

by Robin Wheeler

# Giving is the New Marketing

Most marketing is made to take. The business behind it wants something. So we are surrounded by cunning messages that beg from and, frankly, bug us. As sophisticated as it may look, most branding is as subtle as street corner hawkers - in your face.



**C**onsumers are over stimulated and irritated into unconscious relationships with service providers and marketers are always searching for the next trick to get their attention and take their money. This approach is not only unhealthy but outdated. Something more authentic has to emerge.

New, genuine, life-affirming energy in business can come from giving instead of taking. Marketers can add to their community by sharing insight, wisdom and vision. Instead of trying to conjure customers, the creators of brand identity can view themselves as contributors. With such an outlook, a more conscious industry will emerge.

### **New Level**

Giving is self-contained. It stands alone without manipulative methods. It leaves you feeling fulfilled, creative and inspired making you want to share. You put your pollen out there and release your fragrance into the breeze, as an act of joy. Simply being unburdened is beauty enough. You have no agenda.

You are living in love not fear. You are resourceful as an individual, team or an organisation. You are not hunting profits but operating optimally as a sustainable contributor to the economy, human species and the planet. You are in your sweet spot.

Innovation, therefore, comes naturally to you. You live your brand, congruently. Your message is pregnant with potential, arising from your insight and nudging the world onto a new level. You are a visionary, not a beggar.

### **Royalty**

A visionary is resourced from within. You have attended to your inner wealth by coming to know yourself. There is no hankering for more money, more anything, because you are rooted in the

essential. Your authentic affluence is sovereign. What more can you want? Just to give.

So your marketing becomes a sharing. You make others and the world wealthier through it. You grow with every effort and that evolution reaches into the lives of people you work with and serve. You are not selling something but planting everywhere.

### **Fruition**

Of course, some seeds seem to fall on barren ground, but you are not attached to returns. Does a cloud only rain on strategically selected soil? It pours itself out everywhere because it is full. Giving is a joy unto itself, a way of being, and bigger than any business.

Returns come, though, beyond any possible projection. A tree that has given all of its fruit prepares itself for an even more abundant harvest. Misers and manipulators, though, find that their approach can throttle them out of existence.

### **Enlightenment**

Business that is able to become more conscious, through the people in it becoming more conscious, forms our evolution into a more awakened world, a more intelligent and integrated global village. Here, generosity prevails and begging is in bad taste.

How do you feel when people crowd around your car? How do you feel when you see signs everywhere siphoning your attention? How sane are you after a bombardment of thirty second sales gimmicks on radio and television?

Taking is cheap and tasteless. Giving is bountiful and elegant. People get to know your brand as a subtle, discerning and beneficial experience. The ethereal and essential quality within your offering adds to their life. Your equity is then incomparably higher.

### **Acceleration**

With a resourceful, enlightened and generous business, your contribution to the logarithmic global change is natural. You do not compete to survive, like old industry did, you create and participate to thrive sustainably.

You are not running faster but slowing right down. You are arriving, not chasing. Your efforts become effortless, as everything is attained by doing nothing. You are welled-up with well being, and a source of it for others. Your sales and marketing have a certain grace.

There is a higher intelligence at play, and you are part of it. You are bringing intelligence to bear and filling further with it through feedback within the whole of which you are consciously a part.

### **Shift**

The shift comes first in you as an awakening. Your individual life transforms. You begin to bring this to your relationships and work, spreading it into your results. You give wherever you go, just by being. Something inexhaustible is coming through you and you live to stay in tune with that.

People you work with find the same in themselves. Problems become reflections of old ideas and openings to new awareness. Individual and organisational life evolve and your relationship with customers blossoms.

This is generated by your giving-based marketing.

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