unconscious binge marketing and advertising. As marketers, when we need to sell more, we simply turn up the volume and the frequency of our promotions and add to the already over-polluted marketing atmosphere. As consumers (an odious word adopted by marketers), we're a pawn in a game that feels impossible to win.

In 2009, \$11 billion was spent on paid advertising in Australia and globally that figure is expected to be around \$650 billion in 2014. Now I'm going to take a wild but conservative guess here because there are no statistics, but if we were to take into account all the other costs associated with this industry including the costs of agencies, marketing departments, website development, printing, SEO, video production, direct mail and much more, I'd estimate an industry spend of more than \$100 billion in Australia and \$6.5 trillion globally.

What the overall 'return on investment' is in financial terms, is anybody's guess. The ROI in human terms, is far more evident.

Don't get me wrong. I don't believe that marketing and advertising is evil. It's an essential ingredient of any free-market economy. It's just that the fundamentals of good marketing have been completely lost and destroyed. Marketing is broken and it needs an overhaul, drastically. And that's what this report and my forthcoming book is all about.

It's time to reinvent marketing and join the conscious marketing revolution.

MY ‘AH HA’ MOMENT

Raj Sisodia **“The 21st Century Marketing Paradigm reflects a customer centric mindset that turns marketers into healers where our role is to cure, restore health, soundness and spiritual wholeness.”**

Now back to my personal conundrum on what to do with the rest of my working life. I knew the NFP sector was not for me and that I just had to put my entrepreneurial hat back on, in some way shape or form. I had three distinct options;

- i. Ignore my feelings and get back on the marketing mouse wheel with everyone else.
- ii. Leave my profession once and for all and find a whole new business to start
- iii. Lead a marketing revolution and change the paradigm, starting with my own business.

It happened on the 1st of May 2012. I'd just finished the groundbreaking book *Firms of Endearment* and was at the launch of *Conscious Capitalism Australia* in Sydney. Raj Sisodia, a Professor of Marketing at Bentley University and co-author of the book, was the keynote speaker. He made a declaration that literally brought tears to my eyes and caused a physical reaction in my body.

This single statement made me fall in love with my vocation all over again. I knew right then and there that I could lead a revolution to change the paradigm and make marketing a force for good in the world.

THE EVOLUTION OF PERSONAL CONSCIOUSNESS

Our world has progressed through the industrial and information ages. We're now in the 'human' age, an age where millions of people are searching for higher meaning and a deeper purpose. We're becoming more interested in the evolution of our own consciousness and the consciousness and depth of our relationships than we are in accumulating possessions and acquiring power.

We're evolving through the layers of *Maslow's Hierarchy of Needs* depicted here in another manner by Richard Barrett in *Liberating the Corporate Soul*.

As we progress through the stages of our personal evolution towards self-actualisation, making a difference and being of service becomes our driving force.

Thanks to lobby groups such as [Occupy](#), [Avaaz](#) and [Getup](#) and the power of social media we're becoming blindingly aware of the unethical and incongruent practices of corporations, religious institutions, government and the media. We're developing deep distrust and cynicism towards hierarchical, self-interested structures like never before and we're actively boycotting companies that don't operate with a deeper sense of purpose where profit is the by-product rather than the single-minded goal.

“As individuals evolve, so must the world of business.”

HUMAN NEEDS	PERSONAL MOTIVATION
Spiritual	9. Service
	8. Making a Difference
	7. Meaning
Mental	6. Personal Growth
	5. Achievement
Emotional	4. Self-Esteem
	3. Relationships
Physical	2. Health
	1. Safety

WHAT MAKES A CONSCIOUS COMPANY?

The **Conscious Capitalism** movement defines a conscious company as one that possesses a humanistic soul and who is driven by the following four pillars:

Higher Purpose – the business exists to serve a higher purpose beyond making money. The purpose is all about making the world a better place where business is the vehicle that can elevate humanity.

Stakeholder Integration – the business operates in order to optimise value for all stakeholders not just share holders (that includes the environment, the community, suppliers, employees, clients, investors and management).

Conscious Leadership – the leaders of the business are driven to serve the purpose of the business and all stakeholders. They lead from behind and have consciously evolved at a deep personal level in order to do this.

Conscious Culture–the business fosters a conscious culture where values are truly shared and where the higher purpose drives all stakeholders in their work.

*Firms of
Endearment*

“A great company is one that makes the world a better place because it exists, not because it outperforms the market.”

WHAT MAKES A CONSCIOUS BUSINESS LEADER?

A business can only become conscious if the people leading the business are personally conscious. A conscious leader has also personally evolved through the layers of *Maslow’s Hierarchy of Needs* and she or he understands the imperative to bring their company and its people through those same levels of needs.

A conscious leader fosters peace, respect and happiness throughout the stakeholder eco-system and is unwilling to sacrifice one stakeholder group in order to fulfill the needs of another. A conscious leader understands that profit is the result of operating from a deep purpose and will do all they can to ensure that the company purpose drives all business decisions.

*Richard
Branson*

“Explore this next great frontier where the boundaries between work and higher purpose are merging into one, where doing good really is good for business.”

WHAT THEN, IS CONSCIOUS MARKETING?

Conscious Marketing is not about corporate social responsibility or philanthropy. It's about building something so fundamentally good and compelling right into the heart of your business and your products and services so that people simply want to join your tribe and tell everyone about you.

Conscious Marketing is about ensuring your marketing activities are aligned with your higher purpose—the WHY behind what you do. It's about pricing and packaging your offering with deep regard for the client and their needs while taking care of and engaging all stakeholders in your eco-system.

It's about taking a cause leadership approach and bringing your industry along with you in a spirit of collaboration rather than competition.

And finally Conscious Marketing is all about promoting your offering with honesty, transparency and congruency and with messages of joy, hope, love and humanity.

Ultimately your business will be sustainable and profitable because your product or service and your message will make the world a better place. It's all about profiting on purpose.

“Conscious Marketing is all about promoting your offering with honesty, transparency and congruency with messages of joy, hope, love and humanity”

AN EXAMPLE OF UNCONSCIOUS BINGE MARKETING AT WORK

Recently I was at a networking breakfast with a group of small business owners in the professional and financial services sector. Each person was asked to introduce themselves and state where they needed help in their business.

One of the attendees, Ken, made this announcement.

‘My name is Ken. I’m a mortgage broker. My problem is marketing. I desperately need more business leads. I have about 600 clients and I’ve tried every trick in the book to drum up some new loans from them and nothing seems to work. I do quarterly newsletters, send Christmas cards, send blogs and invite them to our events. I’m running out of ideas. Can anyone help?’

I took a deep breath and remained mute, while the rest of the group dished out a whole range of ideas for him to sell more loans... tweeting, direct mail letter, free consultation certificates, a mobile app and more.

When it came to my turn, I suggested that Ken first find out if his clients actually wanted a relationship with him and if so, what they really want and need

from him. What I really wanted to blurt out was *‘stop being an unconscious binge marketer and treating your customers as merely a means to fill your wallet. Start marketing from the inside out. What is your purpose? Why do you do what you do? What do you stand for? How do you make a real difference to the lives of your clients? What is so good about your business, your service and your products that clients really love you?’*

As I’ve stated before, when business is slow, many business owners make the mistake of becoming an unconscious binge marketer by simply turning up the volume and frequency of their marketing and adding to the already over-polluted marketing atmosphere. The most powerful and enduring activity Ken could have undertaken would have been to take the time to look inside and address who he is, why he exists, what he offers and what his clients would really value.

Are you guilty of unconscious binge marketing? Awareness is the first step in your journey towards conscious marketing.

AN EXAMPLE OF CONSCIOUS MARKETING AT WORK

Contrast Ken's story with this one. I work from [The Hub](#), an awesome co-worker space in Bourke Street, Melbourne. The Hub is a 'profit for purpose' company, with a professional membership community of 700 people.

Members (their customers) are regularly invited to take part in a Townhall with Brad Krauskopf the CEO. The purpose of these meetings is for us to help shape the future of The Hub so that we continue to feel like we belong to this community and are contributing to its sustainability. At my first Townhall he explained that we needed 100 more members in 100 days to break-even in our first 18 months of operation.

And he asked us for our help. He asked us, his customers, members, ambassadors to do what we

could to support them in their quest to be the best co-working space in the world and to help market the company and make it profitable.

Within 91 days we had achieved our goal to bring on 100 more members. It was a task that every Hub member took to heart because it was in our interests to make it the most successful, profitable company we possibly could. And we did it simply because we love The Hub. We love everything it stands for. We share a vision for its future and we want to be an integral part of it. We get the big 'why', the purpose, and we share it far and wide.

And the best part for Brad and for all of us? The only cost associated with this marketing activity was the cost to put on a BBQ for 100 Hub members to celebrate.

“How can you make your business so good that your clients or customers become your most passionate marketers?”

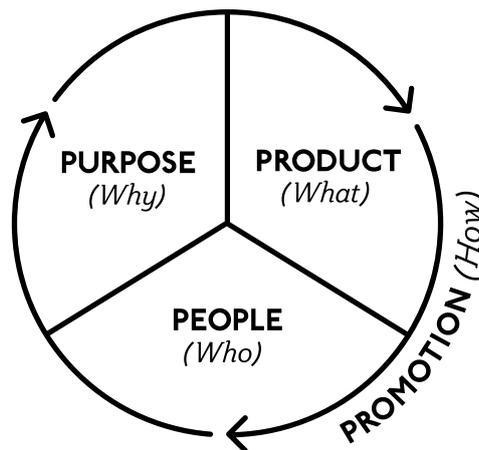
THE CYCLE OF CONSCIOUS MARKETING

At the heart of the Cycle of Conscious Marketing are four key elements; Purpose, Product, People and finally

Promotion (which you will note lies outside the integral internal circle).

*Simon
Sinek*

“Customers don’t buy what you do. They buy WHY you do it.”



Purpose – This is all about WHY you do what you do. It’s about defining at the core what you stand for and how your business will make a difference in the world. All your messages and communications both internally and externally then become aligned with your purpose, or your cause. Your company in effect becomes a cause leader in your industry. A good place to start with purpose is to ask ‘What’s so broken about my industry that needs fixing?’ Then go fix it. (Stay-tuned for the book to find out more about ‘cause leadership’).

Product – Build a product or service that is so good and so compelling that people simply want to join up. This is where we really work hard on ensuring our packaging, pricing, service and all other customer touch points are fine-tuned to perfection. When you get this right, people will want to know more and word-of-mouth becomes your primary source of new business.

People – Ensure that the product or service is built with your ideal customer in mind (not your purse) and engage all stakeholders to support you in the delivery of your product such as staff, suppliers and your community. Your tribe doesn’t need to be huge, in fact the more niche and tight you are around who you serve, the better. Your tribe just needs to love you and be aligned with your purpose.

Promotion – If you continually focus on marketing from the inside out by working on the Purpose, Product and People segments repeatedly, the Promotional activity becomes almost effortless. You’ll be able to take a ‘less is more’ approach and you’ll find yourself out of the unconscious binge marketing rat race.

“A good place to start with purpose is to ask...what’s so broken about my industry that needs fixing? Then go fix it.”

AS YOU WORK YOUR WAY THROUGH THE CONSCIOUS MARKETING MODEL, YOU'LL WANT TO CONSIDER SOME OF THESE PRINCIPLES BEFORE YOU GO PUBLIC.

