

The Circle of Needs

by

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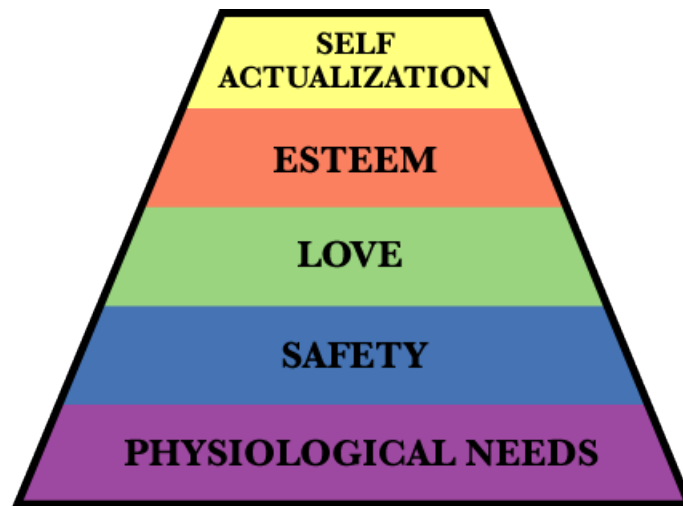
alek@greatgraphicdesign.com. Thank you! ~ Alek

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Finding Your Target Market

Marketing professionals are trained to understand the ins-and-outs of human cravings. We research what motivates an audience, and then we use these motivating factors to amass a customer base so we can suggest that you make a purchase, choose a particular lifestyle or support the causes of our clients. In other words, the idea behind marketing is to: 1) find what people are looking for, 2) use these desires to capture their attention, and 3) present whatever it is we have to offer.

In order to understand what people are looking for, the professional seeks to understand human psychology. Many have referred to **Maslow's Hierarchy of Needs**:



Maslow's Hierarchy of Needs

Put simply, Maslow's model claims that our base survival needs must be met before higher, altruistic needs can be pursued. Maslow describes the following five levels:

- 1) Self-Actualization: To become more of what one is; to be your best;
- 2) Esteem: To achieve mastery of a task; to be praised; to have power;
- 3) Love: A desire to belong to a group; to have camaraderie; to be accepted;
- 4) Safety: To be secure and away from harm;
- 5) Physiological Needs: air, water, food, sleep, and stimulation.

Working from Maslow's model, a marketing engineer will often advertise using implied threats to our base-level needs. For example, "You might not get the job if you perspire during your interview, so buy our product."

A New Spin on Marketing

Marketing professionals face a moral imperative because they are in the position to influence human evolution. Unscrupulous marketing encourages a fear-based perspective

of the universe. It galvanizes cycles of addiction. It traps souls. People subsisting in a fear-based reality are unable to achieve their highest contributions to our communities.

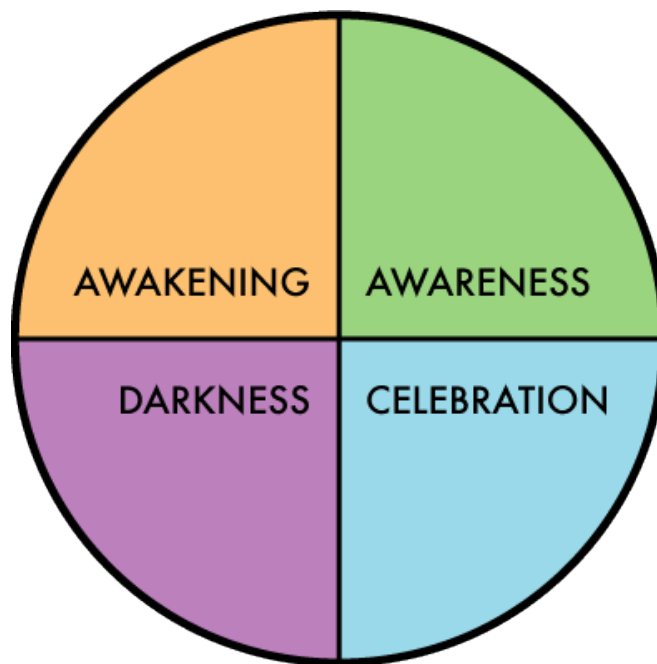
In his book *Seat of the Soul*, author Gary Zukav describes a fear-based perspective of the universe that he calls the “five-sensory mode of being.” He explains that when operating from a five-sensory mode of being we live in perpetual suffering. He adds that we tend to see life as a journey that ends with salvation, a point beyond death when we are released from suffering and allowed to enter a state of grace.

There is another way of perceiving the universe that is detailed in Zukav’s book. This is the “multi-sensory” way of perceiving. From the multi-sensory perspective, one transcends the concept of fear.

The Four States of Existence

The multi-sensory model allows for the possibility that heaven is accessible here and now. It opens an inquiry beyond space-time. As I consider how to apply marketing strategies in a conscious manner, I seek to devise a model of the human condition that incorporates the multi-sensory model and its spiritual perspective.

Following this line of thinking, I have reorganized *Maslow’s Hierarchy of Needs* for the multi-sensory perception of the universe. Moving away from the fear-based perspective, I experimented with a variety of models until I finally settled on a circle with four quadrants. I’ll call them **The Four States of Existence**:

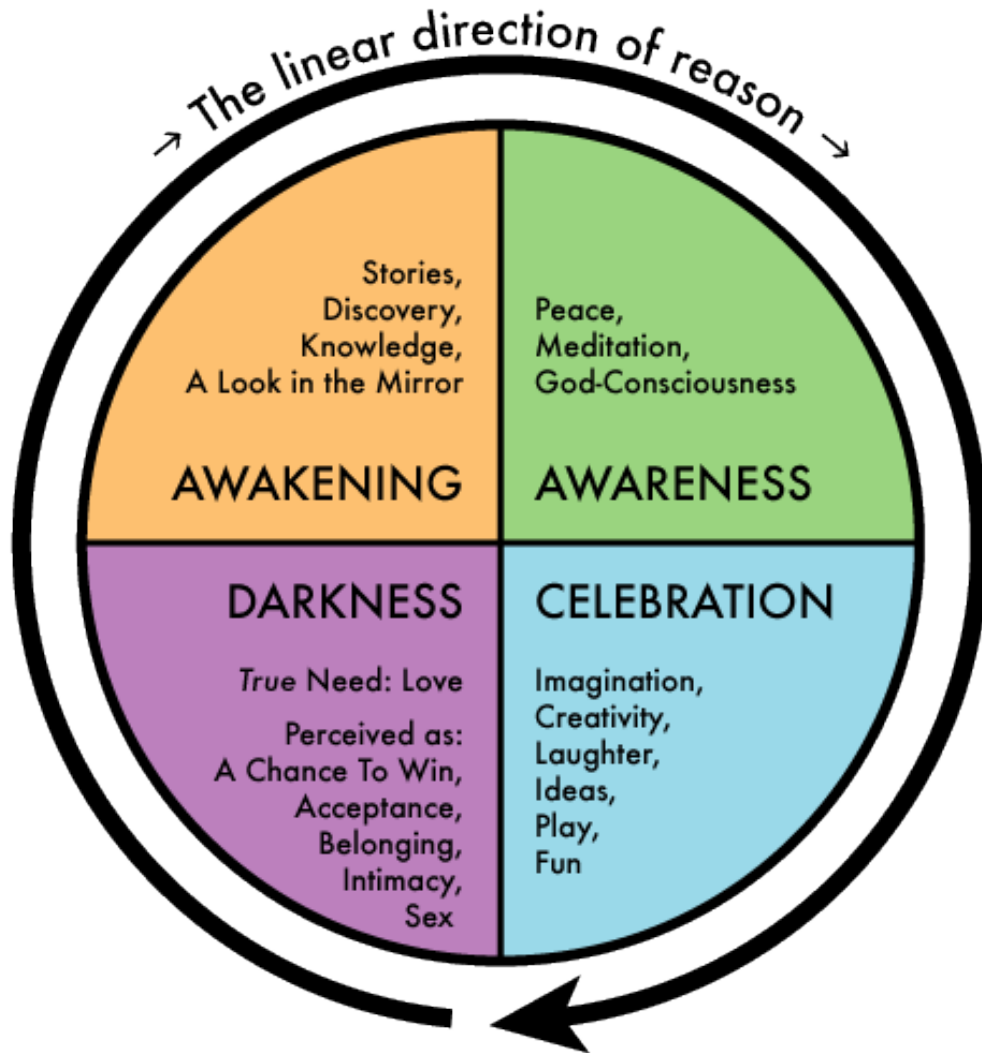


The Four States of Existence

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A circle represents wholeness – a complete system. Each quadrant is labeled with a unique state of being: Darkness, Awakening, Awareness and Celebration.

Let's fill in some details including examples of experiences in each state and add a possible direction of travel...



Alek Vila's Circle of Needs

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The path around the circle, labeled the *Linear Direction of Reason*, describes one possible rotation through the four states of existence. I see this as a rational path but not the only path. We may also jump from one quadrant to another. I believe in our ability to transcend boundaries.

Addressing the Real Need

Many marketing professionals target consumers existing in Darkness, promoting goods and services that appeal to the cravings of unfulfilled people. These solutions are merely pacifiers.

When we are in Darkness, we have only one basic need—the need to *become love*. When we have a need to become love we have taken some other form, and we are lost.

In Darkness, because we are *not love* we hunger for love, and we remain unfulfilled. We believe we must find love from an outside source. We create “pseudo-needs” such as the need for belonging, the need for esteem, or the need for sex. Misleading suggestions from advertisements result in disappointment, frustration, and anger; and these emotions fuel the fires of Darkness.

Pacifiers do not help guide souls out of Darkness. They are distractions. After recognizing that the true need of a human in Darkness is to become love, the marketing engineer must also acknowledge that an appeal to a pseudo-need is a disservice to humanity. Fortunately, there are other approaches to marketing goods and services.

The Ethics of Marketing

Marketing professionals have facilitated the exchange of trillions of dollars around the world with some results being; the rapid deforestation of our rainforests; the contamination of our groundwater and oceans; the torture of animals; and the abuse of human beings, including self-abuse.

As I become more aware of the way things work in this world I am humbled time and again. I am constantly reminded that we are connected and that love of God is love of self and also love for our neighbors. I have worked hard to erase old habits and to interrupt thoughts that manufacture insecurity and fear.

The science of marketing is as old as the first human negotiation, and as our consciousness evolves it can be used for the betterment of humanity. Let us consider the bigger picture.

Marketing for the 21st Century

What do people in Darkness consume? Well, it's not so much what they consume, but why they consume it. Whatever they buy it's for the wrong reason. I'm not saying that we shouldn't sell beer. I'm saying perhaps it's time that we stop marketing to people in Darkness. Let's avoid marketing our goods and services as pain relief.

If they don't die first, people in Darkness may eventually grow tired of feeling anger, frustration, and pain. If they are not inexorably caught in an addiction cycle, when they are ready to leave the state of Darkness they will find a way. Let's help them by not getting the way.

I see Awakening as a transition state between Darkness and Awareness, but I think it earns its own quadrant because of its raw potency. There can be a strong sense of grief in this state of existence. Books, music, and movies can be good products to market to those in the state of Awakening.

In the state of Awareness, we don't experience strong emotions because it is a state of meditation, a blank canvas. The individual in Awareness isn't going to consume much more than they need to exist, but they may travel or invest in self-care. The person in Awareness experiences peace and tranquility.

Celebration is what happens when compassionate beings allow themselves to enjoy the garden of earthly delights. Celebration is a state of play and creativity. A person in Celebration is an ideal customer for a conscious, creative marketing professional who wishes to explore the beauty of this world and share it with others.

It's beyond the scope of this document to discuss how we can live consciously in Celebration, but I think it's important to mention that unconscious Celebration leads back to Darkness.

A spiritual evolution has taken place. I see many of us in love, having cleared our canvases, and enjoying our responsible, celebratory lives. We are the majority. Our world has transformed.

Thank you for reading this document. I hope it has been enjoyable.