

Soul'd!
Build the Business Your SOUL Came Here to Create

Soul'd Event Workbook

Day 1

When directed on Day 1, 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, how you are impacting people and making a difference, what else you are spending your time on, what you are enjoying about your life 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.

TIP: 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!”

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

At this moment, I am _____% aligned with the one year vision I created.

3) Justification, Responsibility, and Divine Potentiality

Justification:

What justifications / reasons can you see you came up with in the last 24 hours for something you did – or didn't – do? Feel free to list more than one:

Responsibility:

What's an area of your life or business where you can see that you used to operate from Justification most of the time, but now you are more and more operating from Responsibility?

What’s one (or more) areas of your business where you can see that you still pretty consistently operate from Justification? (Hint, it’s an area where you have plenty of really good reasons why it is the way it is):

If you were consistently operating in the realm of Responsibility in that area of your business, what would that look like? What would you be spending time on and accomplishing?

Divine Potentiality:

Take a few minutes to write down some ideas about what is calling to you, a difference you want to see in the world, even though you don’t yet know how you can – this is where opportunities and possibilities will begin to appear from you as you live more and more in the context of Divine Potentiality:

4)

(After the Break): What do you see for yourself and your business from this morning? Maybe about distinguishing a Context you're coming from, or where you see yourself operating from Justification and how that has affected your life, or about how you relate to support... Please take 5 minutes and write your reflections now...

Magnetic Free Consult Format:

Stages 1 – 3 are *Information Gathering* – because it's *about them, not us*

Stage One: Why are they here and how did they find you?

Find out why they scheduled with you and how they found you:

- Ask how they found you / got connected to you
- What issue / pain / struggle they are dealing with

Examples:

“How did we get connected?”

“What led you to scheduling this time with me?”

“What is happening that you are looking for help with?”

“Why did you want to schedule this time to talk with me, what are you hoping I can help you with?”

Write down your potential questions:

Stage Two (sometimes is merged with Stage One): Details of their issue and its impact

Find out how that's affecting them, how big an impact it's having:

- Details such as how long it's been going on
- How it's affecting them
- What else they've tried

Examples:

“How long has this been going on for you?”

“Is this happening all the time, or just some of the time – please tell me more about that?”

“Please tell me how this is impacting your (health, life, relationships, career, finances)?”

“What have you already tried to address this, and what happened?”

Write down your potential questions:

Stage Three: Why now, how motivated are they

Find out how urgent it is, why now, what's motivating them to make a change (unless they've already told you)

- Ask why now, why did they reach out at this time
- What result are they looking for
- What difference would it make for them if this issue were resolved (unless they've already shared that)

Examples:

“Why did you decide to reach out for help with this at this time?”

“Is this having a bigger impact on you now than before?”

“What would it look like for you to have this resolved / cleared up / finally heal?”

“What would success with resolving this be for you?”

“What would be different for you if this weren't an issue any longer? How would it impact your life? How else?”

“Is this a priority for you now? (If yes) Why is it important to you to get this resolved now?”

Write down your potential questions:

Stage Four: The Buy-In Sequence / Paradigm Check-In

- Ask if they've ever had any experience with energy healing or coaching (or what you offer) before (unless they already told you)
- Explain a bit about what you do – this is what I call “The Buy-In Sequence” or “Paradigm Check-In”
 - The purpose is to help them understand and buy into the whole concept of what you are doing with them. It's essential that you stop multiple times and ask some version of “Does that make sense to you?” and **don't** continue unless they say yes. (Answer any questions they have along the way)
 - I recommend stopping and asking some version of “Does that make sense to you?” at least three times (Additional ways to ask: Does that resonate / align with you? Does that add up for you? With me so far? Is this making sense to you, from your experience? Does that seem right to you? Is all of this making sense to you so far?)

