



## offer makeover #2: *The Backyard Clothing Store*



Hayley Rothenberg brings Edmonton a taste of London

A 16 Page Exclusive, Behind the Scenes Look at an “Offer Makeover” by Tad Hargrave

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Hey there,

You're about to read an offer makeover.

I take some basic info a client gives me and help them turn a 'good' offer into an 'irresistible' one.

There are a few key components to this process.

They are asked to answer some basic questions about their offer and then email those to me. What you're about to read is what comes after that.

1. **Before:** I respond directly to the info they put down. This goes back and forth (sometimes a dozen times). What you are reading is highly abridged and to the point. But it will give you a 'backstage pass' into how I look at offers (and the things which I see that these entrepreneurs can't). My thoughts and feedback will appear in ALL CAPS.
2. **After:** Then you'll see the finished product. This will be in the form of a long copy sales letter.
3. **Feedback from Their Clients:** You'll then read feedback from the clients, prospects and friends who've read their final draft.
4. **Feedback from Made Over Client:** You'll then read the candid feedback (not always 100% positive) about how this process was for them.

Enjoy.

Warmest,

Tad

*before*

**Your Name:** Hayley Rothenberg

**Business Name:** Perfect Fit

**What's the product or service:** Clothes

**Who is the target market:** Average sized women ages 20–45 in Edmonton who **know who they are on deeper inner levels so dressing is fun and play** and they are tired of 'average' clothing and want something **fresh something funky, daring? provocative? smart, different and original.**

EVEN THOUGH THIS ISN'T THE TYPICAL NICHE, IT WAS CLEAR ENOUGH THAT I KNEW WE COULD FIND THEM AT NEW AGE EVENTS, WOMEN'S EVENTS ETC. KNOWING WHAT HAYLEY'S VISION WAS, I COULD ALSO IMAGINE THE FEMALE MEMBERS OF MY FAMILY BEING EXCITED.

**What are the major problems this product or service solves?**

- **feeling that you cared for and you are not just a commodity.**
- a new way of shopping that is inspiring, feels good and is trusting instead of shopping in franchise where stores are just in it for cold money.
- sifting through poorly organized racks and overflowing bins at second hand and thrift stores and still not finding something that you like.
- spending money at mono-cultured chain stores

WHAT HAYLEY WROTE ABOVE IS BRILLIANT. AND I WANTED HER TO TELL ME MORE ABOUT HER OPINION OF MAINSTREAM SHOPPING EXPERIENCES FOR THE KIND OF WOMEN SHE WANTED TO SERVE. WHAT'S IT LIKE FOR THEM? WHAT DON'T THEY LIKE ABOUT IT? WHAT DO THEY THINK OF IT? YOU'LL SEE HOW WE WOVE THAT INTO THE FINAL VERSION.

**What is the major result/benefit/outcome that this product or service gives?**

- an alternative service
- a *great* deal on **beautiful, hand picked second hand clothes at a price that everyone can afford.**
- women feeling beautiful and original.
- Somewhere different than a store/shop. Somewhere where you know the owner is trustworthy and will help you not just by selling her products but who is interested in what you are interested in.
- A place that is unthreatening, comfortable and safe. A place that your children can run around and play.
- a chance to buy beautiful clothes at an affordable price.

FROM WHAT I COULD SEE, THE BIG RESULT SHE WAS OFFERING TO THESE WOMEN WAS A '**FABULOUS SELECTION**'. SHE WAS DOING THE SORTING AND

FILTERING *FOR* THEM. SHE'S SORT OF THE COMMUNITY GATHERER. SHE'S PICKING STUFF SHE KNOWS HER COMMUNITY WOULD LOOOOVE. SO INSTEAD OF *THEM* NEEDING TO SPEND ALL DAY GOING FROM THRIFT STORE TO THRIFT STORE – SHE DOES THAT FOR THEM.

THIS ENDED UP BECOMING THE CENTRAL IDEA AS YOU'LL SEE IN THE HEADLINE WE EVENTUALLY SETTLED WITH. REMEMBER – YOUR HEADLINE AND SUBHEADLINE ARE THERE TO CAPTURE THEIR ATTENTION AND, IDEALLY, TO PROMISE A RESULT THAT YOUR CUSTOMER WANTS.

ALSO – BECAUSE THIS WAS SO CENTRAL, I ASKED HAYLEY TO TELL ME MORE ABOUT HER PROCESS OF HOW SHE SELECTED THE CLOTHING. WHERE DID SHE GO? HOW MANY HOURS A WEEK WOULD SHE SPEND?

FROM PAST EMAILS SHE'S SENT ME I PULLED OUT THE FOLLOWING COMMENTS:

Second hand stores and I found a store who is getting stock from Vancouver and the clothes are *so* not from around here, they are a little more money but everything I buy I ask myself, “would I buy that for such and such a price?” and I know I would! And they are still **cheaper than consignment stores.**

**How I can keep the price low:**

I have *very* little overhead.

Why? I have no store or shop.

I sell in my back yard/garden, so it can look like a garage sale in one sense.

I am not in it for the money, only a little bit! This is about me producing me into something I Love. And do I ever have an eye for bargains.

In London we have market stalls everywhere, they are fantastic, unfortunately that is not happening in Edmonton.

A COUPLE THINGS STRUCK ME FROM THIS:

#1: LONDON! THE FACT THAT SHE'S BRITISH AND GREW UP WITH THIS MARKET EXPERIENCE WAS CENTRAL TO HER STORY. AND YOUR STORY IS WHAT WILL GRAB PEOPLE. PEOPLE DON'T JUST PERCEIVE VALUE FROM THE LOGISTICAL FACTS OF YOUR PRODUCT AND SERVICE – BUT ALSO FROM THE STORY YOU CAN TELL ABOUT IT. A CAR MIGHT JUST BE A CAR – BUT IF YOU CAN TELL A STORY ABOUT HOW IT WAS ACTUALLY OWNED BY A FORMER SPY FROM RUSSIA AND HOW HE FELL IN LOVE WITH HIS WIFE AND PROPOSED IN THAT CAR . . . IT'S NOW A DIFFERENT CAR.

#2: WHAT SHE WAS DOING WAS SIMILAR BUT DIFFERENT TO A LOT OF OTHER VENUES WHERE SECOND HAND CLOTHING CAN BE GOTTEN. I ASKED HER TO TELL ME ABOUT HOW WHAT SHE WAS DOING WAS DIFFERENT FROM THE FOLLOWING.

## What this isn't:

- FARMERS AND CRAFT MARKETS
- A SECOND HAND STORE
- A CONSIGNMENT STORE
- A GARAGE SALE

## What it's like to shop at Perfect Fit:

- When you arrive into my backyard you'll be offered a cup of organic tea (an unusual, delicious, surprise flavour).
- offer Veggies burgers,
- getting people to hang out, chat,
- have beautiful music playing etc.
- ice cold free lemon ionize water, dips, snacks, a veggie burger....
- having someone know what they want before they do, to make it simple and pleasant.

Shopping in the garden, with the trees, the sun, flowers and my cat, that is different, inspiring and calming. Inspiring because being in my garden is an instant melt down of quiet and peace!

I THOUGHT HER DESCRIPTIONS WERE GREAT. WHENEVER POSSIBLE YOU WANT TO GIVE PEOPLE THE EXPERIENCE OF WHAT IT WILL BE LIKE TO USE YOUR PRODUCT OR SERVICE. USE ALL FIVE SENSES. PAINT THE PICTURE. HELP THEM ACTUALLY SEE, HEAR, TASTE, TOUCH AND SMELL WHAT IT WILL BE LIKE.

BEFORE WE SPOKE – SHE WAS CALLING HER BUSINESS ‘PERFECT FIT’. THIS WAS ACTUALLY A GREAT NAME IN GENERAL. THE IDEA WAS, “I FIND CLOTHES THAT ARE A PERFECT FIT FOR YOUR STYLE.” REALLY GOOD. BUT SOMETHING ABOUT IT WASN'T SITTING RIGHT. I TOLD HER THAT THIS NAME JUST DIDN'T DO IT FOR ME.

HERE'S WHAT I TOLD HER: “SINCE YOU ARE STARTING OUT SELLING IN YOUR BACK YARD/GARDEN AND GARAGE SALE ESQUE – I WOULD SUGGEST CHANGING THE COMPANY NAME TO REPRESENT THAT. SOMETHING LIKE, “THE UPSCALE GARAGE SALE” (MAYBE THAT'S AN EVENT NAME MORE THAN A COMPANY. OR “COMMUNITY GARDEN CLOTHING” OR “THE BACKYARD BARGAIN” OR “THE BACKYARD GARDEN” OR “THE SECRET GARDEN” OR SOMETHING. OR “THE BACKYARD BAZARRE” OR “THE GARDEN MARKET” THINK ABOUT COMBINING THESE NOTIONS: GARAGE SALE, GARDEN, BAZARRE, MARKET, FUNKY WOMEN IN THE NAME. TO ME PERFECT FIT DOESN'T CAPTURE THE VIBE I'M PICKING UP. CAN YOU GIVE ME 5 THINGS IT'S LIKE? LIKE IT'S “GARAGE SALE, BAZAARE, MARKET, SECOND HAND STORE, GARDEN PARTY”ETC. GREAT! I REALLY PICK UP THE VIBE OF PARTY AND CELEBRATION FROM YOU. THERE'S ALSO SOMETHING I PICK UP ABOUT ‘HAPPY SURPRISES’ AS A THEME. HOW CAN YOU MAKE THE WHOLE EXPERIENCE OF WORKING WITH YOU FULL OF HAPPY SURPRISES. OVERFLOWING WITH THEM? HMM?”

IN THE END SHE WENT WITH “THE BACKYARD CLOTHING COMPANY” WHICH I THINK IS BRILLIANT.

**What are the benefits or results you offer?** The benefits would be of quality and uniqueness. The outcome would be beautiful women with a healthy happy fair service!

WHEN I READ THIS I JOTTED HER A NOTE, "A FEW THINGS: QUALITY AND HEALTH AND 'HEALTHY, HAPPY FAIR SERVICE' ARE VAGUE PLATITUDES. THE QUESTION IS - WHAT DO YOU 'MEAN' BY THOSE WORDS? WHAT STANDARDS, POLICIES, PROCEDURES OR PROCESSES DO YOU HAVE IN PLACE TO MAKE SURE THEY HAPPEN?"

YOU NEVER WANT TO JUST MAKE VAGUE AND NEBULOUS CLAIMS. THEY DON'T MEAN ANYTHING TO ANYONE. THEY DON'T ESTABLISH RELEVANCE, THEY DON'T HELP YOUR CREDIBILITY - THEY DO NOTHING FOR YOU - UNLESS YOU BACK THEM UP AND MAKE A CASE TO PROVE IT.

IMAGINE A LAWYER STANDING BEFORE THE JURY SAYING, "SO, UHHH, YEAH, MY CLIENT'S TOTALLY INNOCENT . . . I REST MY CASE." THEY WOULD NEVER DO THAT. THEY WOULD SAY, "MY CLIENT IS INNOCENT AND HERE ARE THE 10 IRON CLAD REASONS WHY."

THEN I ASKED HER HOW IMPORTANT IT WAS FOR THESE CLOTHES TO HELP THESE WOMEN 'GET NOTICED'. SHE WROTE . . .

Well for one I don't know where the clothes are made, I mean I do if I look at the label. And yes I see your point about "getting noticed" but I don't think that is where I would like it to go. For me and I know for some of my friends that what we wear is an outer expression of ourselves and I also know that although it is only an outer exoresstion it does feel good to be wearing good clothes. And there is nothing like **a women exploring her womenness**. Most of my friends already know who they are on deeper inner levels so dressing is fun and play. But I probably have to look at the fact that good clothes are bought to be noticed in.

I WROTE TO HAYLEY, "BOOM! I THINK THIS IS A BIG PART OF WHAT YOU'RE ABOUT. A WOMAN EXPLORING HER WOMANNNESS. BEAUTIFUL! MAYBE NOT. MAYBE IT'S ABOUT THEM FEELING BEAUTIFUL. FEELING LIKE AN ORIGINAL, FUNKY WOMAN." - IN THE END THIS WASN'T A CORE THEME WE WOVE INTO THE LETTER BUT IT'S AN INHERENT PART OF THE EXPERIENCE THAT DRAWS WOMEN OUT AND BRINGS THEM BACK.

**How much does it cost? Clothes would cost between \$7 & \$40.**

**What is it that makes it so irresistible?**

**Personal Shopper Program:** You give me some basic information including your sized, favorite colours and tastes, styles, materials and I would find them for you. I would personally buy for you!

I ASKED HER FOR MORE INFORMATION ON THIS.

*after*

psssst – Eccentric Edmonton women – revealing one of Edmonton’s hidden gems:

## “Everything on the rack *screamed* my name.”

How you can snag more fabulous, wild, eccentric, outrageously colourful and inspiring clothing in *one hour* than you did all last year (and at a *fraction* of the price you’d expect to pay).

**From the Back Porch of:** Hayley Rothenberg, Founder of *The Back Yard Clothing Company*

**Date:** May 8th, 2:23pm

**Re:** how you can get a fair chance to buy beautiful clothes that are normally well beyond your price range.



For as long as I can remember I had a fondness for **bargains**.

I would always check out the Thrift stores in London, England where I grew up.

Unfortunately, in London *everyone* is Savvy when it comes to designer labels and clothes at the second hand stores. And they come with a hefty mark up price, unless they are your ‘basic’ thrift store, like the Salvation Army etc who would only add a few dollars more.

Last year, I was in London and I checked out the second hand stores in areas which I knew are *very* fashionable.

**I was amazed at what I found.**

I saw beautiful clothes, designer, expensive for second hand but not for designer.

What amazed me the *most* in all the stores they were busy with women, these women were very fashionable, affluent and mature. Some were young, hip & fashionable. Some were middle income working in the corporate world looking for office career wear and some were stay at Home Mums

**But they all shared one passion: a good bargain on fabulous clothes.**

And I know how to find a good bargain.

What makes me so good? I started young and have a lifetime of training.

Before I got into second hand stores as a child I would go the **market**, one in particular, every Tuesday. To this day I have never experienced a market so large. I would actually go back the next days to pick up of the coins that people dropped!

As a young girl my family would always go to **Jumble sales** on Saturdays, they were always in halls or churches and nearly all the clothes, toys, records, tools were in a big jumble but it was a community with lots of fun, home made cakes and orange squash.

My first job was working the markets for an Indian family. I loved it, there so much to get your teeth into, so much happening, community, colors, smells, cultures, food and people were happy, walking around, bargaining, chatting with the stall owners and the Markets were always crazy busy!

To this day London has some of the best Markets in the world.

In the area where my family live today the markets are themed by cultures, sometimes Africa, India and they have delicious food to match. Sadly, these days, even now these markets have become expensive!

I think these markets are a part of the English culture. And maybe if Edmonton did not have such intense winters there would be more of that here. When I came to Edmonton I was a nanny and *relied* on Second hand stores for clothes.

## **Your four major roadblocks to finding outrageously good clothes in chain stores:**

Maybe you can relate.

I've never found shopping at chain stores very satisfying. Or particularly effective in finding the kinds of eccentric and wild clothing I was wanting.

I think there's four main roadblocks . . .

**ROADBLOCK #1 – High Cost:** It's hard to find high quality, durable, **clothes you LOVE at a price you can afford.** It can be so disheartening if you don't have a lot of spare cash. For example *one* quality and stylish dress at a mainstream store will set you back anywhere between \$60 to \$100. For one dress. Yikes! And if you try to go cheaper it doesn't last. It doesn't take long for your dress to look 'old' – like you've owned it for a couple of years.

**ROADBLOCK #2 – Uninspiring Selection:** Most of the clothes at chain stores are generic and uninspiring .

**ROADBLOCK #3 – Too Much Time:** It takes a lot of time to sift and sort through racks at chain stores (or the poorly organized racks at second hand and thrift stores) to find clothes you *really* like. You have to *really* shop around to find what you want.

**ROADBLOCK #4 – An Uncomfortable Shopping Experience:** Shopping for clothes at mono-cultured chain stores is often a sterile, intimidating, and an uncaring experience.

- a. **STUFFY AIR:** The air is not very good and when you leave them you feel **tired**.
- b. **CLUTTERED CHANGING ROOMS:** are noisy with left over clothes still hanging from the previous customer, you have to wait for your items to be checked, then you are given “a how many items you have, tag’ and there is a general rule of only 5 items at a time in the changing room.
- c. **UNLESS YOU’RE RICH YOU GET CRAP SERVICE:** If you have a lot of money then the shopping experience will not be the same as above. The **service** will be different and you will be taken care of you, for example they will hang your clothes in an awaited changing room and they will seem like they are interested in you. If you have money to shop in these kinds of stores then you will not be interested in my service.
- d. **INSINCERE SALESPEOPLE:** Generally the experience from sales people is false and they are obviously only saying ‘Hi’ because it is there job. And generally they are just in it for cold, hard cash.

## **How I’m Able to Get You Unbelievable Bargains on Outrageously Good Clothing:**

In a phrase: no overhead. I sell out of my backyard.

I realized not so long ago that I had spent a lot of time in the field, already researching the stores just by my own personal shopping. My friends started to notice certain items around the house (I can also find things that are not just clothes) and ask where I bought this or remark on a dress etc.

They started to call me the ‘finder’ and a few remarked on the idea of making it in to a business.

Then in March my husband, Jerry went to NY and I had time to really explore. When he came home and I showed him my buys. He said I should do this for a living and so I created: The Back Yard Clothing Company and decided to Specialize in summer ‘Back Yard’ Events to recapture the market feel of London that I miss so much.

Only a week ago I went on a 3 day break to the Mountains. Before I left I downloaded a few articles to research different women’s experience in the whole Consignment Clothes business.

One particular article stood out from the rest.

It was about woman who’d opened a consignment shop in the US who sounded just like me. It took her 3 years to start seeing consistent profits. Now in her 5th year she puts out 300 to 500 items a day to replace the ones she sold! And she had to hire an after-hours clerk to manage all the inventory. She estimates she has around 3,000 consigners/customers, and adds new ones every day.

When I read this I was very inspired and excited, I knew that i could do that too.

When I got back from the trip the first thing I did was drive around Edmonton to enquire about vacant shops for lease. I was heartbroken at the rental fees.

In one area they were asking for over \$5000 per month and the property was on the outskirts of the West End.

I thought "That's crazy! It defeats the whole purpose of why i am doing this!"

**And then the lightbulb went off.**

Why not recreate the markets of my youth and give you access to the best bargains on fabulous clothes you'll find in Edmonton.

**Your secret key out of chain store hell and thrift bin overwhelm . . .**

You may never have lived in London, England but I'd like to offer you a taste of what those markets were like. I'd like to offer you a way of shopping that you may never have experienced before.

Instead of opening up an expensive retail space and paying ridiculous amounts of overhead I will be selling clothes out of my backyard all summer.

**Here's what it will be like for you:**

When you arrive into my backyard you'll be offered a **warm welcome** and a cup of organic tea (an unusual, delicious, surprise flavors) or an iced cold glass of water.

You will instantly feel **relaxed** in the garden, with the birds singing, the trees, the sun, flowers and my cat, Coco stretched out reflecting calm.

You will feel like hanging out and notice others sitting around chatting. You may even forget why you came into my back yard in the first place as you walk over to a selection of healthy and delicious snacks, while seeing a colorful array of clothes all beautifully arranges on rails around the garden.

The music as you are walking across the grass reminds you of a feeling you experienced as a child as you kick of your shoes to feel the grass between your toes.

You start to browse while you hear a lady talking about a beautiful dress she just tried on and the smell of incense passes you buy. A kind lady after a while in a English accents remarks on the day and graciously walks over with a welcoming smile and asks if she can be of an assistance as she hands you a bowl of strawberry's to sample.

**Four reasons to shop in my back yard instead of the Gap or Value Village:**

1. **local & green:** I source my clothes locally – they don't need to be shipped in from a factory in China and because you're purchasing recycled articles and reusing them no new resources are being used which minimizes the impact on

the environment's limited resources. *A recent EPA study found that 4.5 percent of landfills are made up of textiles and clothing.* Buying second-hand keeps clothes from the landfill and reduces our own eco-footprint.

2. **amazing bargains:** because all of the clothes I offer are 'pre-worn' and sourced from thrift stores (and because I have very little overhead) – I can keep my prices much lower than a consignment or chain store. You get a fair chance to buy beautiful clothes that are normally well beyond your price range.
3. **a shopping experience** that is intimate, personal-able, fun, inspiring, uplifting, trustworthy, unthreatening, comfortable, safe and nurturing because it's focused on you as a woman (not just as a potential sale). Instead of being in a packed store where you get only a small amount of the sales person's time you get my full attention.
4. **racks full of clothes that scream your name:** you will find a wide selection of hand picked, fabulous, eccentric, colourful, wild and inspiring clothing that begs to be worn by you. How do I get this kind of selection? I spend hours scouring thrift, consignment and second hand shops in Edmonton. Hours *you* don't need to spend.

## Secrets of a professional clothing bargain junkie . . .

I'm a really good bargain hunter.

Here's some of the principles that guide me in selecting clothes for you:

- **Seasonal:** My idea is to select to accommodate the season, summer clothes for summer.
- **Using Trusted Sources:** I have found some awesome sources in Canada which consistently have great stock at great prices. Where exactly? Trade secret!
- **Intuitive:** Usually I would only go to second hand stores when I would feel it, like a 'pull' in my heart to go and shop, when I go by this I always seem to be in the place at the right time which means there is always ample stock. I often find when I don't pay attention to the 'right time' for searching I then can waste 2 hours and only find a handful of clothes that I like.
- **Meticulous Attention to Detail:** My process is that I go through *everything*. If I like something I then inspect it, if it needs repairing or as a stain I don't buy it. When I like an item of clothing I always tally up on the spot, add a price and ask myself if I can sell it, make a profit and still be affordable. I then ask myself "If I would buy that item for such and such a price?" and the answer is always YES!
- **Focused:** Sometimes I may select just dresses and skirts that day.

**Important Ways in Which The Back Yard Clothing Company is different from the alternatives:**

1. **FARMERS AND CRAFT MARKETS:** The Farmers Markets are for home made products, which are very nice, but this often results in the work being very expensive, they are often very busy, expensive and noisy. But it is very enjoyable to just walk around and look at all the different products.
2. **A SECOND HAND STORE:** Time consuming and poorly organized racks with overflowing bins.
3. **A CONSIGNMENT STORE:** Expensive mark up prices because of their overheads and rental rates. I recently researched a space for lease in the West End. The store was located not in the most affluent part of the west and the rent was approx \$2400 per month, at these rates it would be impossible to offer a clothes at an affordable rate.
4. **A GARAGE SALE:** You never know what you are going to get and typically they sell house hold products. If there are clothes they are very used unwanted family clothes. I have found some of the items to be either too expensive or a lot of 'junk' but I love the concept.

## **FREQUENTLY ASKED QUESTIONS:**

### **FREQUENTLY ASKED QUESTION #1: Do you offer private viewings?**

Yes. If you'd like, we can arrange a private viewing of the clothes any Tuesday or Thursday from noon till 9pm beginning the first Tuesday in June. (June 3<sup>rd</sup>)

### **FREQUENTLY ASKED QUESTION #2: When will you be open?**

Our Back Yard Market Bazaar will be open every 2<sup>nd</sup> weekend (beginning Friday May the 30<sup>th</sup>). The hours will be: Friday 12-5, Saturday 11-7, Sunday 12-5

### **FREQUENTLY ASKED QUESTION #3: Where are you located?**

You can find us hidden away in the West End 17907-57<sup>th</sup> Avenue. We're one of Edmonton's hidden gems.

### **FREQUENTLY ASKED QUESTION #4: What if there's nothing 'perfect' for me? Can I tell you what I'm looking for and have you keep your eyes open for me?**

Yes. All you will need to do is fill out the form with your basic information and what you are looking for example an evening dress, including your size, favorite colors, your styles, materials and I will personally find them for you. There is no extra fees or commitments to buy with this Personal Shopping program.

### **FREQUENTLY ASKED QUESTION #5: What are your prices like?**

All clothes will be priced under \$65

Please join us at our "Back Yard Clothing Company" launch party:

**WHEN:** Friday, May 30th, 12–5pm

**WHERE:** 17907–57<sup>th</sup> Avenue

**RSVP:** If you email me and RSVP you'll get 10% off all your purchases that day. To RSVP just email me at – [modlinhayley@yahoo.ca](mailto:modlinhayley@yahoo.ca)

We hope to see you there.

Warmest regards,

Hayley Modlin

The Back Yard Clothing Company

<http://backyardclothingcompany.com/>

# **Candid feedback from Hayley on how the process was for her:**

## **How valuable was the process from 1-10?**

The process was a great big 10 that is how much I got out of it. The process gave me confidence to go for what I wanted with Tad standing on the other side of it cheering me on. If you have any doubts, contact me at: [hayleyrothenberg@gmail.com](mailto:hayleyrothenberg@gmail.com) or 780 819 4636.

## **What would it have taken to make it a 10?**

An even bigger 10 would have been to understand the questions in more depth to begin with. This would have helped me a lot because I spent hours trying to understand what the questions meant! Although none of this was really a waste because it becomes part of the process in becoming clear, it was very time consuming within a very short time frame. I suggest having a guideline for the questions, a guideline to the offer, make it even clearer that it is a lengthy process to get it all clear. That there will be a lot of back and forth's, which is a lot of work with amazing, results at the end.

## **Roughly how many hours did you invest?**

Not sure, as we went back and forth for at least 2 weeks! Perhaps have time sheets available to note how long we spent on this process.

## **If money were no option - what would you like to have paid for this?**

Wow what a question, the back and forth's were worth their weight in gold, without that process I would have not got to where I am today so quickly. Tad deserves the going market rate for his consultations in the back and forth's.

## **What was hardest?**

The questions and defining those questions with my answers.

## **What was most valuable?**

Becoming very clear that I had something to offer which I did not need to change to fit into what is considered normal for success. But most of all it was that Tad believed in me which helped me in moving forward and NOT holding back. Part of the back and forth's is you get to really see where you could be resistant to moving on and I loved that Tad would stretch me by asking a bit more of me, which is ultimately what I wanted.

## **What did you think it would be like before and how does that?**

Compare to how it actually was? I had no idea what it would be like, I had only the willingness to go for it, a vision and Tad's enthusiasm. In reality what it is actually is, is a lot of good wholesome work and the more you put in the more you get out of it, to me that's the key.

## **When you look at what you first sent me vs. what we created in the end - how do you feel?**

Its great, I love it, when we first started it was all an idea which became a reality, one of the things that struck me the most in the process was the more I dived into tads back and forth's the more I became clear and could define my vision. One of the things that also startled me the most is that I started to remember as a child being involved in a lot of bargain shopping experiences, going to Markets etc, I forgot most of this which is what gave me the natural ability that I have today in what I do!

## **Was there a good balance of loving encouragement and honest challenge?**

Absolutely, that was the best part for me