

What Is Mindful Marketing?

Mindful marketing is about your audience, not about you. It's about education, relationships, values, awareness, human-to-human interactions, helping first, and asking for permission instead of spamming.



1. Them, not you. It all starts here. What's important to the people you're serving?

2. Helping first. Once you know what's important to the people you're helping, find a way to give it to them. Free. No strings attached. Build goodwill, and watch the dividends come in.

3. Education first. Educate and provide as much value for free up front as possible.

4. Relationships. Rather than seeking to make a quick dollar from your audience, mindful marketing is about building trust long-term.

5. If it feels icky, don't do it. We can often find ourselves sliding into marketing tactics that feel wrong, but we do them anyway because it feels necessary. Ask yourself if it really does feel necessary.

6. Don't manipulate. It's common in the marketing world to rely on "fear of missing out," false scarcity, deadlines, or misleading promises. Avoid this.

7. We're all human. The marketing that often resonates most with us uses language that reminds us there's someone real on the other end.

8. Values are important. Mindful marketing gives your customers a chance to feel like they're doing good for the world.

9. Awareness and context are key. Knowing how your messaging will be received requires putting yourself in your readers' shoes and understanding the context of the platform you're on.

10. Permission marketing is foundational. Permission marketing means you ensure customers have opted into communication with you.