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## [Tips & Life Stories Quickie Set Up](#)

### What Is It?

A post or article on a tip or life story that is relatable to your audience. The focus of the article is all about them and speaks to your Sooper Dooper Focus's pain and problem, and how to answer the prayer and the potential solution.

It does not give them the full answer or solution as the purpose of a tips or life story post is also to peak interest and get them to connect with you directly, either in a one-to-one discovery call, consultation call, group live video call or webinar.

### Why & When Should We Do This?

Posting tips or life stories to your Facebook or LinkedIn profile adds value and keeps you top of mind. You can also share the same with your database, mailing list and WhatsApp contacts. A weekly post establishes a good rhythm.

Writing Tips or Life Shares article establishes you as an authority. The main thing is to write from the heart. Feel into the audience you are writing for and ask yourself these questions:

- What are their wants, desires, pains and problems?
- What is it in their heart of hearts they are seeking and praying for?
- What is it that if they read would make a difference to their lives?
- Write from a place of total surrender and trust and let the words come through you.

## What are the Pros & Cons?

Pros – It helps your Sooper Dooper Focus as it answers a pain, problem, prayer so they feel connected as it's about them. They build tribe loyalty and magnetize paying clients.

Cons – It may not be what you want to write about as it's all about them.

## What Are The Different Parts To The Tips & Life Stories Post?

There are 3 parts to a Tips or Life Stories post:

- A headline – which is the first sentence of the article or post and can sometimes be in a larger font, bolded or underlined to draw attention to it.
- The body copy or the main text – this is the main part of the article written in paragraphs that usually takes the reader from a current situation to the desired situation with tips, learnings and inspirational wisdom.
- The call to action – which is the concluding sentences that has a request or inspires the readers to do something about what they have read.

## What Makes A Headline from Good To Great?

Read to the end of this article to get \$1 Million. Oh, if only that were true. I'd probably read through this article more than once. Now I have your attention. It got you thinking for a second.

So there are 3 topics that attract the most attention, health, wealth and love. The 3 letters S, E, X can also attract a lot of attention.

These 3 letters have the power to make someone stop.

Now if you decide to write SEX at the start of every article and your articles are not about sex, you would lose your reader and community as it would be inauthentic and ingenuine.

In reality, the best headlines are authentic and make a difference.

The great headlines attract attention. It has the power to stop a serial social media scroller in their tracks and pay attention.

Even when scrolling through WhatsApp group posts or email a good headline can make the reader **stop**.

A good headline is a *hook* that makes someone stop and want to read.

The way to craft a headline is to make it about your Sooper Dooper Focus. Answer their prayers, solve their problems or provide them hope for their pain.

It's all about them and how you can *add value* to them.

### **Some of the best headlines have the following:**

- **A how to statement** – How to is a heavily searched terms, because it's a question that speaks to the reader being able to complete something. For example, *How to Lose Weight?*
- **A number followed by the words tips, keys, steps, secrets** – People like things simple and a number is a great way of simplifying things. For example, *3 Tips to Lose Weight*.
- **A statement that shares a mistake or a myth** – Sometimes the best article talks about what not to do or dispel a commonly known fact. For example, *The 11 mistakes to avoid when losing weight* or *The 5 Myths of Thin People that Fat People did not know*.
- **A headline that provides contrast** – It has the problem and the solution in one statement and might be slightly confrontational. For example, *The Number 1 Reason Fat People Cannot Lose Weight Is Because They Do Not Want To*.

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- **Draws attention by calling out who the article is for** – The headline should depict who the article is for. For example, *Attention: Weight Loss Strugglers* or *Attention: Lady Bosses*.
- **Is about facts or figures** – Facts and figures make headlines seem believable? For example, *1 in 3 Overweight Women Projected to Become Diabetic*.

The difference between a good and a great headline is that a great headline grabs the reader's attention quickly and makes them want to read more.

**1. How to get a result in a timeframe**

*Example:* How to Ace Your Exams In 1 hour Without Picking Up A Textbook

**2. Quick tips to get a result, even in pain**

*Example:* 3 Quick Tips to Save Your Marriage, Even in The Face Of Breakdown

**3. The fastest way to get a result**

*Example:* The Fastest Way to Stop Anxiety to Feel Calm

**4. The biggest mistakes to avoid in a situation**

*Example:* The 3 Biggest Mistakes to Avoid When Asking The Man On A Date

**5. The secrets to overcome a block**

*Example:* 11 Secrets to Eliminate Fear of Failure

**6. The facts about a known truth**

*Example:* The 5 Lesser Known Myths about Autistic Children

**7. The hacks to achieve a desired outcome**

*Example:* 6 Hacks to Get into The Top 3 Universities

**8. The secrets about how to achieve a desired outcome**

*Example:* How to Look Younger with This Little-Known Secret

**9. The tools to achieve a desired outcome**

*Example:* 3 Easy Techniques to Get A Promotion at Work

**10. Success strategies for beginners**

*Example:* 4 Beginner Strategies to Landing A Job

**11. The steps to overcome a situation, even with a limitation**

*Example:* 8 Steps to Speaking In Public With Confidence

## What Is The Body Copy & How To Write It?

This is the main text underneath the headline where you have your text.

Some of the best body copies are from your direct experience, your own story as it is relatable and connecting.

Spacing each sentence line by line.

Body copy that is engaging, entertaining, empowering and educational attracts the most attention.

The best way to write body copy is to *meditate before*, then bring into your awareness your Sooper Dooper Focus, their prayers, pain and problems.

Then begin writing from a place of their *current situation* (where they are now), Next write about the *desired solution* (where they want to be).

Then carve out a pathway from pain to pleasure, *painting the map to the desired future*.

## What Is A Call to Action?

There are two main purposes of a call to action: to tell someone what they should do, and give them the motivation to do so.

A call to action is when you ask for something at the end of your post, article or conversation. It gets the reader to take some kind of action.

Even buttons on website pages that say, **Register Now, Book Now, Learn More, Discover More, Sign Up Now, Join Now & Claim Your Free Book**, are all call to action statements.

The brevity and directness of a well-written call to action will put the focus on what's important and remove any distractions.

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### Some example of call to action include:

- Asking for comments, shares or perspectives
- Give me a [Emoticon] in the comments if ....
- Tag [Number] friends who need to see this
- A motivational message, for example, *“you can dream of a potential future too.”*
- A message that makes the person think
- Asking a question
- Invitation to a discovery call
- Calendar call booking link
- Invitation to fill in the application
- Rarely – for your paid seminars or coaching

## Examples of Tips & Life Stories Posts



Vitality Living College

Published by Nidhi Gosain [?] · 30 May at 20:10 · 🌐

**How to loose weight without going to the gym 🏋️ and eating lettuce 🥬!**

Are you fed up of trying to loose weight! Jan 1 comes you start a diet and then Jan 14th comes and you stop a diet. Then you look in the mirror and feel depressed and go get a bag of chips and sit on the couch watching netflix. And the only exercise you are getting is for your jaw!

What if the root cause of the weight were not food and exercise, but instead were emotions? What if the weight being held onto is emotional weight.

For example sadness, anger, loss and the body has accumulated fat to protect. Suppose I told you that by letting go of the past emotional baggage that you might find the weight begins to drop off easily without going to the gym or eating lettuce!

You might even find that once the emotional stress is gone is that you start to make healthy food and body movement choices that feel happy and joyous.

*To find out more about how letting go of emotional stress can result in weight loss, message below to get an application to qualify for a complimentary discovery call.*



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Vitality Living College

Published by Rangana Choudhuri [?] · 31 May at 15:23 · 🌐

...

### How to heal from illness without drugs or surgery?

I was only 29 years old when I was diagnosed with Cancer.

At the time I was living in Florida working for a medical company and I decided not to go in for surgery or chemotherapy.

It was a year later, after my father past over, I found a healing technique that I studied in depth and used the processes on myself.

Two years later, the cancer cells, literally, flowed, out of my body. The doctors and nurses were astounded.

Now I travel around the world sharing the healing technique with others, overcoming whooping cough, body pain, heart-break, depression, thyroid and weight to feel healthy & happy.

The healing technique is based on 3 scientific principles back up by clinical evidence and I will be sharing these on an on-line complimentary.

To get access to the webinar, 3 principles to heal illness without drugs or surgery, all you have to do is comment, me in the comments below.



**Note:** You can answer the prayers, problems and pain in different ways. For example, one post can be on the 3 tips to lose weight and the second on The 5 Myths of Weight Loss. Just like the news, sometimes people read the same type of information with slightly differing headlines or content again and again. If it's a topic they enjoy, they will read different variations of the post. Plus different headlines will similar content will attract slightly differing audiences.

Vitality Living College™ - Empowering Transformation.

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### What's the Process & Workflow?

1. Identify the pain, problem and prayer of your Sooper Dooper Focus.
2. Think about the solution and answer that will address the pain or problem.
3. Write the headlines for the article.
4. Write the body copy, taking the reader through the current situation and the desired and the tips to get there.
5. A call to action to a discovery call, or invite to a Group live presentation.
6. You can share these either on your Facebook or LinkedIn profile page, or part of your Instagram post caption, as an E-mail broadcast, on your blog or WhatsApp broadcast message.
7. Once you share it monitor and measure the engagement you get and make more posts that people like and comment.

### What Is Your Action Step Now?

- Post your Tips or Life Stories post on your social media profile page & share it on the FB Soul To Soul support group.
- Commit to post a weekly post, blog or WhatsApp message.
- Monitor and measure which articles and posts get the most engagement and create more similar posts.

### What Resources Support This Method?

- Tips & Life Stories Template to come up with your article ideas and measure success, [more](#).
- The 27 Top headlines, [more](#).
- The Viral posts template which provides post ideas and layout, [more](#).