

**To start using this Playsheet, do one of the following:**

1. Click on File on the top left then click on Make a copy. This way you have an editable copy in your google drive
2. Click on File on the top left then click on Download as -> Microsoft Word. This way you have an editable copy on your computer.

**Here are some ideas to get the most out of the webinar:**

1. Print this workbook and use it during our webinar to stay focused and set yourself up for great results.
2. Write out ONE question that you'd like to have answered LIVE during the webinar. If it doesn't get answered during the webinar, please ask it during the Q&A session.
3. To apply what you learn and get RESULTS QUICKLY, at the end of the webinar, choose ONE action step to take in the next 24 hours.

## **Next Steps in the Proven Soul-driven Sales System**

3. Create Your Proven \_\_\_\_\_
4. Communicate what You do in a Clear and Relatable Way

## **Key Steps in Detail**

### **3. Create Your Proven \_\_\_\_\_**

- a. Reflect on the \_\_\_\_\_ you want to solve for your niche. Include all the learnings you have garnered from the \_\_\_\_\_ .
- a. Write about the \_\_\_\_\_ before she experiences your \_\_\_\_\_ .
- b. Write about \_\_\_\_\_ after she experiences your \_\_\_\_\_ .
- c. Mine the contrast between the two for your \_\_\_\_\_ .

#### 4. Communicate what You do in a Clear and Relatable Way

- a. Answer these questions
  - i. Who? Niche
  - ii. What? Problem/Pain
  - iii. How? Plan & Action
  - iv. Where? Pleasure
  - v. Why? Mission (optional)
  
- d. I work with/help/support \_\_\_\_\_(Who? Niche)\_\_\_\_\_ who struggle with \_\_\_\_\_(What? Problem/Pain)\_\_\_\_\_. Together we \_\_\_\_\_(How? Plan & Action)\_\_\_\_\_ so that you can \_\_\_\_\_(Where? Pleasure)\_\_\_\_\_
  
- e. I work with/help/support \_\_\_\_\_(Who? Niche)\_\_\_\_\_ who struggle with \_\_\_\_\_(What? Problem/Pain)\_\_\_\_\_ and help them to instead \_\_\_\_\_(Where? Pleasure)\_\_\_\_\_

**See my completed versions below:**

*I work with conscious women entrepreneurs who struggle with making money in a soul-driven way. Together we develop a custom-designed step-by-step plan to support you in creating prosperity through your gifts and talents in a way that feels pleasurable, fun and in flow!*

*I work with conscious women entrepreneurs who struggle with attracting your dream clients. And, even if you did attract them, the idea of selling to them makes you (very) uncomfortable. Together we develop a step-by-step plan to go from vision to lucrative business, so that you can magnetize a community of dream clients, learn to sell to that community in an authentic way and make consistent income doing the transformative work you were born to do.*

*I work with conscious women entrepreneurs – like you. The problem is you have this big vision but you don't know “how” to attract your divine right clients. And, even if you did attract them, the idea of selling to them makes you (very) uncomfortable. Together you and I develop a step-by-step plan to go from vision to lucrative business, so that you can magnetize a list of dream clients, learn to sell to that list in an authentic way and make consistent income doing the transformative work you were born to do.*

**Here's another example:**

*I work with amazing business owners -- like you. The only problem is that clients aren't coming in as easily as you hoped. You think you might need to learn a bit about sales, but that feels ‘icky’ to you. Together you and I can develop an authentic selling strategy that removes the sleaze from selling so that you can close more clients, make more money and make a difference in the lives of others.*