

soul to soul

business & marketing

for therapists, coaches & healers

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My Soul Brand Essence Worksheet

Best way to put together your Soul Brand Essence is to write it from the Heart, is to:

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

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

The main thing is you are wanting to get into one paragraph your unique story of your soul brand:

- What do you do?
- How do you help people?
- Who is your tribe?
- What pain they are in?
- How you are the answer to their prayers?
- How do you take them from pain to solutions?
- What is the benefit they get and 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 story telling.

It's your story.

Your unique, fabulous story.

Vitality Living College™ - Empowering Transformation.

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My Soul 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]

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 a complimentary _____

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 pressurized 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 weekly on-line 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 I Am
- Soul Message
- Other Players Worksheet
- The Pitch And Positioning in the P's Of Marketing Worksheet