


Core 4 Marketing Workshop for Healers



Chart Your Path to Greater Visibility and
Increased Client Attraction



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Visibility and Increased Client
Attraction**



Virginia Parsons: Media Spotlight Marketing

WELCOME

The goal of today's workshop is to introduce you to the Core 4 Marketing Maps for Healers as a valuable resource to grow your business without being overwhelmed by everything you have access to.

Today's Agenda

- **3 Hours With a Short Break**
- **Set Your Intention to "Play" Full Out**
- **Create Clear Goals & Vision for Your Business & Life**
- **Uncover Your Current Marketing Assets**
- **Chart Your CORE 4 Path to Greater Visibility & Increased Client Attraction**



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INTRODUCTIONS

1 Minute Intro

- Your Name:
- Your Business Name:
- Your Passion:
- Your Ideal Client Avatar:
- How You Help Them:
- Your Verb:

Example

**I'm Virginia Parsons (Ginny to this group)
I'm the founder of Media Spotlight Marketing
My Passion is to inspire heart-centered entrepreneurs
to step out of their shadow and shine online as a
sought-after expert in their niche so they attract more
dream clients.
My Verb is: INSPIRE**



5 KEYS TO EFFECTIVE GOALS

YOUR BIG GOAL

WHEN SETTING GOALS, MAKE SURE IT FOLLOWS THE SMART STRUCTURE. USE THE QUESTIONS BELOW TO CREATE YOUR BIG GOAL FOR SOULPRENEUR SUCCESS MASTERMIND

S	<u>SPECIFIC</u> WHAT DO I WANT TO ACCOMPLISH WHILE IN THE SOULPRENEUR SUCCESS MASTERMIND?	
M	<u>MEASURABLE</u> HOW WILL I KNOW WHEN IT IS ACCOMPLISHED?	
A	<u>ACHIEVABLE</u> HOW CAN THE GOAL BE ACCOMPLISHED?	
R	<u>RELEVANT</u> IS THE GOAL IMPORTANT AND RELEVANT TO MY PERSONAL DESIRES?	
T	<u>TIME BOUND</u> WHEN WILL I ACCOMPLISH THIS GOAL?	

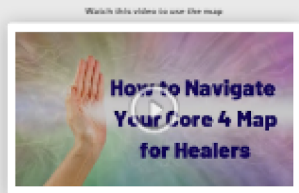


THE 30,000 FT VIEW

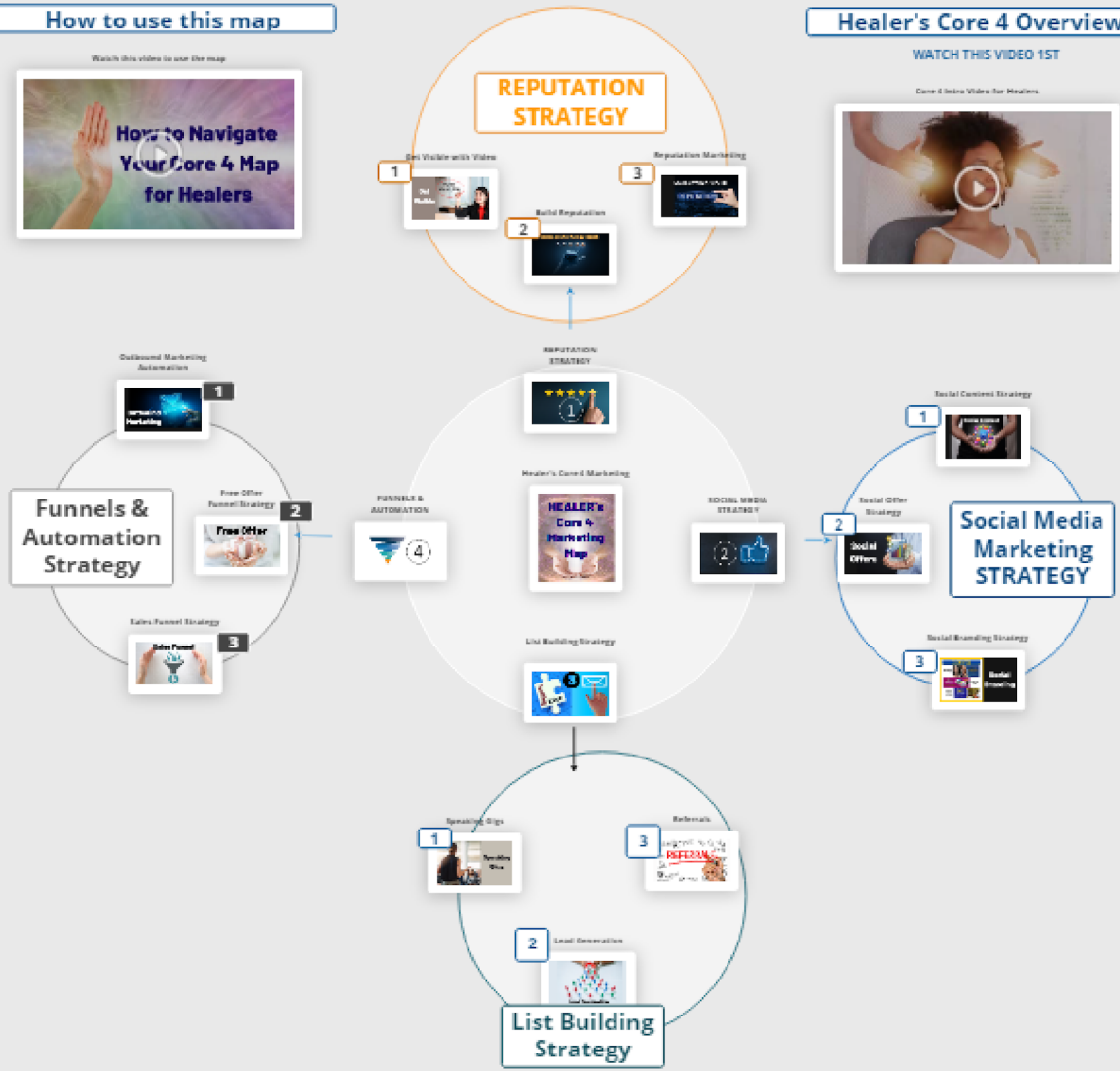
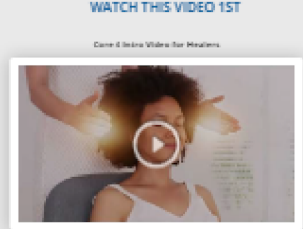
TO INCREASED VISIBILITY & CLIENT ATTRACTION



How to use this map



Healer's Core 4 Overview



Map Link: <https://shinetips.com/core4healers>

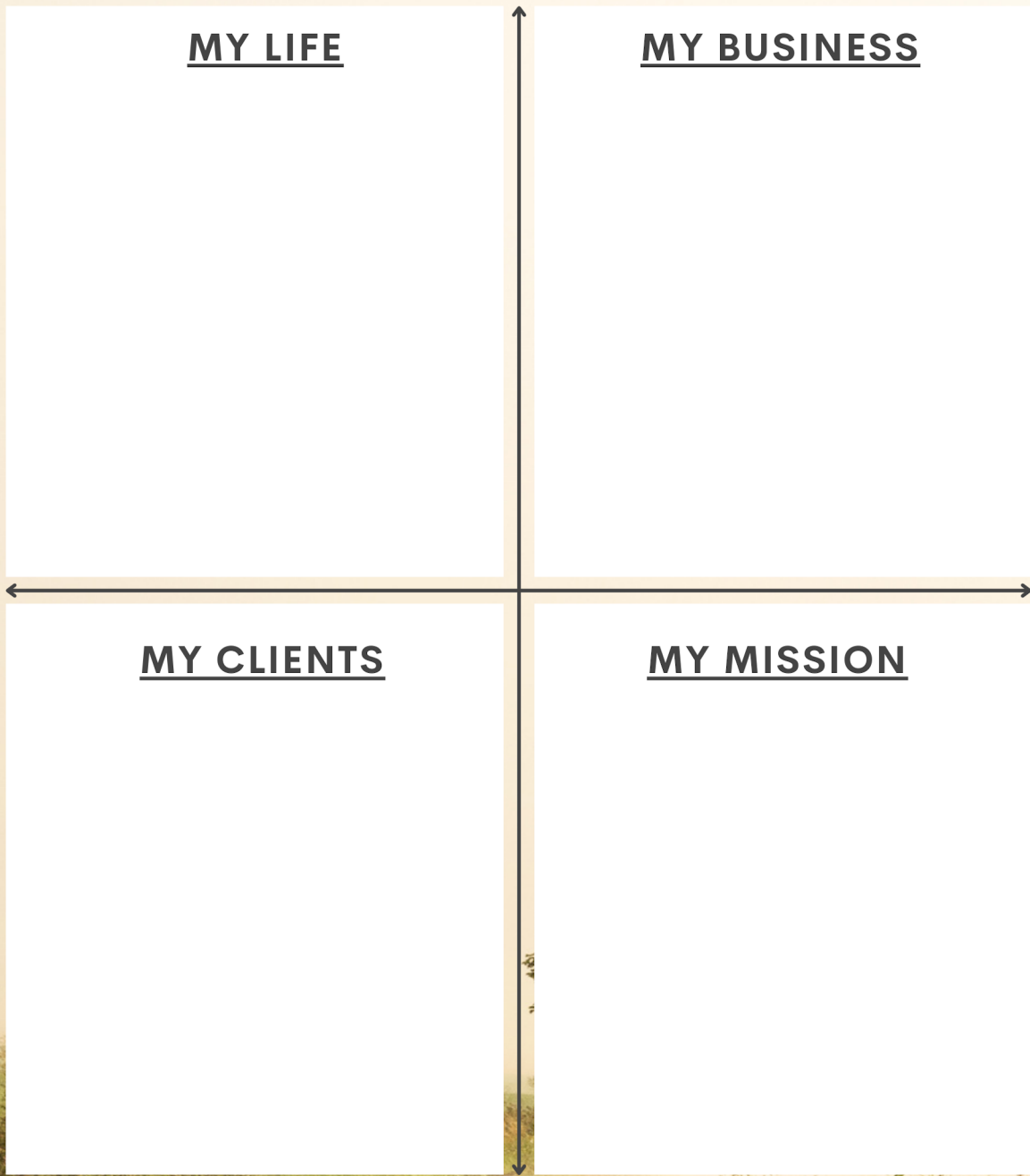


4 QUADRANT VISUALIZATION

REVERSE ENGINEERING YOUR VISION

HOW DOES YOUR LIFE LOOK 5 YEARS FROM NOW?

Your Code Word: _____



BREAKOUT ROOMS



- Blogs
- E-Book
- E-Mail Marketing
- Social Networking
- Teleseminars
- Webinars
- Websites
- Forums

CORE 4 MARKETING ASSETS

INVENTORY

MAKE YOUR WAY THROUGH EACH SECTION, AND TICK THE CHECKBOX FOR EACH MARKETING ASSET YOU HAVE READY TO USE

REPUTATION

- BUSINESS NAME ON GMB
- LOGO
- REVIEWS/TESTIMONIALS
- INTRO VIDEO & VIDEO CLIPS
- BUSINESS PHONE NUMBER

SOCIAL MEDIA

- SOCIAL ACCOUNTS SET UP
- BRANDED SOCIAL BANNERS
- BUSINESS SLOGAN
- HEADSHOT
- BRANDING COLORS

LIST BUILDING

- BUSINESS EMAIL
- AUTO RESPONDER
- APPOINTMENT SETTER
- CRM: CLIENT RELATIONSHIP MANAGEMENT SYSTEM
- AFFILIATE SYSTEM

FUNNELS & AUTOMATION

- PAYMENT PROCESSOR
- FREE GIFT
- OPT IN FUNNEL & FU EMAILS
- REGISTERED DOMAIN(S)
- SALES FUNNEL PAGES

ASSET FILING SYSTEM

- ASSETS BACKED UP IN CLOUD



12 MAP MILESTONES

CHART

THIS MILESTONE CHART HELPS YOU BETTER UNDERSTAND WHERE YOU RANK WITH THE 12 MARKETING MAPS. REVIEW THE MAP MILESTONES AND RANK YOURSELF IN EACH CATEGORY FROM 1-7.

1 = NO COMPETANCY, 4 = AVERAGE COMPETANCY, 10 = "ROCKSTAR" COMPETANCY.

Table with 7 columns (1-7) and 12 rows of marketing milestones. Each cell contains a circle for ranking.

MY LOWEST RANKING 3 MAPS:

Three horizontal lines for writing the lowest ranking maps.



YOUR MARKETING EXPERIENCE

WORKSHEET

LIST THE MARKETING STRATEGIES YOU HAVE IMPLEMENTED
PUT A CHECK NEXT TO THOSE THAT SUPPORTED YOUR GOALS. (IE NEW
CLIENTS, MORE EXPOSURE, GREW YOUR LIST)

YOUR FAVORITE MARKETING STRATEGIES

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

WHAT MARKETING STRATEGIES ARE YOU MOST EXCITED TO IMPLEMENT NEXT? (LABEL YOUR TOP 3)

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____



SET YOUR

COMMITMENTS

Marketing Can Feel Good When You Have a Plan

MY AFFIRMATION, ANCHOR AND CODE WORDS

MAPS TO WORK ON NEXT 3 MONTHS FROM _____ TO _____

01

02

03

SCHEDULE

MAP 1 WORK COMPLETE GOAL

MAP 2 WORK COMPLETE GOAL

MAP 3 WORK COMPLETE GOAL

NOTES & CHALLENGES



REINFORCING YOUR

BIG GOAL

ACHIEVING YOUR GOALS IS DEPENDENT ON WHETHER YOU TAKE ACTION.
USE THE TABLE BELOW TO UNDERSTAND THE "WHY" OF YOUR GOAL.

SOULPRENEUR SUCCESS MASTERMIND GOAL

WHAT WILL THIS GIVE YOU?



AND WHAT WILL THIS GIVE YOU?



AND WHAT WILL THIS GIVE YOU?



AND WHAT WILL THIS GIVE YOU?



SO, WHY IS THIS GOAL IMPORTANT?