



## Dharma Communications Online Branding Services

*There is nothing so charismatic as alignment. –David Ogilvy,*

Dharma Communications is an online branding agency that clarifies and expresses your unique gift. We live to multiply your magnificence. We think the world of your story and love to take your story to the world.

You can be authentically, genuinely yourself and let your brilliance shine through your website, blog, newsletter, photos, or videos.

You can be you and succeed.

*"Authentic power is personality aligned with soul."--Gary Zukav*

### What is Dharma?

Derived from Dhr - to hold – dharma is that which upholds or supports this world, its creatures, and all creation. It is the organizing principle of duty and unity. It is the container and source of our thoughts, words, and actions and how life informs and transforms itself and us through them.

### What Do You Do?

We help you become irresistibly yourself through:

- Coaching that aligns your company and personal values
- Integrated e-marketing and social marketing implementation
- Creating, maintaining, and optimizing intuitive, targeted, and integrated blogs, landing pages and websites.
- Captivating event and publicity photography and videography
- Syndicated and value-based copy editing and writing.



## Are You Ready for This?

We provide dedicated service to a chosen few. If you resonate with two or more of the statements below, it could be you.

- I want more fun, joy and being in my life.
- I want a website or blog that engages people.
- I want to edit and maintain my content without learning HTML.
- I want to leverage my message consciously and strategically.
- I want to communicate with clarity, impact and style.
- I want to grow my social media tribe.
- I want a simple plan that ties all this together.
- I want someone else to pick the nit.
- I am open to a new way.

*"It is better to be looked over than overlooked."*

*--Mae West*

## Dharma Communications Services Overview

### Inner Expansion and Outer Expression

Our Partners receive up to twenty-five hours of coaching and online reputation management per month. This includes a customized and achievable integrated marketing plan and bi-monthly updates as we evolve it together.

### Inner Expansion

Your plan arises from a powerfully transformative process combining your business objectives and personal mission, including:

- Brand Identity and Market Cap Audit
- Being-Based Marketing and Abundance Coaching
- Assessments of Company and Personal Mission and Goals
- Assessments of Personal and Leadership Style
- Kinesiology Testing on Practices, Processes and Design



## Outer Expression

As inner realization dawns, our clients naturally find their voice and media and messages appropriate to it. This can include:

- Website and Blog Development, Maintenance and Redesign(s)
- Navigation Architecture and Organization
- E-Newsletter Development and Distribution
- Website Link and Traffic Building (both organic and paid)
- Streaming Audio & Video Implementation
- Content Management System Development
- Digital Download, Shopping Cart, Storefront or Subscription Development.
- Website Traffic Analytics
- Online Polls and Surveys
- Landing Page and Micro site Development
- Promotional Budget Planning
- Media Allocation/Purchasing Consultation
- Social Media Planning (Facebook, Twitter, Youtube, etc.
- Client and Prospect Database Creation, and Grooming
- Event & Workshop Photography and Slideshows
- Copy editing, writing, and optimization
- Logo and color palette development.



## Capacities: Our Promise & Assets

### Our Promise

We can't promise you will be popular. But we promise you will be as authentic and original as you allow yourself to be and to carrying that ripple through your online presence. We commit to:

- Making our co-creative journey as healing, fun and transformative as possible.
- Co-creating with artistry, heart and soul.
- Defining and redefining value as we go along.
- Ease/gentleness, attention, transparency and diligence.
- An orientation toward sustainable, enduring results.
- Keeping you apprised of the progress every two weeks using your favorite communication medium.

### Our Assets

By partnering with us, you are investing in a holistic, team-based approach that encompasses inner and outer disciplines including:

- Over 25 years of combined conscious marketing and conscious business coaching experience, including a Masters degree in Marketing/PR.
- Over 25 combined years of website development, design and search engine optimization experience.
- A dedicated client champion and project manager.
- A network of synergistic partners within the conscious business and human potential arenas.



## Project Portfolio

These are just a few of our current and prior satisfied clients:

- Anderson Ranch Arts Center [andersonranch.org](http://andersonranch.org)
- Arjuna Ardagh [awakeningcoachingtraining.com](http://awakeningcoachingtraining.com)
- Bowl the Ojai [bowltheojai.com](http://bowltheojai.com)
- Cecily Scheinfeld [cecilscheinfeld.com](http://cecilscheinfeld.com)
- Dennis Coyne [denniscoyne.com](http://denniscoyne.com)
- Domestic Placement Network [domesticplacementnetwork.com](http://domesticplacementnetwork.com)
- Jeddah Mali [jeddahmali.com](http://jeddahmali.com)
- Jennifer Van Homer [jennifervanhomer.com](http://jennifervanhomer.com)
- Lisa Dancing-Light [lisadancinglight.com](http://lisadancinglight.com)
- Melissa Simonson [igniteyourvoice.com](http://igniteyourvoice.com)
- Mission Blue Design [missionbluedesign.com](http://missionbluedesign.com)
- Sage Alliance Partners [sageap.com](http://sageap.com)
- Simone Shaw-Thornton [artbysimi.com](http://artbysimi.com)
- Soul Purpose Institute [soulpurposeinstitute.com](http://soulpurposeinstitute.com)
- Susan Gear [susangeear.com](http://susangeear.com)
- Tower Design [towerdesign.com](http://towerdesign.com)

See: <http://www.dharmacommunications.com/pixels/websites> for a summary of our client websites.



## **Dharma Communications Soul-Based Pricing**

Our pricing is based on a long-term energy exchange of mutuality and trust. Selling becomes spiritual service when we realize a conscious exchange of value is both a form of appreciation and an act of generativity. The exchange aligns and enlivens both participants by honoring self as other.

### **Complete Brand Market Cap Assessment**

*\$500 creative fee.* May be applied to the first month of Full Partner Program.

### **Junior Partner Program**

*One Junior Partner opportunity available. 15 hours a month, four month minimum.*

### **Full Partner Program**

*Four Full Partner opportunities available. 25 hours a month, four month minimum.*

Please contact Doug Ellis at [doug@dharmacommunications.com](mailto:doug@dharmacommunications.com) with additional questions related to our services or fees.

Blessings and Namaste.

*The Dharma Communications Team*