

# soul to soul

business & marketing  
for therapists, coaches & healers

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## Group Live Calls Quickie Set Up

### What Is It?

This where you facilitate an on-line seminar, presentation or talk for your Sooper Dooper Focus.

You can conduct the seminar on zoom, google meet or skype. I find zoom to be the most professional set up for the calls as you can see all the participants and it has additional features like toggle between screen share and gallery view.

For people to attend they must sign up in some way, its not a Facebook live. You can use a Facebook live to invite people, but you want to have people on the call.

A meeting format is preferred to a webinar format at this stage.

The purpose is to connect, get to know the members with the call to action being a one to one consultation call.

The title and content of the presentation, talk or mini-seminar is aligned to the main problem, pain and prayer of your tribe. It's best to begin with only one. If you need to test 2 different types of presentations to can to explore which one works best.

### When Should We Use It?

Group Live Calls are great to introduce your work to a group of people and get them to book a discovery or consultation call. It's more efficient than one to one calls but less personal than one to one calls.

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## What Are Its Pros and Cons?

Pros: Easy, effective, fast, non-technical, free, immediate results, personable

Cons: Requires consistent effort to do each day, if your message is weak it will be hard to use.

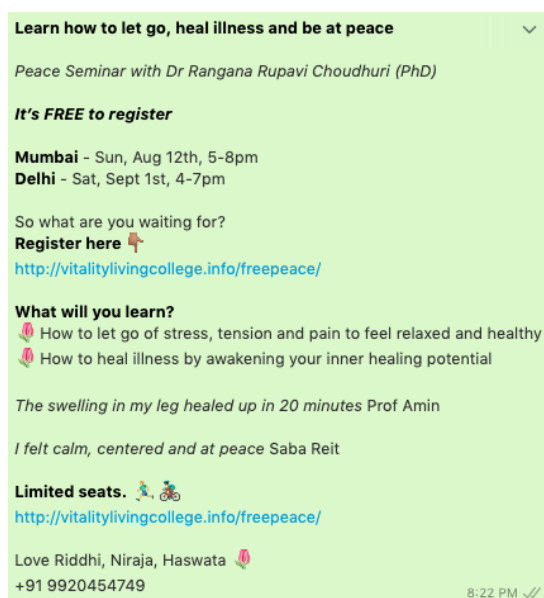
## How to Set Up Group Live Calls?

### 1. Message to Attract People

The foremost step is to message people so as to attract them. The message could be any of it:

- Formal invitation message
- A tips or life stories message with headline, body copy and call to action
- A video or FB or Insta live with what's in it for them, problem, solution and call to action
- You pitch as a video with call to action for complimentary Group live calls
- An e-mail campaign or WhatsApp campaign to your database

Here is an example of a formal invitation message.



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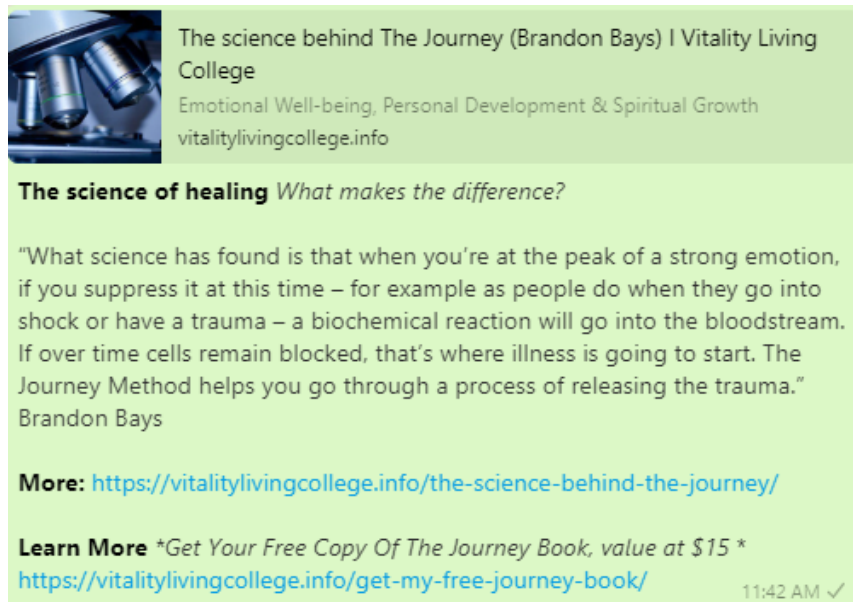
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Here is an example of a whats app campaign that you can send out 30 – 14 days prior to the event:



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2. Practice with 5-10 people in a one to one setting before moving to group.

