



### **Note of Caution:**

If you are just starting your own service business or have been doing everything yourself for a while, I'd like you to consider these **9 Essential Elements** as a guideline to get you to the Next Highest Version of Your Business. Fully develop one or two elements at a time before incorporating another. It often takes 9 – 12 months of focused progress working with a coach and bringing in technical & creative support to launch a solo-practice into a profitable and sustainable income. Be kind to yourself and prepare to grow!

### **9 Essential Elements for a Successful Soulful Service Practice!**

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## **The First Element: Connecting to the Soul of Your Brand**

### **What is Your Personal Brand of Transformation?**

Whether you transform people, animals, interiors, exteriors, canvases, food or pages of a book, your clients and customers are the individuals who compensate you for your service.

Chances are that there are literally 1000's of other people who basically do what you do. Perhaps even graduated from the same school or training program that you went through. They might even live in your same town.

It's imperative that you get in touch with the voice of your personal brand in order to connect with the clients who are looking for *You!*

Creating your personal brand is vital in order to connect "the soul of your business to the heart of your clients". Your brand must be in alignment with your life-path; what you came into this world to experience. (And I promise – it's not 'hardship'). When you connect with the "soul" of your business and the "heart" of your work then everything you present to others is infused with authenticity. The clients you are meant to serve will naturally resonate with the courage, inspiration and language of your presentations, websites, and brochures, everything you touch. When everything you touch is imbued with your special energy people can't help but feel your authentic resonance.



## The Second Element:

### Designing a Signature Service (*Your Personal Wealth Formula*)

“What you do, for your clients and customers is one thing - *how* you do it is your unique *Signature Service* – your thumbprint on the world!”

- **Strengthen your personal brand**
- **Clarify your service so that others ‘get it!’**
- **Establish the value of what you do for others**
- **Define the uniqueness of you and your service**
- **Reveal hidden income streams that you may not be aware exist**
- **Connect you to your ideal clients & customers on a deeper level**

As a “**Soul-o-preneur**” you are already unique in the fact that what you do for a living is an expression of who-you-really-are! It’s important to get crystal clear on the what, how & why you are on this particular path of business evolution in order to have the greatest impact on those you serve as well as to **monetize your gifts and talents** as you abundantly deserve!

While designing your signature service you want to get clear on the exact number of step you guide your clients through in order for them to achieve the benefits that your brand promises.

Each one of those steps may or may not have additional steps or levels of completion necessary to move your client forward.

For Example – I’m sharing the **9 Essential Elements** (steps) to accelerate your business. This is the signature system that my coaching/consulting programs are built on. The first element is to *Connect with the Soul of Your Brand*. That element contains 5 separate steps to creating your own personal brand.

Your *Signature Service* may have 3 overarching steps or 21. Although this discovery process is far easier to flesh out with the help of a coach (and/or additional experiential work with horses), you can design your own personal wealth formula by following these *7 Steps to a Successful Signature Service*:

1. Create a list of benefits that your service or product provides for your clients.
2. Envision those benefits as a beautiful package your client receives at the end of your time together.

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3. Find a space where you can physically walk from one end of the room to the other, maybe a hallway, or even your driveway. Now imagine that beautiful package of benefits across the room or at the end of the hallway.
4. With a stack of note cards and pen in hand you are going to imagine you are taking your client through your special brand of transformation. Write on a note card what you are doing with your client **after** you take the first step. What are you doing? What are they doing / feeling?
  - a. Always take the next step toward the end result before you write down what is happening there. You won't truly know until you are in that space.
  - b. (Note) If you step into a space where you feel confused and are not sure what is happening, go back to the previous step where you had clarity. Take a deep breath, re-connect with your purpose and then check- in with your imaginary client and step forward again.
5. Each time you write down what is happening, leave the note card on the floor. Do not number them in case you want to change their order later.
6. The last step should bring your client to the package of benefits – the end result!
7. Turn around and see how many notecards you have created. That's how many steps are in your unique Signature Service!

To turn a signature service into *Your Personal Wealth Formula* you will need to give it a name that supports your brand and describes the benefits your clients will receive.

**For instance:** “9 Essential Elements for a Successful Soulful Service Practice!”

From this title, you know there are 9 steps or components to the information you are about to receive. The title informs that this information is essential to build a successful and soulful service practice. You know that the information is for service providers who are soulfully connected to their work. You want your title to let the reader know what they are getting and who it is for.

*Now you are ready to share your  
brand and service with the world!*



### **The Third Element:**

#### **Lay out your Welcome Mat (Website, Free Taste, Newsletter or Blog & Auto-responder)**

This element is a little more technical and practical. There is a specific dance that takes place between your website your auto-responder and the offer you create to invite potential clients to subscribe to your mailing list and how you build your relationship and credibility. This element actually has 4 components. I call it your Online Welcome Mat.

Even if you primarily do business through referrals, it is still essential that you have a professional web presence outside of social media. Many people believe they can run their entire internet presence from Face Book. You should definitely have a profile there, but I highly recommend against having all of your information tied to one platform. That platform could disappear in an instant – and so would you!

#### **These are 4 Elements of your Online Welcome Mat:**

1. **Website or Landing Page** – this can be a simple one page site or an elaborate multi-page home base with everything anyone ever wants to know about you and your business.
2. **Free Taste** – a sample offer of what you do and how you help someone relieve their worries or pain (like this free summary you are reading!)
3. **Newsletter or Blog** – how you deliver consistent, valuable content to people who will benefit from your area of expertise
4. **A Professional Auto-Responder** – your auto-responder ties the welcome mat together and allows you to follow up with people who are interested in your product or service in a professional and efficient manner.



## **The Fourth Element:**

### **Money Matters**

Many of the business building programs I've researched or participated in myself tend to completely leave the element of money out of their programs. (Which is a bit ridiculous if you think about it). People are enrolling in these programs to learn how to earn more money or even support their families through their unique gifts and talents. You can teach all the best business building tips and tricks ever created but if the receiver of that information has hidden blocks around particular money issues then the probability of those tips and tricks taking them very far is extremely low.

Many of us have been raised and conditioned to believe that you can either be spiritual and be loved by God or you can be rich, but you can't be both because rich people are clearly evil and God does not love them. The meek shall inherit the earth and all that rot, right?

I know that statement might have pushed a few buttons. Regardless of your religious upbringing or how you define your spiritual Source. There is pervasive and underlying collective consciousness around morality and money. The word meek does not have to imply spineless or cowardly. Meek simply means gentle, patient and not quick to anger or resent. You can actually be Bold and Meek at the same time. How's that for a new perspective!

Money is a paramount player in on the path of our spiritual development. It consumes every aspect of our modern day lives. Every decision we make is innately attached to the flow of money in our lives. Money is the physical representation of the energy in our lives. It is literally a currency that mirrors our belief system! Having money in your life has absolutely nothing to do with whether or not you are a good person.

I feel it's very important to address this element early and continuously in any business building program, while the foundation is being set. This gives you the freedom and confidence to create a healthy business plan that will truly carry you toward your goals.



## The Fifth Element:

### Smartly Packaged Products & Services

Once you have a clear personal brand, a solid signature service, you've cleaned up the money blocks and re-set your mindset about receiving the good you deserve then you are ready to turn your 'Personal Wealth Formula' into multiple service options and/or products.

You'll want to take a look at all of the different services and/or products you offer as well as the various elements that go into each service. This can be an eye-opening experience once you begin to realize how much you have to offer and how valuable your transformational service actually is! I suggest creating a minimum of two different packages for your clients to choose from; one high end package and one moderate or low end.

Be sure to note the value of each element of your offering, the sum total of which should be greater than the package price.

Usually any one of these services or products you offer outside of the package can be purchased at their own stand alone value. When you combine these services into a package you raise the effectiveness of your program and you give the client *more value* for their investment! As a service provider it also structures more consistent income for you as well as allows you to provide greater results for your clients without burnout on your part!

It's also a good idea to offer a couple of different payment options. You may offer a full-pay or 2-pay plan and give the client an additional savings for fully investing in the process. Another option may be a monthly plan which might make it easier for the client if full pay or 2-pay isn't a possibility for them.

You may be delighted to find that some of your clients will actually find it liberating to pay in full. It helps them to establish a commitment to the transformation you offering. This is somewhat like jumping off the diving board into the deep end of the pool as opposed to just dipping a toe in the water from the pool's edge.



**Examples: These are examples of two Private Business Coaching packages...**

**Package #1: 6-month Private Business Coaching Package:**

Component	Time	Value
3 private teaching / consulting sessions (1 every other month)	Each session is approximately 3 hours	<b>\$1,575</b> \$525 per session x 3 sessions
12 private coaching calls (2 each month)	Each session is approximately 45 minutes	<b>\$2,340</b> \$195 per session x 12 sessions
<b>Local Clients</b> - 4 private equine inspired coaching sessions (1 session every six weeks)	Each session is approximately 3 ½ hours.	<b>\$2000</b> \$500 per session x 4 sessions
<b>Out-of-Town Clients</b> – 2 Full days of equine inspired business design and coaching.	9am – 4pm for 2 consecutive days.	<b>Same as above value</b>
<b>Bonus Support</b>		
Copy editing during program contract for web pages, program content, newsletters, etc...	90 minutes per month. This a bonus service and the time does not roll-over to the next month.	<b>\$1,500</b> \$250 per 90 minutes of editing
Unlimited email in between sessions for consulting, coaching or clarification		<b>Priceless</b>

**Total Value for 6-month Private Business Coaching Package: \$7,415**

**Investment for this package: \$5,557**

**(This is more than 25% savings over individual service pricing + the additional bonuses of copy editing and unlimited email coaching, consulting and clarification!)**

**Here is an example of 3 different payment options:**

- Option #1:** Deposit - \$1197 + 5 payments of \$872 each \$5557 total
- Option #2:** 2-pay – save an additional \$250 \$5307 total
- Option #3:** Full Pay – save an additional \$500 \$5057 total



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**Package #2: 3-month Private Business Coaching Package**

<b>Component</b>	<b>Time</b>	<b>Value</b>
2 private teaching / consulting sessions (1 every other month)	Each session is approximately 3 hours	<b>\$1,050</b> \$525 per session x 2 sessions
6 private coaching calls (2 each month)	Each session is approximately 45 minutes	<b>\$1,170</b> \$195 per session x 12 sessions
<b>Local Clients</b> - 2 private equine inspired coaching sessions (1 session every six weeks)	Each session is approximately 3 ½ hours.	<b>\$1000</b> \$500 per session x 2 sessions
<b>Out-of-Town Clients</b> – 1 Full days of equine inspired business design and coaching.	9am – 4pm (option to add a 2 <sup>nd</sup> day for \$500)	<b>Same as above value</b>
<b>Bonus Support</b>		
Copy editing during program contract for web pages, program content, newsletters, etc...	90 minutes per month. This a bonus service and the time does not roll-over to the next month.	<b>\$750</b> \$250 per 90 minutes of editing
Unlimited email in between sessions for consulting, coaching or clarification		<b>Priceless</b>

**Total Value for 3-month Private Business Coaching Package: \$3,970**

**Investment for this package: \$2,977**

**(This is a 25% savings over individual service pricing + the additional bonuses of copy editing and unlimited email coaching, consulting and clarification!)**

**There are only 2 payment options with this package as the time frame is much shorter:**

**Option #1:** Deposit - \$1197 + 2 payments of \$890 each \$2977 total  
**Option #2:** Full Pay – save an additional \$300 \$2677 total



### The Sixth Element:

#### The “Heart Talk” (an authentic enrollment conversation)

How to get past the yucky, “do you want to hire me to do the thing I do” talk.

Now that you have your packages created and you know exactly who will benefit from them, it is time to invite people to work with you!

You want to be sure that the people you choose to work with are a good fit for you as well as you for them! Just because you have a product or service that can benefit ‘anyone with a pulse’, it does not mean you want to spend your precious time and energy with many of those people. There is a lot of talk about defining your niche and finding the people who will pay you for what you do. If you are serious about building a successful service practice that feeds your soul as well as your bank account, then you must be as particular about choosing who you want to work with as the potential client is about who they want to hire!

The ‘**Heart Talk**’ is designed to help you take your potential client on a journey of discovery from where they are now to where they want to be. This is your chance to uncover the ‘heart’ of their problem and shine a light that illuminates your service as the solution!

If you find throughout your conversation that your service is not the best solution for them at this time then you can still help them by referring someone else who might be a better fit for them. This creates good will and a great reputation as someone who truly has the best interest of your potential client in mind, not just your bottom line.

Learning how to help people see that what you have to offer will have an impact on their lives is one of the key skills that will allow you reach the people who are eager and ready for your special brand of transformation!



## The Seventh Element

### Consistent Heart Centered List Building Practices

There are so many different ways that people can connect with you now – and you with them that it’s easy to become completely overwhelmed about what to do, and also to wonder if what you are doing is really effective or not.

I’m going to share several list building strategies, (maybe some you haven’t thought of before) but I don’t want you to freak out and think you have to do all of them all of the time! This is just information. Choose one or two that appeal to you and implement them on a consistent basis for a period of 90 days and see what kind of results you get. Then incorporate another and monitor the results closely. Eventually you will need a team that does nothing but manage your social media! I’ve labeled them ‘DIY’, ‘LC’ and ‘OS’ so that you know there are some you can do on your own right away (DIY), some entail a ‘learning curve’ (LC) and others you will be best off outsourcing to a pro (OS)!

<b>Do it Yourself (DIY)</b>	<b>Take the Learning Curve (LC)</b>	<b>Out Source (OS)</b>	<b>Your Choice All 3 are Possible</b>
<ul style="list-style-type: none"> <li>• Make sure your website is part of your email signature</li> <li>• Your Blog</li> <li>• Public Speaking</li> </ul>	<ul style="list-style-type: none"> <li>• Forum Postings</li> <li>• Radio Interviews</li> <li>• Video Logs</li> <li>• Guest Blogging</li> </ul>	<ul style="list-style-type: none"> <li>• Press Releases</li> <li>• Joint Venture Events</li> <li>• Ezine Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Social Networks – Twitter, FB, LinkedIn</li> <li>• Podcasting</li> <li>• Article submissions with Resume Box</li> </ul>

If you don’t understand what some of these items refer to, or how to implement them, I will be happy to discuss what may be the best strategy for you and your business during a complimentary strategy session available by visiting: [www.MeetWithSchelli.com](http://www.MeetWithSchelli.com)



## The Eighth Element:

### Creating Your (reproducible) Product or Service Launch

15 years ago you could throw up a website with an email and phone number and people immediately took you for an expert. Then search engines didn't have quite so much information to search! Now if you want to build an international clientele – and everyone should, even if you are a local brick & mortar retailer, you have to plan how people find your new product or service.

Every event you create needs to follow a specific series of steps to invite people to participate or purchase whatever it is you are offering.

Whether you are offering a free one-time tele-seminar or a yearlong premium style program, the outline for the steps you take to invite people to enroll is basically the same...

- A website for people to get more information about the service or event.
- An opt-in form connected to an auto-responder to receive more info or to enroll.
- Invitations and marketing through social networks, press releases, public speaking, etc.

Be sure to give yourself enough time to create a compelling invitation and take the time to reach as many people as possible before the event or launch date.

You may have the greatest product, workshop or service in the world, but if nobody knows about it, you won't be transforming any lives!

There is obviously a little more “behind the scenes” steps and requirements for a successful launch. Find someone that knows what they are doing, has already been through the process many times and can guide you for the greatest return on your investment.



## The Ninth Element:

### Your Marketing and Lifestyle Calendar

What do you most love to do in your business that generates income? What do you least like to do? How do you plan your days, weeks, months and year?

There was a time when I wouldn't dare plan something a month in advance. How could I possibly know what I might want to do a month from now?

Today I have my whole year planned out with what services and programs will be presented in what sequence over what period of time. There are open spaces for flexibility as we are constantly evolving. Within 60 days of participating in any of my accelerated coaching programs your goals and strategies for the next year will be completely different than they are today, and as you continue to follow the **9 Essential Elements** template you will continue to re-create yourself and your services as you grow and evolve. That is why the name of this business coaching program is "The Next Highest Version of You and Your Business" – you are constantly expanding and improving and re-creating yourself!

Your marketing and lifestyle calendar is the roadmap to take you to your next destination.

### Here is a quick exercise to help set your business priorities based on what's important to you:

1. Draw a large circle on a piece of paper. Think about what you most love to do in your business and how much of your time you would like to spend doing that.
2. Divide your circle into 2 or 3 portions that are representative of how you most want to spend your time in your business.
3. These are the percentages of where your income will flow from.

**Example:** I work with EquineAlchemy.com designing and delivering equine assisted coach training and facilitation 50% of my time. 35% of my time is with private clients designing programs and services that help them get their own special brand of transformation out into

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the world! And 15% of my time is working with other practitioners co-facilitating other equine leadership programs. Those are the three ways that I enjoy working in my field where I also make money.

Therefore, the amount of marketing I do for each of those activities needs to be in the same proportion as the amount of work I want to deliver.

When you make your first Marketing Pie only cut it into two or three pieces – keep it simple and focus on what you love to do that makes your business grow then find competent help to handle the rest!



I hope you have found this summary informative as well as inspiring. If you are interested in putting all **9 Essential Elements** into place quickly and stepping into The Next Highest Version of You and Your Business, I welcome you to contact me at [www.MeetWithSchelli.com](http://www.MeetWithSchelli.com). Schedule a complimentary consultation to determine your best plan of action. You may already have many of these elements in place, or you may be just realizing you need help with all of the moving parts of growing a *successful soulful service* practice.

To Your Heart & Soul Success,

~Schelli