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Soul Power Activities Quickie Set Up

How to Complete Soul Power Activities Every Day and Build Momentum

Soul power activities are what attract new members of your tribe. It is the life blood of your private practice or business. They're not "maintenance tasks" like e-mail, client communications, support, paying bills and scrolling through social media, they are power activities that build your network, generate interest, discovery calls, consultation calls and clients.

Soul power activities are like a marathon versus a race. It requires patience, endurance and consistency. You need to spend 1-2 hours a day to build up momentum to have a regular system. To begin with, empty yourself as a vessel and become a channel. When you are an intuitive channel you are guided on every step.

Instructions to Start Your Soul Power Activities

Start by looking at your schedule and calendar and blocking out 2 hours every day. Look for a time block that can be identical every day, this makes it easier to remember to do each day and become a habit. Consider blocking out the 2 hours first thing in the morning, Monday to Sunday. This way it's completed each day. Monday to Friday is ok but 7 days a week is better.

The next step is to determine if your Sooper Dooper Focus is active on Facebook and LinkedIn. Try searching for members of your tribe using LinkedIn search by typing in phrases like: Accounting business owners, Accountants, Principle Accountants if searching for Accountants. Try using different terminology and phrases to identify tribe members and then look at their profiles to see if they're a fit.

If you can find tribe members on both then split your time equally between LinkedIn & Facebook. If you can't find potential tribe members then you will be doing 100% on Facebook daily.

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If you've blocked out 2 hours every day, that means that you will be doing 1 hour of Facebook and 1 hour of LinkedIn every day. Or, if you can't find tribe members on LinkedIn, you will be doing 2 hours of Facebook daily.

There are 3 steps when making meaningful connections on your Facebook or LinkedIn:

1. Searching
2. Connecting
3. Focusing

Soul Connections On Facebook Groups

A. Finding Your Soul Facebook Groups (Searching)

Let's start with Facebook! First of all, you must have your personal Facebook profile setup correctly before continuing with this process. Please refer to the "Facebook Profile Quickie Set Up" and then refer to "Posting on Facebook Group."

The next steps won't work till this is done.

Now that your Facebook profile is set up correctly, it's time to join some groups that are specific to your Souls Calling & Sooper Dooper Focus.

To do this, within Facebook, use the main search bar and type phrases like: Entrepreneurs, Relationships, Weight Loss, Moms, Grief, Lightworkers, and Spirituality.

Facebook will display the different groups in the search results, take a look at them and if they seem relevant, join them. Some groups might require you to answer questions, be authentic and truthful as this will enable alignment.

As you join these groups, Facebook should display "groups that are similar to this". Look at the suggestions and join the groups that you are intuitively drawn to.

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B. Profiling The Facebook Groups

When you get inside the different groups, begin by profiling the group. Here are the different steps to follow:

1. Read the Group Name & feel if it's resonating with you and see how many members the group has. Groups with more members have more chance of interaction, but too many members might mean your posts can also get lost and too few members might mean you ending up spending more energy in the group and its better to put energy into your own groups rather than groups with smaller membership, unless it's a really active group and totally resonating with you. In the end go with your intuitive guidance.
2. Then see the group banner first and see how it feels in your heart, where it feels uplifting and not draining.
3. Read the group description and rules and check if it's a group you will be able to interact with or not:
 - Some groups have the group rules in an announcement section or pinned post at the top.
 - If the group is too restricted and only interested in their own agenda then it's not the best to join the group.
4. Quickly scan the group posts and check alignment with your soul purpose, Sooper Dooper focus and souls offer:
 - If it's like a shopping channel, then its best to investigate the next group on your list.
 - If there are mix of engaging posts, questions, likes, comments and value adding shares then move to the next steps.
5. Who are the main admins (oldest or most active) and how does a connection with them make you feel? Proceed if it feels good:
 - See the kinds of posts the admins are sharing (are they looking to grow the group or only their own agenda – a mix of both is healthy)
 - By looking at their posts in the group and on their profile page, you get an idea of the posts that are successful and ideas of posts you might like to post.

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C. Once Joining The Group Feels Good, Join The Group

1. If all still feels good after profiling the group, go ahead and join the group
2. Some groups have questions, fill in the answers with integrity, and note if the questions are supportive versus self-promoting. Questions tend to be checking that you will honour the group rules and you want to be a genuine member where you support the Group versus only take. Questions that check if you are willing to invest in any program are ok as the admin is filtering their tribe members.
3. Now that you're in these Facebook groups, take some time to observe what goes on inside them.
 - What are people saying? What are the common posts, comments, arguments, ambitions, goals, problems, pains, prayers and hopes?
 - Observe, take notes and get ideas for your posts, how to approach your tribe, ideas for your discovery calls and consultation calls.
 - Notice if what you are offering, is in line with the requirements of your tribe by the kinds of things people post.
6. Notice the main influencers and what kinds of posts they post and assess the reason they are considered to be an influencer.
 - Influencers are group members who are respected in the group and typically know what they're talking about and have experience.
 - You can also look at their pages and groups they are a member of by viewing their profile. Influencers can be discerning in picking their groups, so you can also profile some of the groups they are a member of.

Warning: Don't go into these groups and start spamming offering people your services and telling people to check out your content. This will get people being put off by you. And might even get you banned! We're in these groups for two reasons: To observe/learn, add value, be of service and find members who are aligned to your Sooper Dooper Focus and add them as friends.

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D. Introducing Yourself On The Groups (Connecting)

1. See how past members have introduced themselves on the group and which posts got engagement and get some ideas about how to introduce yourself
2. Then post a post, introducing yourself - be authentic and keep it real, inviting and short (do not make it all about you!)
3. Send a private message to the main admin and introduce yourself, what you love about their group (no spamming or selling)

E. Start Interacting On The Groups

1. Like, heart, comment on posts that feel right.
 - Like and comment on posts that are aligned to your souls purpose and mission – be authentic and real.
 - When you like or comment on a post, the person who posted it notices you more than just a like, because they get an alert.
 - Like and comment on posts that have little engagement as it supports the person who posted it and also gets you noticed even more.
 - Like and comment on those who also commented on the post.
 - Main thing is to follow your intuition and let it guide you.
2. Help people for free, ask for nothing in return.
 - Respond in a manner that is supportive and makes a difference.
 - Keep interacting and providing value.
 - If what you provide is valuable, they will check your profile out, like your posts and will friend you.
3. Nomads are typically searching for the “quick win” and will sacrifice long-term gain in exchange for immediate gratification.
 - On the other hand, farmers are patient individuals that plant seeds now...knowing they will come to fruition in the future.
 - If your goal is a consistent and robust source of new customers from social media, it’s time you start adopting the “farmer” philosophy.
4. If the opening is there, offer to connect on DM or private message, for example,

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- They have left a comment which is in line which you offer or have shared a problem that you can support, “If you want to chat about this (...their words...), DM me.”
- The post is directly asking for your service, for example, “I am looking for a coach.” you can reply, “Hi I am a coach and I help people (. Use their words...), I have sent you a friend request and message. Would love to chat more and support you.” Then in the messenger, send a message, “Hi there, this is XXXX here. You message on Group XXX that you were looking for a Coach. I would love to support you. I offer a complimentary coaching call. You can book it here (add Calendly link, go to Calendly Quickie Set Up Sheet to learn more how to set up your Calendly account).

F. Post Valuable Content On The Group

1. Become a “Go To” person for your area of expertise.
2. Post content that engages
 - Hello Hi: How are you today? How was your Sunday?
 - Personal Shares: Life stories, Vulnerability & Learnings
 - Tips that add value and aligned to your tribe
 - Questions for engagement and market research
 - Insights
 - Quotes
3. Reply to people that comment and like, this encourages more people to see your post and comment

G. Adding Friends Aligned To Your Souls Calling

1. To add people as friends, look at the recent posts and comments in the Facebook groups and then click on the person’s name to see their profile and determine whether they’re a good fit for Sooper Dooper Focus & Souls Offer. If you think they’re a good fit, add them as a friend.
2. Another way to find members and add them as friends is to click the “Members” link within the group, this will show you all the group members! Scroll through them and look at their profiles to determine whether they’re a good fit, if they are, add them as friends.

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3. Before adding them as friends, like and comment on their posts in the group and on their profile page.

Warning: Facebook will “limit” your account and remove your ability to add new friends if you try to add more than 40 per day. Make sure you never add more than 40 people every 24 hours. Treat this as a daily exercise that will flourish over time, it’s a marathon not a sprint.

Each day, as you add friends, people will start accepting your invitations. You can add between 10 – 40 people a day. Have a system, where you like and comment and wait. Then like and comment something else. Notice group posts and posts on their profile page. You are waiting to notice do they respond or like your comment. If they do they are more likely to engage with your friends post. You can short cut this step too, if you want, and follow your intuitive guidance and friend those with whom you feel there is mutual alignment.

Approximately 50% of the people you add as friends will accept your request. It is higher if you have taken the time to like, comment and connect from a place of authenticity. ***If you’re getting less than 50%, this means that your profile isn’t appealing to your niche and you need to work on it and make it more appealing.***

H. Connect On Messenger To Make Soul Connections (Focusing)

There are 1.3 Billion people on Facebook Messenger. Facebook Messenger is like texting...but more intimate - which also makes it HIGHLY effective as a networking tool to build relationships at scale. Plus it’s ENORMOUS! And it remains largely untapped

1. As you begin to join & interact in Facebook Groups related to your Souls Calling, you’ll begin to attract new people into your energy field.
2. When people accept your friend requests, you want to send them a direct message on Facebook, saying hello and thanking them for accepting your request (see below for more).
3. When people send you a friend request, and you accept, you want to send them a direct message saying hello and thanking them for making a friend request (see below for more).

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Warning: It's better not to message people who aren't your friends. These messages will go to SPAM and if you do them too often, your account can get blacklisted. I recommend this approach, only if it's a heart calling and you just know you have to be in touch with the person. Limit these to only a few a month

I. Direct Messaging Friends When They Accept (Focusing)

1. When people accept your friend requests, you want to send them a direct message on Facebook.
2. There are 2 approaches you can take, which is either the Direct or Indirect Approach. The best way to decide what feels right in your heart. Let your intuition guide you.

In-Direct Approach

Hey [THEIR NAME],

It's wonderful to get connected (...because...)

I loved your post/ Thank you for your comment/ I loved your post XX on your profile page. *(Make it about them and what you love about them, write in a manner that feel right for you, being authentic and real and in alignment with their profile).*

How are you today?

Direct Approach 1 – Person you connected with on the Group

Hey [THEIR NAME],

I saw you're an [ACCOUNTANT] and I wanted to reach out.

I'm [YOUR NAME] and I help [ACCOUNTANTS] to [GET MORE CLIENTS].

Do you need any help with this?

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Direct Approach 2 – What to do when they reply

Hey [THEIR NAME],

I saw you're an [ACCOUNTANT] and I wanted to reach out.

I'm [YOUR NAME] and I help [ACCOUNTANTS] to [GET MORE CLIENTS].

Do you need any help with this?

If they reply Yes or something to imply Yes.

Thank you for sharing you need help with [THEIR WORDS], I would love to help you.
The best next step would be to have a conversation.

I offer a Complimentary Coaching Call to [THEIR WORDS]. I would love to support you,
you can book a call via this link:

Add Calendly link

Looking forward to it.

Direct Approach 2 – With an Offer of a Discovery Call

Hey [THEIR NAME],

I saw you're an [ACCOUNTANT] and I wanted to reach out.

I noticed you were asking on the [FACEBOOK GROUP NAME OR PROFILE PAGE] about
[ADD THEIR WORDS].

Empathise with them. For example, it must be hard dealing with this.

I'm [YOUR NAME] and I help [PEOPLE YOU HELP] to [GET RESULT WITH UNIQUE
SUCCESS FACTOR].

If you would like to have a conversation about it, feel free to book a call via this link:

Add Calendly link (You can add a set of questions in the Calendly link)

Looking forward to it.

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If you do not have a Calendly account, you can let them know that you would love to have a conversation with them. Have a short 15 minutes conversation to find out what they want and if what you do can help them. You are asking your survey questions on the call to assess if there is an alignment.

If there is an alignment, then offer to send the Intake form to complete a Consultation Call. Once you get the completed intake form you can schedule the call with them and book it into your calendar. If you do not have a calendar app, google calendar is a great place to begin (Its free!).

If they seem like a super good fit, tell them that and ask when they are available for a 60 minutes Consultation Call where you can explore things further. Agree the exact date/time, ask them for their email address, load it into Google Calendar and invite them as a participant so that they get reminders. You've got a Consultation Call in the calendar ready to go!

Direct Approach 3 - With an Offer of A Coaching Call With An Intake Form

Hey [THEIR NAME],

I saw you're an [ACCOUNTANT] and I wanted to reach out.

I noticed you were asking on the [FACEBOOK GROUP NAME OR PROFILE PAGE] about [ADD THEIR WORDS].

Empathise with them. For example, it must be hard dealing with this.

I'm [YOUR NAME] and I help [PEOPLE YOU HELP] to [GET RESULT WITH UNIQUE SUCCESS FACTOR].

Would you like to have a conversation about your [POST OR QUESTION], I offer a Complimentary Coaching Call (.. to ...) ?

All you have to do is fill in an Intake Form. It's completely confidential.

Once I get the filled in form back, I will get your call scheduled.

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When you direct message Facebook friends, roughly 50% of the people you message will reply to you. So if you add 40 new friends a day, 20 will accept, if you message all 20, roughly 10 will reply, and from those 10, you can continue the conversation.

If they don't seem like a good fit, tell them that and then thank them for their time. End the conversation there. If you feel guided you can offer to add them to your FREE Whatsapp group or send them a free "stuff" link. If you do not feel guided, let it be. There are some connections, that are just not an energetic fit so flow with that. Know that the universe of your tribe is massive and there are many people to pour your energy into. This process filters out the people who are not a match with your tribe and calling. It also lets the Universe know what you are ready for.

Soul Connections on LinkedIn

A. Find The Right Connections on LinkedIn (Searching)

First of all, you must have your personal LinkedIn profile setup correctly before continuing with this process. Please refer to the Quickie Set Up, "Setting up your LinkedIn profile". The next steps won't work till this is done.

Now that your LinkedIn profile is set up correctly, it's time to search for people who are in your Sooper Dooper Focus and a good fit for your offer.

1. Login to LinkedIn, click inside the search box at the top, click "People" and you will be taken to a page that allows you to add "Locations", "Connections" and "Companies". Narrow down your search by adding a specific country that's most likely to have your ideal clients in it, example: United States.
2. Try searching for some key phrases like: Accountants, Lawyers, CEOs, VPs, Manager, Director, Psychologists. When you search for each term, scroll through the results and look for people who are a good fit for your offer. Make note of what search terms work and what ones don't -- this will save time in the future.

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3. When you find somebody who's a good fit for your offer, check out their profile and see what terminology they use to describe themselves. Make notes of all the different words people in your Sooper Dooper Focus use to describe themselves and what they do. Making note of this will allow you to search for many new phrases and continuously uncover more people that are a fit with your tribe.
4. When you find somebody who's a good fit for your tribe, add them as a connection. LinkedIn will send a default message to any connection that you request. To add an extra special touch send a short introduction message. This makes your message stand out. Note the tonality in LinkedIn is more formal than Facebook.

Custom Message when requesting a LinkedIn Connection

Dear XXXX

I was happy to have found your profile and I noticed that you are [ADD THEIR ROLE & WHERE OR WITH WHOM].

It would be a pleasure to connect and I have sent you a LinkedIn Connection request.

Optional for people you really want to connect with:

It would be a pleasure to connect because [ADD REASON BASED ON THEIR PROFILE] and I have sent you a LinkedIn Connection request.

Optional for people you really want to connect with and have a mutual connection and want to get a response:

It would be a pleasure to connect because we have a mutual connection [ADD THEIR NAME] and I know them from [ADD WHERE FROM]. How do you know them? I have sent you a LinkedIn Connection request and look forward to learning more.

Regards
YOUR NAME

5. You should aim to add new 20-40 new connections on LinkedIn every day. You can expect roughly 50% of the people you add to accept your request. If yours is lower, fix your profile.

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B. Direct Messaging Connections When They Accept (Connecting)

When people accept your connection requests, you want to send them a direct message on LinkedIn. Some formats of messaging are below.

As LinkedIn is a networking site, it's much more open to direct messages. Main thing is keep it short, honest and to the point, without self-promoting. You are reaching in the context of what they do and what you offer.

Direct Message once someone accepts your Connection

Dear XXXX

Thank you for accepting my connection request.

I noticed you are a [ADD THEIR ROLE and with if appropriate] and [SOMETHING THAT CAUGHT YOUR INTEREST].

My name is [YOUR NAME] and I help [PEOPLE YOU HELP] to [GET RESULT WITH UNIQUE SUCCESS FACTOR].

Option 1: Simple call to action

Do you need any help with this?

Option 2: An offer of running a pilot (good for organisations and companies)

Do you need any help with this? I am currently offering [ADD OFFER]. *(An example of an offer could be, a weekly 30-minute group training for all your employees to feel calm in seconds.)*

Option 3: Simple call to action with free offer

Do you need any help with this? I am currently offering a complimentary Discovery Call where I [DISCOVERY CALL OFFER]. *An example of a discovery call offer, I will complete a full diagnosis of your current situation and provide tips on what you can do to reach your goal.*

Option 4: Simple call to action asking if they know anyone that needs help with free offer

Do you know anyone who needs help with this? I am currently offering a complimentary Discovery Call where I [DISCOVERY CALL OFFER].

Regards

YOUR NAME

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Direct Message once someone accepts your Connection, asking for help with research

Dear XXXX

I was excited to learn that you are a [ADD THEIR ROLE and with if appropriate] and are in the [INDUSTRY] and I loved reading on your profile that you [SOMETHING THAT CAUGHT YOUR INTEREST AND WILL BUILD RAPPORT].

My name is [YOUR NAME] and I have just started my new project where I [PEOPLE YOU HELP] to [GET RESULT WITH UNIQUE SUCCESS FACTOR].

As this is a new project, I am conducting some research in this area and would value your opinion on what would make the real difference from someone going from [CURRENT SITUATION] to [DESIRED SITUATION].

Would you be willing to get on a call with myself this week and share your thoughts? Or know someone who might want to help?

Optional: *As a thank you I am offering a complimentary coaching consultation call to help provide clarity on [CURRENT SITUATION] to [DESIRED SITUATION].*

Regards
YOUR NAME

Main thing is to:

- Have Rapport (Make it about them first and not you)
- Not to put your website and social media links
- Find common ground, for example a mutual connection or a common interest. Remember, people like people like people.
- Be direct about what you offer and want and leave it at that
- A voice recording or video can make it more personable
- Figure out how to engage them, for example with a question
- Note people are not necessarily waiting around for your message and to get a reply or to reply to yours

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Direct Message once someone accepts your Connection, asking for help with research to an experienced person in the industry

Dear [NAME],

It is always exciting to connect with an experienced professional like yourself in the (insert niche/industry).

I'd actually love if you could help me out with some feedback.

Currently, I'm working on a new project that helps (PEOPLE YOU HELP) accomplish/improve [GET RESULT, OVERCOME PROBLEM, GET SOLUTION].

I'm still testing how best to launch it and get it into the hands of the right people.

Not going to try to sell you, but I'd really value your input so I'm on the right track and only creating an offering that people truly want.

Would you be open for a quick phone call or on-line conversation this week? I would love to get your opinion and perspective.

Regards
YOUR NAME

Feedback from client who used this approach

When I used this approach in less than 4 days, I had booked 17 meetings with people who were in my Sooper Dooper Focus. And all it took was 1 day to get my first paid client.

The reason why this worked was because I was triggering a few unconscious biases and psychological tendencies that people had.

- 1. The first sentence is about them and what I admire about them. This build rapport and connection and they feel good about themselves and their expertise*
- 2. I openly ask for help and what I find is people want to help and because they feel they have the power to help.*
- 3. I made people feel like they would have a part of something greater than just themselves*

When you get sold to, your guard naturally goes up. However, this methodology puts people at ease because it's more relationship-driven.

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When you direct message LinkedIn connections, roughly 50% of the people you message will reply. So if you add 20 new connections a day, 10 will accept, if you message all 10, roughly 5 will reply, and from those 5, you can continue the conversation.

You can also direct message where you are specific about what you want from people whose profile you have looked up and have a sense they might be interested.

Note this is not selling, for example,

Example 1

Hello [NAME]!

How are you today?

I am seeking serious minded people with viable projects who are experiencing difficulty in obtaining financing or funds to start up a business, project and various purchases.

Message me for more details.

Example 2

Hello [NAME]

How are you today?

Do you know anyone who wants more from life? They want to earn more money, get a promotion or find their next job that pays more than the one they have now.

I am offering a complimentary coaching call for those who want more from life and progress in their career.

How can I find these people? Would welcome any advice.

In gratitude

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Example 3

Hello [NAME]

How are you today?

Do you know anyone who wants more from life? They want to earn more money, get a promotion or find their next job that pays more than the one they have now.

I am hosting a complimentary on-line seminar to help people progress in their career, get a better rating or promotion that increases pay. It's for people who are ambitious and want more for themselves.

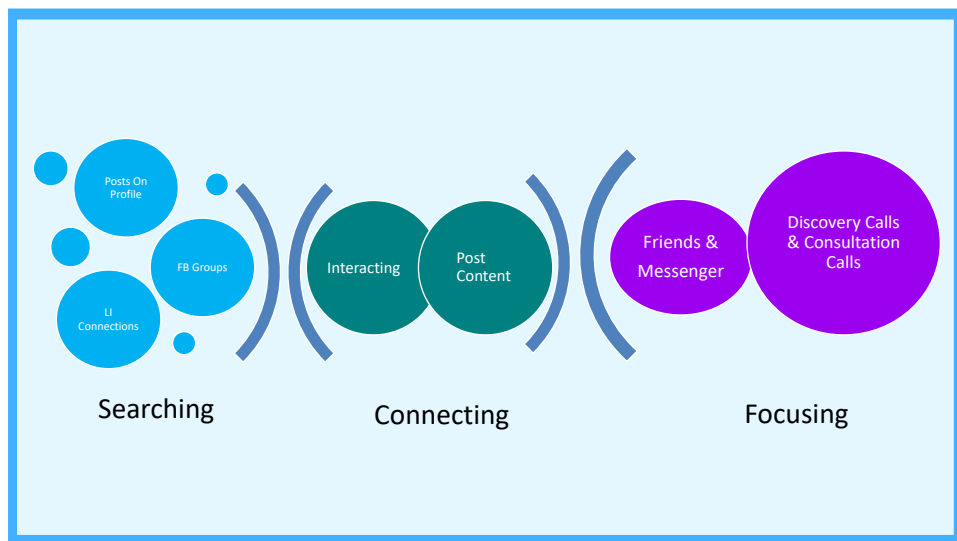
How can I find these people? Would welcome any advice.

In gratitude

Once they reply, continue the conversation by being guided by your intuition. Trust yourself and flow with that.

Final Tips:

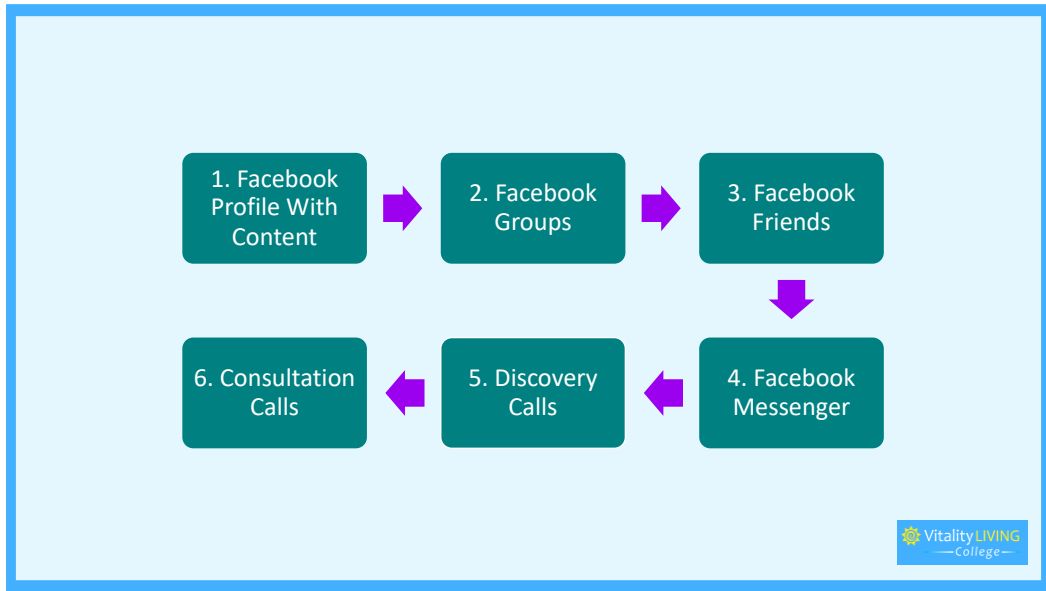
Summary of the Process from Searching to Connecting & Focusing



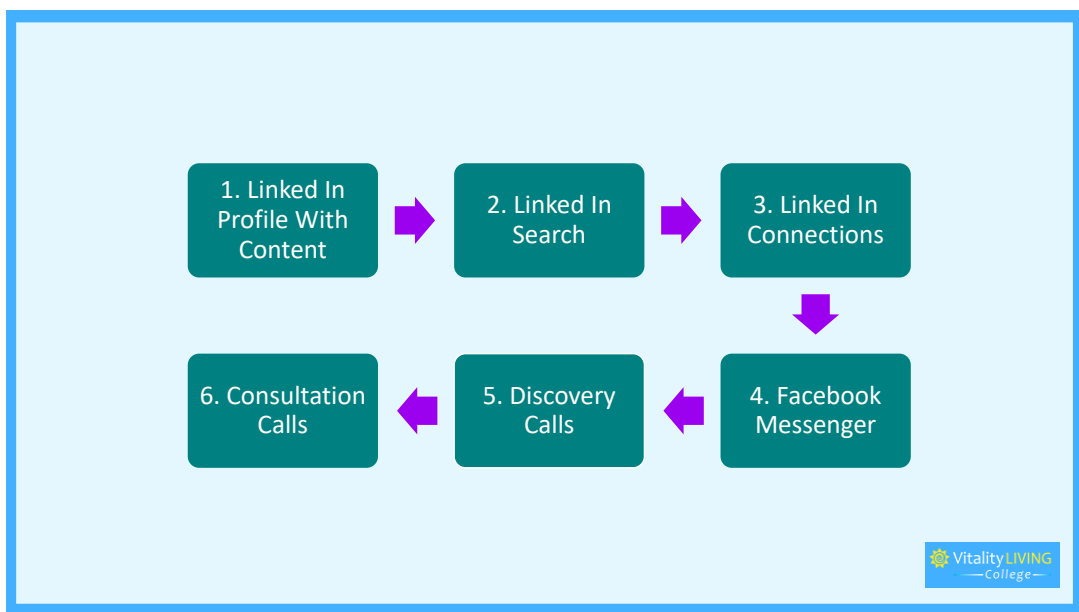
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Summary of the Process for Facebook Groups



Summary of the Process for LinkedIn Connections



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Posting Content to Your Network That Adds Value

1. To connect with your networks on Facebook and Linked In, you want to post a mixture of:
 - Personal posts and photos to do with your hobbies, vacations, family and things you do in your free time.
 - Client success stories & testimonials.
 - Screenshots of testimonials or conversations you have with clients.
 - Your opinion on all things to do with you Sooper Dooper Focus, the problems, pain, the future, different ways of doing things.
 - Links to other people's articles or videos you found useful.
 - Videos you made where you provide value and talk about hot topics, links to your own blog posts (if you have them). If you do not have a blog you can write articles on social media and post those.
2. You should aim to do 1 post per day, every day. Doing 1 thing daily is powerful because it allows you to stay in front of your network daily, this generates interest and keeps you “top of mind”, it also builds huge momentum over time. Doing 1 thing daily also becomes an ingrained habit that you do automatically after 30 days. For this reason, make sure you add it in your calendar right now that you will do 1 post per day, every day!

Now all you need to do is schedule your post every day and do it on time!

You will find clients will be attracted towards you and will want to connect as you are giving value.