3. Have information about group live call ready so that they can book

- If using zoom you can send them a zoom registration link
- You can ask them to message you their name, phone & email and then in reply send them back date, time, live call link
- You can ask them to join a whats app group where only admins can post so you announce details of the call closer the time
- You can create a facebook group where you can get those who want to join the live call to join and start connecting with them

**Here are the examples of Confirmation Message:**

## 1. Via Zoom Call

### **3 Steps to Let Go of Grief & Be Happy**

*Stop the cycle of sadness and anger to feel calm, confident & at peace*

I am delighted you will join the complimentary live video call to let go of grief and be happy.

Date: Sunday 3<sup>rd</sup> June 2020

Time: 3-4pm

Where: Via Zoom, add link

*"I feel very confident as I gained it back that which I had lost. Nisrin changes lives for sure."* Jumana Petiwala, Mumbai

See you then,

Nisrin

P.S. In case your plans change and you cannot make it, just send us a quick message back so your place can go to another person.

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## 2. Via Whatsapp Group

### **3 Steps to Let Go of Grief & Be Happy**

*Stop the cycle of sadness and anger to feel calm, confident & at peace*

I am delighted you will join the complimentary live video call to let go of grief and be happy.

Date: Sunday 3<sup>rd</sup> June 2020

Time: 3-4pm

Where: Join the whats app group and you will get details on the day of the call, add link

*"I feel very confident as I gained it back that which I had lost. Nisrin changes lives for sure."* Jumana Petiwala, Mumbai

See you then,

Nisrin

P.S. In case your plans change and you cannot make it, just send us a quick message back so your place can go to another person.

## 3. Via Facebook Group

### **3 Steps to Let Go of Grief & Be Happy**

*Stop the cycle of sadness and anger to feel calm, confident & at peace*

I am delighted you will join the complimentary live video call to let go of grief and be happy.

Date: Sunday 3<sup>rd</sup> June 2020

Time: 3-4pm

Where: Join the facebook group and it will be a live call on the day, add link. On joining the facebook group you will get access to some tips you can use

*"I feel very confident as I gained it back that which I had lost. Nisrin changes lives for sure."* Jumana Petiwala, Mumbai

See you then,  
Nisrin

P.S. In case your plans change and you cannot make it, just send us a quick message back so your place can go to another person.

4. Have good internet connection.

5. Do a test call.

6. Use the presentation template format.

7. If you can record the call, do so for your learning and development

- When starting off I do not recommend sending recording as the benefit is to have people on a live call
- If someone sends you a message and says I missed it, you can send them a recording which expires in 48 hours or ask them when are they going to watch it and you will send them the link then and connect with them after, in case they have questions

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- It's better for them to come on the next live call you do

8. Have the application or intake form ready for the next steps.

## What's the Process & Workflow?

### In Summary the process & workflow is:

1. Awareness Message to let your tribe know about the Group Live Call. It can be in any of the forms:

- Tips or Life Story
- DM or Social Media Post
- Direct Invitation

2. Confirmation Message to confirm their place on the Group Live Call. The confirmation message can be sent by:

- Whatsapp/ Fb Group
- Send Link in DM

3. Live Video Call

During the live video call you should be ready with:

- Soul Presentation Template
- Soul Mini-Seminar Script

Practice the call one to one before going in a group setting.

4. Application or Intake to be ready to be sent out at the end of the Group Live Call. The application or intake form can be by any of the following methods:

- Whatsapp message
- E mail
- Google Form
- Calendly Link

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5. Once they send the intake form and all is in order, go ahead and book the Consultation Call in the diary. Once the call is finished there are 3 options:

- Yes
- No
- Maybe

If they yes, then send them program confirmation message. And if they no, then add them to nurture.

## What resources support this method?

- Presentation Template: [more](#)
- Mini-Seminar Script: [more](#)
- WhatsApp Campaign to Build Tribe Members: [more](#)