

Soul'd!

Day 1

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 *right there* 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 about you'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

3)

What do you say when someone says “What do you do?”

With Kelsey Woods, Copy Writing Coach

Use this template during your training session with Kelsey Woods:

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 _____.

4)

Craft Your Unique Marketing Message With Virginia Parsons, Marketing Coach

Section 1: What's Your Verb?

Identifying the verb that defines your work is essential in capturing the essence of what you offer. This verb should be empowering, inspiring, and reflective of the transformation you provide to your clients.

List of Empowering Verbs

Here are some empowering verbs to help you define your work:

Empower	Heal	Transform
Inspire	Guide	Revitalize
Awaken	Ignite	Restore
Elevate	Enlighten	Inspire
Teach	Nurture	Cultivate
Liberate	Awaken	Manifest
Enrich	Align	Harmonize
Energize	Build	Create
Connect	Design	Decode
Evaluate	Explore	Focus
Help	Implement	Innovate
Invest	Lead	Leverage
Manage	Motivate	Persuade
Prepare	Radiate	Serve
Simplify	Stimulate	Unite

Exercise: Discover Your Verb

1. Reflect on your work and the core impact you aim to make.
2. Choose a verb from the list above that resonates with your mission.
3. Consider how this verb encapsulates the transformation you provide to your clients.

My Verb

is: _____

Section 2: Writing Your Mission Statement

A compelling mission statement clearly articulates who you are, what you do, and the benefit you provide. It's structured to highlight your unique verb, ideal audience, and the transformation you offer.

Structure of Your Mission Statement

"I [verb] [ideal audience] so they can [transformation]."

Examples Statements:

"I restore balance to busy professional's lives so they can experience renewed vitality and well-being."

"I liberate women from past trauma and limiting beliefs so they can live a life of expansion, vitality, and purpose."

"I align stressed out Mom's body, mind, and spirit so their natural healing power can manifest and restore balance and vitality."

Exercise: Craft Your Mission Statement

1. Use the structure to write your own mission statement:

"I [verb] [ideal audience] so they can [transformation]."

2. My Mission Statement:

Step 3: Turning Your Statement into a Catchy Slogan

A catchy slogan is a concise and memorable phrase that captures the essence of your statement. It should be easy to remember and reflect the core of your work.

Steps to Create Your Slogan

1. Extract Key Elements: Identify the most impactful words or phrases from your statement.
2. Simplify: Combine these elements into a shorter, catchy phrase.
3. Test: Say it out loud, share it with others, and ensure it resonates and is easy to remember.

Examples for Energy Healers:

Statement: "I restore balance to busy professional's lives so they can experience renewed vitality and well-being."

Slogan: "Restoring Balance, Revitalizing Lives."

Statement: "I liberate women from past trauma and limiting beliefs so they can live a life of expansion, vitality, and purpose."

Slogan: "Liberate from the Past, Expand Your Future ."

Statement: "I align stressed out Mom's body, mind, and spirit so their natural healing power can manifest and restore balance and vitality."

Slogan: "Align, Heal and Revitalize Your Life."

Exercise: Create Your Catchy Slogan

1. Look at your mission statement.

2. Identify & underline the key elements.
3. Combine and simplify these elements into a catchy slogan.
4. Test and refine as needed.

BREAKOUT ROOMS: Review your verbs, statements and your slogan with each other. Does it resonate with others. Does it feel authentic to you?

Step 4: Identify Simple Ways to Market Your Business Using Your Slogan

Now that you have your Verb, mission statement and a catchy slogan, it's time to leverage them to market your business effectively. Here are five simple ways to use your slogan to attract your ideal clients and grow your business.

1. Social Media Profiles

Update Bios: Add your slogan to your social media bios (e.g., Instagram, Facebook, LinkedIn).

Visual Branding: Use your slogan in your cover photos and profile pictures to reinforce your brand message.

2. Email Signatures

Include in Signature: Add your slogan to your email signature to remind every recipient of your core message and the transformation you offer.

Consistent Communication: Ensure every email you send reflects your brand's mission and benefits.

3. Website and Landing Pages

Homepage Highlight: Feature your slogan prominently on your homepage to immediately communicate your value to visitors.

Call-to-Action: Use your slogan in call-to-action buttons and sections to inspire visitors to engage with your services.

4. Video and Livestream Introductions

Opening Statement: Start your videos and livestreams with your slogan to establish your brand and mission from the outset.

Visual Elements: Incorporate your slogan in video overlays, backgrounds, and outros for consistent branding.

5. Print and Digital Marketing Materials

Business Cards: Print your slogan on your business cards to leave a lasting impression.

Flyers and Brochures: Include your slogan in all marketing materials to maintain a cohesive brand message.

Exercise: Implement Your Slogan

1. Choose Channels: Write down which marketing channels you will update with your slogan by the end of this week.

2. Update Materials: Where will you add your slogan by the end of this week? social media profiles, email signatures, website, videos, and marketing materials.

3. Monitor Impact: Observe any changes in engagement and client inquiries to gauge the effectiveness of your updated branding.

By incorporating your slogan into various marketing channels, you create a consistent and memorable brand presence that resonates with your ideal audience and starts to attract a steady stream of clients.



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Day 3

Addressing and Resolving Objections

Listen and Validate, then ask permission to...

Clarify / Isolate

Respond / Address

Invite or Re-invite them to take action, if appropriate

1) Listen and Validate:

"I understand, that's a real concern for you..."

"I get that, thanks for sharing that's how it's feeling for you..."

"Okay, that helps me understand, thanks for sharing that concern..."

Asking permission to go deeper:

"Do you mind if I ask...?"

"Can I ask...?"

"I'm curious, can you tell me more about that?"

You can note down any further ideas you have about how to validate the concern and ask permission to go deeper here:

2) Clarify / Isolate

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?”

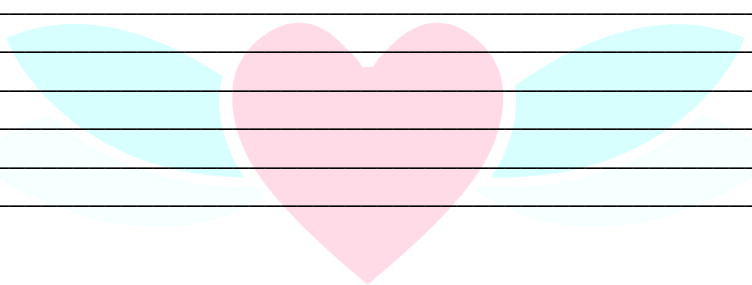
“If that weren’t a concern, is there any other reason you can see that you wouldn’t get started now?”

“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?”

With these examples in mind, you can use the space below to write and try out some clarifying / isolating questions for yourself:



3) Respond / Address

Feel / felt / found (this further validates and affirms you understand)

“I understand how you feel, that’s just what I / a client / my mom felt, and what I found was...”

Reframe: invite them to take a broader or different view

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:

4) Invite or Re-invite them to take action, if appropriate

"Now that we've solved that / addressed that, is there anything else, or are you ready to get started?"

Now that we've clarified that concern, and you feel you have a view of the bigger picture, would you like to move forward / would you like to start working together / would you like to set up our first session?"

With these examples in mind, write down your ideas about ways to invite or re-invite an interested person after addressing their objections:

Feel free to write down any additional ideas about any insights and thoughts you have about addressing objections from your practice with your partner:
