Soulpreneur Success Code

The First Yes



A SIMPLE, CONNECTED APPROACH TO SALES

The Simple Method for Turning Real-Life Moments into Aligned Clients.

Without feeling awkward, pushy, or sales-y!

Stop freezing, fumbling, and over-explaining, so you can feel confident and comfortable inviting them to a next-step conversation.

What “The First Yes” Is (and Why It Matters)

Hint: You don’t need the sale… yet.

You just need the first yes.

If you’ve ever found yourself talking to someone and thinking:

“I know I could help them… but I have no idea how to turn this into a client without feeling pushy,”

you’re not alone.

In those moments, most Soulpreneurs do one of two things:

- They back away, change the subject, and hope the person somehow magically finds them later, or
- They jump too fast, blurt out an offer, feel awkward, and receive an equally awkward, “I’ll think about it”.

No wonder a simple conversation that could and probably should turn into a client feels hard.

Here’s the good news: In an organic, “real life” conversation, your job is not to sell your services.

Your job is much simpler:

1. Understand what’s going on for them.
2. Understand what they’d love instead.
3. Let them know you may be able to help, and
4. Invite them to a short, focused conversation to explore that.

That’s it.

They’re not saying, “Yes, I’ll hire you.” They’re simply saying, “Yes, I’d like to talk more about this.”

That simple agreement is The First Yes.

And you can get there in three natural steps.

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STEP 1: Find Out What's Going On

Before you tell someone what you do, get curious about them.

You don't need their entire life story. You're simply trying to understand the problem or challenge they're experiencing.

Try questions like:

- "What's been going on with that?"
- "What's the biggest challenge you're having with it right now?"
- "What's been frustrating you most?"
- "How long has this been an issue for you?"
- "How is that affecting you?"
- "What have you tried so far?"

You don't need to ask all of these - in fact, please don't! This is a conversation, not an interrogation.

One or two good questions – and genuine curiosity about their answers – will be plenty.
And resist the temptation to immediately translate their problem into your professional language.
If they tell you, "I'm exhausted all the time," you don't need to explain why their adrenals need to be checked, chakras are blocked, their nervous system is dysregulated, or their limiting beliefs are creating it.

For now:
"I'm exhausted all the time" is the problem.

Stay in their world and their language. "That must be really hard, and I hear that a lot" is a much better response than "let me tell you how I can help with that" or "here's why that's happening.

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STEP 2: Find Out What They Want Instead

Now you want to understand the other side of the bridge you're building: **If this problem were eased or resolved, what would they love instead?**

You might ask them:

- "If this weren't such a struggle anymore, what would you love to be experiencing instead?"
- "If something could really shift here, what would you want things to look like?"
- "If this wasn't draining you anymore, what would feel different in your life?"
- "If you could wave a magic wand around this one thing, what would you want it to change?"

Again, keep it simple and light. You're not doing a full session or consultation.

You simply want to become aware of and understand:

1. Where they are now.
2. Where they'd love to be, and most importantly what that "where" would feel like. That's the emotion.

That gap between "where I am" and "where I want to go" is exactly where your work lives.

And it sets you up beautifully for the invitation.

STEP 3: Invite Them to a Next Conversation

Only *after* you understand:

- what they're struggling with, and
- what they'd love instead,

do you offer anything about exploring working together.

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You are still not yet selling your program or package.

You're simply offering a short, focused conversation where you can explore together what might help them get from here to there.

Think of it as opening a door, and inviting them to sit down for tea, rather than making a sale.

Here are three simple invitations you can adapt in your own words.

1. The "From Here to There" Invitation

"If I could share some tools or perspectives that might help you get from where you are now to where you'd really like to be, would that be worth a 20-minute conversation?"

2. The "Even Halfway" Invitation

"If I could help you get even halfway to [the thing they just told you they want], would that be worth a short conversation to see what that might look like?"

3. The "Faster Path" Invitation

You've been dealing with [their words for the problem] for [length of time]. If I have some tools and ways of working that could help you shift this faster than you've been able to on your own, would that be worth a 20-minute conversation?"

Notice what you're not doing here:

- You're not launching into a full explanation of your modality.
- You're not listing every feature of your program.
- You're not pressuring them to "decide right now."
- You're not trying to prove your worth.

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You're doing something much more powerful; you're relating, and it goes like this:

The problem they told you they have ➜ The result they told you they want ➜ A friendly invitation to explore a path between the two

That's The First Yes.

Problem ➜ Desired Outcome ➜ Invitation

In this conversation, that's all you need.

Because the first yes isn't: "Yes, I'll hire you."

It's simply: "Yes. That sounds worth talking about."

Once they've said that, you're no longer chasing them. You're walking through an open door together.

Finally, the last Piece in Step 3 (this is the extra bit most people don't do, and it makes all the difference!): Get it on the calendar – day, date, and time – confirmed.

They just said "Yes. That sounds worth talking about" or "Yes, I'd like to see if that could help me, let's explore it."

And now you simply get it <u>scheduled</u>: *"Great, how is Thursday at 3?"*

Don't delay, they just said they want this conversation with you, so get it scheduled now.

Find a time that works for both of you, and then (and this is KEY), say:

"Is there any reason why you wouldn't be able to make that call?"

Then LISTEN. If they say, "Now you mention it, I have an appointment that might run late..." then you move the call to a time they can commit to.

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And if they say, “No, I can’t think of anything, I’ll be there!” then let them know you’re looking forward to it and send them the calendar invitation / confirmation!

Taking this simple extra step of scheduling the time now, not later, and asking them to confirm they will be there, will ensure you are both taking this seriously, and showing up with intent!

You got The First Yes. Now what?

When someone says, “Yes, I’d like to talk,” you’ve crossed an important threshold.

They’ve told you, in plain language:

- “This really matters to me.”
- “I’m willing to spend time on it.”
- “I’m open to the possibility that you might be able to help.”

That’s a very different energy from casual chat at the grocery store or a random comment on social media.

But getting that conversation is Skill #1.

Once you’re in that conversation, you need Skill #2:

- Knowing how to lead a sales conversation that feels natural, grounded, and aligned with who you are.
- Helping your potential client get clear on what they truly need, what it’s costing them to stay where they are, and whether now is the right time to change it.
- Showing them clearly how you can help — without pressure, manipulation, or “trying to convince.”

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When you know how to do both:

1. Get the conversation (The First Yes), and
2. Lead the conversation (so they can choose their next step clearly)

...sales stops feeling like something you have to “push through,” and starts feeling like part of the healing, coaching, or transformational work you’re here to do.

Ready to explore that next step?

You've learned how to get The First Yes. But knowing how to turn that next conversation into a paying client? That's a whole different skill!

And it's not something you can master from a PDF.

Let's find out what YOU need to become confident and effective at the conversations that can fill your calendar – and even need a waiting list!

In a complimentary Soulful Sales Breakthrough Call, we'll explore where you are now, what's working, what's getting in your way, and the best next step for you to master these conversations in a way that feels natural, authentic, and aligned with who you are.

Schedule Your Soulful Sales Breakthrough Call Now

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