

Strategic Marketing Matrix™ for Introducing New Thought to 100 Million People

The Ultimate Destiny University for Successful Living (www.UltimateDestinyUniversity.com) supports the shared vision by United Centers for Spiritual Living and International Centers for Spiritual Living to introduce New Thought to 100 million people. This adaptation of a Strategic Marketing Matrix presents an initial draft conceptualization of how that might be accomplished. The outer row in **dark blue** includes mostly existing resources including organizations (such as UCSL, ICSL, AGNT, INTA etc.) programs, products and other resources for providing information and services to individuals. The first inner rows in **green** include 16 strategies that could provide expanded distribution of existing New Thought resources. The inner most components in **gold** next to the shared goal of **Introducing 100 million people to New Thought** in the center of the matrix present eight proposed new or expanded initiatives.

Articles	Ezines	Printed Magazines and Newsletters	Online Quizzes and self-assessments	Online Mini-courses	Webinars	Teleseminars
Membership Organizations	Repurposing New Thought Content	Think Tanks and Brainstorming	Co-creative Visioning and Strategic Planning	Creating a Strategic Marketecture	Increasing Participation in Present Centers	Blogs
Seminars	Joint Marketing Ventures and Shared Advertising	Providing Cooperative Printing and Publishing Resources	Providing International Membership and Networking Services	Providing Cooperative Multi-Media Production & Distribution Services	Repositioning Churches as Centers	Web Sites
Workshops	New Thought Hall of Fame Awards Program	Providing Vehicles for Tax Deductible Donations	Introducing 100 Million People to New Thought	Providing Vehicles for Attracting and Allocating Equity Capital	Capitalizing on Available Public Domain Content	Booklets
Conferences Gatherings and Retreats	Publishing Stories of How New Thought Has Helped People	Providing Mentoring and Consulting Services in Publishing, Internet Marketing, etc	Coproducing Major New Thought Oriented Events	Establishing Demonstration Projects, Intentional Communities	Adapting Marketing & PR Materials to Address Current Events	Prayer Lines
Ministers, Teachers and Practitioners	Providing Opportunities for Co-creative Participation	Providing Templates for Business Plans, Grant Applications, Collaboration	Providing Central Order Fulfillment Capabilities	Providing Technical Assistance on Visioning, Promotion and Marketing	Adapting Programs and Products for New Thought (UDSS)	Ebooks
Spiritual Mind Treatment	Resource Showcases	Affiliate Programs	Internet Radio and Video	Audio/Video Programs	Printed Books	Public Domain Ebooks

Ultimate Destiny will be publishing details on each of the new proposed initiatives on the draft web site being developed at www.AncientWisdomNewThought.com. Please visit and share your feedback and recommendations on how we might successfully reach, serve and bless 100 million more people with New Thought resources. Thank you!