



Ready To Attract Soul Clients?



For Healers, Coaches

By Eileen Burns

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About the Author



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About Eileen, Spiritual Marketing Club

Eileen is a healer, Spiritual Business & Marketing Coach who helps spiritual business owners live their purpose by helping them unlock their soul gifts and attract soul clients.

She began her own journey into the holistic and spiritual sector 30 years from her own experience living with rare and complex medical conditions. Studying a variety of healing, holistic, therapeutic, counselling and spiritual approaches.

For 20 years she ran her own holistic and wellbeing business teaching Stress Management, Meditation and Relaxation Therapy to local education, charity and health sector. During this time she was asked regularly to support other holistic and spiritual business owners with their business and online marketing. From this the Spiritual Marketing Club was born

Eileen specialises in helping coaches and healers unlock more of their life and soul purpose, identify and attract soul clients through spiritual and archetypal branding and marketing.

Introduction

One of the key things I have learned over the last 30 years as a consumer of the holistic and spiritual industry is that people buy from people they trust and people they are drawn to.

In many ways they are attracted to the essence and/or values of what they perceive that business owner represents, especially in the coaching and healing industry.

In an online world that offers consumers so many choices there is a risk that your potential clients could be overwhelmed. Therefore your business has to find a way to stand out from the crowd.

Your brand is what defines you from others.

So you have to ensure it represents the energy of the solution you offer; and the energy of you and your business' values.

Both spiritual consumers and spiritual sellers want honesty and transparency.

That is why I help spiritual businesses brand and market their business using a more spiritual and archetypal branding and marketing approach.

Spiritual and Archetypal Marketing combined together are a powerful way to attract soul clients, the clients who love what you do and are happy to share it.

Eileen x



Helping You Attract Soul Clients





What is a Soul Client?

To me a Soul Client is someone who absolutely loves your products and services. A Soul Client understands what your business stands for. In many ways they feel they are completely at the right time or right place when they are working with you.

Soul Clients will believe that you over exceed their expectations, so they are often your BFF, Biggest Fans Forever!

When you work with Soul Clients you are using our own Soul Gifts. You are in the flow of your zone of genius, something that comes very naturally.

When you are completely being you, you are using your most innate gifts alongside your formal areas of expertise.

By leaving the ego at home and working in a more natural and deeply connected way, you will discover that working with Soul Clients is a joy.

When it is your passion and purpose it never feels like work.

The Benefits of Soul Clients

When you visualise a potential client you may think in terms age, gender, marital or living status, pain points, lifestyle, habits, income, place of residence...the identifiers are endless.

Ideally, you like to imagine that they would benefit in some way from your products or services, that they can access those and welcome your price point.

But a Soul Client is so much more than that. They will resonate with your integrity, your ethics, values and/or beliefs. Although I work with many types of clients, I prefer working with Soul Clients because it is much easier and personally more rewarding. Supporting Soul Clients tends to be at a much deeper level.

If you are a coach or healer, your Soul Clients are truly ready for the work you are both here to do, they understand at core level what you are offering. So, the relationship is stronger and more profound and respectful.

Soul Clients really value and appreciate what you do and will tend to share what you do with others, and these referrals are a wonderful way to grow your business organically.

Soul Clients will be inspired by your story because they will have had similar challenges. Through my own personal journey of a long complex medical history from infancy, I have met many coaches and healers who suggested that I was their soul client, the reality was that in most cases, I was not.

Why NOT? Because

- 1.They didn't know themselves enough.**
- 2.They didn't know their gifts and areas of expertise well enough**
- 3.They didn't know who their Soul Clients really were.**

There is a misguided belief that a teacher only has to be one page ahead of their students to teach effectively. This might be the case for traditional subjects but when it comes to the holistic and spiritual coaching and healing sector this does not apply. Clients are trusting you with very personal aspects of their health, wellbeing and spirituality therefore it is imperative that coaches, healers and therapists know themselves, their subject, their gifts and their responsibilities to ensure the health and wellbeing of their clients.

What Soul Clients Want

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Your Soul Clients want to feel fully secure that you can help solve their pain point confidently. So, if you're trying to fake it till you make it in a specific area or with a particular audience you are seriously going to struggle to attract Soul Clients, when by focusing on your own gifts you can offer a better service that honours both you and them

Soul Clients are attracted to your biggest gifts

Soul Clients are attracted to your biggest strengths

Soul Clients are attracted the story that you have overcome

Soul Clients are attracted to your imperfections not who you wish you were or who you try to be.



Helping You Attract Soul Clients





What You Need To Know To Attract Soul Clients

To attract Soul Clients you need to start digging deep to discover who you are. Begin to let go of what you think you should be, and instead release layers of conditioning and the stories of who you are not.

Start sharing what you are best at; those areas that you have truly mastered or overcome.

Focus on and value the complete you; own your gifts, not those you wish you had, and be honest about how much depth of knowledge and experience you do have.

Honour and value yourself; see the beauty and power in the most powerful innate gifts you take for granted.

Identify and unlock your uniqueness, your individuality, your quirkiness and all of those things that make you distinctive.

All of these traits, gifts, strengths and vulnerabilities make you YOU.

They are the things that others find attractive and what your Soul Clients will find magnetic.

Top Tips To Attract Soul Clients

1. Know yourself on a deep spiritual level, the most powerful way to start doing this is to meditate at least daily.
2. Identify your most natural gifts and traits that have been an innate part of you since you were born.
3. Identify your zone of genius, that problem that you best solve for others that basically gets you into the zone.
4. Identify more of your life purpose, those things that give your life meaning.
5. Identify more of your soul purpose, those things that you want to express more of in this lifetime
6. Identify your core values and beliefs for your business and services
7. Identify the clients that would be attracted to you, want your gifts, zone of genius and core values
8. Build a brand and marketing campaign that naturally expresses the energy of you and the solution you offer

Identify Your Soul Gifts

*Start living more of your life
and soul purpose!*

*Start attracting the soul clients
you were born to work with*



Ready to Unlock Your Soul Gifts? Ready to Live Your Purpose? Ready To Start Attracting Soul Clients?

Unlock and identify more of your soul gifts, more of your life and soul purpose today so you can start attracting soul clients into your business.

In this course you will learn how to

- Identify Your Greatest Gifts
- Identify Your Most Natural Gifts
- Identify Your Biggest Strength
- Identify Your Life Story
- Increased Confidence
- Increased Calm
- Less Anxiety and Stress
- More Success

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