

soul to soul

business & marketing
for therapists, coaches & healers

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My Souls Brand Essence Worksheet

The best way to put together your Souls Brand Essence is to write it from the heart and is to:

- Calm the mind
- Sit in meditation
- Open yourself as an empty vessel and let the words flow through you

You can use the below format to get started and also, you can write it in your own unique way.

The main thing is that you are wanting to get, into one paragraph, the unique story of your Souls Brand:

- What do you do?
- How do you help people?
- Who is your tribe?
- What pain are they in?
- How are you the answer to their prayers?
- How do you take them from pain to solutions?
- What is the benefit they get? Also, what is the deeper benefit? The real reason they want your services and what you do?
- What's the reason people choose you?
- What makes you different from others?
- What makes you uniquely 'you' and special?
- What is your offer and the value you provide?

And this is all combined into one beautiful storytelling.

It's your story.

Your unique, fabulous story.

Vitality Living College™ - Empowering Transformation.

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My Souls Brand Essence Story

I help [TRIBE]

feeling [PAIN OR PROBLEM]

to [ANSWER PRAYER or SOLVE PROBLEM]

The benefits to them are... [BENEFITS & SOLUTIONS]

with the deeper benefits being [RESULTS]

and with emotions of feeling [FEELINGS]

They choose me because [DIFFERENT THAN OTHERS]

and not [WHAT I DO NOT OFFER]

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What makes me different is [SPECIAL & UNIQUE]

not [WHAT I AM NOT] _____

I do this through [PROGRAM] _____

priced at _____

with incentive pricing of _____

which includes _____ as bonuses.

For Example:

I help [women who are going through divorce], feeling [alone, helpless and isolated], to [pick up the pieces, heal and empower themselves to move forward]. The benefits to them are, having a safe space where they can vent out, speak their truth, knowing their voice matters, and talk out their options without being judged, with the deeper benefits being, confidence to be independent, and live life on their terms with emotions of feeling in charge, in control and positive. They choose me because I am non-judgmental, and my focus is to empower them to find their way forward; based on what they want, and not what they are being pressured to do. What makes me different is, that I have been there and done it as I have come through a messy divorce, so I have empathy and compassion and I am not there to give "Gyan" and advice, but to support them to reach their goals and to be the person they want to be. I do this through a 6-week one-to-one "Powerfully You" Coaching program, priced at \$350, with incentive pricing of \$250 which includes, a complimentary membership of a weekly online support group, and a free copy of my book – "Happily Divorced", as bonuses.

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How Can I Get Extra Help?

You can also look up the following filled in worksheets for background information:

- Who Am I?
- My Souls Message
- My Fellow Players Worksheet
- The Pitch and Positioning in the Ps of Marketing Worksheet

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