



The
GREATER GOOD

“where the power of one becomes the power of many”

**Exclusive
Membership**



Who is The **GREATER GOOD**?

- We are a visionary company that is dedicated to building the largest **Holistic Wellness Community & Resource Centre** that offers mainstream consumers with a unique vehicle to source legitimate, ethical Holistic Practitioners, Products and Services ONLY!
- Exclusive Members will receive the “**Greater Good Seal of Integrity**” certification promising consumers that they have undergone a detailed screening process qualifying them as a trustworthy authentic business operating under professional and ethical business practices.
- The Greater Good is the only Holistic Resource Centre that inspires confidence to mainstream consumers by offering a **money-back guarantee** to their customers if they are not completely satisfied with a Member’s services or products.
- We offer our Exclusive Holistic Members the unique ability to build **MORE CREDIBILITY** amongst mainstream clients by becoming recognized as an “APPROVED” business to this unique resource centre.

MORE CREDIBILITY = MORE CLIENTS

Mission Statement



Empowering the Spiritual Connection!

***THE GREATER GOOD is
dedicated to...***

1. *Building the largest recognized
**Holistic Wellness Community &
Resource Centre** that offers
mainstream consumers the unique
vehicle to source legitimate and
ethical Holistic practitioners,
products and services.*
2. *Assisting Holistic businesses build
more credibility among
mainstream clients by positioning
themselves as a member of this
exclusive resource centre.*

Global Trends & Statistics in the Holistic Industry

- ❖ Global market trends show that consumers are becoming MORE aware of the benefits of Natural Health Care Services and Products via MEDIA, ADVERTISING, NEWSPAPERS, TV , WOM (word of mouth)
- ❖ Statistics show that an increasing number of consumers are turning towards a more natural way of living their lives and healing their bodies, minds and environments.
- ❖ **Global market trends are shifting to less evasive products by introducing more natural products such as pomegranate, lemon products, white and green teas flavours, whole grains, household cleansers, healthier hair products, etc.**
- ❖ **AGING DEMOGRAPHIC:** baby-boomers are becoming more health-conscious and interested in more natural health methods and less evasive healing methods.
- ❖ There is significant growth in interest towards mainstream consumers utilizing more and more natural alternatives vs. traditional methods
- ❖ Worldwide, only 10-30% of people actually use traditional medicine; 70-80% use naturopathic and homeopathic health care alternatives





- ❖ **53% of consumers prefer to buy from companies with Green Reputations.**
- ❖ Consumers will pay a premium for such green products and services.
- ❖ More than half of global consumers (53 percent - representing 1.1 billion people) prefer to purchase products and services from a company with a strong environmental reputation.
- ❖ The world pharmaceutical market is one of fastest growing and most profitable sectors of the world's economy. **The industry of traditional medicine is a \$541.0 billion market.**
- ❖ **Market research reports indicate that the environment in which pharmaceutical companies promote their products has become increasingly tough over recent years as a number of trends and factors are shifting towards less evasive healing and substituting it with more natural methods of healing.**
- ❖ The market for motivational "self-improvement" (SI) products, programs and services that improve ones physical, mental, emotional and spiritual healing is on the increase.
- ❖ Traditional medicine has uncovered many "superbugs" and viral strains that can no longer be healed through traditional medication encouraging consumers to source other more natural healing alternatives.





