

Our Goals

- To introduce you to your ideal clients
- To create sustainable community and life quality
- To give small businesses the visibility of large enterprises by sharing common marketing efforts and budget resources
- To create client satisfaction and ensure loyalty and trust in our resources and referrals
- To ensure a high standard of excellence, all applications for membership are carefully screened

Types of Businesses We Represent

Healing Arts Practitioners

Your practitioner advertising listing includes your business name, head shot, one-paragraph bio, contact information, and email address, and a link to your website. We can help you create a one-page bios and link it to our website for an additional fee. We can also assist you with the design and layout of your own website.

Social Entrepreneurs

Are you a mainstream business that employs conscience business ideals? Then our service is for you. Some examples of businesses that advertise with us include sacred landscapes, organic food growers, restaurants, therapists, coaches, attorneys, doctors, health and wellness products, natural food stores, and architects. Our goal is to connect individuals who have a goal of community and wholeness for our Earth. Your product or service advertising listing includes your name, logo, one-paragraph bio, contact information, and email address, and a link to your website.

Teachers and Playshop Presenters

Do you have a class or workshop/playshop you wish to promote? As a Consortium member, you are entitled to two free workshop listing per month on our workshop page, as well as up to fifteen calendar listings. To ensure maximum exposure, we network on Facebook, Twitter, and maintain an active mailing list and send out a monthly eNews. Our goal is to link others who have a goal of community and wholeness for our Earth and all relations. Workshop listings include your business name, a head shot (150x150), a one-paragraph bio, one paragraph of event details, contact information, your email address, and a link to your website. We can help you create a one-sheet for an additional fee.



For More Information
www.DesertHolisticNetwork.com
760-773-5870

Whether you've been in business for years or you're just getting started, we will provide you with marketing support so you can put your energy and focus on your clients!



Desert Holistic Network

Desert Holistic Network

Consortium for Heart-Centered Businesses & Social Entrepreneurs

Services

Online Resource Center

- Free Local Calendar
- Workshops & Training
- Referrals for Wellness Practitioners
- Directory of Social Entrepreneurs
- Distance Education & Referrals

Consortium Membership

- Web Presence
- Graphic & Design Services
- Targeted Group Advertising
- Networking Events
- Heart-Centered Business Approach
- Education and Training
- Monthly Network Mixers

More Information
DesertHolisticNetwork.com
 760-773-5870

An Enlightenment Production

Webster's Main Entry: con-sor-tium

Pronunciation: k&n-'sor-sh(E-)&m, -'sor-tE-&m An agreement, combination, or group formed to undertake an enterprise beyond the resources of any one member.

We appreciate that you are one of the growing number of small business owners who understand that joining together in community creates greater abundance for all. Thank you for taking the time to explore our online resource directory as a valuable source for growing your business while strengthening our community. In order for us to achieve our goal of becoming the number one resource for the Coachella Valley, we must maintain the highest standard of integrity while seeking qualified businesses and services.

Vision

We are Conscious Creators dedicated to Unity, Community, and Balance for the World.

Mission

To embrace and promote those who are ready to rise to their highest potential.



Join our Desert Healing Arts Consortium today!

Become part of a consortium of conscious creators, you have the continued exposure and referral power of a multi-regional website, a monthly newsletter, and a partnership with a company who has an established reputation for

growing whole life businesses and gift-wrapping social entrepreneurs.

For only a \$50. startup fee and a low yearly subscription fee of \$125, we provide the following:

Head Shot & Web Profile



We partner with you to define your target audience and develop a profile that attracts clients and meets their changing demands. With today's technology and access to knowledge via the Internet, it is more important than ever for your company to stand out from the crowd. We can help you achieve that. Each profile includes a professional head shot (you provide, 150x150 pixels), mission statement, target clients, credentials, and a link to your website. No website? Not to worry. We can create a single-page site for just \$125 (some restrictions apply) complete with client testimonials and pictures, and we can host it from our site or get you started with your very own. Call 760-773-5870 for a quote.

