Soul'd! The Heart and Soul of Sales for Healers Workbook

When directed, please begin your workbook with section 1

1) If you could have ANYTHING out of your participation at Soul'd, what would that be? Anything. What's <i>right there</i> for you?	

2) One Year Vision

Center yourself, and getting in touch with everything that has opened up for you today, create a vision of where you want to be in your business and life one year from now. This vision is for your whole life, not simply your business. Please include your revenue goal, and you can also include how you are making money (what offerings you have), how much time you spend in your business, what else you are spending your time on, what you are enjoying aboutyou're your life is and what you can now do, how it feels to wake up in the morning and go through your day, and anything else you want to detail. Don't overthink it, just write what is there for you now, and it can all be changed, expanded, and re-written at any time!

Write in the present tense, for example: "It's (month, year) and I'm waking up and moving into my morning routine of... After my first cup of coffee / green drink / tea I check my CRM/email and see that I've had 12 more signups for my workshop next week, and 3 new clients have booked consults with me for this week... I'm feeling energized and excited, and proud of creating XYZ and of how I'm also taking regular time for self care, walking my talk of what I tell my clients for health and well-being.

Yay, there's an email from one of my best friends confirming our plans for a week long healing retreat we are going on together in two months, I can't wait!"

Write it so you can feel, see, hear, and taste the experience.

Let go of the "how" and needing to know how you will make it happen – that will limit your mind. You may find it freeing to even write, "I don't know how, but..." before a part of your vision, like this" "I don't know how, but I'm now so busy with clients that I have a waiting list for 1-1 sessions, and my group healing work is growing every month, so I'm able to earn even

more than my initial goal, only working 4 days a week for 4-6 hours. I have the revenue and the
time to be able to go do that training I've been wanting to do for years!"
At this moment, I am% aligned with the one year vision I created.
3)
After the Meal Break Day One: What do you see for yourself and your business from this morning? Maybe about distinguishing a Context you're coming from, or what you noticed from the card draw exercise, or about how you relate to support Please take 5 minutes and write your reflections now

4) Reconnecting with Your Vision (Day Two)
Please read through your vision of your life and business a year from now, which you created yesterday. Take a few minutes now to see what you may want to change, add, amplify, or expand since you wrote it:
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At this moment, I am ______% aligned with the one year vision I created.

5)

Use this template during the training session with Rob Fortier:

I work with (specific people you serve) who struggle with (problem you solve). I help them (what does it help them stop doing or accomplish) so that they can (what they are now able to do).

Work space – use the space below to try out different language and ideas:

I work with					
who struggle with:					
I help them:					
So they can:					
Your statement:					
I work with	who struggle with	·			
I help them	so that they can				

6) Addressing and Resolving Objections

A) Sample Questions to Clarify / Isolate objections:

"If "X" were handled, is there any other concern you have, anything else that would be in the way of getting started / purchasing"

"I understand you're concerned about getting lasting results. If you felt confident about that, is there anything else that would have you still hesitate?"

"If that weren't a concern, is there any other reason you can see that you wouldn't get started now?

"It sounds as though you want to have a better understanding of what to expect and how it all works, so you can make a more informed decision, do I have that right? (If yes...)

"Great, and I can clarify that for you, is there any other concern that would also be there, or is that really it for you?"

yourself:		

B) Sample questions to Reframe an objection:

"I understand your concern about (the specific concern they have) – have you thought about (broader picture, how not having this will affect your life/business etc in other ways, what the impact is on you to not make a change or address this soon...)"

"I get that it's important to you to see results quickly. Who wouldn't want that? Does it make sense to you that truly resolving this issue isn't just a quick fix, and would that be worth it to you, even if it takes longer than you were hoping?"

With these examples in mind, you can use the space below to write and try out some "reframing" questions for yourself:
C)
Feel free to write down any insights and thoughts you have about addressing objections from
your practice with your partner: