

**SOUL TO SOUL CONNECT WEEK 11, OCTOBER 14, 2022, QUESTIONS
& ANSWERS**

QUESTIONS ANSWERED:

- 1. Many times, I hear this advice that one should stick to one signature program. If I talk about myself, I follow energies as a result of which I might end up creating different programs. My end goal is to establish the highest version academy with respect to healing, health and money. Is it ok to run multiple programs one after the other, or do I stick to a specific signature program?**

I believe that you must always begin with one program and master it.

I myself have multiple programs running. But to reach here, even I started with one program i.e., EFT. Once I stabilised it, I focussed on putting in place the systems for consistent lead generation.

Begin with some structure. Here is what I suggest:

A. A (free) weekly event

soul to soul

business & marketing

A weekly free event is aimed to build a community. This is an event that you will conduct without fail, same day of the week at the same time.

Show up every week and do it live. People will begin to trust you if you are regular. They will look forward to coming.

Now, a free event could be a meditation. Do not charge for it or provide the recording. Or what you can do is, you can have them on a Facebook group and post the recording there.

You can also do it twice a month if it is too much.

In this weekly free event, never ask them for sales. Only ask them to spread the word in their network. For example, *“Can you refer me to someone who would also be interested in this meditation?”* For this purpose, I always had my postcards ready when I used to do free meditations in person – *“Free meditation every Friday!”*

B. Free monthly event

These monthly events are for lead generation. You will do them two to three weeks before the main event so that you have enough time to have conversations with all those interested in joining your paid

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program. Hence, it will funnel your potential clients to Discovery calls and Consultation calls.

Since you are looking to establish an academy, you can do a seminar or webinar every two months. It could be on health, money and relationship.

However, to reach that stage, you need to get started with one program.

Do the following:

- A. Make your social communication about the free stuff you are offering. Do not just say free meditation. Give your tribe members the reason to join you weekly. For example, *“Are you feeling stressed and anxious. Do you spend your day looking after the children, then taking care of your husband. What would it be like if you get some ‘me’ time for yourself? I am making a free meditation group, where once a week I will do free 30-minute meditations with you. Comment ‘Yes’ below if you would like to join the free meditation with Priyanka Pandey!”*
- B. Allot not more than 1 hour weekly to community building. Get the structure in place. Test with the audience for which freebie is working.
- C. Sought out your first paid program. Run it for three months. See how many people are coming in.

D. Map out the entry level for paid clients. It could be a health program, wellness program or money program.

When your content is clear, and your testimonials are out, you establish your authority in the minds of tribe members. You become their go-to person and they start considering your paid programs.

2. I have been running a monthly program called “Financial healing.” I have received around 70-100 testimonials there. Can I use them to launch my other monthly programs?

Yes, you can but the only thing is that “Financial healing” testimonials will position you as a money coach. If I were in your place and going for all the aspects of ‘Lifestyle Holistics,’ I would not begin with money.

Begin with this, if you are only going for the money aspect.

If you are charging nothing for it, it can be one of the introductions but not the only introduction. My preference to begin with is health or emotions, because they will have a bigger wake-up call for your tribe members. Remember you have to begin with the biggest pain point of your tribe members.

3. Why do I not charge for meditations?

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You do not charge for meditations because mediation is a not a product, it is a vehicle building up your community.

4. I am someone who can share the whole book in one line, or I will explain everything in detail. How do I answer the questions asked in free introductions?

There is nothing wrong in sharing information. If your tribe members are asking you a question in free introductions, let them know what they can do to overcome their pain or problem. The only thing is to make sure that you do not sit and do the intervention for them then and there.

Be their guiding angels and answer what all they need to do to go there. Provide them with the steps but do not do those steps for them. If they will be interested to know more, ask them to book a one-to-one call.

5. My tribe is of people who feel anxious. They are generally short of time. What can I do for free introductions? Will short meditations work just to give them the taste?

Yes, short meditations will work. The only thing you need to make sure that your free introductions are linked back to the course. For example,

- A. If you are launching a course on relationships, free introductions could be *“Meditation to feel relaxed in relationships.”*
- B. If your course revolves around anxiety, free introductions could be *“Meditation to help lower your anxiety.”*

You are a hypnotherapist anyway. You do not have to call it meditation (it is usually the term used for spiritual audience); it can be a hypnotic regression.

