

emotional BODY MAPPING™
for the mindful modern nomad

Stream-lining a Coaching Biz

**HOW I DO LESS AND
GET MORE CLIENTS
FROM SOCIAL MEDIA.**

FROM MARKETING TO CONSISTENT CLIENT BUILDING.

Brook Woolf

WHY LISTEN TO ME?!

Founded and Ran a 3 story Nonprofit with 22 programs, 5 partnership agencies and a 500k annual budget from starting at 22 years of age.

Studied multiple religions, trained since childhood in multiple healing modalities such as; tarot, psychic development, NLP, hynotherapy, astral projection, thai massage, massage therapy, shiatsu, and shamanic journeying.

Essentially, obsessed with learning and constantly growing skills and gifts. Coaching and doing healing work for over 20 years.

Built my own tiny home with my Husband.
Lead hundreds of clients through transformations that allowed them to live a healthier and happier life.

**CREATOR OF EMOTIONAL
BODY MAPPING**



At the beginning of my business I wanted to do everything and somehow I thought I could. I realized quite quickly that in order to do things well it serves to focus on a max of 3 social media outlets to grow and 1 that is your main jam.

Efficiency and knowing the most awesome helpful apps to either purchase or use is the name of the game. I remember reading and watching so many how-to videos that said contradictory information and I would try to do it all, and of course, not much movement happened when that was my strategy.

The DO-IT-ALL strategy will not work. If you are looking to gain a true authentic audience it is important to not focus on numbers as much as your message.

THIS MASTERCLASS AIMS AT GIVING DAILY TOOLS TO ACCESS YOUR PERSONAL POWER AND BALANCE OUR FEELINGS ON GIVING AND RECEIVING.

Tools This Masterclass Teaches



HOW I FORMULATE MY
MESSAGE TO CREATE AN
AUTHENTIC SOULMATE
CLIENT

Authentic
Marketing
and
Facebook Stalking

WHAT APPS AND SOCIAL MEDIA DO I USE

You gotta know what apps I use before you see how to stream-line it, some of these are affiliates and I do make a commission. I only do affiliate partnerships with companies and people I fully believe and use often.

We will go through a list of my applications, services, and products I use to keep my business running effectively. Everything but my accounting and legal that is ;)



HOW DO I CREATE THESE
APPS INTO A STEP BY STEP
STRATEGY THAT IS SIMPLE
AND EASY

Get the tools to work
effectively in a step-by-step
formula.

Now, what works for me may
serve to be tweaked for you,
but, its always nice to see for
yourself!



AUTHENTIC MARKETING

In order to build a message that people want to connect with it takes vulnerability and self-awareness. It seems simple, but, I would say that this is the part that takes the most self-reflection. If you are a coach, healer, or course-creator you didn't get into this practice for the money.

You got into this because you truly have something big you want to share with the world because you have something that has helped you personally in your life and you know it can do the same for others.

Understanding how to minimize the fluff and get to the crux of the problem that you solve is the premise of most marketing.



UNDERSTANDING SOCIAL MEDIA

The special part is combining both your problem you solve and your personality with as little words as possible.

Problem----->Solution

Most people stop reading a social media post by the seventh word if it has not caught their attention yet. Also, 80% of social media feeds are self involved.

...oh great, a bunch of self-involved narcissists, what kind of world do we live in, RIGHT?!

But, really, I would say that is a great thing that people are so ready to be introspective and answer questions about themselves if I pose it the right way.

Most of my Facebook posts are direct questions to my audience about themselves in the themes of what I teach and how I can help. Because people are so keen to answer, my ability to help becomes clearer and clearer each time!

For Instagram its all about creating empathy with your story.



I use the self-involved social media to my advantage for 3 main resources AND it is kind of like dating!



BUILDING A FOLLOWING
THROUGH CONNECTING
TO SOMEONE AND
ASKING MORE ABOUT
THEM BEFORE TALKING
ABOUT MYSELF.

UNDERSTAND
MY
AUDIENCE
MORE AND
MORE EVERY
DAY.



BY THE TIME I DO TALK
ABOUT MYSELF AND WHAT I
CAN OFFER IT IS IN THEIR
WORDS AND THEIR ANSWERS
BECAUSE I HAVE BEEN
BUILDING MY RESEARCH
THROUGH MY AUDIENCE AND
GIVEN FREE CONTENT TO
SHARE.