EXAMPLES:

1) Example of “The Buy-In Sequence” for an energy healer:

“The paradigm, or point of view, we're coming from, is that for whatever issue it is you are dealing with, there are underlying imbalances causing that to be what you're experiencing. *Does that make sense to you?*”

Okay, Imbalances is a big “umbrella” term, imbalances could be energetic, like emotional energy or trauma from the past, or subconscious beliefs, or imbalances of the chakras or meridians, or they can be more physical, like a pathogen or a nutritional issue, or even something simple like dehydration. *Are you with me so far?*

Essentially, your body knows how to heal itself, and it's always trying to do that. However these imbalances are creating conditions where your body's ability to heal is being blocked or interfered with. *Does that seem right to you?*

So what I am doing when I work with people is identifying the imbalances, and clearing them one by one, to help create the right conditions so your body can heal and regain balance. It's important to understand that, I'm not healing you, your body heals itself, I'm just working to create the right conditions so it can do that. *How does that resonate with you?*

I also want to clear, sometimes there are only a few imbalances involved, and sometimes, especially with something that's been going on for years, and is systemic and serious, there may be dozens or even hundreds of imbalances to uncover and clear. *Does that make sense, that the longer something has been going on and more serious it is, the more imbalances there will be, that need to be addressed?*

Sometimes certain ones need to be cleared before we can even get at others. So we don't really know what we're dealing with until we start working, but we uncover, layer by layer, clearing as we go, so your body can do the amazing healing it's capable of. *Does that all add up for you?*

Confirmation Questions – always be sure to ask one of these:

“Does that sound like the kind of approach you're looking for?”

“Is this the kind of support you've been looking for?”

“Is this making you feel like we're a good fit so far?”

“Do you feel like this approach would work for you?”

“Is this the direction you'd like to go?”

“Does this feel like the right next step for you?”

2) Example of a Buy In Sequence for a Life Coach:

“The paradigm or way of making real lasting change that I come from as a coach is that whatever challenge you're facing right now—whether it's around confidence, direction, motivation, relationships, or creating results you want—it's not random. There are patterns driving those outcomes. Does that make sense so far?

When I say patterns, I'm talking about things like your beliefs, emotional triggers, habits of thought, and automatic behaviors that have developed over time. These patterns aren't personal flaws—they're just the subconscious programming your mind uses to try to keep you safe. Are you with me?

The thing is, those patterns were often formed based on past experiences or conditioning, and they don't always match who you are now or what you want to create in your life. So they end up running the show—keeping you stuck in cycles like procrastination, people-pleasing, overthinking, or self-doubt. Does that line up with your experience?

What I do as a coach is help you identify those patterns, interrupt them, and replace them with new beliefs, habits, and ways of thinking that support your goals and who you want to become. I'm not here to just give advice—you probably already know most of what you

'should' be doing. Instead, we uncover what's actually been blocking you so you can move forward. Does that make sense?

Some patterns can shift quickly once you see them clearly. Others run deeper and connect to emotional conditioning or identity-level beliefs like, 'I'm not good enough' or 'What I want isn't possible for me.' So we work layer by layer—building awareness, releasing old stories, and installing new habits and mindsets that create real change. Does that add up for you?

My goal is not just to help you feel better temporarily, but to help you transform how you think, decide, and act—so you can create lasting change in your life. Does that resonate?

Confirmation Questions – always be sure to ask one of these:

“Does that sound like the kind of approach you’re looking for?”

“Is this the kind of support you’ve been looking for?”

“Is this making you feel like we’re a good fit so far?”

“Do you feel like this approach would work for you?”

“Is this the direction you’d like to go?”

“Does this feel like the right next step for you?”

Create your Buy In Sequence:

What are 3-6 key concepts, or you might think of them as teaching points, that people need to understand and agree with / resonate with, in order to be aligned with what you do?

Key Concept #1:

Key Concept #2:

Key Concept #3:

Key Concept #4:

Once you have your key concepts, you can practice saying them to potential clients, remembering to pause and check to see if they are with you and it's all making sense and resonating with them after each one. (See suggestions above for your "check in" language, or make up your own).

Of course, if they have questions along the way, answer those before continuing.

Summary question (don't forget this!):

Examples:

Does that sound like the kind of approach you're looking for?
Does this paradigm and approach make sense and appeal to you?
Would you like to be taking this approach to resolving your issue?

Write notes on ideas for your summary question:

Stage Five: The Invitation

If they are in agreement with – bought into -- your Buy-In Sequence, and agree this is the approach they want, then the next logical step is to tell them how they can do that and work with you!

Make your **Expert Opinion Recommendation**, and invite them to schedule with you! I love the “Expert Opinion Recommendation” as your form of invitation, because it both serves your potential new client by giving them the benefit of your expertise, which they have (at this point) clearly indicated they are interested in, *and also has you truly owning and standing in your role as the expert* – you DO have expertise, you have extremely valuable knowledge and experience, and if you’re like most heart-centered people, you maybe sometimes have trouble really owning it!

So this approach helps you to stay connected with your own role as the expert and also gives your client or customer your very valuable opinion.

Here’s an example of the Expert Opinion Recommendation:

“Based on everything you’ve told me about what you’re dealing with, what you want, and what matters to you the most (you can summarize what they’ve told you here), I recommend: (your genuine expert recommendation, what you think they should do, what next steps to take for them to get the results they want)

How does that sound to you / would you like to do that?”

Depending on the situation, you may want to summarize what they said in more detail, and/or you may realize you still need to ask a few more questions first.

In that case you could say “I’d love to give you my recommendation, but let me ask you a few more things to make sure I’ve got all the information I need to do that, is that okay?”

Then you would ask the needed questions, and when you have the information you need, go ahead and invite them to work with you with the Expert Opinion Recommendation from above.

Write your Expert Opinion Recommendation:

Soul'd Day 2:

5 Stages of Soulpreneur Success Workbook

1) **Working** from the **5 Stages of Soulpreneur Success** document first four rows, and the most recent vision of your life one year from now, write down any changes you now want to make to that vision. Please include your revenue goal, and you can also include any other details that are speaking to you!

2) **Working** from the **5 Stages of Soulpreneur Success** document, what stage do you see yourself in for each of these two elements:

Inner game / Healing

Beginner/Dreamer	Explorer	Side Gig SOLOpreneur	Busy business owner	Successful Soulpreneur
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Transformation / breakthrough needed:

Beginner/Dreamer	Explorer	Side Gig SOLOpreneur	Busy business owner	Successful Soulpreneur
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3) Working from the 5 Stages of Soulpreneur Success document what stage do you see yourself in for each of these four key drivers:

Sales

Beginner/Dreamer	Explorer	Side Gig SOLOpreneur	Busy business owner	Successful Soulpreneur
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1-3 words how you feel about that: _____

Leads

Beginner/Dreamer	Explorer	Side Gig SOLOpreneur	Busy business owner	Successful Soulpreneur
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1-3 words how you feel about that: _____

Systems

Beginner/Dreamer	Explorer	Side Gig SOLOpreneur	Busy business owner	Successful Soulpreneur
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1-3 words how you feel about that: _____

Time Mastery

Beginner/Dreamer	Explorer	Side Gig SOLOpreneur	Busy business owner	Successful Soulpreneur
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1-3 words how you feel about that: _____

4) In which of these six above areas (Inner Game / Healing, Transformation / breakthrough needed, Sales, Leads, Systems, Time Management) did you place yourself *farthest to the right*?

What do you see about how this is impacting your business success?

What would it be like for you to move into the next Stage or beyond in this area? (Results, feeling, energy, what would be possible?)

5) In which of these six areas (Inner Game / Healing, Transformation / breakthrough needed, Sales, Leads, Systems, Time Mastery) business did you place yourself *farthest to the left*?

What do you see about how this is impacting your business success?

What would it be like for you to move into the next Stage or beyond in this area? (Results, feeling, energy, what would be possible?)

6) What support and/or training do you currently have in place for you and your business? Please mark where you locate yourself in these two areas:

Training

Beginner/Dreamer	Explorer	Side Gig SOLOpreneur	Busy business owner	Successful Soulpreneur

Support

Beginner/Dreamer	Explorer	Side Gig SOLOpreneur	Busy business owner	Successful Soulpreneur

Please write down here your insights, thoughts, actions you see / inner work you need to do, for yourself and your business:

What do you see may be holding you back from any of the actions / areas / inner work you wrote down?

