



Bee Wisdom for Your Business

Marketing and More!

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Have you ever thought of the saying, “as busy as a bee” in relation to your business?

It’s a pity the powerful example of bees is reduced to this little phrase, because...

There’s SO much WISDOM AND BEAUTY to be found in the example of the bees...

BEE MARKETING 101

#1 Follow the sun’s cycles and life energy cycles.

What and when you do things is your personal dance of the art of living. (Bees do dance)! Truly check in with your personal connection to cycles and the living world. Are you aware and attentive to your own best energy times in the day? Notice what CALLS you: Is YOUR Life Energy right now nudging you to be “out and about,” or is she whispering “compose the Ezine now.”

Important, too: Sun cycle awareness includes when your people are awake and likely to discover your information. Tap into your audience’s cycles (which *follow the sun of where they live.*) In the US the majority of people do not live in the pacific time zone, for example. Does that mean you have to get up before the birds and bees to connect with them? No need, if you make certain your social media posts are scheduled in advance for optimal timing. Post Planner, for Facebook, and Hootsuite software both allow you to do this.

#2 Get very attuned to BEAUTY and where more stuff is BLOOMING.

Notice where the energy’s moving and what your people are attracted to- like fragrant flowers. It’s a must for your brand and your whole approach. Did you know distinct personality types are attracted to different colors? Discover how color psychology works. (There are many resources for this, especially around branding.)

Tap into where other businesses are directing their messaging. Find clues for there. It is waaayyy too easy to bark up a tree where nobody's there. Check in with your audience to know what they are in need of. *This is what they know they need/desire-* not your own "quirky but oh so special" behind the scenes secret sauce that they never felt a need for. So, audience need and desire is the focus, but don't overlook the power of your inner guidance system! Allow attraction and feelings to guide you to what is the right fit, always. Trust your instincts; learn to hear intuition's whisper.

Do These 3 Things, Always...

o Gather Pollen-

Know what you are about, stay focused; identify that source. You have a job to do!

o Find and Sip the Nectar-

There's goodness and fabulous richness to be found: it's up to you to do this, transform it, *and then share it with your tribe.*

o Pollinate as You Go-

Be generous. Spread the gold around as freely as you can. Generosity *is* its own reward.

There are benefits, to generosity as well... In my free monthly marketing calls we tap into the value of standing up in "Golden Visibility." It's actually is just one aspect of the triad:

* Golden Visibility ~ Meaningful Connection ~ Authentic Service *

The amazing example of the bees teaches us to *never settle with one-dimensional solutions.* Did you know these magnificent beings do not only make honey?

Bees produce 3 marvelous foods:

-Honey

-Pollen nuggets

-Royal Jelly (food for the Queen)

Plus, *they build the vessel,* using wax and propolis~ *their home, and the magical honeycomb container for it all.*

This is the most important part, for you: *Care for how you hold the work of marketing and bringing value, so you can know you're held in beauty, safety, strength and love, so all that you offer is solid, golden, strong.* Bees are sensitive beings. So are you. Bee wisdom in business is a gentle path.

How many ways can you collect your gleanings from life and transform these into food- real value- for others? That's the essence of high level marketing- it needs to truly serve your tribe. Pollinate as you go, spreading gifts of real value.

Bonus Tip:

Hum a LOT! It's good for your mind and body. (Really! try it.)

P. S. If you'd like to participate in Free Monthly Midweek Marketing calls (they are 3rd Wednesdays at 1 pm Pacific Time/ 4 pm Eastern)... JOIN US:

GO TO: <http://creative-momentum.com/creative-matrix-masterminds.html>