Conscious Marketing	Unconscious Marketing
Purpose-driven – All marketing and communications are underpinned by your deepest purpose and really engages hearts and minds.	Profit-driven – All marketing and communications focus on selling as much product to as many people as possible for as much money as possible.
Customer-centric – All marketing and communications focus on what really matters to your customer and how you truly make a difference to their lives.	Company-centric – Marketing that talks all about how many awards you've won and how brilliant you are rather than how you really can help your customers.
Value-driven – The product or service offered delivers real outcomes for clients and is valued accordingly. Services are priced with fixed fees and income is earned because of results achieved.	Price-driven – The pricing strategy is all about undercutting the competition. Services are sold at hourly rates and the time taken to complete a project not on value offered. Eg Accountants and lawyers who sell their time by the hour.
Stakeholder Advantageous – Your company and your marketing actively promotes the health and wellbeing of every stakeholder in your stakeholder eco-system. Creating a community around your business is a primary motivator in your marketing.	Stakeholder Detrimental – Your marketing is incongruous and promotes your great corporate citizenship to customers while other stakeholders are screwed in the process. Eg Big supermarket chains promoting the goodness of their company while strangling their suppliers.
Collaborative – Marketing that is designed to improve the reputation of your industry. You believe there is enough to go around for all reputable companies and you have a genuine interest in helping everyone succeed.	Competitive – Marketing that attacks the competition rather than focusing on what is good and right about their own offering. Eg Bank's that attack the competition.
Positive Message – Your marketing is authentic and spreads love and joy and leaves people feeling warm-hearted and affectionate towards your brand, even if they don't buy from you. You don't do the hard sell, you tell people how you help and invite them to join you.	Negative Message – Your marketing message is predicated on fear to make people feel unworthy, unloved or unsuccessful if they don't buy your product. Your message has a negative impact on humanity in general and you take a hard sell approach.
Narrow Media – You use a limited number of medium to get your message out very well and frequently to target your niche market rather than spreading your promotions across as many medium as possible (up to 6 maximum).	Broad Media – You use every medium possible from TV to twitter to interrupt your client and to get your message out to as many people as possible. You pollute the atmosphere with your message at every opportunity.
Simplicity – All products and services are packaged simply with the customer in mind and all communications are clear and simple. A 'less is more' approach is taken at all times.	Complexity – Products and services offered are confusing and designed to create loyalty through inertia. Eg Telco's with phone packages and pricing models that are complex while also binding.
Respectful – Your marketing and communications respect the lives of your customers and are not intrusive, disruptive or annoying.	Disrespectful – Your promotional attempts focus on disrupting people at any opportunity. Eg Charity workers on commission who accost passers-by on the street.
Honest – Your marketing is ethical, truthful, transparent and congruent and promises a product, service or experience that you absolutely know you can deliver.	Dishonest – Your marketing promises something that you know you can't deliver. Eg Insurance companies that advertise outstanding service and can't deliver at the coalface.
Intelligent – Your marketing assumes your potential customers are conscious, thoughtful and adept at making sound purchasing decisions without the need for the hard-sell.	Unintelligent – Your marketing talks down to the customer and assumes they have an IQ of 5 and zero SQ or EQ (Spiritual or Emotional Quotient). Eg Most commercial radio station ads.

A REAL LIFE CONSCIOUS MARKETING MAKEOVER

By now you might be wondering how you can possibly implement conscious marketing in your business or you're thinking that's all very well and good but does this new approach really bring in more business and profit?

Let me demonstrate with a real life case study of an accounting client who has transformed her business in a matter of months by taking a conscious approach to her marketing.

Louise Neville is the director of Accounting Solutions, a Chartered Accounting and Business Advisory service based in Christchurch New Zealand. Louise is not your average accountant. She's an engaging, warm and compassionate woman with a head for numbers and a heart for business.

Before the earthquakes Louise had already decided that she needed a marketing overhaul and had made contact with me. Little did she know what was about to happen in her home town and it wasn't until some time after the devastation that she was able to pick up the phone again and say *'I'm ready to do this now, let's go'*.

'Our city had been devastated and many, many businesses suffered and closed. I was more adamant than ever that I had to rebrand and reposition. I wanted to send a message to the business community that we're here to stay and help, that we're willing to innovate, improve our services and put our client's success at the heart of our business during the process of rebuilding our city,' says Louise.

Following the Cycle of Conscious Marketing process we conducted an audit of her marketing, built a marketing plan, executed the plan and embedded the processes and measurement systems while educating her team to ensure ongoing return on investment.

'The most powerful outcome of our marketing makeover has been the ability to realise and communicate our deepest purpose for being in business – to help our clients be successful so that collectively we'll contribute to employment and growth and rebuild the Christchurch community. It's helped shaped our whole service offering and our communications,' says Louise.

This was reflected in their brand name and tagline. They went from being positioned as a number cruncher 'Accounting Solutions|Experience beyond the numbers' to being purpose-driven 'Accounting Solutions|Chartered Accountants & Business Advisers' with a tagline of 'Your success is our business.'

Secondly we reviewed their whole service offering to put their client's needs before their own. They transitioned from the old self-serving charge-by-the-hour model to a suite of new packages charged at either a one-off fixed fee or by regular monthly debit.

'We were serious about putting our purpose at the heart of our business so we had to change the way we charge. We needed to be seen as passionately caring about the growth and success of our clients. We wanted them to feel they could call us at the drop of a hat if they needed advice instead of being scared to call because they'd be charged every time they picked up the phone. It has really helped clients trust us and rely on us much more. They are really starting to see us as partners in their business success, not just number crunchers,' reflects Louise.

As a result, Accounting Solutions are starting to see clients better manage and improve their cash flow and start to achieve real growth and success. They've become much more forward thinking and trust them for advice. The relationships are becoming much deeper and more fulfilling for both clients and staff.