Also, if your tribe is really busy, even a 15-minute free introduction/hangout is sufficient. Only thing is to add a 1-hour weekly session in your calendar and cater to the needs of your tribe members there.

6. If I were to launch a course on relationship, how do I go ahead with free introductions?

There are two types of introductions you will do:

A. For a course on relationships, you need a free introduction

You will do it a minimum three weeks before the date of course launch. For example, if you are doing a paid program every three months, you will do these introductions every three months but three weeks before the launch date of course.

B. For building a community independent of relationships course, you need a weekly free introduction

You will do it weekly, same day, at the same time.

7. What is the best way to do weekly free introductions?

For weekly free introductions, I prefer Zoom any day. What you can also do is take the Zoom live link and share it on Facebook with your Facebook community.

This is the best and quickest way to do it. Let them register on Zoom because you will want to see who is there in the community, and who is coming for your sessions.

Since you are finalising a course between relationships and anxiety, you can do a free introduction catering to both, till the time you figure out the course. In fact, those on your paid programs will also get something free every week.

8. How to create curiosity in people for the upcoming classes and programs?

Do not focus on curiosity for the upcoming classes. Rather, focus on these two things:

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- A. Building a community
- B. On a Freebie which is a free introduction for paid programs

Create curiosity for free introductions. One way is to create a curiosity tips post. For example, “Are you feeling stuck in life? Too many responsibilities and you just do not know what to do.” Here are the three tips:

- A. Pause right now. Stop scrolling and sit for a minute. Breathe.
- B. XXX
- C. XXX

To find more tips like this, post “Yes” below to join my free seminar on how to find calm in the heart of stuckness.

Finally, your free program will connect back to your paid program and funnel your tribe members to it. Therefore, you first find the title of your paid program and then brainstorm the topics for free introductions.

9. Is it good to launch a high ticket one-on-one or a group program?

Yes, a high ticket one-on-one is great!

10. When should the promotions for paid programs or classes ideally be started?

You need to begin the promotion a minimum of three weeks before the paid program.

11. I had paused my work due to travels. Now that I am restarting, I have started emailing and messaging my community members. I am quite pleased that it worked and I got a paid client. I also have a paid client who signed up last year. Due to her personal emergencies, she cannot join the sessions. During this time, I also got my resilience coaching certification. Now, I really want to package my services and be there. What I am noticing is that a lot of people reaching out to me are asking me if I have a website. Right now, I have my presence on LinkedIn and Facebook. If the website is must-do, how to get started with it?

In order to establish a website, I do not recommend using [Wix](#) because they will own everything.

In my preference, [WordPress](#) is the best way to do it. The days when I did WordPress, it was not this easy. Today, they are more customer-friendly. With their Thrive theme, it is just plug and play. They even do landing pages for you. What takes time is the one you invest in converting those templates to resonate with your brand colours.

You need a very simple website with a minimum of 3 and maximum of 4 pages. These are a landing page (consisting of freebie), services page, About us and contact page (optional). The idea is to only provide a gist of what you do and ultimately connect with them on a personal level in a one-to-one call.

If you have a budget, outsourcing the website is not the wrong idea. Go to [Fiverr](#) and have a look at web designers. Bear in mind that they are only as good as how you instruct them. The other thing is to make sure that whosoever you outsource the website development has an accountability, so that you can go back to the website and make changes.

To give you an idea of charges, I know a lady in Delhi who did 5 pages website for INR 10,000 some years back. I do not know her current charges. Another person is Lavanya Rastogi. I do not know of her charges as well. Check her website "[Happy Hikkups](#)" and see how it connects with your heart and soul.

Now, a website is not a must-do. At the stage you are at, you want to have more of an in-person conversation rather than sending people to your website. To those asking for a website, jump on a quick call. Ask them, "*Let's jump on a quick call?*" Once done connecting, send them a pdf consisting all the details of you, what you do and what is your offer.

12. What should I call myself to be able to connect with the wonder women who are perfect and successful yet feel stuck when it comes to health and relationships? May be a coach for super women but that just does not sound right.

