

SOUL TRIBE LIST BUILDING PLAYBOOK

7 Steps to Attracting
Divinely Aligned
Clients Online



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7 Steps to Attracting Divinely Aligned Clients Online
by Julia Stege, the Magical Marketer

You want to attract your Soul Tribe online, those people who are divinely aligned with your essence and your offerings. This Soul Tribe List Building Playbook will take you through 7 simple yet soulfully deep steps to select your tribe and authentically draw them to engage with you. This is truly a new paradigm for marketing!

And to support you in this process you are invited to attend my upcoming live online *Soul Tribe Attraction Playshop* where I reveal 3 reasons why marketing the 'normal' way is sabotaging your heart-based business, along with magical marketing strategies that can transform your business and your life. Watch your inbox for details on how to participate.



Enjoy!
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Step 1: Describe Your Soul Tribe

Start this process by going within to discover who you really, really want to attract. We want to begin within YOU.

First get into a calm meditative state, forget about what is logical or professional or what anyone else has told you and consider this question: *What are the qualities, characteristics and attributes of my Soul Tribe?*

This is a long list of what you like about your most perfect customers, what they're like, their personalities, how they treat you, the resources they have, how they find you, what is important to them, how they act, and so on.

Think of folks you've loved to work with in the past and what you liked about them, or you can think of client situations gone awry and what you would prefer. What kinds of people have you always wanted to work with?

Use the following page to let it flow.

Don't hold back or worry about where you are going to find them or how logical it is that you will attract them.

The Qualities, Characteristics and Attributes of My Soul Tribe Are:

Step 2: Identify Your Point of Attraction

Another way to put this is, "what is my true life purpose?" When you clarify this and begin sharing it with others you will realize that your perfect customers have a mission that is quite aligned with yours if not exactly the same. It is our soul fire that is the source of our attracting power. When our perfect customers get what makes us tick, they recognize us and choose us.

Again, get into a calm, relaxed state and ask yourself this question: **What makes me and my Soul Tribe tick?**

Step 3: Specify What You Want

Before you go out and market your business, you want to have a vision of your business life that inspires you. This is about what you want to be, do, have, create and live. This is the reason you even have a business. This is what calls you forward. Put everything you want here, including what products or services you are delivering now and what you want to grow into in the future... how many clients you have, what your days are like, what your boundaries are.

Ask yourself the question: **What do I want my Soul Tribe to expect from me?**

Step 4: Declare Who You Are Being

What will truly open your life to receiving what you desire is your state of being. For everything we want to experience or receive, there is a way of being that will attract it and a way of being that will repel it. To get started, identify each item under step 3 that you have not yet manifested or attracted, write it down here again. Then ask yourself, **"Who am I willing to be to be to attract this?"** What word or phrase describes the way you would be if you attracted this? Write it down next to the item you want to attract. Now go forth and be that quality and watch as what you desire is drawn to you.

What I want to attract

Who I'm willing to be

Step 5: Discover Your Tribe's Top of Mind Problem or Desire

One key to attracting your Soul Tribe online is to help them solve their problem or desire with your unique gifts. Now it's time to go out into the world and discover what your tribe really needs, what they desire, what they're struggling with. This process will help you begin to design an irresistible tribe attracting freebie that leads into your products and services.

Go online to search, interview colleagues and customers, take other expert's free classes to answer these questions:

What is your perfect customer's greatest top-of-mind pain?

Who are others in your industry & what are they doing to solve this pain?

How Are You Different?

Step 6: Design Your Irresistible Freebie

The key to converting website visitors into potential clients is to create an irresistible free offer that leads seamlessly into connection and engagement. This process is inspiring to your Soul Tribe when you solve a problem they are experiencing on their path and guide them into an engagement with you that helps them transform their lives. This freebie is a part of your Magical Marketing Funnel to attract your Soul Tribe!



Decide what problem you will solve with your freebie. In my example above, I am solving the problem my clients have of not attracting enough of the right clients. Starting with a free Attraction Plan, leading into a free webinar training.. then either an "Easy Yes" group training or a private consultation... all leading to high end branding and website design.

One way to determine your best freebie is to ask yourself what is the first step of your system that can solve your client's top of mind problem. Use the space below to brainstorm about your freebie.

The main problem I want to solve for my clients with my freebie is:

The way I will solve their problem is:

The first steps in my process are:

What I am happy to give away free:

What paid product/s or service/s I will lead to with this freebie are:

Other notes about my freebie:

Step 7: Create Your Fun, Fulfilling & Sustainable Online Marketing Plan

You cannot do everything that everyone says is a must-do for marketing. Instead you want to find those few activities that you can do easily, consistently, and authentically to attract your Soul Tribe. When you align your marketing activities with your Soul's Purpose, then your marketing will be sustainable and fulfilling for you because the Universe will provide the resources and energy to do.

Write down any activities you like to do where people are involved:

What creative abilities do you have that you can share with the world?

What Social Networks do you prefer?

Now write down your 3 main daily marketing activities:

- 1.
- 2.
- 3.



Next Step: Come to My Live Soul Tribe Attraction Playshop with Website Reviews!

Live Online Group Training: *Attracting Your Soul Tribe Online List Building Playshop*

You are invited to my next live playshop *Attracting Your Soul Tribe Online* where I will reveal:

- 3 reasons why marketing the 'normal' way is sabotaging your heart-based business
- The number one thing you can do to attract your divinely aligned Soul Tribe online
- Insight into why so many of your prospects and potential partners are confused about what you do, and what to do about it!
- What is the seldom used secret ingredient for attracting divinely aligned clients online?
- What is the most effective way to engage potential clients through your website?
- And I'll be reviewing websites and taking your questions live!
- Check your inbox for a letter from Julia@Magical-Marketing.com for details on how to join the training:

Is it time to get my help?



I help spiritual business women and conscious entrepreneurs to clarify and express their purpose through marketing, branding and websites that attract their Soul Tribe and inspire a true connection online.

If you want my help to create your tribe attracting brand, website or marketing plan, you are invited to apply for a Magical Strategy Session with me where we can review what you're doing and determine your next best steps. And I will share how I can help you implement those steps.

Sound good? Then please help me know a bit more about you by filling out my survey form here: <http://www.magicalstrategysession.com>

I'm looking forward to connecting with you.

Love, Julia Stege, The Magical Marketer

Notes: