

soul to soul

business & marketing
for therapists, coaches & healers

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My Sooper Dooper Focus

Market Relevance Checklist

1. What is the current situation of your sooper dooper focus?
2. What is the desired situation of your sooper dooper focus?
3. How can you get them there in 6-12 weeks?
4. What is it costing them to stay where they are?
5. What is the value of them achieving this transformation?
6. What are they currently doing to achieve their desire? How is it working for them? Those who are nailing it to get to desire, what are they doing?
7. Price it between at minimum Rs 15000 and ideally Rs 25000 (\$330) to Rs 50000 (\$660) per program

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Market Opportunity Checklist

1. What are my fellow players doing?
2. How are they fulfilling the needs of the tribe?
3. How are they not fulfilling the needs of the tribe?
4. What is awesome about what they are doing?
5. What is not awesome about what they do?
6. How are they bridging the gap from current to desired?
7. What is the market opportunity?

Market Opportunity Checklist

1. How does my offer overlap with fellow players?
2. How is it different?
3. What is the same and what is unique?
4. What are other players charging?
5. Is the value I offer greater or less than other players?
6. What are different prices of offers?

My Sooper Dooper Focus Checklist 1

- My tribe wants it and it's important for them to get it
- Other players offer something similar and mine is better
- It answers my tribe's prayers and its worth investing to get it
- I am confident in my offer and know it makes a difference

My Sooper Dooper Focus Checklist 2

On a scale of 1 to 10:

1. How certain are you of your super dooper focus? 10= Certain, 1=Uncertain
2. How painful is their current situation? 10=Excruciatingly Painful, 1=No Pain
3. How urgent is their desire to achieve the result? 10=Urgent 1=Not Urgent
4. How simple or complex is it for you to fulfill the offer? 10=Simple 1=Complex
5. How possible is it to achieve the desired situation with your offer? 10=More Than Possible 1=Not Possible

My Score Out of 50 = ____ / 50