Most of us don't realize it, but
we're all part of something much
bigger than ourselves, and we're
all connected in some way, not
just through Facebook. -

ALL THE APPS I USE. THE MAIN APPS.

1

FACEBOOK

I use FB primarily for groups and spend roughly 10 minutes a day on it, unless I am doing a live video that day. I post a day minimum in my group and spend the other time in 2 groups per month that I change every month. I try to be authentic. Picking 2-3 that makes sense to whom you want to help and when you are in the group it makes you feel good.

2

INSTAGRAM

For coaches and healers I feel IG is making a come-back as of late. Since IGTV and stories, it really has allowed space to share their knowledge. I have noticed that longer posts get more comments and more comments get more authentic followers. If you hit 10k followers, you can put your links on every post.

3

PINTEREST

Pinterest is great if you are a blogger in any way. If writing is your fun place then It is a long-game strategy though as a pin will always be on there and gets more clicks the longer it is on the site. It is technically not a social media app as it is a web sharing site. It is the only real site that you can always have a link that directly leads to what you want it to lead to, which is pretty cool.

4

SQUARESPACE

Everybody always talks a wordpress game, but, if you are just beginning Squarespace is magical. In my other blog post I will go into detail with this even more so. But, there are so many reasons to choose Squarespace when starting and running your own business. From ease of tech to built-in SEO management.

ALL THE APPS I USE. THE MAIN APPS.

1

CANVA

If you don't know how to use Illustrator or anything like photoshop. This is a great tool to make all your branding graphics. You can make anything from a IG post, to a pinterest pin, to a free calendar for your future clients! I even make my powerpoint presentations in there.

2

TEACHABLE

. It is a super easy interface for course creation. You don't need a website to start running courses as they have a sales page attached and connects to Convertkit. It is easy to use your own branding as well to make it look professional in a short amount of time. You can build subscribers creating a free course and post that in all of your social media links.

3

CONVERTKIT

Both my emails and my manychat are run the same. Efficiency ;) Converkit is badass, because its simple and clean and you can do a lot of different things. I personally use emails and bots to give free info as much as possible. Nobody wants sales in their emails, its salesy and inauthentic.

4

MANYCHAT

This is a bot that you connect to your facebook page followers. You can use it for polls, send videos, links, It is highly recommended only to use it to share free content!

ALL THE APPS I USE.

Connectors

1

TAILWIND

Tailwind let's you automate your Pinterest and Instagram photos and tags etc... for the month. I use it alongside manually pinning on Pinterest AND doing daily pictures of stories on IG.

2

IFTTT

If that then this. Essentially, if you have a pinterest post it will post it on fb/IG/linkedin. So, you get to do less work, which is the point of this whole article.

3

YOUTUBE

I use this strictly just to post my lives and turn them into blog posts. If I do a live video in the month that seems to be a good video and it got a lot of views I will turn that into a blog post. That way I have multiple ways of learning for multiple styles of learners.

4

DEMIO

It is a way pretty and tech friendly interface for group lectures, webinars, and 1:1's with your clients. It records everything, you can add presentations, worksheets, polls, and the registration page has the ability to add videos etc. I use it for my live group masterclasses healings for my Academy as well as my 1:1 client sessions.

ALL THE APPS I USE.

Money stuff

1

TRANSFERWISE

This is how I pay my team. It is the best for the percentage lost and is direct bank to bank transfer.

2

PAYPAL

Paypal is great for 1:1 clients because you can make your own link and directly send it in an email or a FB chat-box. I always add the 3% charge in the link.

3

STRIPE

Stripe is connected to my business account on my site. It's what people pay when they pay for my Academy.

4

ACORNS

This is my way of putting a weekly savings away without thinking about it, a nest egg without thought. If you are anything like me, then budgeting and savings is not a main thing. Sorry, US people only ;(

BACK END APPS/SERVICES

1

BLUEHOST

I love Bluehost hosting. They're my hosting provider because of their help center. I would say most of the things I choose are due to a lovely help center.

2

LOOMSHARE VIDEO RECORDER

I use this for all my course-ware screen recorded videos. I also will send tutorials to clients and my team (social media manager, VA). Tutorials are useful with or without a social media manager/VA.

3

ACUITY SCHEDULING

This is where you can set up a scheduling for 1:1 sessions, breakthroughs, or anything else for appointments. It is easy and you can even add a form for further questions, which I definitely do to screen my meetings.

4

GRAMMARLY

Grammarly makes me look smarter than I am. It is a great tool that you can add as a Chrome extension as well, corrects all your grammar.

MORE BACK END APPS/SERVICES

1

SLACK

A team and organizational app to connect projects and Google calendar. It also connects to Loomshare recorder

2

LASTPASS

This is how you share and save your passwords online. It is a free and easy software to know to share with teams.

3

GRAMMARLY

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4

G-SUITE (GOOGLEDOCS)

This is how I keep organized, have a professional email, and share all my documents. I even write my blog posts directly into Google Drive because it is actually just as good as a Word program and is immediately organized. The less steps for me the better.

"You will either step forward into growth or you will step back into safety."

—Abraham Maslow, psychologist, creator of Maslow's hierarchy of needs—

HOW DO I CREATE THESE APPS INTO A STEP BY STEP STRATEGY THAT IS SIMPLE AND EASY

- 1. A single Facebook live/IG live simultaneously in stories or add to IGTV later. (phone and computer open at the same time!) (20 minutes)
- 2. Download the live on Youtube (20 minutes)
- 3. Create a webinar on Demio (15 minutes)
- 4. Do a bit of SEO research (15 minutes) I use Neil Patel's Uber Suggest.
- 5. Post a Blog post with a link to my monthly webinar. (40 minutes)
- 6. Create pins, email/manychat short form shares (40 minutes)
- 7. Share the blog in IG, Pinterest, and Facebook, manychat, and emails. (40 minutes)
- 8. Do another facebook live in a week about the webinar (3 days before webinar) (20 minutes)
- 9. Do the webinar and leave scheduling for 1:1, and make a freebie that includes links to buy things and join groups
- 10. Have 1:1 breakthrough calls for potential higher end clientele looking for deeper coaching in either holistic business or emotional body mapping. (whatever you teach/coach for you)
- 11. If my breakthrough goes well but they cannot afford my private services I lead them to my DIY programs on teachable or my Academy on FB. That way I always have something for everyone and my time is always accounted for as well. If it goes well, they are my client!

Everything else is automated in the beginning of the month on week 1. That means my blog posts are created that week, my pins, and my IG posts. That way the rest of the month is building my webinar, connecting and reaching out, doing research and learning because learning creates your life-force to be good at anything you care passionately about in life.


A heart-shaped metal fastener, possibly a piece of old machinery or a decorative element, is mounted on a weathered wooden surface. The wood is painted a light blue or grey color, but the paint is peeling and chipped away in many places, revealing the natural brown wood underneath. The heart-shaped fastener is made of a dark, possibly black or dark grey, metal. It has a smooth, rounded top and a pointed bottom. The background is a close-up of the wooden surface, showing the texture of the wood and the pattern of the peeling paint.

I, also, have 4 private clients monthly, my Academy, and my team that I manage so for me this is plenty of work to be had, but, still enough time to care about my health and wellness. As a woman, I also use my own cycle to determine when I will be doing lives and more public speaking versus when I am going to be writing blogs and doing more inward reflective work.

I would say my week one is always my more intense week, roughly 25 hours. Then, the following weeks I can work 12-15 hours and get everything I want done and consistently make new clients, followers, and email subscribers without a whole lot of work.

For me, it is about making sure that my cup is full so that I can give to my clients from a truly loving and helpful space. If I am giving with an empty cup that is when I feel like a fraud and my work becomes tainted. So, having 12-15 hours of real work a week, besides a couple more hours with clients depending (I can go overtime with my clients often, because I truly love them and what I do).

INFINITE LOVE AND GRATITUDE!!



Please tune into Future
chats on Emotional Body
Mapping, Holistic Business
masterclasses, The
Academy, Demos and
More!

EMAIL ME!

brook@emotionalbodymapping.com

OR FOLLOW ME!

FB Group: Emotional Body Mapping for
the Mindful Modern Nomad

[Emotionalbodymapping.com](https://emotionalbodymapping.com)

Pinterest: [Emotional Body Mapping](#)

IG: [Emotional.body.mapping](#)