

# Self Assessment of Your SoulCollage® Business Skills

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Check the boxes that describe your use of SoulCollage®. Then total the number for each category below:

\_\_\_\_\_ # in the first box – Delightful Past Time

\_\_\_\_\_ # in the first box – Lucrative Hobby

\_\_\_\_\_ # in the first box – Small Business

## 1. My use of SoulCollage®

- Just for fun with self, friends and family
- Reach out and be helpful to others, exploring what SoulCollage® can do
- You know that SoulCollage® is part of your True North and can be a powerful tool for spiritual and personal development. You know it is an important and valuable service that can make a significant difference in clients' lives and in the world. It's become a passion for you and now part of your life work and mission

## 2. My vision for SoulCollage®

- Doing it for fun or personal development
- You'd like to help others and share your passion
- You have a clearly articulated mission statement and vision for your work with SoulCollage®. If you have other skills they are integrated in your SoulCollage® practice

## 3. How you get the word out

- Your enthusiasm spreads to family and friends
- Who ever signs up for workshops, or informal marketing
- You have articulated a specialty and target audience for at least some services. Marketing materials are aimed and developed for this target audience

## 4. Your principles of practice or code of ethics

- None identified or casual relationship with Principles
- Actively use SoulCollage® LLC Principles of SoulCollage®
- SoulCollage® LLC Principles of SoulCollage® and/or code from professional association like RN, LCSW, LPC, PsyD, Life Coach etc

## 5. Your Tribe or community of support, mentorship and problem solving

- You work alone or with friends, family, church community etc
- You share the process with friends and clients . You have a supportive community of peers you share with occasionally
- All the above plus Identified mentors and teachers

## 6. Financial sustainability and SoulCollage®

- You don't charge for what you do
- You charge a minimal fee for workshops, based on what others charge

- You offer 3 – 6 levels of service with pricing that makes it affordable for everyone and sustainable for you as a business person. You have a defined fee structure based on realistic hourly rate to produce, administer and deliver services. Has a graduated fee structure for an entry level service as well as advanced services

**7. Money and SoulCollage®**

- No desire to earn money from SoulCollage®
- Casual, you may under charge for your services. What you make is like a bonus
- Charges for services compensate not just for direct service hours, but for all business activities needed to birth, administer and grow the business, realizing only 1/6<sup>th</sup> of your hourly rate is your take home income

**8. Your use of database to develop a client base**

- None used
- None or informal, or you use your email contact list
- Uses database management to track results from marketing to optimize results. Your website, email address and phone number on clearly listed on all handouts and online media. People can find you easily.

**9. Your use of technology**

- None or a personal website
- Simple site about self and the process
- Customer driven web site that engages clients and actively calls to action potential clients. It's under continual development to help clients connect to multiple service levels. Its content is about your target clients more than it is about you or SoulCollage®. You use SEO (search engine optimization) to reach people who could benefit from your services. You use Twitter, Facebook, Linked In, Blog, Website or other on line media to help clients find you and connect to what you are offering.

**10. Your approach to customer service**

- Friendly personal touch
- Seen as a helpful person
- You offer exceptional service so that people are AMAZED and tell their friends

**11. Networking**

- You casually talk about SoulCollage® to friends and family
- You give occasionally workshops or presentation about SoulCollage
- You actively reach out to retail, community education, agencies to offer SoulCollage® as a way to support their mission and give them a value added service for their members or customers.

**11. How your learn and grow in SoulCollage®**

- You learn as you go
- You take occasional workshops, and have SoulCollage® buddies you share ideas with
- You are actively involved in continuing education. You have an official SoulCollage® and/or business mentor that you meet with regularly. You belong to groups such as the Facilitator group or local gild and take an active role in the groups. You use your cards daily or weekly and they are the first thing you turn to when you need help or inspiration. You let your cards teach you how to use them.