

# Marketing 101 for Holistic Practitioners

## Six Week Coaching Program

Week Two:

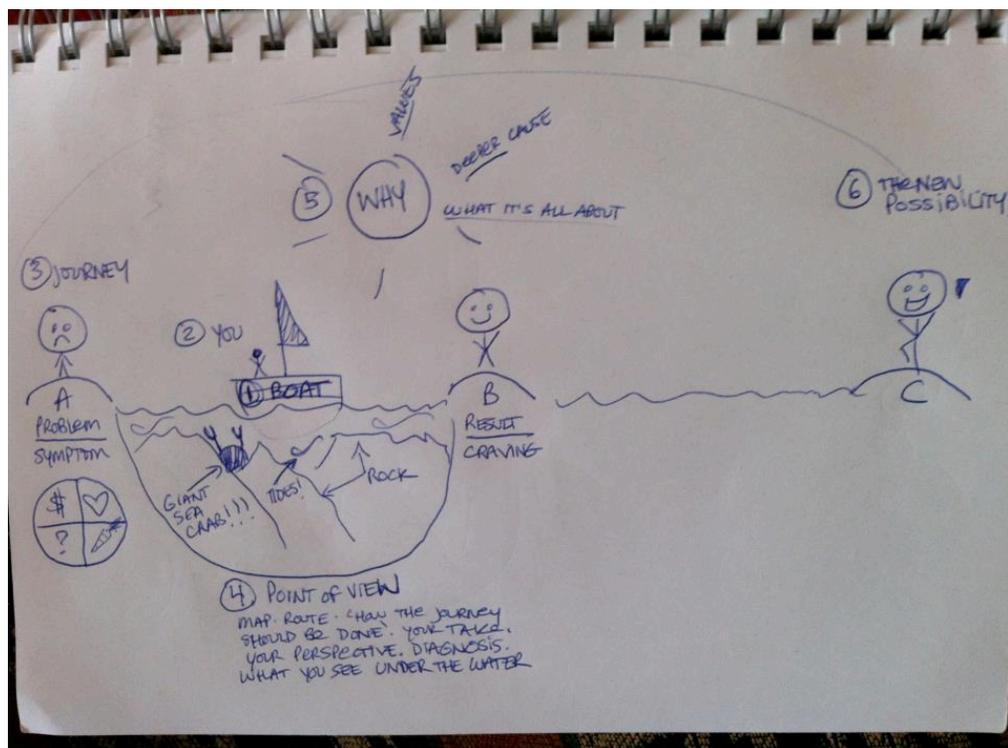
Your Platform - The Six Things You Can Be Known For

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## Six Weeks – Week Two

**Tad Hargrave:** Hey, everybody, we are recording. It's Tad Hargrave from Marketing for Hippies. We're here at week two of the six-week Marketing 101 for Holistic Practitioners. I'm so excited to have you all here. We're talking about your platform today.

You'll see the post I did. It's a picture. It's a brilliant, incredible, blue ink, ballpoint-pen drawing. I think you'll be astounded by the quality of art that I'm able to create. If you can take that, you might just want to click on it and open it up big so you can take a look at it at various points. We're going to be coming back to that throughout the call. You might even want to save it on your desktop so you have it big. It's so beautiful you might even want to save it as your desktop background. I'd understand if you did.



I'd also love to open it up to any questions to help us complete last week and move into this week. You can post those on the Facebook group, or if you don't have access to that, you can e-mail me right now. Are there any particular questions? If there's nothing, that's okay, but I just want to give you a couple of minutes' pause to see if there are any questions.

Anything about last week that doesn't feel totally clear, that doesn't make sense. Remember last week we talked about the idea of collapsing and posturing versus composure, and we talked about the three elements, your container, the platform, and the paths. If there's anything about that you'd like some clarity on before we move ahead, this is your moment. It seems like there are no questions at the moment. We'll just pause for a little bit.

Okay, quick review on **the difference amongst the paths, the platform, and container**. Again, there are three elements that we need to be working on for our business. The first is our **platform**. That's what we're going to be talking about in depth today. The platform is what we're known for. It's actually our reputation in the marketplace. Our platform is ultimately what draws people to us.

The **container** is basically the embodiment of platform. The container is the bucket, that whole thing. Most people's buckets have no bottom or virtually no bottom or lots of holes in the bucket. It doesn't matter if a lot of clients or a lot of work or a lot of attention comes into the bucket, it just all drains out immediately or very quickly. The answer then, isn't to get more business. It's to get the container stronger to be ready to receive clients when they show up.

Then, the third part is the **paths**. The paths are just the tactics and strategies that can get people to your doorstep, making it really easy for people to find you. Most people, when they think of marketing, they think of the paths. They think of "How do I get people to my doorstep?" What they don't think about is, "Will I be ready to receive them, and is there anything unique and different when they get there? What's going to happen?"

Those are the three things. I hope that helps. I think there have been a few other questions. Tim Corcoran, "**I'm just wondering how detailed our descriptions need to be for Island A and B point of view, and why? Just a few sentences or more?**"

If you can sum it up in a real brief, pithy thing, sometimes a metaphor, "Men are from Mars, women are from Venus" sums up quite a bit in a very small amount. It's like we're from different planets, and that's a point of view, but it's also a statement of affairs of what the nature of the challenge is. How do you communicate with somebody from a different planet?

Sometimes we can sum it up very briefly, but I wouldn't be worried about the brevity at this point. At this point, we're sort of cleaning a room. You have to unpack everything in your room and it gets a little messier before it gets cleaner. That's okay. That's part of the process. I would say we don't want to

use too many words. We also don't want to use too few words. We want to use just the right amount of words, and brevity is wonderful. The clearer we get it, often the less words we need, because we can find the right images and metaphors to communicate a lot in a very small amount. But at this point, I would just be writing as much as you can and then refining it down from there.

Lauren Worsh, **“If our containers are comprised of all the structures we create that warmly hold our community, isn't creating an unleaky container partly about how all those structures harmonize and cohere, or is that something else?”**

That's really true, I would say. Yeah, absolutely. How they relate to each other, how they connect to each other, yes. I would say that's a really wonderful thought that I hadn't really considered before. I would say part of it, are they an expression of the platform, are all of them coherent with that, then yes, there is the connection of each of them to each other.

For example, if you go to a yoga studio with a free pass and you try a class, are you then offered some other package? Is the next step made really clear? Sometimes it's not. Sometimes there are all these other things. There's the Pink Spoon, there's an ice cream cone, there's the gallon, there's the ice cream cake, and there's all that. Sometimes those things aren't connected, so somebody tries a sample, but they don't even know that there's an ice cream cone available, or they tried the ice cream cone, but they don't know they can get a gallon. Are these things made obvious?

Yes, I would say that is really important, and I'd be interested in everybody else's thoughts about that. That's a new thought for me. Okay, if there are no other questions, we're going to jump right into it. Okay, I think that's it. We're going to move into this. Let me see if there's anything else I wanted to say.

Yes, I want you to imagine this. There's a young man or woman living on an island. I'll say young man. He's living on this island, and the island is okay to live on. He doesn't mind it. He's grown up on that island his whole life, and one day, he meets somebody who's from a different island. This sort of blows his mind as a young man. He didn't even know there were other islands. He doesn't recognize this new person.

They got to talking, and he's told about this different island. He doesn't believe the guy, that there is another island. He thinks it might be a joke at first. But then, he meets another person and another person, and he starts to realize that his island isn't the only island to be on. His island has a lot of

challenges. The soil isn't really very good, the culture isn't very nice, and he starts to realize there's another place he could be. In fact, there are a lot of other places he could be.

One day, he goes down to the dock and he sees all these boats. He's never seen a boat before. A lot of them look very similar, but he's interested in this idea of leaving the island. He goes to talk to one of the people who are selling these boats, one of the captains. As he talks to him, the guy brings him on the boat and he gives him a tour of the boat.

He says, "This boat is the most incredible boat! You wouldn't believe the power of this boat! It can take you anywhere! This boat – oh, man, anywhere! Where do you want to go?"

The young man says, "I'm not sure. I've just been thinking about getting off this island because it's a bit of a dump. I've been thinking about getting out and trying somewhere else."

He says, "Wherever you want to go, this boat can get you there." This man is so enthusiastic and he says "Look, here's how much this boat costs. I'll tell you what. You come back before the end of the day and you buy this boat, I'll give you 10% off."

He leaves sort of excited, but also something feels a little off. He's feeling kind of rushed. He feels a little pushed. There's all this pressure to buy the boat right away, but he's really excited to get off the island, and this guy seemed nice enough. Maybe he'll do it. Maybe he'll buy it and take it and leave. He walks a little further down the dock, and there's this old guy sitting there. He has this old wine barrel, and he's sitting down. He's surrounded by a bunch of folks and they're chatting.

The young man says, "Hey, it looks like you have some boats, Captain. Are you selling?"

The captain says, "Oh, I do, I do."

He says, "Well, I've been thinking about buying a boat, and I was just talking to a guy down the way."

The captain says, "Where do you want to go?"

He says, "I'm not quite sure yet, but I've been thinking about getting off this island."

The old man says, "I'll tell you what. Come down to the bar. Come down tonight because a few of us will be hanging out."

He goes down to tavern that night and he walks in. It's one of those old, wooden, dimly-lit taverns. There's good cheer in the air everywhere, and local ales being sold. He sees the old guy, and the old man waves him over to his table. This guy has a map out of the whole area. This young man's never even seen a map of the area. He's just lived on this island. He didn't know what shape the island was except for having walked around it.

The old man points at the island and says, "Here's where you are. There are so many places you could go."

The young man starts noticing some of the other islands, "Oh, yes, I met a man from there, and I met a man from here." The conversation ensues, and he starts hearing story after story after story from the different people around the table of islands they've been to, the adventures, the troubles they had getting to the island, the shipwrecks they had, and he's learning a lot about the water surrounding his island. Where the rocks are, where the sea monsters are, where the tides are, the best seasons to go, and then finally he hears about this one island, and he's so excited.

He's like, "Oh, my gosh, that's the island I want to go to." There's something about it that just resonates with him so deeply, and he says to the old man, "So, you know, I can get 10% off this boat if I buy it tonight." He looks at the time and it seems to be getting on, and he says, "Maybe I should run. I get 10% off if I go and get this boat right now."

The old guy says, "Well, tell me, what kind of boat was it?"

He describes the boat, and he says "Well, you know, if you want to get to that island, especially this time of year, that's the wrong kind of boat." They start this conversation about the different types of boats that you could use and the different seasons to travel, and he gets so educated about the nature of this journey. Eventually, he does decide on the best kind of boat and he buys it, and of course he buys it from the old man, not from the other salesperson.

That, to me, is a story about marketing, but it also starts to get into the platform a little bit. So, I'm curious if you could post any reflections you have on that story on the Facebook wall, and what you heard. What do you notice is the difference between the first salesperson and the second salesperson?

Okay, Deb Zucker said, **“The power and simplicity of using metaphor. I want to find some metaphors to use, too.”**

Yeah, if you can find a metaphor that gets across what you do or a little, simple story, it’s really powerful. I think, as we go through today, it may be some of the grist for the mill on what those stories can be.

Caroline DuPont says, **“The old man instills confidence, because he obviously knows what he’s talking about.”**

Yes! Yes, Caroline, that’s it. He knows what he’s talking about. Here’s the important thing. He’s not just an expert in the boat. He’s an expert in the journey. He’s an expert in the whole “going out at sea,” not just about selling a particular boat.

Alison Chan says, **“The first one has nothing to distinguish himself from any other seller.”** That’s true.

Jennifer Melososkis says, **“The first is posturing.”**

Yes, the first one is kind of subtle but aggressive selling to try to rope the person in and use sales pressure and special deals. I probably could have made him grosser to make the point, but yeah, you caught it.

Tara Tunstall, **“Making the investment in educating our consumer or potential consumer is better than the quick sale.”**

It is, really, because you’re going to get less buyers or people saying “I changed my mind” later. You’re going to get people who are a better fit, which is what we’re going to talk about next week.

Tim Corcoran, **“I love how the old man is genuinely of service. This is key.”** Yes.

Diane, **“Education is key.”** Yes. You’re all picking it up.

Kathy, **“The first guy wants the sale, the second guy wants an ideal client.”** Oh, nice! Yes.

Michelle McKinney, **“One provides information and offers an invitation.”** Yeah, that’s right.

Debra Epstein, **“The old man educates by engaging in conversation rather than selling.”**

This is a really big distinction, the big picture is to step back from all of this. I got this from a colleague of mine, Ari Galper, who has a beautiful website, [www.UnlockTheGame.com](http://www.UnlockTheGame.com). He was the first person I ever came across that framed his selling as selling doesn't have to be a pitch. It can be a conversation between two people. What stops the conversation from being real and genuine is as soon as people perceive sales pressure. The whole point shouldn't be about trying to push harder or overcome objections. The point of the conversation, our role in it, is to constantly diffuse pressure and get back to a conversation about the truth. The truth we're looking for is “Is this a fit?”

Barbara Pearce says, **“The difference between the salespeople is compassion and empathy. The second has it. The first one doesn't.”**

So you get it. That's an overall story. Okay, if you scroll down, down, down, you'll be struck at a certain point by this amazing art. It's incredible. Maybe once you've found it, if you'll just put a comment on it. You can appreciate and praise my amazing art. The most creative appreciation wins points.

You'll see Island A, Island B, Island C, you'll see a little boat, et cetera. Maybe put a comment on there once you see it so I know that you got it. I think you'll be stunned by the quality of the art that you're going to receive in this six-week series. I love you people. I got an A+ from Diane. There you go. You are all the funniest.

While you're lavishing my art with appreciation, let's go over the elements of this. When we talk about the platform again, we're talking about what you're known for. If you remember in the last call, I said that most entrepreneurs choose to be known for just one thing, and the one thing is the boat. The one thing is you have this person on Island A, right? They're sad. They have a problem, some symptoms that bother them. They want to be on Island B, where there's some results. There's something that they're craving, yeah?

They want to make this journey from Island A to Island B, and the business is the boat that takes them from Island A to Island B. That's what most of us talk about in our marketing. **The boat is what we do or how we do it.** It's the “I did workshops for a while on non-violent communication.” Non-violent communication is a boat. Yoga is a boat. Massage is a boat. Energy healing is a boat. Being a nutritionist, dietician, naturopath, et cetera, the modality, the how we do it, that's the boat. Even if we do a retreat, that's an aspect of the boat. We do one-on-one work, we do coaching, that's all the boat.

The challenge is unless that boat is extremely popular at that time, everything goes through fads, like Byron Katie's stuff. There was a big fad around that. Non-violent communication; sometimes it becomes a bit of a fad in the community. It's only one thing, and what I want to say is that it's not that we shouldn't try to be known for the boat. It's just that it's the only thing. It becomes this very flat, one-dimensional sort of platform. There's no depth to it.

Again, like I said in the last call, the point of this, with branding, sometimes I think people feel like we have to be inauthentic. We have to change who we are to be discovered and to have people buy from us. It's like I'm a circle, but now I'm going to have to turn myself into a sexy triangle, or I'm going to have to seem like a really reliable square. We have to change ourselves. It's not that.

The possibility I want to lift up here is that if you're a circle, you become a sphere. If you're a triangle, you become a pyramid. If you're a square, you become a cube. You just deepen. That's what the possibility of this platform is, that we deepen the expression of who we are. All of it is probably already there.

I actually just had lunch with my mom today, and she's getting a new pantry, some new cupboards. She already had some cupboards in, but there wasn't a lot of space, and things get kind of crammed up and cluttered in there and she's getting a new one. It's going to have sides, it's going to be more of a walk-in pantry, it's going to basically double the shelf space. She's very excited.

Sometimes when we don't have a lot of space or things aren't organized, things get so cluttered that we don't even realize what we have there. This is what I see with marketing so often, is that you are so much further ahead than you think you are, you have so many of these pieces in this picture that we're going to be talking about, and you just may not realize that you have them because you've never assigned shelf space to them. As you start to put these things in the right places and you pull them out and it gets organized, you'll be embarrassed by the riches that you have. This isn't even about necessarily creating anything. It's often just uncovering what we already have.

**There are six things you can be known for.** That's what I want to toss out as a possibility. Six things. The first thing you can be known for is the boat. Again, the boat is what takes them from Island A to Island B. The boat, by the way, is the container. When we talked about platforms, containers, paths, a

very simple way to think about the boat is that it's the container. It's what receives people and holds people on the journey from Island A to Island B.

**Number two is you.** You can be known for you. You're the captain of the boat. Part of the reason people are going to pick a boat is because of who it is. I had this experience with yoga. I think often, especially with holistic stuff, is that there's this implied message that if you do what I suggest you do, you're going to end up like me. In the holistic world, sometimes that's a terrifying proposition.

I remember I had this one class, this woman, a yoga teacher, and she wasn't your kind of young, Barbie-doll yoga teacher. She was in her mid-50s, and one of the most beautiful women I've ever known. She was just so comfortable in her own skin. She was so gentle and kind, and at the end of every one of her classes, I'd be sitting on my mat, eyes closed, and just totally blissed out. I didn't want to go anywhere. I was like "Ahh, I never want to move." It felt so good.

I wanted to be like her. I remember I said "You know, if I do what you suggest, am I going to end up like you? I want to be you when I grow up! You're amazing!" Then in the same yoga studio, there's another teacher. I signed up for a series of four, kind of a Yoga 101. She seemed so fidgety and so nervous and neurotic. I was like, "If I do what you suggest I do, am I going to end up like you? Terrifying." I never went back. I just dropped out of it. I never told her. Most of the time that's what happens. Clients will disappear, and they don't tell us.

This is where our own inner work does come in. It becomes really important that we embody the Island B. Whatever it is we're taking people to, as much as possible, we embody that. But it's also beyond that. The more we bring ourselves out, our particular quirks, our kinks, what's different and unique about us, where we're nerdy, and bring that, who we are into our practice, the more compelling and the more unique it is. Just by the nature of who you are, that's enough. It's unique.

If all you do is, instead of just the boat, you really bring your own quirk and nature into it, it makes a difference. I have a hilarious compilation and collection in my mind of corny kids' jokes. I always tell those in my workshops. I also do magic tricks. I know some of you want to hear a corny kid joke, so I'll tell you.

Do you know why they only made one Yogi the Bear? They tried again, but they made a Boo-Boo. See? Amazing.

One snowman is talking to another snowman. He says “Hey, do you smell carrots?”

There was a realtor who was also a bit of a foodie, and every time he sent out one of his newsletters, he’d send out a recipe that he tried, with pictures that were really beautifully done. Another one was an amateur photographer, and he would send out photos of the recent photos he’d taken. There are little ways you can bring yourself more fully into this, and you can be known for that.

There’s a woman in Toronto that does Ganja Yoga, and there’s a small amount of marijuana imbibed, and then they do yoga. That’s very authentically her. That would be appalling for some people. I hear “Oh, God.” But for her, that affects a certain type of person, and I imagine there are some acts at the end of the class. Anyways, you can be known for you, just your vibe, your quirk, what makes you unique.

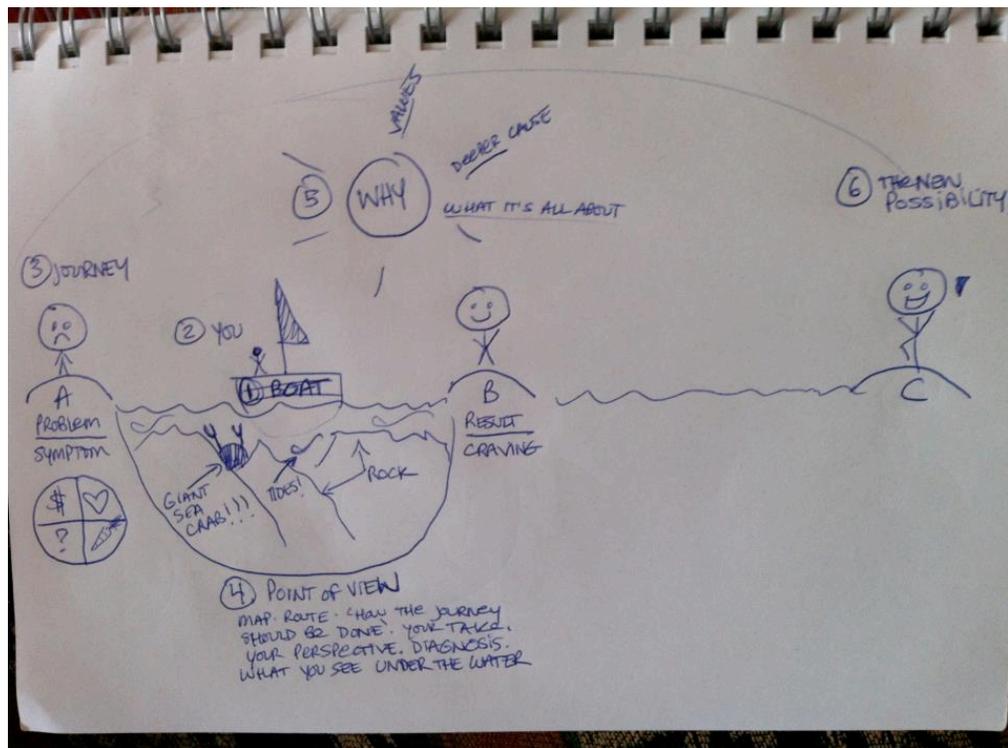
**Number three is this journey.** We’re really specifically looking at the journey from Island A to Island B. The journey from the problem or symptom they have to the result that they’re craving. There are so many different journeys that the same boat could take people on. This gets back to that question where somebody says “Oh, you know, my modality, my product or service, it could help anybody!”

That may or may not be true. I’ve actually probably let go of the notion or question of notion that that is true, that it could help anyone. But let’s just be clear that there are probably a ton of particular journeys you could take people on. It’s good to know what kind of journeys you best take people on, and who are the people that you most resonate with? Who are your ideal clients?

Yes, that boat could take everyone on every journey, but do you really want to be an expert on every journey? Do you want to know every island surrounding Island A, and have that mapped out and know how to do that? It’s hard. There’s not a lot of credibility. There’s a credibility that comes when people know you can make a journey to a particular island or at least just a few islands that you’re at least best at. Those are the ones you focus on.

I would say that **there are four basic types of journeys** that we’re looking at. If you see the circle, you’ll see the little sad person on Island A. He’s so sad because he has these problems and these symptoms. There’s a circle divided into four sections. The first one is money. There’s a journey around money, a

struggle with that. I got this from Max Simon, who's a colleague of mine. He talked about four paths you can be in.



There's the **money** one. That's about "I'm struggling with money, I'm broke, or I have a screwed-up relationship to it that I'm aware of, and now I'm in a healthier relationship to money, I have more money," et cetera. This workshop we're doing here is pretty clearly in the money path, and helping you as a practitioner to get more clients and make more money.

The second one is the **heart**, which is for relationships, dating, sex, intimacy, family. All of that is relationships with people.

The third one you'll see is the **question mark**. That's the one about meaning, God, spirituality. People are stressed to a deep sense of angst and spiritual ennui. That's the question mark. Then the Island B for that would be where they're at peace, comfortable in their own skin, happy, content, yeah.

For the heart, the journey would be in these relationships, I'm struggling, it's hard, there are fights, and Island B is relationships are working now, I'm feeling nourished, there's this flow of love and the relationship's wonderful.

The carrot represents **health**, of course. Of course that's a beautifully rendered carrot. The carrot is physical health.

Those are the four basic journeys, and when I say four basic journeys, I mean people's symptoms tend to be categorized into one of those four things. It's good to know which of those is your primary path, the primary journey that you take people on. This is an important thing. You may realize that they're all connected, and you can't separate them. Yet, that's your point of view, which is the next thing we'll talk about. In their experience, one of those is probably primary.

The question is not which one *you* think is the root of it. The question is what is the symptom that has aimed them to you in the first place? From there, you can connect them with the other ones, but we want to acknowledge in their experience, what is it? I'm going to invite you to reflect on which of those feels like the path that you're on, the journey you're helping with. Is it money, relationships, meaning, or physical health?

The clarity just around that makes this whole platform much better. Just listen to the difference in this. You meet someone at a party and you say, "What do you do?" They say, "Oh, I do, quantum theta touch reconnection healing." You're just like, "Oh. That makes no sense to me. I don't understand your words."

The other one says, "Oh, check this out. I do dual modalities called quantum theta touch healing reconnection whatever, and I take people from this place where they have problems in their life to a place where they now have the results they want."

There's one that's really clear, but it's so generic, if that makes sense. It's so broad. It's like that's everybody with everything. Imagine the difference where you meet that and you meet somebody and you say, "Oh, what do you do?" They say, "Oh, you know how a lot of people struggle with their money and they're broke? I help them learn how to make and keep more money." Or, "You know how a lot of people are really unhealthy? I help them get to the root cause." That's still super-duper-broad, but it's so much clearer than just problems and results.

Sometimes just honing in on one of those four tracks can be really freeing and clarifying on the marketing to let people know what it's about.

So we have the boat. We have you. We have the journey. This is where a lot of things stop in marketing. I want to introduce three other possibilities of things you could be known for. The fourth is the **point of view**.

The point of view, when that young man came into the tavern and there was that map laid out on the table, that map is the point of view in a way. It's at least the basis for it. In marketing, we want to be mapmakers. You're on Island A, you want to get to Island B, here's a map of the best route to take. Your point of view is your take on how the journey should be done. It's your perspective and your diagnosis, also.

If you'll notice in that picture, there are some horrifying giants, sea crabs, there are the tides, there are rocks, there's all these things under the water. People have tried to make this journey on their own going from Island A to Island B, and they got shipwrecked, pushed back by the tides, and that's very confusing. They don't even know why that journey didn't work. They tried really hard, they invested in this boat and put in all this money and it still didn't work. Yet you, with your expertise, have a bit of a deeper sense of what might be under the water that would make that journey hard, what the best routes are to take, the best timing of those journeys, what they need to pack and prepare for that journey.

The point of view is the stuff that we see and they don't. Here's an important piece. The point of view is your diagnosis, which is different than the symptoms. I'll give a couple examples that I think will drive this home.

Imagine you suffer from migraines. Your whole life you've had these crippling headaches, and there's a practitioner in town who specializes in helping people with migraines. You don't know about them, but you're reading a magazine one day, and you see an ad. It says, "Attention migraine-sufferers!" You would pay attention to that. That would be relevant to you and the problem and symptom that you have.

But let's say this practitioner is of the opinion that migraines are really a result of dehydration. Well, what if the ad read "Are you dehydrated?" in big letters. It may be accurate as a diagnosis, but it's not going to connect with people's experience. No migraine sufferer's going to read that and just stop and be like, "Oh, my God. I am dehydrated!" It's just never going to happen.

Another example was a famous golfer, Jack Nicklaus. He was experiencing crippling pain in his right knee and he was going to go get surgery. A friend of his stopped him and said, "Jack, before you do that, before you go spend a lot of money and go through the surgery, go see my friend Pete Egoscue. He's a structural anatomist and he's brilliant."

Begrudgingly, because his friend suggested that he go, he went. He walks into Pete Egoscue's office, kind of limps in. Pete Egoscue looks up and says, "Oh, hey Jack. I see you have some hip trouble."

Jack is pissed. He says, "Actually, I'm having crippling pain in my right knee. Thank you very much, you quack." He's upset.

Pete Egoscue says, "Jack, I see that your knee is hurting. That's the source of your pain. It's not the cause. The cause of your pain is that your right hip is rotated forward and that's putting all this pressure on your knee."

Different. And he'd never considered that. He stopped and he said, "Oh." Pete Egoscue got him to lie down on the ground, do a bunch of exercises, and half an hour later, when he stood up, no pain in his knee. Pete Egoscue said, "If you want this pain to stay away, you're going to do exactly what I say." Jack just bowed, "Yes, sir! Sensei, whatever you say, I will do."

But consider different ads in the golfing magazine. One ad says "Attention golfers. Are you experiencing crippling pain in your right knee and considering surgery? Read this ad before you take another step and before you call your doctor." The other one says, "Attention golfers. Is your right hip rotated forward?" That second one is obviously never going to connect with anyone. Or what if the ad was "Is your heart chakra closed?" Again, that's a diagnosis, but it's not the symptom.

So much of marketing is about learning to distinguish between these things. There's an idea in non-violent communication of empathy before education. Before we start educating people about our point of view and our fancy diagnosis, first empathizing, first acknowledging that the symptoms that they have in their life and their experience in such a way that they're like, "Oh, my God. This person totally gets me. They understand what it's like to be me." It feels so good to be gotten.

Then we can do all this education about the point of view. That point of view is very powerful in the right context. It's terrible to lead with, but once the relevance has been established, the point of view starts to establish a bit of resonance. So does the fifth thing, the "why."

Let's give some **more examples of points of view. Let's say it was the journey around health, the carrot.** There are a lot of different points of view on this journey of health. Some people would say, "Well, you know, bad health is always a result of excess toxicity in the body." That's a perspective, sort of a natural hygiene thing things would mean excessive toxicity.

Other people say, “Well, that’s very simple, but it’s that the **toxicity** creates an acid condition in the bloodstream, and our bloodstream is supposed to be gently alkaline, and therefore it’s really acidity, per se, that is the brute cause of all illness.”

Somebody else would say, “Wow, well, that’s one part of it. We also are **deficient** in a lot of nutrients and minerals that we need, and enzymes and vitamins. We also need to be supplementing pretty heavily to make up for these deficiencies. We need to detoxify, but we need to deal with our deficiencies.”

Somebody else would say, “Look, our body is such a miracle, and we can absorb all the nutrients we need, even from food that’s pretty deficient, and we can get rid of it but we don’t because of stress. **Stress** is what holds all this stuff in the body. Really, it’s all about stress. Stress is the source.”

Somebody else would say, “Well, yeah, that’s very nice, but that’s still very physical. The truth is that stress is caused by an inconsistency between the will of the **soul** and the will of the personality.”

Somebody else would say, “Oh, that’s bullshit. It’s all **karma** from past lives, and that’s why you have this inconsistency.”

You get the point. There are a lot of different perspectives. Let’s make it more tightly focused within that carrot and health. Let’s talk about diet and food. How many different perspectives and points of view are there on diet? I’m talking macrobiotic, ayurvedic, raw vegan, vegetarian, the blood type diet, the Zone, the Atkins diet, the primal diet, the four food groups. Those are all points of view.

Think of the Ten Commandments, the Seven Chakras, the Four Agreements, the Seven Habits of Highly Effective People, the Four Directions, the Five Elements of Chinese Medicine. All of those are a point of view. Your point of view, again, is your take on how people make that journey from Island A to Island B. I hope that’s resonating for people. But you can be known for your point of view and your particular take on things.

Another thing with points of view is that the more that people can resonate with it, people tend to go with people that confirm their biases. They’ll tend to want to work with people who are aligned with how they already see things, if that makes sense. If you were a fundamentalist Christian and you went to

some holistic practitioner and they were talking about spirits and the horned goddess and god and Pan, you'd freak out.

Similarly, if you were a hardcore animist and pagan and you went to somebody and they started to bless you with holy water, you'd also freak out. If you were a hardcore raw vegan, and that was your point of view and you went to somebody who was practicing eating raw animal product, you probably wouldn't be aligned with that. Those are gross, big examples, but obviously on more subtle levels it's true, too.

When we hear somebody's point of view that we resonate with, it's like, "Oh, my God. My people. You see things the way that I do." Trying to change people's points of view is an uphill battle that I don't recommend. It's very hard. Over time, of their own accord, a person's point of view changes. You might be able to educate people to make a small shift, but a big shift in point of view is usually pretty hard. When we're looking at an ideal client, it's probably going to be somebody who shares our point of view.

But that gets to the question of, what is our point of view in the first place? What are they going to resonate with? This can be so powerful. There was a man who came to one of my workshops in Victoria, B.C. I asked him where he got most of his clients. He said, "Most of my clients come from two sources. One, there's a naturopath that refers a lot to me, but also there's this New Thought Church." They invited him to do a talk, and the talk was going to be about masculine-feminine energies and dynamics from a Sufi-Chinese medical perspective.

He did this talk, and what he shared was so aligned with their point of view on the masculine-feminine energies. It was so aligned, so on point that people were like, "Wow." His stuff was much more nuance than a lot of them had thought, and it resonated so much to the point of view that a lot of them started seeing him just because of the point of view. They said, "The way you see the world is so aligned with ours that I just want to see you about my health stuff because I trust that we see the world the same way." I hope that makes sense. That's the fourth part, the point of view.

**Number five is the 'why'.** The point of view is like here's how I think this journey in particular should be done, the why is what even got us started? Why do we do this? What are our values that this embodies? What is the deeper cause? What is this really all about at the end of the day?

There was a woman in Edmonton who did breast massage. I was talking with her about her marketing, and her brochure was really clinical and dry. I said,

“I don’t get it. Why is this so clinical and dry? You’re not a clinical, dry person.”

She said, “Well, it’s breast massage. I don’t want it to be weird or creep people out.”

I said, “I get the concern. I think you’re throwing the baby out with the bathwater, because if all this is about is breast massage for you, what are you going to put in your newsletters? How are you going to stay in touch with people? What special events are you going to do? Are you going to play us research and diagrams from Sweden about breast massage? If this is really more about women’s empowerment...”

She was like, “Yes! That’s what this is about! This is about women’s empowerment.”

If we know that it’s about women’s empowerment, that gives a much broader, more beautiful context for what she does. It deepens it.

There was a yoga massage guy in England, Graham Stone. Lovely man. You might notice there are a lot of boats; the yoga-massage boat in London, England. You can imagine how many of those boats there are around. I asked him one day, I said, “Well, why do you do this? What is this about for you?”

He said, “Well, England can be a really heavy, depressing place sometimes. I just want to fight back against it, the pessimism of it and the cynicism.”

It became clear that optimism and positivity were what drove him. That should be in all of his marketing. So when we look at the why and the point of view, it’s not so much that they show up on a particular page on your website. It’s that they are threads that are woven through everything that we do in our marketing.

The why is the bigger cause. If I were to ask you, “What does Xerox, the company, make?” The answer would obviously be photocopiers. That’s the initial thing people think. If I were to say, “What about Dell? What does Dell make?” Dell makes computers. “What about Apple? What does Apple make?” Everything! They make iPhones, iPads, computers, software, and they make so many different things.

A lot of people don’t know that Xerox came out with a brand of personal computers that totally crashed. Nobody ever bought them. Dell came out with an MP3 player that nobody’s ever heard about. They were probably great.

They were probably good quality. The quality of the boat is not in question. It's just that the marketplace didn't accept it because they got pigeonholed for this one thing. I would submit this as an idea.

If people don't know why you're doing what you're doing, if they don't know the overarching sky, which is why the why is sort of the sun and the sky is the arc that holds all of this, if they don't know why you do it, they will pigeonhole you in the first thing they hear. If you do breast massage and you try to go into another modality, people will still think of you as the breast massage person. If you do yoga and it's all about positivity, but then you start to do these other things like non-violent communication and you start doing Byron Katie's work and all this other stuff, they'll still think about you as the yoga person.

But, if from the beginning they knew you as this person who was all about optimism and positivity or about women's empowerment, they would give a much wider berth of modalities that they would accept. In fact, it would all fit in that context, because it's all about the same thing. It's all for the deeper cause. Again, the deeper cause is bigger than just your modality. It's why you do it in the first place. It's why it really matters to you.

Whenever I ask people about this at workshops, and I say, "Why do you do what you do? Why are you so passionate? Why does this matter?" I'm always floored with the responses I get and how compelling these things are. That's the why.

**The sixth thing that we can be known for is Island C.** This is the new possibility that we're introducing to people. This new possibility, this Island C, is different than Island B, though it's related. Island B is what they're craving. That's the thing they're consciously aware of that they want.

They're like, "Oh, I want a better relationship, I want this." Island C is the thing that they haven't even considered and you might be aware is possible, but they don't even know it's on the menu. It's like if you went to the same restaurant, you have the secret menu that you can order from that they don't even know exists.

Island A might be "God, my lawn is such a pain in the ass. I spend all this money to take care of it. What a hassle." Island B is "My lawn totally taken care of. It looks beautiful. My neighbors are impressed." But then you come along and you say, "Do you know for the same amount of money, or not much more, you could actually turn your yard into this beautiful oasis and a food

forest that would be the envy of your neighbors and you never have to water it again?”

They're just like, “Wow. Amazing. I hadn't even considered that.” If you think about TED Talks, the TED Talks are often about some new possibility. Some of you may have seen Paul Stamets' work on mushrooms, where he introduces this idea of using mushrooms as soil remediation or you can plant certain kinds of mushrooms on soil that's been totally contaminated and within a couple of weeks, the mushrooms have somehow broken down all those toxins into organic chemical compounds and built mushrooms out of them? It's incredible. Or living machines as a way of treating sewage through swamp systems, basically. It's incredible stuff.

**Let's recap.** When we talk about the platform, you can be known for your boat, you can also be known for you, you can be known for the particular journey you take people on, you can be known for your point of view on that journey, you can also be known for why you do it and the bigger cause that it's about, and you can be known for Island C.

Here's what makes it extra compelling for me. **All of those things come back to the boat.** Ultimately, your boat, your container, becomes an expression of all of the platform.

It's like when this young man, he walks down to the harbor, there are all these boats that are really generic, and there's one that's painted these wild, beautiful colors that has a really particular style about it, and when he sees the boat, he just immediately, intuitively knows what that boat is about. There's no guessing. It's just implied in the way the boat is.

This is where we take the platform and it starts to move into the container. It becomes a container when we actually express it in form. I want to pause at this point, because that's a lot to take in. My computer is being super wonky. I'm actually going to have to...what am I going to do here. It's being bonkers. I might have to hang up and dial back in, but we will see. I'll see what I can do.

On the wall, I want you to take a few minutes to reflect on that and see what questions you have, what's coming up for you. Let's take three or four minutes, take some deep breaths, reflect on what you heard, and post a thought, a reflection, something you're noticing, or a question about a distinction between some of these, and then we'll take it from there. And if somehow, you all get disconnected, call back in. Okay, we'll take a few-minute pause here.

Okay, everybody. We're back. Let's go through some of these questions and comments.

Jennifer was saying, **“So, to build a successful platform, do I need all six things, or do I focus on a few?”**

My take is that you definitely need all six things. Here's the overarching theme I want to say for all of this. Start where you're clear. For some people the “who” on the island is the clearest thing, and everything gets built around that. For you the clearest thing might be the point of view or the why or Island C or the journey or the boat. Whatever you're clearest about, just start with that, and trust that that clarity is like the seed that everything else is going to come from. What can feel really stressful is this feeling that you have to get all of them figured out at the same time, all six together. I don't know. In my experience, that just tends not to happen for whatever reason. Start with what you're clear about.

Diane said, **“When I think about all of this, it puts me into a niche market. My concern is that the niche market then takes me out of another potential market to sell my services. Is there a way to do both?”**

There's a truth to what you're saying, but we're going to talk about this more next week when we talk about the ideal client and who is the perfect fit. You're absolutely going to turn away some business, but here's the thought. We'll get more into this next week. You're already losing business. Not you personally, but people tend to lose business because they're so generic and their boat is so vague. You also lose business for that. If you become really specific about who you want, you're going to lose people who aren't into that. You can be explicit about where your focus is without needing to be exclusive and turning anyone away. There is a choice.

The question is not “Are you going to lose clients?” This idea that, “oh, we can attract everyone” is a bit of a myth. It's not that you can attract everyone. You're going to lose some people, so the question is “Are you losing the people who you want to lose, and are you attracting the ones you want to have?” I think there's a myth that we have that “Oh, well, I really don't have any preferences. I just want to work with anybody.” I would just submit that that's not true for most people if you press them on the kind of clients they want to work with.

You can be explicit without being exclusive. One of the things we're moving towards, just to plant a seed for the rest of this, is the idea of having niche

projects. You may not ever decide to make your business a niche business, but I think you'll find it extremely profitable and lucrative to pick a project that you can delve into with a lot of depth, or have themes that you focus on over time.

Here's the reality, just a nuts-and-bolts business reality. If you picked one niche and you delve into it hardcore, then it's amazing. It's super profitable. That's the easiest thing to do. I don't do that. Most people I know don't do that, and it's easier. We'll get into this more next week, but I would tend to say that you want to have more than one niche, but I wouldn't recommend having 20 or 12. I'd probably recommend having three at any given moment that you're most focusing on, and ideally that those three all fit together a bit. Some of you saw my post about big circle, little circles, which we'll get into next week. Diane was saying that makes sense. Awesome.

**Samia said "I'm a naturopath, and help people with their health. I recently discovered that my ideal patient is someone who is interested in working on themselves, i.e. learning to see things differently so that the things they once considered stressful just dissolve, thus eliminating a large part of the cause of the illness in addition to the other stuff, nutrition, supplements, et cetera. How do I articulate this so that people get it? How do I figure out who my ideal patient is in one word? It seems that Russians are this way, but I don't think that's my ideal patient."**

That's funny. Maybe your target market is Russians. It could be. So, Samia, what you're talking about is kind of this idea of the big circle, and I'll just post something right here and now on that comment feed for you to just take a look at. We'll get into this a lot next week. There's a difference between the things that are true of an ideal client for a specific target market. The things that tend to be really useful for the big circle of who we want to work with in general, those things are useful and important to know, vital, even. But they're not very useful for target marketing.

The idea of working with people who are fundamentally open to change or ready to work on themselves, who want to take responsibility for their own growth, all of that is really important to know that you want that in a client. But it's not useful target marketing because where the hell do you find them? It's not something that allows you to do your marketing much better. Once they get there to the door, it's a good filter.

How do I figure out my ideal patient in one word? You usually can't. Sometimes you can. Sometimes it's like vegans, doctors, lawyers, judges, and

you can sum it up, but even with that, there are probably different shades of the type of lawyer or the type of vegan that you'd want to work with.

Next week we're going to go into more of that and I'm going to give you an exercise that I think is really going to help clarify this question of who. But this is lifting up how important it is to consider who we work with. I think you're going to see this again and again. A lot of you are struggling a bit with the Island A and Island B, and you're like "God, what I'm writing seems really generic." I'll put this out as why it might have been generic for some of you. It's still good, by the way. Whatever you're starting with is perfect. Start where you're clear and we just build from there. You're all on track.

What I think you'll find with these six parts of the platform is as you add each layer, it gets clearer and clearer and clearer. It's like different gels or something on a light. That's a terrible metaphor because that just makes the light darker. It's like those old slides, you project the image on the wall, but it's like you have different elements, and as you add it, it gets clearer and clearer. I don't know if that was clear at all.

My point is, if you just have one part of the platform, it's okay. If you have multiple parts, each part clarifies the other parts. If you say "Okay, it's the journey of health," then we say, "Oh, the target market is really single vegan moms," now the journey gets a lot clearer. The symptoms of that particular mother are going to be different than just anybody in terms of health. I hope that's clear.

Tim Emerson, you said, **"Mine is split. Reconnective healing, health, and the reconnection, which is spiritual."**

Yeah. You may have two very different tracks you're working on. That's great. I would just acknowledge that those are two different tracks, and that sounds like what you're doing, but they may be connected by a common why. They may also be connected by a common point of view that they're both expressions of, and that can help draw some of the connections. When you do talks, I'd be talking a lot, or writing, I'd be writing a lot about the why and the deeper things underneath it. That's what will cause the resonance.

In your marketing for each particular thing, I would be speaking to the symptoms. For the reconnective healing, you're going to want to talk to those health symptoms. For the reconnection stuff, you're going to talk to the question mark, those symptoms of meaning.

Lorraine said, **“Is the ‘why’ your personal life or a larger picture ‘why?’ For example, a larger why could be a need for environmental change, but a personal why could be that I can’t stand the waste I saw and needed to do something about it?”**

Awesome question. I would say it’s the bigger why. It’s seeing the trash and you couldn’t stand that, that is connected to the bigger why, and the importance of the why is that it’s not personal. It isn’t yours. I’ve noticed that I’ve been having a beef in the marketing world when people talk about “start of movement.” That rubs me the wrong way because I don’t believe that individuals start movements. I think we look at somebody like Martin Luther King, Jr. or Gandhi or the civil rights movements and all that, and we tend to associate that Gandhi started the movement for independence in India, or Martin Luther King was the civil rights movement.

I don’t think that’s true. I think those people were just expressions of a much larger movement, and they got the press and they played a really important role, but they didn’t start it. I feel a similar thing here. When we look at the bigger why, it’s not some movement or some why that nobody’s ever thought of. If it was, there would be no resonance. You’re probably speaking to a bigger why that is what other people feel and resonate with already, and when they hear it, they’re like, “Yes! That’s how I’ve always felt, and somebody is now articulating it! Somebody is just now saying it. They’re putting into words these inklings that I’ve had.”

You’ve probably had that, where you read a book and something resonated with you so hard, and it wasn’t because it was a new idea. It was precisely because you’ve thought that your whole life and somebody put it into words in a way that you never could, and you were just like, “Holy shit, yes, that’s it!”

The network, The Business Alliance for Local Living Economies, if you go to [www.LivingEconomies.org](http://www.LivingEconomies.org), they’re like a Chamber of Commerce for hippies. It’s an amazing group, and Judy Wicks, who started it, she had this rant she went on that, I think, speaks to the bigger why. I look at it as an example.

The Local Living Economies movement is about maximizing relationships, not maximizing profits. Broad-based ownership and democracy, not concentrated wealth and power. Sharing, not hoarding. Life-serving, not self-serving. Partnership, not domination. Cooperation-based, not competition-based. Win-win exchange, not win-lose exploitation. Creativity, not conformity. A living return, not the highest return. A living wage, not the minimum wage. A fair price, not the lowest price. Being more, not having

more. Interconnectedness, not separation. Inclusion, not exclusiveness. Community and collective joy, not isolation and unhappiness. Cultural diversity, not monoculture. Biodiversity, not monocrops. Family farms, not factory farms. Slow food, not fast food. Our bucks, not Starbucks. Our mart, not Wal-Mart. A love of life, not a love of money.

Bam! That's powerful, for me, anyways. What's interesting is, I really resonated with that. When I heard that, I got chills. I almost wanted to cry. Other people would not resonate with that why. But most of the time, I find the larger why is hard to debate. Most people do tend to resonate with it deep down in their cockles, these notions of fairness, justice, accessibility, it's hard to debate them. I hope that was useful.

Samia again, **“How is your niche different from your ideal client? Is there a way to figure out your niche? I help people with a lot of things after six years and I still don't know my niche.”**

Again, next week we're going to go into that in detail. This is where it kind of starts to get down to semantics, and it's tricky. I would say that there are just different things we need to figure out about the who. Basically, we're looking at who are we trying to reach, and I would say there are different aspects of it. There are going to be the qualities that you most want in a client, and that's important. There's going to be a point of view that they have that needs to resonate with yours. They probably need to be passionate about the same why, so that's a part of it. There are the communities that they're a part of. There are a lot of different demographics, basically, all the outer things, and then there are the psychographics, all the internal realities about them.

Then there's the particular journey that they're on. All of these are different parts of the who. It's not quite a simple conversation. Generally, I'd say the ideal client piece is more of the qualities that you want. What are the prerequisites? How do you know if somebody's ready to work with you? I tend to think of the niche as more of who are they and what's the problem? But again, next week, we'll go into that more. It's a bit of a complicated mess. If you feel like, “God, I can't figure this out! It's been so long!” you're not crazy. It's just a tricky thing.

Emilio, **“I feel there is a disconnect between why I'm inspired to bring solutions for sustainable living to Edmonton, and the very primary financial path most people are on right now. For me, sustainable living is about the journey towards taking back a personal responsibility and awakening our relationship to the earth so we can borrow, use, replenish what we need, whereas most people I talk to about sustainability almost**

**immediately feel attacked. They ask almost right away ‘So, do you drive a car? Do you grow your own food?’ and then go ‘Well, I don’t have any money for that, so I can’t go.’”**

I think that there’s a question about the boat and this idea of the sales funnel and giving people really simple steps, starting easy and going deeper. It’s about speaking to people’s symptoms versus our diagnosis and the symptoms versus Island C. For most people, money is going to be the thing. This can save you money. I think most people working sustainability have found that’s the way in for a lot of people. The hardcore granolas are going to do it just because it’s the right thing, because the values are right. There’s a distinction between the values proposition and the value proposition.

The values proposition is doing the right thing. The value proposition is the return on their investment. So I would just say that we need to speak to their self-interest pretty directly. And, yes, Lorraine says “There’s a case of relieving the pressure to open a conversation.” There’s this question of how do we make a safe space for the conversation to happen? How do we diffuse the potential pressure that might be there?

I don’t know. In your case, Emilio, maybe there may be a need to almost joke about it or name that pressure in a way. Part of it is also that sometimes we’re trying to jump too far. Marketing is like baseball. We may talk about this further down the road in another call, but it’s like first base, it’s just clear what you do. Second base is there’s trust, third base, now they’re excited to work with you, and then they pay you, home run.

I think sometimes we have unrealistic expectations that we’re going to hit a home run right away, when first they just kind of need to get what we do and then trust needs to be built over time before they’re ever going to spend any money. Sometimes we just need to step back and get strategic about how do we get people to each base? How do we get them to clarity, about what we do, how do we build trust and build that sense of relevance and resonance with what we do strong enough that they get to third base where they’re excited and then eventually we have the right offer at the right time and they sign up?

Alison Chan was saying, **“What if my point of view is very similar to other practitioners? Does this make it less compelling?”**

I don’t know if it makes it less compelling, but I’d say if everything in your platform is identical, it would just make it hard to distinguish yourself from other practitioners. I would bet that you do have a different point of view from other practitioners. I bet if we got in there and dug around, there are things

you might disagree with, that you have a slightly different combination of paths and experiences that you've had in your life that have given you a very unique lens.

There's something about who you are, Alison, that nobody else is bringing into the world. Just because of the way you're brought up, the experiences you've had, the wounds that you've gone through, have given you a really unique lens and vantage point that is important to a particular group of people. They would find you and weep with joy at having found you. Maybe the point of view is very similar, but there's the why, there's the journey, there's the who's on that Island C, there's still other things that can make us unique and different.

**Lauren, "So Tad, this niching is bringing up a little resistance I've always felt towards marketing. I'm not sure how to approach it right now. I don't want to overly fragment my work by pigeonholing it too much. I understand that my reluctance to do that is problematic and that if I define my platform too generally, it won't connect with anyone. But I keep feeling that there's a way to broadcast the heart of my work, which is about integrating all the different pieces in your life by finding the center, your core meaning, and thus making the whole work beautifully without being overly reductive. For example, meaning and health are intimately connected in my view. I feel confused about how to reach my audience and encouraging them to continue viewing their process through the lens of fragmentation and reductionism. That is antithetical to the work that I wish to do with them."**

I love you, Lauren. That's great! Here's my thought about that. I love how you see everything is connected. That's a point of view. I don't know if anyone has had this experience where you had some health situation going on, and you are at a party, and somebody asks you about the health thing, or it comes up. You mention it, and they immediately launch into solutions, saying, "Oh, lower back pain, yeah, you know that's often a sign of a lack of emotional support from the father? Let's talk about that." You're like, "Holy shit, I just met you!" It's so much, so fast instead of them just saying, "Wow, how is that for you? Tell me more. Wow, that must be really hard and frustrating."

There's just this need for empathy. Before we try to correct people or change their point of view or dismiss their experience, which can often happen, I think there's a huge need for a profound amount of empathy and understanding. Once people get that empathy, and they understand that we really get them, what that often frees up is an open-mindedness to hear our point of view and to understand that these things are all connected. I think it's

just important to start where they're at, and often where they're at is just overwhelmed with this symptom, and we want to be just acknowledging of the symptom that they experience before we go about trying to educate and change their mind or even introduce new ideas.

Once they sense we get them and we're not trying to change them, ironically, then, of course they're very open to change. This is important. I wrote a blog post a few years ago about arrogance. I did a survey years ago where I invited people to share their holistic practitioner horror stories, and the worst experiences they'd ever had, and then I got all these responses back, and I came up with a "four most client-repelling traits that a practitioner can have." So, Lauren, I'll post this and I'll post it at the top so you can all see it.

So much of the frustration came from this tone and a sort of arrogance and trying to change people. I also totally get the resistance in niching, and we'll talk about that more next time, this question of whom. Again, the things we want to start with are where we're clear. You don't want to artificially jump into picking niche that doesn't feel quite right. You can start generally, but I think you'll find that certain things start to show up that do feel clear and do feel right and do resonate. It's like, "Oh, my God, this type of people, these are my people."

Sometimes what that means is that your people are just the people who would resonate with what you do. You have a general kind of journey that you do, and you have a particular, unique point of view on it, and a why about it, and you bring your own quirk to it, and there are just certain people who are drawn to that. that's your target market. That can be tricky if you leave it there. That's kind of the Yin style of niching, and we'll talk about that more next time where you create a space, you create a thing, you see your response, but then I think the important thing to notice is who is responding and what do those people have in common and where would I find them?

Sometimes people make jewelry and they think, "Oh, this jewelry will be great with the teenagers," but it's grannies that love it, or maybe it's for the grannies, but the teenagers love it, and they're like, "Oh, I mis-guessed who would be into this."

I think niching is often this dance of spiraling in and out, where we go inside, we clarify what we're about, and we offer something to the community and we notice who responds to it, who resonates with it the most, and we think "Aha!" and we focus on them a bit, and we go back inside and then we come back out, a bit of that dance. I don't know if that's useful at all, but I totally

get the concern, and you absolutely don't have to make any choices you don't want to.

Let me just refresh and see if there's anything else, because I do want to open it up to any questions from people on the phone who are not on Facebook.

Janina hello. **“So, the bigger umbrella of what one is known for, I can see how that is hugely important to get it right. Don't want to be pigeonholed. Can you say more about how to get specific enough without it being too tiny?”**

Yeah, there are a bunch of blog posts that I've written about that. Here are some examples I'll post there, Janina. What else was I looking for? The examples, and then there are some questions you can ask yourself to hone in on that. I would definitely recommend getting the book Start With Why by Simon Sinek if you're really interested in delving into that more and getting a lot more examples. It's a brilliant thesis, I think.

First of all, there's the reading from last week. That reading is relevant to the stuff this week, too. If you have questions, you want to delve deeper, and there's a bunch of stuff, 70 pages which will recap this and I think might help with some clarity. But the homework is this: I want you to try to sum up your platform, all six of those points, in one page, typed. I want you to write what is the boat, is there anything that's unique and quirky about you that stands out, do you have a horrible penchant for kids' jokes, are you a Dr. Who fan like me?

What is it that's unique and quirky about you, that's different, that's probably not going to change, that people would just have to get used to if they're going to work with you? What's the boat, who are you, what's the journey that you can take people on, clear as you can be about it. Especially if you can hone it into one of those tracks on what you can articulate. Some of you did a beautiful job of getting started with that.

Number four, what's your point of view? What's your take on that journey? Number five, what's the why behind it? Why do you do this? What's this really about for you, at the heart of it, at the core of it, what is this about? And then six, what is Island C? Then I'm going to invite you to share it with somebody. You can certainly share it with somebody in this group or somebody outside this group, just to get feedback on is this clear? Does this make sense? Does this land with you?

I would invite you, if there's somebody you've really resonated with in this group from their posts on the wall, their questions, what they do, I would invite you to partner with them and share it. Don't be shy. You're all a part of this group, so feel free to say hi to one another. You can do that, or you can pick a marketing buddy that you might have outside of this, and share with them. That's the homework. See if you can do it in one page, and of course, you can feel free to post your questions about that as we move forward.

But, get feedback from at least one person. If you can get feedback from a lot more people, e-mail your loved ones, your friends, ask them to share what they notice or what jumps out to them about it. We'll start with that. that's the homework. Can you sum up your platform into one typed page?

Next week, I'm excited because we're going to be talking about this question about who is the perfect fit for you. Again, there are a lot of journeys your boat could take people on, there are a lot of different things you could do, and we want to think of what's perfect for you so that every single client who shows up you're just like, "Oh, my God, I'm so thrilled to have you as a client," and they're so thrilled to have found you because you're such a perfect fit for them.

That's what we're going to talk about. It's going to help us refine this idea of the platform a little bit further. That's next week. Thank you all so much for calling in. I really enjoyed this call. Again, I'd love to get your reflections of what was most useful, your biggest "Aha!" or any last questions you have, and I'll do my best to get to them. You've all been doing such an amazing job. Margaret Reynaldi, God bless you. You've been so active, Janina, commenting on people's stuff, Lauren, too, Deb, thank you all for being so active in supporting other people in the group.

You all know a ton. You've spent your whole life being marketed to. You've received thousands of marketing messages every single day for your whole life. You have a lived experience of marketing and you're more of an expert than you might think you are. So just share your honest reflections with each other and I'll pop in as I can. Thank you, everybody, so much. We'll talk to you next week, same time. Bye.