You can call yourself a women coach. There is no need to complicate it.

Let me tell you the truth it does not matter what you are called or you call yourself. What matters is how true you are in providing them the solution they are seeking for.

Can I spill a secret? I really want you to be a founder, not a coach. You have all those qualities that an entrepreneur has.

13. Now that I have my tribe finalised which is of wonder women, I am thinking of doing group coaching masterclasses. What do I name it? I thought of “Wonder woman workshops” but when I googled it, for a strange reason, people think wonder women are all about abs and exercises.

I think this is a great name. It is catchy and wonderful. Just think about it, *“You might be wondering wonder woman is all about abs. It is rather about*

cutting through the clutter, having a clear focus, laser-sharp mind with known purpose and integrity.”

Your brand is going to be as good as the energy you invest in it.

14. I am confused about where do I focus - one to one calls or group coaching? For some reason, my safety angle takes me to one to ones.

Ask yourself, *“Where do you feel safest to begin right now?”*

The reason your safety angle takes you to one-to-one coaching is that you need the experience of one-to-one coaching before entering into group workshops.

Otherwise, you will be like any other corporate trainer. What makes people different is when they have cases and experiences to share.

It is all about you getting enough experience. Just repeat the same thing again and again. Gain mastery over the process.

Meanwhile, if workshop events come up, take them. But building an entire company around it would require altogether a new headspace. Therefore, focus on one-to-one coaching for time being.

Here are your action items:

- A. You know your archetype now. It is wonder women. Now, map out the pain, prayer, problem and solution of your tribe members. The best way to do it is through market research where your tribe answers all your questions.
- B. It is all about knowing where these women exist. Ask yourself, *“Where are they?”* One is a networking group. Through the existing networking organisation, if you get a gig, take it. But my preference is that you use it as a springboard to build your community and bring them to your one-on-one coaching.
- C. You have to go through the motion. Set your help statement. *“I help [TRIBE] to [OVERCOME PAIN] TO GET [DESIRED RESULT].”*
For example, *“I help women who feel stuck and hopeless, to have the confidence, clarity and courage.”*
- D. Build upon the strategies. For example, through your Soul Power Activities (connecting with networking organisations and existing community) to increase the database.
- E. Over a website, it is better to leverage your LinkedIn right now. Make your ‘About us’ section compelling and engaging. At the stage you are at, you want to have in-person conversations and not send people to a website.
- F. Since, your audience is more active and available on Instagram, it needs to be your main platform. Jump on a quick call with those

wanting to know more about you. When done, send them your pdf consisting all the details of what you do.

G. To keep your LinkedIn going, you can even dump your Instagram content there.

H. Finally, a direct outreach will be a massive part of your strategy even more than Instagram because you are a natural networker. The idea is to play with your strengths.

The only thing you need to figure out in terms of structure is your weekly freebie, monthly freebie and how often do you want to do these.

I help [TRIBE] to [OVERCOME PAIN] to get [DESIRED RESULT]	1. Market Research	1.1 Conversation with "friendlies" & questions on social media.
	2. Increase Database	1.2 Desk Research intake forms & internet search of other players.
		1.3 Discovery & Consultation Calls to test offer.
USD \$ XXXX per month INR Rs XXXX per month XX clients per month	2. Make My Tribe Aware	2.1 Soul Power Activities.
		2.2 Free "Stuff" & Soul's Value funnel into WA/FB group or email list.
		2.3 Discovery Calls Short, DC Long (Presentation) & Consultation Calls.
	4. Get Paying Clients	3.1 Social Media posts: Success Stories, Tips, Life Stories, Live & Videos.
		3.2 Soul Power Activities, Direct Outreach, Group Live Introductions & JV partners.
		3.3 Instagram / Facebook Groups / LinkedIn Mastery / YouTube.
		4.1 Discovery Calls, Consultation Calls, Group Introductions & Soul's Value Funnel.
	4.2 Nurture "No" & "Future" Clients - Soulful Relationships.	
	4.3 Track Progress, and Review "Yes", "No" & "Maybe."	

15. I have been looking at logos and trademarks. I followed up with the lawyer you connected me with. Amrita Holistics is my main business

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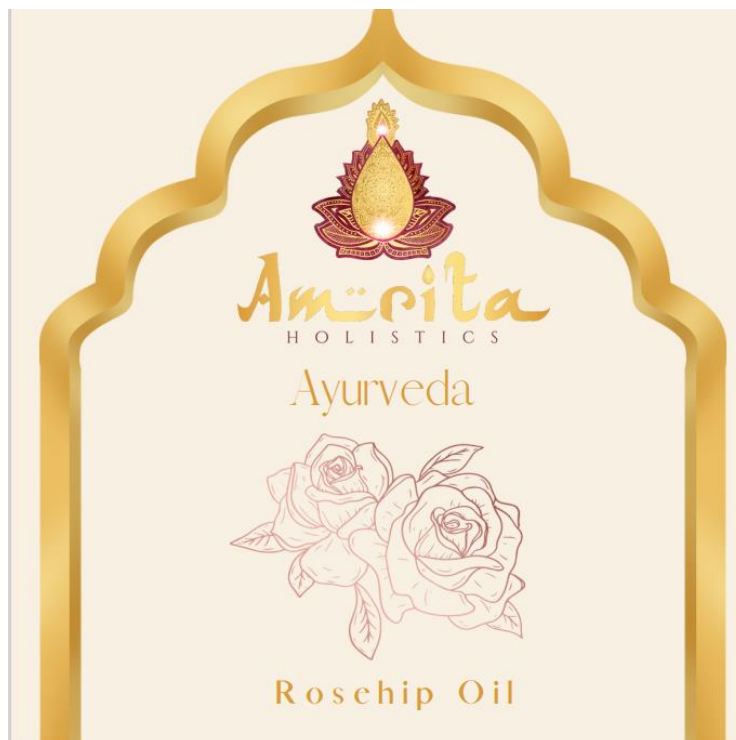
soul to soul

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under the umbrella of which I have temple products such as beauty products, yoga and lounge wear. I have the logo for Amrita Holistics ready.



As the umbrella brand is Amrita Holistics, I want to retain the original logo for this new segment.



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I love your logo! It is just that Ayurveda is cluttering it. A way out is to rather write 'Amrita Ayurveda.'

From what I understand of your conversation with the lawyer is that the logo of Amrita Holistics is non-negotiable. Therefore these are my suggestions:

- A. For therapies, keep Amrita Holistics everywhere at the top.
- B. For your temple body, use "Amrita temple body" at the top. At the bottom, you can write, "A venture/part of Amrita Holistics." A similar approach will be followed for all the ventures you introduce under Amrita Holistics.

16. I want to understand if I can use Mailchimp to reach out to my database.

Can I create a separate list in here and communicate with a specific group?

Yes, you can easily create separate list(s) with [Mailchimp](#). To do this, you will import your contacts and can tag your contacts say as 'paid clients.' You can also bulk tag them. For this, before importing the contacts, save your excel file as a .csv file.

However, my preference for you is to setup a WhatsApp Broadcast list. The chances of reading a WhatsApp text are much higher than emails.

Personally, I never use e-mails to communicate timings or holidays with my paid clients.

17. I bought a Zoom account for my official mail id but my [Calendly](#) is currently integrated with my other email. How do I integrate my official e-mail and Zoom to Calendly?

In Calendly, you can choose to integrate Zoom. You can also integrate your Google calendar. Just make sure your personal calendar is also integrated. For example, if you have a personal lunch out, Calendly will block out that time slot.

18. I am finally a certified EFT practitioner! I am officially increasing charges for my existing therapy clients. Currently, I am charging INR 2000. I will either do a gradual increase by INR 500 or directly jump to INR 3000. I want your help in deciding the charges and communicating the same to my clients.

The best way to communicate increase in prices is face-to-face. You cannot do it at the start of the session. You will want to have a conversation before their next appointment.

Suppose the charges go live on November 1, you will want to give yourself some time in communicating the new charges and finalising the plan ahead.

Reach out to them saying, *“Hey! I just wanted to connect with you and see how it is going. Would you have 15 minutes available? I just want to update you on what is changing on my side and how I work right now.”*

You can even make a [Calendly](#) link where you have 15 to 30-minutes slot for them.

In the session, connect where they are right now. How much you have done and how far have they come with you and ask, *“Do you have a sense of what you want to continue to explore?”* Further say, *“I also need to announce the change in my circumstance. I have become a certified EFT practitioner which also means that I am changing the way I am working. I am now going to go deeper to the root cause with my sessions. Some people may like that and some people may not like that. I am also relooking at the therapy business as I have so much experience working with people.”*

Let them reply and see what they say about it!

Finally share about the price change, *“Where I am at, I am looking to increase my pricing. XXX is what I am looking to increase it to by November 1st.”*

Therefore, in your conversation, you will share what is changing, honour you old pricing, cost of living (been a year, so cost of living has changed), going into a new year and to keep up with times your prices have changed.

Make sure to have a backup ready, someone you can refer them to if they are not willing to continue with new prices. Say, *“An option I have for you is really great. I am happy to do an introduction for you in a joint call. Once I have your permission, I can share their details with you and tell your circumstances to the concerned person. I will ask the person to give you a free Consultation call. Once you feel safe, you can choose to go ahead!”*

You can also have two formats because you already have a set of clients who are comfortable in exploring what comes up. It is okay to have a lower price point for what comes up because it is less demanding on your energy. In case, you wish to increase the prices, that is also ok.

Say that, *“You are increasing your prices to 3000 INR. However, as you are starting off, it will be 2500 INR for you.”*

In case they want to keep the same price, what you can also do is honour the old pricing in blocks. For example, blocks of 10 sessions can be done at the same price (current charges i.e., INR 2000).

"I am happy to still honour you for the old price but I can only do it in terms of blocks."

For those who have financial crunches and cannot book in blocks, prices will be INR 2500 per session.

The other format is where you will go deeper to the root cause. Decide the charges based on your own will here.

19. I am wondering if coming January, I should restrict my therapy hours to 10 hours in a week and open up 5 hours of EFT. What do you think?

EFT is more transformational because you are exploring a theme for a set of sessions to address it from the root.

Some of your clients will not be willing to address it from the root. They will find it comfortable to join every week and chat about what is going on.

I think the price point delineation between the transformation work and your regular therapy work is a good idea.

20. How to navigate Facebook Live from a paid Zoom account?

When you have a paid Zoom account, it gives you an option to do Facebook Live. In order to navigate it, click on three dots right at the bottom. Simply click on the Facebook and you will go live on the Facebook after connecting Zoom with your Facebook account.

21. Here is my Mood board:

https://www.canva.com/design/DAFO4xrv_5Y/IrgAtDVRx1TuhHm4jKjR4w/edit?utm_content=DAFO4xrv_5Y&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton. I am also willing to add a white colour to it. What do you suggest?

I am so proud of you! The pink colour that you have chosen really stands out against purple.

Yellow has to be a brighter golden because the current yellow do not stand out. For red, you will need some luxurious Mehrooni shade. My suggestion is that you look at the shades of sarees and observe which variation they use in order to make them stand out.

It will also be better to use purple satin.

Since you wish to include white as well to the mood board, I am not quite sure of it as it might take you down to the contemporary route.

22. I have been reached out to be a co-founder of a firm. I am not very sure of joining them as a co-founder but I really like how they prepare psychometric questions around relationships. What would be your suggestion?

I feel the answer to joining them as a -co-founder is no. It will be more or less a job.

If they are willing to think about it as a collaboration where you both will be supporting each other by introducing each other to other one's database, only then it will be a win-win.

23. When will the winner of the #FreeStuffChallenge be announced?

The winner of the #FreeStuffChallenge will be announced on Monday i.e., 17th October 2022 during the Soul to Soul Live call.

PREVIOUS SEMINARS:

1. I want to use a shape that was not in the templates you gave us. I want a door-like shape but cannot find it.

If you want something which is not already available, you can make it on Canva. Try different things and see what resonates with you.

You can either find a door or make a door shape by using rectangles and circles.

You can also use the search bar to find the ones you like.

2. I do not like the pictures in Canva. But I take pictures from Pexels or Pixabay. Can I use pictures from Pexels or Pixabay in Canva?

