BRANDING QUESTIONNAIRE: SACRED VALLEY HEALING CENTER

THE COMPANY

1. Briefly describe your company’s business and business process (i.e., what products and services it provides and how it provides them).

We are a small Spiritual Retreat Center that provides shamanic healing, Hypnotherapy, Breathwork, Sound Healing, Sacred Site Visits, Spiritual Mentoring, Empowerment Coaching to Individuals, Couples and Groups. We also create Retreats for groups that include shamanic practices, Teach Reiki energy healing and other mind/ body transformational experiences.

We take groups to Peru on an annual pilgrimage to experience plant medicines.

We will be working as a partnership between Alan Waugh and Nicole Doherty and creating bigger and more frequent programs both at the Sacred Valley Healing Center, Mt Shasta and in the Ashland, Oregon Area.

1. When was the company established and how long has it been in business

It was established in its current form as a small retreat center in May 2016.

1. Does the company have a mission statement or a vision statement? How does the company position itself in the market?

We transform lives through Sacred Wisdom Healing Arts and Integrative Coaching to create a life beyond one’s wildest imagination.

We are committed to upgrading people’s conscious awareness to living a heart-centered life filled with inspiration, self-love and spiritual connection.

     We endeavor to bring as many people as we can to experience the healing power of the Sacred Mountain.

WE position ourselves in the market through our web site www.sacredvalleyhealingcenter.com and by social media advertising.

4 Has the company maintained the same business strategy and sales tactics over the last two years or so? What strategies and tactics have been successful—which ones have not been so.

We have not been very successful at creating a business strategy but are now focusing more energy and money to creating a brand. We relied heavily on our reviews on Yelp.com but do not do so now as we have moved to an area where Yelp is not widely used. We will focus on creating a Tripadvisor page which will attract international clients. We have joined the local visitors bureau where we receive some advertising on their web site and we are upgrading our brochures and marketing strategies

1. Define the company’s strengths and weaknesses

We are one of the only healing centers in the Mt Shasta area and probably the only one that is fully licensed and permitted allowing for us to be more visible with internet visibility etc. We provide a unique service in offering retreats and the potential for big shifts in personal well being. Our weakness is our low visibility and non focused approach to strategizing.

1. Where do you want the company to be (position) in three to four years?

We want to be in a position where we can fill our group retreats, including Reiki retreats, Breathwork retreats easily and have a stream of individual and small group clients coming to our facilty. We want to have a full time assistant/ cook/ cleaner helping with the running of the facility who is also training with us. We wish to be a hub for local healers that we can collaborate with and make a percentage off their healing services.

1. Please describe your customer base. Is there any particular group that comprises the largest segment?

Our focus going forward is to appeal to professional, success oriented people who are more likely to follow through with our coaching programs and also create permanent changes in their lifestyles to support their healing. We are looking to attract people who are influential that can help influence others to create positive changes in their lives. WE ALSO WISH TO ATTRACT PEOPLE FROM CALIFORNIA AND OREGON AND BECOME A GOOD OPTION FOR PEOPLE OTHER THAN GOING TO SEDONA IN ARIZONA with a focus on international spiritual tourism

1. What areas or markets are targeted for expansion?

We are looking to expand into the Ashland, Oregon and Southern Oregon area and increase our visibility with tourists and Bay area client base. International spiritual tourism

1. Who are the company’s primary competitors?

We provide a unique service and don’t really have competitors with retreat centers but have local healers also offering retreats as well as people from outside who create retreats.

We somewhat model ourselves on companies in Sedona such as

Spiritquest https://retreatsinsedona.com

Sedona wellness retreat http://www.sedonawellnessretreat.com

Sedona soul adventure http://sedonasouladventures.com

https://www.gatewaycottagewellness.com/mindful-wellness

WE wish to provide similar services and use the draw of the sacred mountain to bring people here instead of going to Sedona for their healing experience

1. How does the company compare to its competitors in terms of market share, product mix, and positioning?

Not sure. Have not studied that

1. What are the current market conditions for the company’s product/service? Expanding? Contracting?

Alternative healing especially spiritual healing/ shamanism is a growing field. We feel that we are well positioned to increase our customer base quickly. We feel confident that we are providing a good model

13. Is the company demonstrably different from its competition?

Local competition, Yes. Nobody else has a healing center in the way we do. More individuals working out of an office space of non permitted home office.

14. How would you like the company to be positioned vis-à-vis the competition?

We are targeting a higher income market as part of our service and we want people to see the benefits of that. To be completely immersed in the healing experience.

15. Please define the company’s customers/clients if possible—size, age, gender, profession, etc.

We are targeting 25 to 55 year old well educated success oriented, professionals. WE wish to create a brand that reflects that we are well educated, success oriented healers.

19. What is most important to the customers/clients—service, price, product, information, etc.?

Full service offering. That we are a professional organization, with diverse training and a lot of experience. We want to be the ‘Go To’ business in the area. We are not interested in being a bargain, or low price company and want to increase our prices yearly

20. Why do the company’s customers/clients choose the company’s products or services over competitive offerings?

We have an exclusive branding that shows a high level of professionalism . The logo must reflect this professional, competent, high end approach,

THE COMPANY’S OBJECTIVES

21. What single enduring impression should the company project?

That our clients will be in very good hands and will receive a high level of care and a real opportunity of permanent positive transformation to their limiting beliefs

25. Is this new brand/image the company as it is now or how it will be in the future?

In many ways it will continue on the trajectory that it is on but the image will reflect a higher end branding to attract the demographic we are focusing on though not put off tourists coming to the area for healing

26. Regarding design, are there any personal likes or dislikes among the decision makers as to color, images, illustration vs. photos?

We want a strong image that reflects the name: Sacred Valley Healing Center. That is not too new age but shows that client can expect peace and tranquility