

Activating Whole-person Marketing Using the NWI Competency Model

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About Jessica



Jessica Thiefels is the founder and CEO of [Jessica Thiefels Consulting](#), an organic content marketing agency, 2x podcast host and 4x author. She's been writing and working in content marketing for more than 12 years and has been featured in top publications including Forbes and Entrepreneur. She was named one of Yahoo!'s Top 10 Marketing Coaches to Follow and loves helping brands amplify their message with authentic and effective content marketing.

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Workshop Objectives

Today we're going to use the structure of the NWI Competency Model to understand the different aspects of an inclusive, authentic, whole-person marketing strategy.



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Why are we talking about this?

Because in wellness, authenticity and inclusivity is no longer optional—it's mandatory.

And yet, it can be difficult to implement in your marketing.

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Domain 1: Authenticity and Self-awareness

Authenticity is defined as the ability to be true to one's own sense of self, emotions, and values.

When it comes to building an authentic marketing experience, you have to start with you, your business and your brand.

You have to know who *you* are and reflect on yourself and your business/brand before you can connect on a deeper level with your audience and potential clients and customers.

This self-awareness, and authenticity that follows, ensures...

- You're aware of your limitations.
- You don't blend in—your messaging and content stands out as YOU, making your marketing more successful.
- You understand and can speak directly to the people who need you.

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Domain 1: Dinner Party Exercise

Who is your brand at a dinner party?

- What would they come with?
- What would they be wearing?
- What kind of conversations would they be having?
- Who do they gravitate toward?
- What's their personality?
- What kind of energy do they bring?
- How do they talk?

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Domain 2: Whole-Person & Systems Approaches

Your patients and clients are whole people.

You know this, but are you approaching your marketing with this in mind? Let's break down what this looks like through the lens of Domain 2.

- **Use an ecological approach:** Bring all of the systems of an individual's experience of wellness into the conversation.
- **Identify and share wholistic resources:** Focus on health and wellness resources that support self-discovery, self-knowledge, and self-direction.
- **Provide evidence-based information:** Same as you do in a session or appointment, educate individuals and the public about wellness using the evidence. This can help you avoid bias.
- **Engage your community:** Encourage your audience to be active participants in their personal wellness journeys by connecting with them through your marketing platforms.

This will ALL be different depending on who you're speaking to...

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Domain 2: Understand the Whole-Person

Describe the whole person you're speaking to in your marketing.

Take into account socio-demographics, interests, and specific needs. This might be 2-3 people, so identify all of them and then start by describing just one of them.

Also consider:

- Which techniques (e.g., strengths-based, humanistic, cognitive-behavioral) could you use to speak to them most effectively?
- What environmental struggles can you speak to directly to connect with their unique needs?
- Which physical, social, intellectual, emotional, occupational, and spiritual aspects of wellness are most applicable to them?

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Domain 3: Inclusive & Responsive Practices

It's more important than ever that your marketing is inclusive. Google does a great job of breaking this down how you can make sure your marketing does this in their Inclusive Marketing toolkit.

Pre-production: Are you telling stories and sharing examples that appeal to everyone in your audience?

Production: Are you using language, imagery, video and graphics that are inclusive?

Post-Production: Are you choosing music from artists of underrepresented groups? Is your marketing content accessible?

This seems obvious, right? But it CAN be done wrong. Like with [this Pepsi commercial](#).

You're not Pepsi, but this still matters.

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Domain 3: Practice Inclusive Storytelling

All marketing starts with the story, so let's uncover some stories today and check them for inclusivity.

- Start with 3-5 brand brand pillars.
- Break each of those down into 15 fresh content ideas that can be used in blog content, email marketing or social media posts.
- Check each story idea for inclusivity. Does it speak appropriately and accurately to your audience? Is there anything you want to include to make sure it's as inclusive as possible?

Finally, do you surround yourself with a diverse community within your business? Diversity starts from the inside. If not, how can you change that?

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Domain 4: Communication and Connection

Choosing Your Channels

This domain, in terms of marketing, is all about your channels and platforms and how they allow (or don't allow) you to effectively and inclusively connect with your audience. I want you to consider:

- How accessible is each of your channels (I.E. social media, podcasts, email, etc.) to your audience?
- Can you use them to truly connect with your audience? *Are you?*

Focusing on Consistency

When you know which channels are best for your audience, the next critical step is consistency. Can they trust that you'll show up when you say you will? Are you maintaining the same voice and message over and over?

SEO and Blog Content

This is a channel most wellness organizations don't prioritize and yet it's critical. Terms like "how to maintain mental health," "women's health" and "seasonal affective disorder" are being searched at higher and higher rates each year. SEO ensures that you get in front of those people.

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Domain 4: Workshopping Your Platforms

Let's workshop the channels of 1-2 audience members.

Raise your hands if you want to talk through what you're doing and how you can make it better in terms of:

- Platform choice
- Inclusivity of that platform
- Consistency
- SEO and blog

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Domain 5: Legal and Ethical Principles

Just like in your practice with clients, you have to consider legal and ethical implications of your marketing efforts, keeping in mind various factors, from the guidelines of your medical board to proper language use.

In, Ethical Ways for Physicians to Market a Practice, we can find a great set of standards to consider:

- It is ethical for physicians to market their practices.
- Advertisements must be truthful and not deceptive or misleading. (I.E. "best" "world-class" or even "pioneer")
- Advertisements must not convey discriminatory attitudes.
- Advertising that seeks to denigrate the competence of other individual professionals or group practices is always unethical.
- All paid advertising must be clearly identified as such. (I.E. when working with and sharing a new product.)
- Physicians should consider the effect of an advertisement on the public's view of the profession.

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Domain 5: Marketing Ethics Checklist

Create a checklist you could start using to ensure each piece of content and marketing effort follows your own standards for ethics. Consider:

- The list on the previous slide.
- Your own scope of practice.
- Anything particular or unique within your area of practice/wellness.

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The FIVE Domains

Domain 1: Authenticity and Self-awareness

**Domain 2: Whole-Person & Systems
Approaches**

Domain 3: Inclusive & Responsive Practices

Domain 4: Communication and Connection

Domain 5: Legal and Ethical Principles

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Thank you!

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