

Headspace

EXPANDING HEALTH & MINDFULNESS TO THE LARGER COMMUNITY

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Introduction

In today's world, our mental and physical health are constantly being threatened. With all of life's stressors, it can take a toll on our wellbeing. For many people, with all the stress and daily hustle and bustle in our lives, it can be hard to find the time needed to regenerate. Luckily, technological advancements have provided us with easy and personalized applications like Headspace¹. Headspace is a company that began in 2010 with Andy Puddicombe, a former Buddhist monk and Richard Pierson, who has experience in marketing and brand development. Headspace is designed to simplify the meditation process and provide mindfulness throughout the day and during sleep.

Headspace's meditation packs can be accessed through their website or their mobile app. It gives subscribers a plethora of courses to assist with the meditation process. For a world always on the go, it can be a daunting and challenging process for novices to begin meditation. Luckily, Headspace has a 30-day introduction course that trains newcomers in the foundations of meditation through guided meditations, animated videos, and mini-meditations to bring mindfulness to one's day quickly. After learning the basics, the subscriber can move onto more specific courses that provide meditations dedicated to stress, happiness, anxiety, sleep, and much more. Not only does Headspace provide subscribers a wealth of resources in their app, but it also expands to its social media presence by giving both subscribers and potential clients with a taste of the meditation journey and their kindhearted mindset.

Analysis

Using Facebook, Twitter, Instagram, and YouTube, Headspace provides its loyal customers and potential leads with a calming presence and regular reminders to check-in with oneself while also creating thoughtful discussions (Handley 287). Facebook² tends to create four to five-minute videos

¹ www.headspace.com

² www.facebook.com/headspace

that use live videos for guided and non-guided meditations in nature as well as live testimonials. They also create animated videos to help viewers grasp difficult concepts (Handley 184). These videos are shared to other members in the community, which create free advertising (Handley 207). YouTube³ videos have additional soothing soundtracks, workouts that can be found on their application and the videos posted on Facebook.

Twitter⁴ posts are three to four times a day to remind their subscribers to take time to meditate. Tweets are not only reminders, but they also create friendly discussions with their subscribers on ways they are coping during the COVID-19 outbreak at this time (Handley 189). Headspace's Instagram⁵ account gives inspirational quotes, vibrant images, and mini-meditations throughout the week to help calm viewers and create positivity (Simolo).

Headspace has also used blogging⁶ as a way to give more information and resources for the daily stressors in life. Their posts are not dated, and they provide a wide range of experts to discuss ways to overcome barriers such as sleep, financial, and relationship issues, which are relevant within meditation (Ibele).

Headspace provided customers with “packcasts,” or podcasts⁷ that were supplemental discussions of specific meditation packs for subscribers. Examples of the podcasts included discussions and reviews on the Happiness, Training, Stress, and Anxiety meditation packs, which brought in professionals in those specific areas to add additional insight to the packs. While there may have been a good number of listeners, Headspace has not produced any other podcasts in the last two years.

In the next section, I have outlined three recommendations to further Headspace's brand into the podcast genre. Podcasting is a great outlet to show Headspace's passion for its customers and leads,

³ www.youtube.com/Getsomeheadspace

⁴ www.twitter.com/Headspace

⁵ www.instagram.com/headspace

⁶ www.headspace.com/blog

⁷ www.headspace.com/blog/category/watch-listen

the world of meditation, and healthy living. This can be done through three podcast series that each narrate and highlight Headspace's sense of community and care for customer concerns and ideas as well as bringing up vital issues that people face when it comes to being healthy. By doing this, it allows a discussion with the customer and potential leads to ensure they feel and connect with the Headspace community (Handley 142).

Recommendations

Community Meditations

- Headspace has created personalized meditation packs for healthcare professionals, those dealing with the COVID-19 outbreak, and now, the state of New York. The instructor is always Andy Puddicombe. These can be found on the website, but meditations created for a specific group could also be marketed through a new podcast series, "Community Meditations."
- "Community Meditations" would provide the opportunity to add local guest instructors to create a three to four-episode arc on meditations to deal with specific situations, and they could be promoted as a "mini-pack" within the series. For example, a three-episode podcast from a New York-based meditation instructor could provide helpful, guided meditations, and they could also discuss their techniques to get through the stressors New Yorkers are currently facing within the COVID-19 pandemic.
 - Not only does this create brand awareness for Headspace, but it provides the listener (a New York resident) with whom the listener can empathize. This also generates awareness for the small business and instructor, which helps the small business's profits, and it shows the customer the company's sense of community (Handley 143).
- This series can also provide other guest instructors from around the world to present their meditation practices. Meditation is not a "one size fits all" learning style, and Headspace only provides one foundational meditation technique that is built upon with other methods. Blending in other meditation styles from different instructors offer different techniques that

can then be tied into other meditation packs produced by Headspace (Handley 150). The customer or lead is given an unbiased view into the world of meditation to help increase interest in the company (Handley 144).

The Art & History of Meditation

- “The Art & History of Meditation” can explore the origins of meditation from cultural, historical, and religious perspectives. For customers and leads, listeners may want to know more about meditation and how it began.
 - To captivate the listener, the historical aspect can be narrated through the lens of real-life historical documents from a first-person point of view. Providing an emotional story can help listeners connect and create the necessary feelings for the listeners to want more (Wen).
 - Another option is to begin with the origins of meditation, but as more listeners subscribe, the audience can determine the topic of future episodes. By listening to the audience’s needs, Headspace can also find additional opportunities to learn about potential ideas for other services for their customers (Handley 48).

Body, Mind, & Soul Podcast

- While Headspace’s product is meditation, many influences within one’s life impact the wellbeing of the individual. The company promotes a healthy lifestyle, and it can be seen when reviewing their social media accounts and blog posts. This podcast is designed to discuss the stressors that contribute to an unhealthy lifestyle.
- Using Headspace’s beautifully created blog section as inspiration, “The Body, Mind, & Soul” podcast could be hosted by Andi Puddicombe, the co-creator of Headspace, to interview specialists from a wide range of topics that are decided and requested by the listeners and customers. Some topics can include:

- [Finance](#): Bringing in popular financial analysts to discuss and assist listeners in resolving their concerns. During stressful times, how does the guest speaker overcome the obstacles and stress in their lives?
- [Relationships](#): Bring in relationship experts to answer questions as it relates to romantic and platonic relationships. What are ways that we can find a calming and respectful way to deal with conflicts?
- [Sleep](#): Discuss ways to overcome insomnia, nutritional approaches to assist with sleeping at night, nightly routines for a night of better sleep. What are healthy ways for people to get a restful sleep?
- [Identity/Sexuality](#): Discuss the obstacles and stressors and ways to overcome the barriers. How have other members LGBTQ community dealt with barriers? What are some best practices to overcome these barriers in a healthy way?
- At the end of each episode, Puddicombe or the guest speaker can do a mini-meditation that ties in with his meditation packs. This will allow the listener to get a feel for that meditation pack and if it is worth becoming a member.

Conclusion

In this day and age, humans are faced with many stressors that impact their emotional, mental and physical wellbeing. Headspace has always focused on caring for one's self and the community, and it shows in their social media presence along with their newly created content for COVID-19 and high stressors in New York. By entering back into podcasting, Headspace can further its reaches to develop meaningful and positive ties to local communities and small businesses to help them during this time, while ensuring customers and potential clients are receiving innovative and creative ways to stay healthy.

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