



SOULPRENEUR SUCCESS CODE

Responses to “What do you do?” and “How can you help me?” and “What’s your business?”

The key is to keep the focus on:

WHO you help

WHAT they are dealing with

And how you help them get what they WANT

... and very little about

HOW you do what you do, and especially not about how it works

Sample Templates:

“You know how _____ (your ideal client, or could be more general such as “people”) _____ (struggle with / experience / want to / have X problem)? I help them _____ so they can / and then they can / and that creates / allows / transforms _____.”

“You know how _____ (your ideal client, or could be more general) _____ (struggle with / experience / want to / have X problem) ? People hire me to _____ (very high level of what you do, Example: clear emotional baggage, transform their mindset and beliefs) so they can / and then they can / and that creates / allows / transforms _____.”

Examples:

“You know how sometimes people have emotional baggage from the past that’s still impacting them now, and it’s keeping them from having the health / success / relationships / life they really want to have? Well I clear away that emotional baggage that’s actually trapped in the

cells of their bodies, without you having to talk about it or analyze it or relive it, it's just gone, and you can get your life back."

(Notice the transition from "they" to "you" – in conversation you can do that, although you wouldn't do it in print).

You know how so many people struggle with stress related health issues that just feel like they're taking over their lives? In my experience one of the biggest contributors to any health issue is emotional baggage from the past, that's trapped in our subconscious and keeps interfering with our health and our ability to really heal, even when the original trauma or stress was years ago – it's stuck in our bodies until it gets cleared for good. And that's exactly what I do, it's simpler than you think and that emotional baggage / trauma from the past is removed from your body for good – and then people can really start to heal.

(Notice "In my experience" – this is a good qualifier when you are talking about health issues, you aren't stating that X causes Y, you're stating that in your experience, this is related to that.)

You know how so many women / teens / parents / professionals struggle with severe anxiety and stress, even panic attacks? It's just such a huge obstacle to having the life and relationships and accomplishments they really want, it's such a heavy weight. What I do is identify and clear away the underlying imbalances / emotional baggage / trauma from the past that are actually trapped in peoples' bodies, right in their cells, and what I find is now they can live their life again, free from all that weight of the past.

Additions if needed – tell stories, share results:

"People tell me _____" (actual feedback and stories you have gotten from clients that are relevant to what you are talking about / who you're talking to).

Build your resource library – save studies, research, case studies, testimonials so you have them handy when you need them.

