

# Ready for a Soulful Business



## *Module #1: Business Mindset and Soulmate clients Your Programs and Content ideas*

Many business owners are being taught to come with three different program/packaging/sales levels:

The intro,  
The signature or middle,  
The highest level/advanced/most exclusive program or sales level.

We'll continue with this idea as it will set you up for a more sustainable business. Where you start, when you get to creating your products or product lines, is up to you. For me, I had the hardest time identifying the intro level, but the highest level was the easiest. There are a few ways to go about getting to this all put together business concept, and we'll talk a lot more about how to structure things in the next module. For right now I just want you get those creative juices flowing about what sounds exciting, what sounds like it could really help your soulmates, and what you are willing to do or take on to get paid!!

Take a look at the worksheet about your hero's journey and let's begin brainstorming how to apply this to your clients!

Can your journey be broken down into beginning, middle, and end? If not, can you at least see a dividing point between different lessons you learned about way, groups of lessons that can be taught or talked about together?

If you are already selling things or have clients, you might want to ask yourself now what your clients are always asking you, what common questions or problems do you deal with? And then where in your story do those types of questions or problems or needs fall?

What products or services seem to go together or are frequently bought together?

How can you offer lots of consistent value to your clients? How can you make that work for you?



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What are some free and easy things you can do to add value to a package/product/program? Add individual time, add a free exclusive support group, a free exclusive event or activity? Do you want offer a low cost welcome packet or basket? Exclusive content? Brainstorm this out for the three levels of soulmates, your just met/intro peeps, your already love you peeps/signature level, and the rave about peeps/exclusive/advanced level. Also consider what free material a general audience member might need solved, which you can solve for them!!