After their service packages were designed, we established a clear and compelling promotional plan that again was very purpose-driven. Their marketing messages changed from being all about selling accounting services to offering education and advice so that clients could learn how to build a financially successful business.

"By focusing on their purpose, they've become much more profitable very quickly. In the 12 months since launching their refreshed business, they've literally doubled their revenue."

'Everything we do is about educating our clients and offering them the best advice to help them be successful. Carolyn taught us that marketing is all about building something so compelling into our offering that people ask to be our clients, without the need for us to sell to them,' says Louise.

By focusing on their purpose, they've become much more profitable very quickly. In the 12 months since launching their refreshed business, they've literally doubled their revenue.

'We've already well and truly recouped the money we spent on our marketing and at this rate we'll achieve our turnover and profit projections far quicker than we had anticipated,' says Louise excitedly.

This story highlights that it's absolutely possible for you to transform your business with a conscious approach to marketing. What have you learnt from this real life story?

MY OWN BUSINESS TRANSFORMATION

Since my 'ah ha' moment in May 2012, I've been reflecting deeply on my own past business and marketing practices. There's an old saying that *'If you can spot it, you've got it!'* I realise now that I too was an unconscious binge marketer and that it was the cause of my deep dissatisfaction with myself and my profession.

While my intent was always good, my purpose was hazy and my business vision was short-sighted. Ironic for a marketer, I know.

I also know that I'm not on my own. I know there are thousands of other people out there, just like you and I, who are passionate about not only changing the marketing paradigm but also the paradigm of your own profession. (I'm guessing you wouldn't have read this far if you didn't agree with me.)

A number of events collided to bring me to where I am today. I became a founding member of [Conscious Capitalism Australia](#) and the Community Leader for Victoria, Australia. I joined [The Hub](#) where I've been inspired by some of the most purpose-driven business people on the planet. With the support of many Hubbers, I've now completely reinvented my business. In the fast, furious world of marketing, a slow and gentle approach has prevailed. I've practiced on my own business what I now practice with my clients – mindful, purpose-driven, minimalistic marketing.

It all started with an awareness that marketing is broken and the realisation that I could actually do something about it instead of ignore it.

SO WHERE AM I TODAY?

In short, my new business encapsulates everything I now stand for. I no longer compromise what I do just to make a profit. I do what I love and I bring all of who I am to my work and to my clients. I've said goodbye to my old business and my old self. I've learnt so much in the last 20 years of working in the marketing profession. I have laid that part of my business journey to rest with love and fondness.

My new company is Carolyn Tate & Co. (short for Company, Collaborative, Connecting, Co-operative and oh yes... Conscious) Whether you're a CEO, small business owner, corporate marketer or consultant, we all have a role to play in bringing conscious marketing into the 21st century. I look forward to sharing the journey with you.

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A FEW USEFUL RESOURCES

Websites

[Conscious Capitalism Australia](#)
[Why do you do what you do?](#)
[Waking up the workforce](#)
[Wakeup Project](#)
[Conscious Capitalism](#)
[Sacred Economics](#)
[The Story of Stuff](#)
[BCorporation](#)
[Small Giants](#)

Books

Firms of Endearment by Raj Sisodia and Co.
Conscious Capitalism by Raj Sisodia and John Mackey
It's not what you sell; it's what you stand for by Roy Spence
The Soul of Money by Lynne Twist
Man's Search for Meaning by Victor Frankl
Liberating the Corporate Soul by Richard Barrett
Drive by Dan Pink
Start with Why by Simon Sinek
Path to Purpose by William Damon
Creating Brand Energy by Cath Sutherland

Movies

The Corporation
The Inside Job
Money and Life Movie

Blogs

[Chris Guallibaeu](#) – The Art of Non-Conformity
[The Purpose Fairy](#)

TED Talks

[Chip Conley](#) – Measuring what makes life worthwhile
[Ray Anderson](#) – On the business logic of sustainability
[Ken Robinson](#) – Do schools kill creativity?
[Simon Sinek](#) – How great leaders inspire action

Conscious workplaces

[The Hub](#)
[Chipotle](#)
[The Eventful Group](#)
[Intrepid Travel](#)
[Whole Foods Market](#)
[Patagonia](#)
[Lulu Lemon](#)
[Zappos](#)
[Bankmecu](#)