Satisfied Consumers = MORE Clients

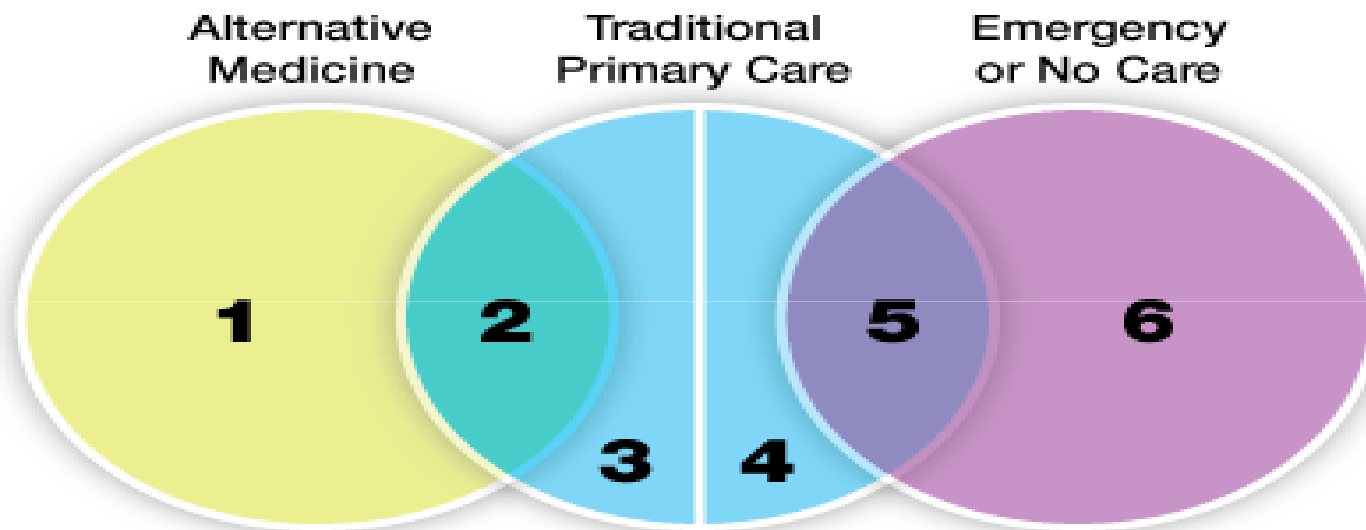
- ✓ Consumers SAVE Time, Money & Avoid Disappointment
- ✓ We offer consumers knowledge and guidance from sifting through misleading claims made by many “New Age” practitioners and suppliers.
- ✓ Many Holistic Alternative-Medicine Practitioners get lumped into the “snake-oil” category and dismissed as such. We help consumers recognize which Holistic businesses they can trust and also validate the claims we promise!!

HOW?

Consumers now have a way to recognize pre-screened and approved Holistic business owners that **operate under a RECOGNIZED GOVERNING BODY**. Also, Consumers will be offered a **money-back guarantee on all products and services deemed unsatisfactory if not completely satisfied!**



Messaging Strategy and Healthcare Behavior Segmentation



Group 1: Alternative treatment only

Group 2: Mix of Alternative & Primary Healthcare

Group 3: Primary Care, but open to Alternative Treatments

Group 4: Primary Care, but NOT open to Alternative Treatments

Group 5: Primary Care "when something hurts"

Group 6: Do without healthcare except for ER visits



What Consumers are saying about Holistic Health?

Groups **1**, **2** and **3** represent a significant new market share and profit potential, especially as Baby Boomers retire. This aging demographic is becoming more health-conscious and very interested in more natural health methods and less evasive healing methods.

It has become critical for Alternative Care Providers to begin to promote their Holistic businesses more like Western medicine and less like a Spiritual-driven business in order to capture these groups.

This approach will help put these consumers at ease and they will be more likely to purchase Holistic alternatives because it is what these consumers are more comfortable with already. Therefore, consumers won't feel as though they are being offered unrealistic promises of healing and will be open to trying something different.

SOLUTION

The GREATER GOOD's Exclusive Membership will position your business and educate consumers by offering them an INFORMED, APPROVED and TRUST-WORTHY source based on the evidence offered to them by

The Greater Good SEAL OF INTEGRITY



What is The Greater Good

“SEAL OF INTEGRITY”

- ✓ A potential member will be required to qualify for the “***Greater Good Seal of Integrity***” in order to be approved as a legitimate and reputable Holistic business.
- ✓ A detailed screening will be required to ensure that the business being considered is operating at the recognized standards of The Greater Good.
- ✓ Once the business has successfully passed the screening process, they will be issued a certificate bearing the “Seal of Integrity” which is to be displayed at their business venue which will acknowledge them as a qualified Holistic business operating as a trustworthy source which offers their clients only Professional, Authentic and Ethical business practices.
- ✓ Exclusive Members will be randomly checked to ensure best business practices are continually being upheld. This will demonstrate to consumers that each business is an accredited and updated company operating under ethical practices as a certified member of The Greater Good.