Collective Marketing



We attract new clientele through print ads, e-newsletters, speaking engagements, new releases, holistic health fairs, Internet search engine optimization, and other various marketing activities that keep us in the forefront of search engines. Our website continues to grow and has over 5000 unique hits per month. We have administrative capabilities employing online help and in-house graphic design and development capabilities, and we sponsor classes and workshops bringing top names into the Coachella Valley.

Non-Competitive Group Approach

Does it feel like



the local marketplace is saturated? That's why we regulate the number of practitioners within each category, creating the perfect balance between provider exclusivity and consumer choice. In deciding on vacancies for new applicants, we examine the target audience served and match demands with services that are needed. We offer direct referral by matching the clients' needs to the type of service they seek. All calls are answered within a 24-hour period to ensure prompt service.

Networking Gatherings



Enlightenment Productions hosts quarterly gatherings and education seminars for practitioners and business owners where we can meet each other, learn about new modalities and therapeutic practices, and nurture a sense of meaningful connection and community. Consortium members receive a **10% discount** on all Healing Arts Center sponsored classes and workshops. We suggest that you offer a similar discount on your services to other members.

To ensure maximum exposure, Consortium members receive a link in our bimonthly e-newsletter *The Village Quipu* and a listing in our biweekly Healing Arts Center eNews. Our goal is to link others who have a goal of community and wholeness for our Earth and all relations. Workshop listings include your business name, a head shot (150x150), a one-paragraph bio, one paragraph of event details, contact information, your email address, and a link to your website. We can help you create a one-sheet bio for an additional fee.

Non-members pay \$50.00 for a one-time three-month listing on our workshop page.

Banner Ads -Consortium Members - \$75.00 per year for 150 by 150 pixels

Non-Members - \$125.00 per 6 months 150 by 150 pixels

\$175.00 per 6 months for 150 by 300 pixels

Camera-ready art in the form of a high-resolution JPEG or GIF is required. We can assist with your graphic design needs. Rates: \$75.00 per hour for non-members. Consortium members pay \$65.00 per hour for design work.

One-Year Commitment

In order to sustain the integrity of the network, we ask our Consortium members to allow us one year to create balance and harmony and a greater abundance through our combined efforts. We have learned that it takes time for referrals and networking to achieve our desired goals. We are committed to your business, and it is crucial that we work together and take advantage of this unique opportunity to become the number one resource directory in the Palm Springs area, throughout the Coachella Valley, and beyond. We are a vacation destination, so we have additional resources to capitalize on our services and networking opportunities. We intend to make it well worth your while to stay, as we are seeking members for life. If you ever have questions, concerns, or perhaps an idea that you'd like to share with us, a live person is always just a phone call away...

Check out our current service providers at DesertHolisticNetwork.com

Membership Application

Thank you for your interest in becoming a Healing Arts Center Consortium Member. Simply fill out this application. We will respond within 7 business days. Please mail your application to: Enlightenment Productions 73-765 Fred Waring Drive Palm Desert, CA 92260. Visit website to complete our online application. Questions? Please call 760-773-5870.

Name: _____

Name of business: _____

Type of service: _____

Address: _____

Phone: _____ **Cell:** _____

Email: _____

Website: _____

Credentials - Please list all completed training.

If you work in a healing modality, practicing since (year):

Institution(s) of training:

License # (if applicable):

Cities in which you are licensed? (if applicable):

Office address (es): Do you use a home office?

References: List the names and phone numbers of three clients who are willing to share their experience of your work or service.

1.

2.

3.

Do you or your property manager carry liability insurance? (please circle) Yes No Not Sure

Are you participating in any other Marketing Consortiums?

What marketing methods work for you? How will you co-market your services?

How often do you refer clients to other practitioners? (please circle) Often Sometimes Rarely Never

How often do you receive referrals from other practitioners? (please circle) Often Sometimes Rarely Never

Are you interested in collaborating with other practitioners on treatment packages? (please circle) Yes No Maybe

Where did you learn about Desert Healing Arts Consortium?

Referred by name (so we can say thanks):

Please tell us in one to two paragraphs how your work will be of service to our Consortium and to the community.

Please attach an additional sheet as necessary. We also need a professional-quality digital picture of you. We can make some adjustments, but the dimensions should be 150 by 150 pixels.