

# Ready for a Soulful Business

## ***Module #1: Business Mindset and Soulmate clients*** ***Your Marketing Message***

Now that you have an idea about who you want to serve, what kinds of products you would like to offer, and some the core values of you, your business, and your audience we can begin to look at positioning. Positioning is the use of strategy to make your business process seem valuable and different to the market, good positioning will make you stand out in your soulmate client's mind making you seem like the person who can solve their dilemmas. This part of process has a few different names, it can be called your marketing message, your USP (Unique Sales Position), or even your magnetic sales message. This is a corner stone piece from which you will build everything else, and it is the Core Desired Feelings for your biz, for those Danielle La Porte fans reading this.

Your message should do three things.

- Reflect the pleasure island of your ideal soulmate clients (this can part of the title of your programs or a general sentence describing the transition you guide your clients through)
- Say who you are and what you do (your process)
- Speak briefly to why you do what you do (your big why and your values)

And it shouldn't be complicated. This is not something you want to overthink, you simply want to feel into the words you are using and see if they resonate with you and if you think they will resonate with your ideal clients.

Here is a template for creating your magnet sales message

Hi, I'm \_\_\_\_\_. I am a \_\_\_\_\_ (your title), I help \_\_\_\_\_ (your ideal client's preferred labels) to \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (results you get with ideal clients) because \_\_\_\_\_ (short, short version of your big why).

And, of course, you can mix this up a bit, so it sounds more natural. It should sound natural, even if you have to practice it a bit, it should be something you don't have any problems repeating when you meet

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someone. If you do experience doubt, know that this too is natural. But do, also, dig deeper into the mindset work in this module, as this kind of fear and doubt isn't speaking to Truth. It is ego's way of keeping you safe from hurt. Right now you need to lean into some of the fears of the unknown you may have, so that you can begin to envision and bring forth the potential already within you.

Here's an example:

*Gifts like empathy, intuition, dreams don't have to be a burden they sometimes seem to be, believe me I still get some growing pains! I help spiritual women, awakening lightworkers, own their light and master their sensitivities so they can grow into the healers and change-makers they are destined to be.*

In the example I start off with my short version of my big why, so this can sound more like a elevator pitch or an intro into a new social media group. In this version, I didn't use my titles. But my titles could easily be added in without changing anything about the whole of the message sounds. But the part about the growing pains implies I am a sensitive and that I am still growing (which we all are, aren't we?)

The top two rules for creating your sales message are:

- that it should be 100% clear who you are and what you do,
- and that you can feel in alignment with it.

Additional Templates:

For coaches and healers

I'm \_\_\_\_\_ (your title) and I help women to go from \_\_\_\_\_ (a major pain point for your clients) to \_\_\_\_\_ (a major pleasure point for your clients) because they are \_\_\_\_\_ (name something incredible about your clients that everyone can agree with).

For physical products

I'm \_\_\_\_\_ (your name). I created a line \_\_\_\_\_ (jewelry, therapeutic crystals, whatever your product actually is) that reflects the \_\_\_\_\_ (a major emotional value point you and your clients share, ie: serenity, freedom) that \_\_\_\_\_ (preferred label for your ideal soulmate clients) love/crave/want to surround themselves with/need in their lives.

----a really good example of this are the commercials for Jane Seymour's Open Heart pendant line. You can hear part of her story and message in this video: <https://www.youtube.com/watch?v=Yn7D0ekuWpY>