“What do you do?”

Create your own version of the following – it can be fairly general to start, or if you are more established, you may have it be more focused on a narrower “niche.”

Examples – two similar but different formats:

One format (more conversational):

“You know how sometimes _____ (people) are _____ (dealing with / struggling with / want to **X**)?

I work with _____ (**those people**) and _____ (help them / support them / show them how to / shift them from Y to Z), and they / so they _____ (ultimate result they get).”

Example:

“You know how sometimes people have emotional baggage from the past, that’s keeping them from living their life the way they want now?

I work with people and clear away that emotional baggage, without them having to talk about it, analyze it, or relive it – it’s just gone – and they can get their life back.”

Another format (more formal):

I work with _____ who struggle with / want to / are dealing with _____.

I help them _____ so they can _____.

Example:

“I work with moms who are struggling with anxiety and stress and worried about how it’s affecting their health, their kids, and their relationships. I help them learn how to stop their stress in its tracks and calm their nervous system in seconds, so they can be the grounded, empowered, and joyful woman and mom they want to be.”

My go to response to “What do you do?”:

Creating Your Compelling and Captivating Interview!

This is going to be easier than you think!

The FIRST interview question should be an invitation for you to tell a little bit about your story, your journey to “how you got here.”

Examples:

“You are an energy healer / transformational coach / holistic practitioner who specializes in _____. What was the journey that got you here?”

“You help people who are struggling with _____, what’s your story, how did you end up with these skills / expertise / area of focus?”

The LAST interview question is where you will be invited to invite the audience to take an action – schedule a free consult with you (or in some cases, you may have a different invitation, to sign up for a lead magnet, for example. But we are focusing on “The Free Consult Game”).

Example:

“I understand you have a special gift / invitation / opportunity for our attendees / listeners. Please tell us about that”

All you need to do now is create 3-5 questions to be asked in between the first and last question, and...

Great news! You’ve already done the majority of the work needed to create your interview, by creating your Key Concepts in the Magnetic Free Consult Workbook

Your Key Concepts are the same fundamental teaching points that you will want to be asked about, so that you can teach them, when you are interviewed.

Now you will “reverse engineer” the process and create questions for the interviewer to ask you, so that you can answer with variations and expansions on the Key Concepts you already created. In your interview, you can expand on these key concepts with:

- Stories, examples of your own or client experiences
- Statistics or interesting research that’s relevant to and backs up your Key Concepts
- Additional parts of your own journey, and how you learned or experienced for yourself the truth of these Concepts
- Examples of how they can use these Concepts in their lives

- Experiential examples of how these Concepts affect them, something the listeners can experience while listening – for example, if you shared about how to use muscle testing to get answers from the subconscious, you could teach “The Sway Test” right then and have people experience it for themselves

Create Your Interview Questions:

Key Concept #1: _____

Interviewer Question:

Key Concept #2: _____

Interviewer Question:

Key Concept #3: _____

Interviewer Question:

Key Concept #4: _____

Interviewer Question:

Soul'd! Day 3

Addressing and Resolving Objections

1)

Validate

Sample ways to validate and listen deeply:

“I totally get that – I like to think things through myself!”

“Of course – it’s important to consider where and how you’re spending your money, and make a decision you feel confident about.”

“I get it – we all have at least different places to spend every dollar nowadays!”

“That’s a valid concern!”

“Yes, it’s important to consider how much time this will take and how soon you want to see results”

Bottom line – make them right!

With these examples in mind, you can use the space below to write and try out some validating statements yourself:

Addressing and Resolving Objections

2)

Isolate / Clarify:

Sample Questions to isolate and clarify an objection:

"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 isolating / clarifying questions for yourself:

Addressing and Resolving Objections

3)

Reframe / Respond

Sample questions to Reframe and respond to 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?*”

So you want X, Y, and Z, that’s really great and so clear! I love that vision. Let me ask you this, if in working with me, we were able to get you even halfway to all those results, would that be worth it to you?”

With these examples in mind, you can use the space below to write and try out some “reframing” questions for yourself:

Feel free to write down any insights and thoughts you have about addressing objections from practicing:
