

Marketing from the Soul Roadmap

STEP 1:

ALIGN WITH YOUR SOUL

A bit of Soul Diving will help you discover the words and ideas that reflect your Soul, and form the foundation for all your marketing. Follow Module 1 for guidance.

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STEP 2: DISCOVER YOUR SOUL TRIBE

Clarify who you were born to serve and why you are THE ONE to help them. Create a Soul Tribe Profile that has them shouting, "That's Me!" Follow Module 2 for guidance.

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STEP 3: YOUR TRIBE ATTRACTING MESSAGE

Distinguish yourself from others in your industry with just a few key words. Create your unique message so you always know what to say. Follow Module 3 for guidance.

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STEP 4: DEFINE YOUR VISUAL AESTHETIC

Discover the unique visual style, colors and symbology that reflects your essence and sets you apart. Create a brand board for consistency. Follow Module 4 for guidance.

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STEP 5: CREATE YOUR IRRESISTIBLE OFFER/S

Grow your list of followers and fans with a compelling freebie that gets them into your flow. Follow up with offers that your tribe will love. Follow Module 5 for guidance.

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STEP 6: CREATE CONTENT THAT CONNECTS

Stay connected to your Soul Tribe with great content that uplifts, inspires, and engages your tribe, continually!

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STEP 7: GROW YOUR BUSINESS ONLINE

Design your platforms for attracting and engaging clients online? Make sure your platforms all represent you and are designed to inspire your tribe to connect with you.

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STEP 8: MARKETING FROM THE SOUL PLAN

Create a plan that is fun, fulfilling and sustainable, and that brings forward your greatest gifts and transforms the lives of your peeps.

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LET'S DESIGN YOUR OWN PERSONAL NEXT STEPS >>