

# soul to soul

business & marketing  
for therapists, coaches & healers

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## Market Research On The Message & Offer

1. **Message:** I help/empower \_\_\_[tribe]\_\_\_\_\_ to \_\_\_ [overcome pain and answer their prayers that solves their No 1 problem]\_\_\_\_\_ by \_\_\_[a 6-12 week Coaching or Training program]\_\_\_

2. **Price:**

3. **Number Of Weeks:**

4. **What is included in coaching program:**

## **BEFORE DISCOVERY CALLS & COACHING CONSULTATIONS**

- Rate your Souls Offer on a scale of 1 to 10 for how well it resonated with your tribe before calls. 1 being no resonance and 10 being crystal clear resonance.
- Does this Sooper Dooper Focus have their own language/slang and if so what are some of the key words, phrases and statements that they use?

Vitality Living College™ - Empowering Transformation.

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## AFTER DISCOVERY & COACHING CONSULTATIONS CALLS

Make at least 20 – 30 Discovery & Coaching Consultations. Mark off a number for each call made:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24  
25 26 27 28 29 30

**Then keep updating the feedback below:**

1. What words or phrases do you hear your tribe repeating over and over again?
2. What stories do your tribe like to tell that seem to recur across multiple calls?
3. What metaphors or analogies does your tribe use?
4. What things does your tribe appear to be bored or saddened talking about?
5. What things does your tribe appear to be excited and energised talking about?

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7. What words, sentences or phrases that you used did NOT resonate with your tribe?
8. What words, sentences or phrases that you used DID resonate with your tribe?
9. To emphasise your key points what are some of your best metaphors and analogies?
10. What objections are your tribe giving you?
11. What things are they liking or interested in?
12. How are the conversations ending/ what's the conclusion of each call?
13. What patterns are emerging? What things keep recurring?
14. Rate your Souls Offer on a scale of 1 to 10 for how well it resonated with your tribe after Discovery & Consultation Calls. 1 being no resonance and 10 being crystal clear resonance.
15. Based on the above state ways in which you can improve your Message & Offer