

soul to soul

business & marketing
for therapists, coaches & healers

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My Ps of Marketing Worksheet

Fill in the worksheet below to have a summary of your P's of Marketing.

	Marketing	Details
1	Product/Services – what is my offering	
2	Positioning – what makes me unique?	<u>What do you provide?</u> <u>To Whom?</u> <u>With What Benefit?</u> <u>What makes you unique?</u>

Validity Living College™ - Empowering Transformation.

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3	Price/Package – what do I charge?	
4	Place – where do I offer my services?	
5	Promotions – how do I get the word out?	
6	Proof – what evidence do I have that I am good?	
7	Pitch - how do I share what I do in 30 seconds?	
8	Social Place – which social media am I present on?	

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9	Presentation – what is my offer from my tribes’ world?	
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Example 1 of how to fill in the worksheet

	Marketing	Details
1	Product/Services – what is my offering	I help people with medical challenges to detoxify their mind body and emotions so that body can heal through a 5 to 10 week Heal and Transform Program
2	Positioning – what makes me unique?	What do you provide? A holistic Approach to management of medical problems To Whom? To individuals with any physical mental or emotional health issues like cancer, diabetes, thyroid, arthritis, IBS, anxiety, depression etc. With What Benefit? What make you unique?

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		I am a medical professional with experience of 25 yrs. with mastery over Mind body healing therapies. This allows me to go to the root cause of the problem thereby gives better long-lasting cure.
3	Price/Package – what do I charge?	<u>Rs 25k for a 5-week program</u> <u>Rs 45 k for a 10-week program</u>
4	Place – where do I offer my services?	1. Specially designed Therapy room in my Holistic Clinic 2. WhatsApp Video calling 3. Skype, Zoom meeting
5	Promotions – how do I get the word out?	1. By referrals from past clients 2. FB post, FB Live, Instagram, WhatsApp post 3. Workshops and wellness Talks
6	Proof –what evidence do I have that I am good?	Testimonials of my clients in the past shared on 1. My FB timeline and Holistic Clinic Page 2. Videos of testimonials on my YouTube channel 3. WhatsApp post.
7	Pitch - how do I share what I do in 30 seconds?	I was diagnosed with 3 rd stage ovarian cancer in June 2013. I healed myself without chemotherapy or radiation, instead I used a holistic approach based on Principles of Aahar,

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		<p>Vihar and Vichar. Since then I am practicing as a Holistic Cancer and Lifestyle illness consultant.</p> <p>I help cancer and other medically challenged patients in their journey towards healing and happiness</p>
8	Social Place – which social media am I present on?	Facebook, Instagram, YouTube, Linked In
9	Presentation – what is my offer from my tribes' world?	<p>My unique Holistic approach helps my clients to regain their health and mental peace.</p> <p>It helps find answers for seekers to questions like WHY ME?</p> <p>It helps to understand their role and responsibility in the journey to healing and achieving a healthy life.</p> <p>Scope to be an active part of their recovery through experiential knowledge and insights</p> <p>It allows them to be free or reduce their dependency on medicines.</p> <p>It helps them to make healthy changes in their diet and nutrition thereby enjoys a sense of well-being.</p> <p>It empowers them to make easy and adaptable lifestyle changes which improve their quality of life</p>

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Example 2 of how to fill in the worksheet

My Brand Marketing

Marketing	Details
1 Product/Services	I help women overcome loss and grief through a 6-week coaching program to feel happy again.
2 Positioning	See next page
3 Price/Package	Rs 15k for a set of 6 sessions.
4 Place	On-line via skype
5 Promotions	I let my community know and I put posts on facebook that plant seeds and use the soul power activities to connect to my souls tribe, along with FB live.
6 Proof	I have testimonials from my clients and the clinical evidence of EFT that it works to relieve stress.
7 Pitch	I have lost 2 significant people in my life. It hurt and it was painful. I discovered a 3 step system and now I have my happiness back. I help women suffering from loss and grief to feel happy again by coming to terms, letting go and claiming happiness.
8 Social Place	Facebook and will explore LinkedIn & Instagram.
9 Presentation	The 3 tips to help women overcome grief and feel happy



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Working Out Positioning?

WHAT ARE YOU PROVIDING?
A 6-week coaching program

TO WHOM?
To help women with grief and loss of a
dear one

WITH WHAT BENEFIT?
To come to terms, let go and move on

AND HOW IS IT DIFFERENT?
Through a customized coaching and
emotional therapy program that will
make you feel happier within 3 sessions