FACT:

Many Holistic businesses loose countless clients and revenue each year due to the BAD PUBLICITY that one unsatisfied customer receives due to rendering products or services from unqualified or unprofessional Holistic business owners!

SEAL OF INTEGRITY promises...

...to stand behind **ALL**
its Members!!

*If any our Exclusive Members that bear the **GREATER GOOD SEAL OF INTEGRITY** is deemed to be unethical, unprofessional or have been proven to lack business integrity by an unsatisfied customer or client, then The Greater Good Management will sanction a **REFUND** or **CREDIT** for the services or products rendered, where necessary, on behalf of The Greater Good Member.*



Exclusive **GREATER GOOD** MEMBER BENEFITS




- Be part of The “Bigger Picture”. An Exclusive Team of Positive, Enlightened, Professionals with a strong sense of purpose – each contributing to a higher purpose, humanity and a global vision.
- Get Recognized and Supported by the ONLY Holistic Governing Body in Canada
- Experience the **POWER IN NUMBERS**: *More People + More Credibility = More Business Opportunity*
- Gain profitable credibility by your customers by being part of a trustworthy and ethical organization
- Capture more qualified, loyal and repeat customers
- Your business will be backed up by a Money-Back Guarantee on behalf of The Greater Good
- Build strong business alliances with other Holistic Professionals through Harmonized Collaboration of the Largest Holistic Wellness Community in Canada
- Receive strong client referrals through this unique Holistic Resource Centre



MORE Membership Privileges:

- ✓ FREE On-Line Advertising & Client Referrals through *The Greater Good*
- ✓ FREE Holistic Sales & Marketing advice through exclusive Membership Workshops and Seminars
- ✓ 10% off *The Business Link Newspaper* advertisement
- ✓ ONE Complimentary Consultation with *Conscious Commerce*
- ✓ Member-to-Member discounts off Recognized Member products and services
- ✓ Guest speaker privileges through Greater Good Holistic Networking Events
- ✓ Discounted Membership Admission on all Holistic Networking Events, Workshops & Seminars





Advantages to Membership vs. Advertising

Did you know that being an Entrepreneur has been noted to be the 3rd most stressful experience in life!!

1. With a Greater Good Membership, you will **RECEIVE STRONG BUSINESS SUPPORT** from other Holistic Business Professionals like yourself:
 - Mentally, Emotionally & Professionally
 - Learn from each other's experience and ideas
2. **Capitalize on the POWER OF NUMBERS:** A collaborative network offers customers the power, knowledge and talent of a number of highly successful businesses whose activities and output are all focused on "The Greater Good"
3. Reach a larger mass of targeted clients - **WOM & CROSS-PROMOTION**
4. You have nothing to loose Only to Gain: **FREE Membership!!**
5. **RECEIVE STRONG REFERRALS** that lead to more qualified clients/customers
6. "Fast Forward" your business - **GAIN MORE BUSINESS EXPOSURE FASTER!**

How to become an Exclusive Member of **The GREATER GOOD?**

Your business can become part of a large collaboration of Integral, Ethical, Like-Minded Holistic Business Professionals. It's as easy as **1, 2, 3...**

1. **Screening Process**
↓
2. **Qualifying**
↓
3. **Approval**





Initial Screening Process

1. Fill out Initial Business Description and Practices Form
2. Read and endorse all GG policy and procedures Forms.
3. Pass a mandatory venue/clinic site inspection including:
 - ✓ Cleanliness
 - ✓ Location
 - ✓ Structured Pricing
 - ✓ Best Business Practices and Certifications
 - ✓ Professional Staff / Equipment Check
4. If approved, must complete and sign all GG Membership Agreement Forms