



SOULPRENEUR SUCCESS CODE

Magnetic Free Consult Format:

Stages 1 – 3 are *Information Gathering – because it’s about them, not us*

Stage One: Why are they here and how did they find you?

Find out why they scheduled with you and how they found you:

- Ask how they found you / got connected to you
- What issue / pain / struggle they are dealing with

Examples:

“How did we get connected?”

“What led you to scheduling this time with me?”

“What is happening that you are looking for help with?”

“Why did you want to schedule this time to talk with me, what are you hoping I can help you with?”

Write down your potential questions:

Stage Two (sometimes is merged with Stage One): Details of their issue and its impact

Find out how that’s affecting them, how big an impact it’s having:

- Details such as how long it’s been going on
- How it’s affecting them
- What else they’ve tried

Examples:

“How long has this been going on for you?”

“Is this happening all the time, or just some of the time – please tell me more about that?”

“Please tell me how this is impacting your (health, life, relationships, career, finances)?”

“What have you already tried to address this, and what happened?”

Write down your potential questions:

Stage Three: Why now, how motivated are they

Find out how urgent it is, why now, what’s motivating them to make a change (unless they’ve already told you)

- Ask why now, why did they reach out at this time
- What result are they looking for
- What difference would it make for them if this issue were resolved (unless they’ve already shared that)

Examples:

“Why did you decide to reach out for help with this at this time?”

“Is this having a bigger impact on you now than before?”

“What would it look like for you to have this resolved / cleared up / finally heal?”

“What would success with resolving this be for you?”

“What would be different for you if this weren’t an issue any longer? How would it impact your life? How else?”

“Is this a priority for you now? (If yes) Why is it important to you to get this resolved now?”

Write down your potential questions:

Stage Four: The Buy-In Sequence / Paradigm Check-In

- Ask if they've ever had any experience with energy healing or coaching (or what you offer) before (unless they already told you)
- Explain a bit about what you do – this is what I call “The Buy-In Sequence” or “Paradigm Check-In”
 - The purpose is to help them understand and buy into the whole concept of what you are doing with them. It's essential that you stop multiple times and ask some version of “Does that make sense to you?” and **don't** continue unless they say yes. (Answer any questions they have along the way)
 - I recommend stopping and asking some version of “Does that make sense to you?” at least three times (Additional ways to ask: Does that resonate / align with you? Does that add up for you? With me so far? Is this making sense to you, from your experience? Does that seem right to you? Is all of this making sense to you so far?)

EXAMPLES:

1) Example of “The Buy-In Sequence” for an energy healer:

“The paradigm, or point of view, we're coming from, is that for whatever issue it is you are dealing with, there are underlying imbalances causing that to be what you're experiencing. *Does that make sense to you?*”

Okay, Imbalances is a big “umbrella” term, imbalances could be energetic, like emotional energy or trauma from the past, or subconscious beliefs, or imbalances of the chakras or meridians, or they can be more physical, like a pathogen or a nutritional issue, or even something simple like dehydration. *Are you with me so far?*

Essentially, your body knows how to heal itself, and it's always trying to do that. However these imbalances are creating conditions where your body's ability to heal is being blocked or interfered with. *Does that seem right to you?*

So what I am doing when I work with people is identifying the imbalances, and clearing them one by one, to help create the right conditions so your body can heal and regain balance. It's important to understand that, I'm not healing you, your body heals itself, I'm just working to create the right conditions so it can do that. *How does that resonate with you?*

I also want to clear, sometimes there are only a few imbalances involved, and sometimes, especially with something that's been going on for years, and is systemic and serious, there may be dozens or even hundreds of imbalances to uncover and clear. *Does that make sense, that the longer something has been going on and more serious it is, the more imbalances there will be, that need to be addressed?*

Sometimes certain ones need to be cleared before we can even get at others. So we don't really know what we're dealing with until we start working, but we uncover, layer by layer, clearing as we go, so your body can do the amazing healing it's capable of. *Does that all add up for you?*

Confirmation Questions – always be sure to ask one of these:

“Does that sound like the kind of approach you're looking for?”

“Is this the kind of support you've been looking for?”

“Is this making you feel like we're a good fit so far?”

“Do you feel like this approach would work for you?”

“Is this the direction you'd like to go?”

“Does this feel like the right next step for you?”

2) Example of a Buy In Sequence for a Life Coach:

“The paradigm or way of making real lasting change that I come from as a coach is that whatever challenge you're facing right now—whether it's around confidence, direction, motivation, relationships, or creating results you want—it's not random. There are patterns driving those outcomes. Does that make sense so far?”

When I say patterns, I'm talking about things like your beliefs, emotional triggers, habits of thought, and automatic behaviors that have developed over time. These patterns aren't personal flaws—they're just the subconscious programming your mind uses to try to keep you safe. Are you with me?

The thing is, those patterns were often formed based on past experiences or conditioning, and they don't always match who you are now or what you want to create in your life. So they end up running the show—keeping you stuck in cycles like procrastination, people-pleasing, overthinking, or self-doubt. Does that line up with your experience?

What I do as a coach is help you identify those patterns, interrupt them, and replace them with new beliefs, habits, and ways of thinking that support your goals and who you want to become. I'm not here to just give advice—you probably already know most of what you 'should' be doing. Instead, we uncover what's actually been blocking you so you can move forward. Does that make sense?

Some patterns can shift quickly once you see them clearly. Others run deeper and connect to emotional conditioning or identity-level beliefs like, 'I'm not good enough' or 'What I want isn't possible for me.' So we work layer by layer—building awareness, releasing old stories, and installing new habits and mindsets that create real change. Does that add up for you?

My goal is not just to help you feel better temporarily, but to help you transform how you think, decide, and act—so you can create lasting change in your life. Does that resonate?

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Create your Buy In Sequence:

What are 3-6 key concepts, or you might think of them as teaching points, that people need to understand and agree with / resonate with, in order to be aligned with what you do?

Key Concept #1:

Key Concept #2:

Key Concept #3:

Key Concept #4:

Once you have your key concepts, you can practice saying them to potential clients, remembering to pause and check to see if they are with you and it’s all making sense and resonating with them after each one. (See suggestions above for your “check in” language, or make up your own).

Of course, if they have questions along the way, answer those before continuing.

Summary question (don’t forget this!):

Examples:

- Does that sound like the kind of approach you’re looking for?
- Does this paradigm and approach make sense and appeal to you?
- Would you like to be taking this approach to resolving your issue?

Write notes on ideas for your summary question:

Stage Five: The Invitation

If they are in agreement with – bought into -- your Buy-In Sequence, and agree this is the approach they want, then the next logical step is to tell them how they can do that and work with you!

Make your **Expert Opinion Recommendation**, and invite them to schedule with you!

I love the “Expert Opinion Recommendation” as your form of invitation, because it both serves your potential new client by giving them the benefit of your expertise, which they have (at this point) clearly indicated they are interested in, *and also has you truly owning and standing in your role as the expert* – you DO have expertise, you have extremely valuable knowledge and experience, and if you’re like most heart-centered people, you maybe sometimes have trouble really owning it!

So this approach helps you to stay connected with your own role as the expert and also gives your client or customer your very valuable opinion.

Here’s an example of the Expert Opinion Recommendation:

“Based on everything you’ve told me about what you’re dealing with, what you want, and what matters to you the most (you can summarize what they’ve told you here), I recommend: (your genuine expert recommendation, what you think they should do, what next steps to take for them to get the results they want)

How does that sound to you / would you like to do that?”

Depending on the situation, you may want to summarize what they said in more detail, and/or you may realize you still need to ask a few more questions first.

In that case you could say “I’d love to give you my recommendation, but let me ask you a few more things to make sure I’ve got all the information I need to do that, is that okay?”

Then you would ask the needed questions, and when you have the information you need, go ahead and invite them to work with you with the Expert Opinion Recommendation from above.

Write your Expert Opinion Recommendation:
