

soul to soul

business & marketing

for therapists, coaches & healers

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Daily Workflow

Facebook Groups (20 Minutes Or 40 minutes) – Soul Power

- Interacting with likes and comments with people on your 3 main groups (make your comments really special and not bland!)
- Post valuable content on the groups (informal posts are best)
 - Questions engage the most
 - One-liners of wisdoms or learning
 - Short life stories
- Scan people's profiles who fit your tribe and use your intuition to friend 20 - 40 people a day
- Send message on messenger to those who accept friend request
- Once they are ready send an invitation to have a chat for a free discovery call (Optional, use [Calendly](#))

LinkedIn Connections (20 minutes Or 40 minutes) – Soul Power

- Search for connections
- Scan people's profiles that fit your tribe and send a personalized connection request message (this makes you stand out)
- Once they connect send another message that is totally customized and begins with them and not you
- Send connection requests to 20 - 40 people a day
- Once they are ready send an invitation to have a chat for a free discovery call (Optional, use [Calendly](#))

Instagram Hashtags & Connections (20 minutes to 40 minutes) – Soul Power

- 4 Hashtags actions: reach out to 9 most recent posts and say "Hi" and leave a genuine comment
- Like and respond to all comments

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- Like and respond to direct messages
- Scroll through home feed and engage with 15 posts connected to your soul brand (like, comments and save)
- Be active on Stories and comment on 15 accounts

Direct Outreach (20 minutes to 40 minutes) – Corporates or Organizations or Specific Roles or Entrepreneurs or Networking

- Figure out whom to contact, (potential JV partners, decision makers, organizational leaders, those in charge of support groups aligned to your tribe)
- Send an email, social media messenger or WhatsApp
- Follow up with phone call
- Invitation to have a Discovery call or a Consultation call (Optional, use [Calendly](#))

Facebook posts (20 minutes to 40 minutes)

- Daily Posts and to magnetize clients, for example:
 - Day 1 – Success Story
 - Day 2 – Tip (Discovery Call)
 - Day 3 – Question
 - Day 4 – Life Story (Discovery Call)
 - Day 5 – Quote
 - Day 6 – Video about a tip or life story (Discovery Call)
 - Day 7 – Insight or learning
- See other people's post in your newsfeeds and like and comment 5 peoples posts per day

Linked posts (20 minutes to 40 minutes)

- Daily Posts and to magnetize clients, for example:
 - Day 1 – Success Story
 - Day 2 – Tip (Discovery Call)
 - Day 3 – Question

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- Day 4 – Life Story (Discovery Call)
- Day 5 – Quote
- Day 6 – Video about a tip or life story (Discovery Call)
- Day 7 – Insight or learning
- See other people's post in your newsfeeds and like and comment 5 peoples posts per day

Instagram posts (20 minutes to 40 minutes)

- Daily Posts and to magnetize clients based on Value Diamonds, for example:
 - Day 1 – Unique Branded Quote or Found Quote
 - Day 2 – Tip (Discovery Call)
 - Day 3 – Pic of me
 - Day 4 – Life Story (Discovery Call)
 - Day 5 – Photograph
 - Day 6 – Video IGTV about a tip or life story (Discovery Call)
 - Day 7 – Unique Branded Quote Insight or learning
- Post frequency
 - Once a week where Instagram is secondary
 - Daily or 3 times a week where Instagram is primary
- Stories aligned to Value Diamonds
 - Once a week where Instagram is secondary
 - Daily or 3 times a week where Instagram is primary

Discovery Calls (15 – 60 minutes each)

- 3 - 5 Discovery calls per day

Consultation Calls (20 – 60 minutes each)

- 1 – 5 Consultation calls per day

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Weekly

Facebook posts (20 minutes)

- Plan your weeks post based on what your tribes need or what you have coming up
- Remove friends who are inactive and low engagement

LinkedIn Posts (20 Minutes)

- Plan your weeks posts
- Reply to people who reached out to you and delete in your inbox

Instagram Posts (20 Minutes)

- Plan your weeks posts
- Check your hashtags and get post ideas and analyze which posts are doing well and do more of them

Direct Outreach

- Identify contacts – Who are the people you want to connect with
- Make a list with contact details
- Develop a weekly post to be sent by email, social media or WhatsApp

Souls Relationship (pick 1)

- Weekly Tip
- Meditation
- FB or Insta Live
- Video or IGTV

Monthly

- Souls Value (pick 1)
 - Discovery Presentation
 - Soul Presentation
 - Mini-seminar
 - Introductory Talk

- Track Progress
 - Database
 - CC Calls
 - Soul Power Activities
 - Facebook
 - Instagram
 - LinkedIn
 - Direct Outreach
 - E-mail “Free” Sign Up
 - JV Partnerships
 - Souls Value Events
 - Souls Relationships
 - Feedback forms

Yearly

- Strategy
 - Market Research (Intake forms, feedback forms and “friendlies” conversation)
 - Vision to action plan
 - Soul Brand
 - Value Diamonds