

# soul to soul

business & marketing  
for therapists, coaches & healers

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## Soooper Dooper Research Checklist



### My Soooper Dooper Research Checklist:

- 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

#### 1. My tribe wants it and it's important for them to get it

- Ask direct questions on social media, example *"What is the number 1 change you want in your relationship/career?"* and so on, engage and go deeper should the door be open
- Have a conversation with "friendly" tribes who will relate to your Soooper Dooper Focus, being honest and transparent that you want advice
- Read the intake forms and find the prayer, pain, number 1 problem and the answer they are seeking
- Join relevant Facebook/LinkedIn Groups

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## Examples of Direct Questions On Social Media

### Example 1: Survey Question on Timeline or in Group

*“How do you feel about your relationships/career?(Pick One)”*

 Happy

 Average

 Unhappy

When people respond, thank them.

You might even find out the success secrets of the happy one’s as you could interview them or include their thoughts in an article. You can even share the survey feedback to get people thinking.

You can also ask, *“Tell me more.”*

Based on the answers you may have a deeper question a few days later. Main thing is, be curious and trusting and use your intuition to guide.

### Example 2: Question on Timeline or in Group

Q: *What is the Number 1 change you want in your XXXX*

A: Communication...

Q: *Tell Me More*

A: My wife is not listening to me

Q: *Thank you for sharing your wife is not listening to you, what do you want?*

A: Advice

Q: *If you want to have a conversation about it, please message me (follow your intuitive guidance)*

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STOP ON PUBLIC POST – GO INTO PRIVATE MESSENGER OR ZOOM CALL IF YOU WANT TO RESEARCH MORE (Better not to give your phone number). Skype is a backup but Zoom is more private as they cannot keep messaging you.

## Move to Private Messaging

A: Advice

*Q: What kind of advice are you seeking?*

A: Should I stay or leave my wife?

*Q: What do you want?*

A: I do not know or I need help... Or something to indicate you might be able to help them (In terms of advice I might want to know, what will getting the advice give you)..

You: I offer a complimentary coaching consultation to help people overcome their relationship challenges (use their words) and feel happy in their relationships and themselves. Are you interested in this?

Them: Yes

You: All I need you to do is to fill in an intake form and message it back to me and we will book a 1-hour Coaching Consultation on zoom/skype.

Them: No

You: Thank you for sharing. Is there anything else I can help you with? OR

You: I have a free What's App Group on Happy Relationships where I give out a weekly tip that could make the difference from unhappy to happy. Would you like an invitation?

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## Example 3: Private Messaging

*Q: Is healing of a relationship possible here?*

A: What do you mean by healing of a relationship

*Q: Get him back to love and care for the family*

A: That must be hard

I am not sure if healing or relationship coaching can help get him back. In some cases it can and in some cases it cannot. The main work in any healing is to empower oneself to be able to decide what is the way forward:

- Let go of pain
- Understand both perspectives
- Decide how much you want to change to make it work
- What do you want to create for yourself and your daughter

An alternate option if he is willing, is relationship counselling where both parties explore how to make it work.

## Other players offer something similar, and my tribe wants it

- Internet research
- Intake forms
- Conversation with tribe
- Discovery Calls
- Coaching Consultations

## It answers my tribes' prayers and worth investing to get it

- Existing clients
- Players Offerings
- Intake forms
- Conversation with tribe "friendlies"
- Discovery Calls
- Coaching Consultations

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## I am confident in my offer, and I know it makes a difference

- Your Intuitive Guidance
- Existing clients
- Players Offerings
- Intake forms
- Conversation with tribe
- Discovery Calls
- Coaching Consultations