

SOUL TO SOUL CONNECT QUESTIONS & ANSWERS 26TH JULY 2024

MAIN TOPICS COVERED:

1. How can messaging for a program targeting intuitive, spiritual seekers and empaths who have the ability to connect with spirit but struggle with fear and distrust be refined to better capture its essence and resonate with the audience?

For an IG or FB bio, a concise and attractive version could be:

"Empowering empaths and spiritual seekers to conquer doubt, gain clarity, and connect deeply with the spiritual realm. Unlock your gifts with our psychic development program." This succinctly communicates the core benefits while maintaining a soulful tone.

The vision statement for the spiritual academy can include: "To be the leading spiritual academy, empowering individuals of all abilities to master their unique psychic skills and embrace their personal power." This aligns with the goal of helping students both personally develop and potentially work with others.

Marketing strategies should involve getting the message out, raising awareness through social media, attracting the right audience, improving the marketing strategy, increasing the database, conducting market research, offering free workshops and promotional offers, and rebranding if necessary. The aim is to launch the development course by autumn 2024 with a complete training

plan in place.

Revisiting the messaging and strategy periodically based on market research and feedback will ensure it stays aligned with the target audience's needs and aspirations.

2. How can someone optimise their Facebook ads for a yoga class targeting pregnant women, considering challenges with audience targeting and ad design?

To optimise Facebook ads targeting pregnant women for a yoga class, the focus should be on simplifying ad designs and refining audience targeting strategies. Busy designs with multiple text styles and logos can overwhelm potential viewers. Simplifying ads by using minimal text, calming colors like light beige, and reducing the number of logos will create a more peaceful and appealing visual. Since Facebook's interest-based targeting may not effectively identify pregnant women, consider targeting related interests such as baby products, maternity magazines, and support groups. Collaborating closely with the ad team to create custom audiences based on these interests and testing different ad formats (e.g., image vs. video) can improve lead generation. Removing unnecessary elements and ensuring the ads convey a sense of calm and safety will better resonate with the target audience.

Additionally, understanding where mothers and mothers-to-be are

likely to spend time on social media, such as in active mom groups, can provide valuable insights for more effective targeting.

3. What type of content should I post on Instagram to educate my audience and build a sense of community?

Post educational content about common myths related to sexual wellness, the importance of intimacy, and practical tips for enhancing sexual health. Share anonymised client testimonials and success stories to build credibility and trust. Use Instagram Stories for quick tips, follower Q&A sessions, and behind-the-scenes glimpses of your coaching process. Engage followers with interactive features like polls and Q&A sessions to foster a sense of community.

4. How can I use Instagram stories effectively for my sexual wellness and intimacy coaching business?

Utilise Instagram Stories to share quick tips, answer follower questions, and provide behind-the-scenes glimpses of your coaching process. Incorporate interactive features like polls and Q&A sessions to increase engagement. Sharing anonymised client testimonials and success stories in Stories can also build credibility and trust.

5. How can they handle clients who take advantage of free consultations without committing to paid services?

They can handle clients who take advantage of free consultations by

setting clear boundaries and expectations from the outset. During the free consultation, they should provide valuable insights and tools to ensure the client benefits from the session. However, they should also make it clear that continued, in-depth support and additional tools are available through their paid services. Role-playing challenging conversations with a colleague or mentor can help them prepare for difficult interactions and maintain professionalism. Additionally, recording calls (with the client's permission) for training purposes can provide valuable feedback and help improve their approach to handling such situations.

6. How can someone effectively support and empower women with cancer while being mindful of the financial and emotional burdens?

To effectively support and empower women with cancer, they should focus on addressing both the emotional and practical needs of the patients and their families. They can start by providing free consultation calls that offer valuable insights and tools, setting clear boundaries to ensure ongoing support through paid services.

For emotional support, creating a series of short, informative videos can help patients understand and navigate their journey, from initial diagnosis to treatment options and emotional healing. These videos can cover topics like dealing with shock, managing treatment side

effects, and exploring emotional root causes, providing patients with clarity and confidence.

Understanding the financial strain cancer patients face is crucial. Offering affordable programs or one-off consultations can help alleviate some of the financial burden. Additionally, providing low-cost meditation or emotional support programs can be beneficial. Encouraging patients to watch the videos before their appointment can save time and ensure they come prepared, making the consultation more effective.

By combining emotional support, practical guidance, and financial sensitivity, they can empower women with cancer to feel calm, confident, and resilient on their journey to recovery.