



# Spiritual Marketing

TWELVE STEP EXERCISE

Call in: Fridays 5:30-6:30 Pacific Time 805-360-1000 access code 582329#

## Exercise Preface and Instructions:

The purpose of this exercise is to apply the principles of the twelve steps, first developed by Alcoholics Anonymous, to the issue of marketing oneself or one's business to be of maximum service to our Higher Power and to the community that we serve. In addition to reflecting and writing on principles of the 12 steps to address our resistance to being positively visible, we also find help by identifying with other participants, giving and receiving our experience, strength and hope as we heal.

This exercise is a cursory review of the 12 step principles applied specifically to the issue of positive visibility in the area of income generation, and is not meant to be a replacement for working DA's 12 steps with a qualified DA sponsor. A key focus of D.A. is to help recovering debtors to stop incurring new unsecured debt. This exercise is designed to help debtors whose primary challenge to solvency is resistance to generating a prosperous income by using one's talents, strengths and abilities to be of service, as well as resistance to actively letting their services be known to possible clients and customers. It is intended that participants are currently solvent and have worked through at least step 5 in their DA program. In addition, it is expected that participants use the tools of DA and BDA to foster clarity around their and their business' financial needs.

The questions below, which are used to explore and apply the principles of the 12 steps to the specific issue of marketing from a spiritual perspective of being of maximum service to our Higher Power, were first developed by the 2011 WSC BDA Committee. For two years, this exercise has not been shared with BDA members beyond the BDA Committee. This is not conference-approved literature, but rather a pilot study sponsored by the 2013 WSC BDA Committee to explore this approach to healing resistance to positive visibility, as it relates to being of service and income generation. Feedback is expected of all participants shortly after each meeting, and we request written feedback (a paragraph or two will suffice) at the end of the exercise. The ultimate purpose of our pilot studies is to produce an outline for a pamphlet around income generation from a spiritual perspective of being of service that may eventually become conference approved literature, and/or a Ways and Means publication to communicate our experience to the fellowship at large.

## Before the Meeting:

Write a brief reply to each question (1-2 paragraphs) using your Business Marketing practices as the lens. Also, pray and write out one spiritual action step connected to this step that you will do after the call. Note, this action does not have to be directly business related. Let your Higher Power guide you. You may also find it helpful to read and reflect on 12 step literature such as the 12 and 12 or Big Book that refers to the steps we are applying that week.

## Meeting Format:

Each person will read their written step responses for that week and intended Spiritual Action Step to the group. The group will then give their experience, strength and hope in response to that person.

## Assignments: All Fridays

Week 1: Steps 1, 2, and 3 (February 28)

Week 2: Steps 4 and 5 (March 7)

Week 3: Steps 6 and 7 (March 14)

Week 4: Steps 8 and 9 (March 21)

Week 5: Steps 10, 11 and 12 (March 28)

**STEP ONE:** In what ways are you powerless over the situation or condition, and how is it showing you the unmanageability of your life?

**STEP TWO:** How do you see your Higher Power as assisting you in being restored to wholeness?

**STEP THREE:** How does being willing to turn your life over to the care of God assist you in dealing with this?

STEP FOUR: What character traits have surfaced (for example, fear of abandonment or authority figures, seeking control, seeking approval, obsessive/compulsive behavior, rescuing, taking inappropriate responsibility and expressing feelings)?

STEP FIVE: Admit your wrongs to God, to yourself and to another human being.

STEP SIX: Are you entirely ready to work in partnership with God to remove your ineffective behaviors? If not, explain why.

STEP SEVEN: Can you humbly ask God for help in removing your shortcomings? If not, what stands in your way?

STEP EIGHT: Make a list of the persons who are being harmed.

STEP NINE: What amends are necessary, and how will you make them?

STEP TEN: Review the above Steps to make sure that nothing has been overlooked.

STEP ELEVEN: Take a moment for prayer and meditation, asking for knowledge of God's will for you. What did you discover?

STEP TWELVE: How can your understanding and spiritual guidance assist you in dealing with this problem? What message from this exercise can you carry to others?