Yes, absolutely. You can choose your pictures from Pexels or Pixabay.

Do not choose your pictures from Google because those pictures might belong to someone. Since images on Pexels and Pixabay are royalty-free and copyright free, you have the option to choose any picture.

3. How do you know if a post is a carousel or video by looking at the feed?

Instagram has different symbols for the different types of posts on the feed:

- A. For reels, there is an icon at the bottom left of the post.
- B. For videos, there is a video icon at the top right.
- C. For carousel posts, there is a square icon at the top right.

D. If there is no icon on the post, it is simply a post.

4. Would you recommend having a business email?

Yes, you should always have a business email for your business.

You can buy your domain name from GoDaddy.com. Buy the domain name right away; you can set up your emails later. These websites start to increase prices once someone looks up the domain name. It is always preferable to buy domain names ending with .com and .in (if you are in India).

Note: You can choose to make more than one email for privacy reasons. If you have an established relationship and trust with the person you are working with, you can share your email details with them.

5. Can I change the order of our Instagram Highlights?

No, Highlights appear chronologically. The Highlight with the most recent story shows up first. The Highlight order depends on how recent the story is.

6. What would be the right time to launch services on Instagram?

The purpose of launching your services on Instagram is to build a community. The audience from Instagram is then funnelled to a free event. This free event should ultimately inspire them to book a Discovery call with you.

I would recommend you launch your services on Instagram, when you are ready to strategise and implement your learnings on Instagram.

7. Will it be fine to postpone your launch on Instagram if I am in a deep work phase right now?

Absolutely! You must pause it. If reposting some of the posts on your feed is working already, stick with it.

I would suggest that you do not go all quiet, and repost once a week so your audience has an idea that you are an active account.

Do keep a note that you have to keep up with the momentum when you actually become active. If frequency of reposts are thrice or four times a week, once active, post actual content in the same frequency. The more, the better.

8. What kind of clients can be converted on Instagram?

It is not about low or high ticket clients. It is mainly recommended to build a community or audience who looks up to you. When you get popular, you will need some kind of tripwire.

9. Who can teach the method shared in Energy Yoga?

I usually do not let people teach the method I do as a part of Energy Yoga unless they are qualified practitioners with us. This method is contemplative and different from finger holds that come from Jin-Shin-Jyutsu.

Remember to give due credits when making a reel on finger holds.

10. What are the steps to achieve an excellent Freebie with a great Call to Action?

Freebies are resources provided to connect to your tribe. Following are the steps you can use to make sure your tribe feels comfortable in sharing their personal details with you:

- A. Headline (In the form of quote or storytelling)
- B. Copy that strongly answers 'Why' they need to grab it immediately
- C. Ask their personal details (Name and Email Id)

- D. Share relevant testimonials (They should be from your clients who have gotten desired results from a freebie or from the service that freebie will ultimately direct them to)

11. What is attracting self-doubts from opinions others held of me?

When self-doubts are leaking out, take a moment to understand that you are pushing the envelope and are at the edge of comfort zone. If this makes them jealous of you, be happy. Also, remember that no one can give you doubt or negative energy unless you let them.

In the end, the only way to deal with narcissism or self-doubt is self-love.

12. How to tackle attracting self-doubts?

Take no decision in case self-doubts are leaking out.

Personally, I love to mediate and clear out the fog built around. I would suggest you meditate daily as it is like brushing teeth for the soul.

13. To create content on YouTube, can I use the same strategies I used for Instagram?

Yes, absolutely! You can use the same system. Focus on figuring out what your niche is and then put the types of content that fits your niche to complete the puzzle.

14. Can detailed training videos from webinars be posted on Instagram or YouTube?

It is a great idea! You can try and check if they work for you in the reel (YouTube shorts) format or full-fledged video. You can also try doing a Facebook Live with your collaborator and same applies for Instagram.

15. How to live stream on all the platforms at the same time?

[Flutin Live from App Sumo](#) is a great tool that can be used for USD 69 unlike other platforms that charge monthly subscription fee. Flutin will allow you to live stream on the following platforms at the same time:

- A. Facebook
- B. Instagram
- C. YouTube
- D. Facebook Groups