

Niching for Hippies

Interview With Rebecca Tracey

Tad Hargrave: Hey everybody, it's Tad Hargrave for MarketingforHippies.com and I'm joined here by Rebecca Tracey who's in Wyoming doing some rock climbing right now.

I met Rebecca years ago in Toronto, back when she was studying as a nutritionist. I'd just done a presentation at her school, and we met and got to talking; and she just continued to impress me, being an awesome person.

She's moved into this whole career being, she calls it "The Light-Switch Coach," and helping people bring more adventure into their lives. So I just thought she would have some really interesting things to say about niche to add to the conversation.

So, welcome, Rebecca, glad to have you.

Rebecca Tracey: Hi, Tad, thanks.

Tad: If you could just introduce yourself and just share your story of how you went from being a nutritionist, or studying that, to doing what you're doing now, and why you're doing it and all that.

Rebecca: Yeah, for sure. I went to nutrition school, many years after I went to university and had traveled the world trying to figure out what to do next -- never really knew what I wanted to do with my life.

Nutrition sounded pretty cool, so I moved to Toronto and started going to school and started realizing, throughout the program and afterwards, that I really loved everything I was learning, but the actual details of being a nutritionist -- like writing menu plans and protocols and making recipes and all that kind of stuff -- was not what I wanted to be doing.

I remember actually sitting with you a few times, Tad, and going "How am I supposed to make like all of these passions into a business?" I couldn't make it work, because I soon realized that nutrition wasn't really needed.

Tad: Right.

Rebecca: What I loved about nutrition was working with people to give them the choice to choose how they want to feel and how they want to live, and so it was that underlying concept that I really loved about it, but I hated everything else to do with actually being a nutritionist.

So I did some coaching courses for a really great coaching school and after that, completely abandoned nutrition and realized that it was the deeper work that I wanted to be doing with people. Yeah, it kind of took some time figuring out what that would really look like for me, and it came down to coaching.

I've always been one to live my life a little bit more on the adventurous side, I guess, and always refusing to settle, and I have a very low tolerance for being unhappy.

That just came so naturally to me that I never thought of that as a viable business idea or like a viable niche, and through lots and lots of great coaching and leadership courses, I came to realize that's actually not the way that everyone lives -- and that is something unique that I have to offer.

So I decided to start my business based around that, working with other people to create really fun, adventurous lives and small businesses of their own.

Tad: It's interesting when you're saying that about that you realized that you had this sort of adventurous nature, and all of that, and that your nature of who you are and what you're naturally drawn to is actually a gift that you could give to the world that not everybody else has.

I'm just wondering if you're going to say any more about that because I think that's a really profound point.

Rebecca: Yeah. I guess I was always the type of person who never wanted to settle into a job that I hated, and I could never imagine doing the nine-to-five thing. All I wanted to do was have adventures and travel the world and have fun!

Tad: Right.

Rebecca: What a fun concept. I always thought, I must be lazy, or I must be just not willing to work hard, and someday I'm going to have to settle down and figure it all out. Though lots and lots of coaching, I came to realize that that's actually a gift that I have, that I'm able to just go ahead and not really worry about what's to come.

I learned, once I started my business, that I do actually know how to work hard, and I do actually have a passion for working when it's something that I'm passionate about. I see this with a lot of people that, what comes so naturally to you, and where your strengths really lie and what's seems like second nature, isn't to most people.

It seems like that's where the true gifts of your business lie -- in that place where you might not even really recognize is one of your gifts, until somebody else boldly points it out to you.

Tad: That's so interesting because I can just see the flip side, too. Somebody might actually be drawn to being a homebody and just being at home, and the

thought of going rock climbing while air traveling Europe would be exhausting for them, and they actually have no real desire to do that.

I can see them also being like, “Oh, what’s wrong with me? I’m not very adventurous, I should be more adventurous.”

Rebecca: Yeah.

Tad: Or, “I should be going more,” but they really just want to stay at home, and it can be so easy for people to make themselves wrong for that.

I’m curious how you see that as connected to this idea of niche or who we work with, or finding our place in the world in terms of creating projects or creating a business.

Because I think it's one thing to realize, like, “Okay. I’ve got a gift of public speaking,” or “I’m really good at encouraging people.” I just did this call the other day with this fellow, David Waugh, from Vancouver, and he does a lot of work around helping people find their life gifts -- beautiful guy!

It was just interesting, all these gifts that people might have that they wouldn’t realize their gift. Like the gift of hosting, some people are just really love hosting events and parties and that’s the thing for them.

Or they really good cheerleaders, they’re really good at organizing things in like administration. It's just a natural thing for them, and it's really not for everybody -- or math or just logical thinking or problem solving, there are so many different gifts.

I’m curious what your experience has been in terms of once you’ve identified that, I feel like that’s sort of the first step, but then how do you take that into helping people figure out a niche to turn that into something that they can do something with?

Rebecca: Yeah. I think I’ve definitely noticed with the clients that I work with that, even if they have a great business idea and a feeling like super-motivated as soon as they start talking about “Who am I going to offer this to?” it gets all contrived and confused.

All of the “shoulds” come in: I should do it this way, and this other person does it this way, so I guess I should just do that. It seems like people are really hesitant to actually narrow it down. I mean, I was too, when I was trying to do nutrition for fear of excluding people.

Tad: Yeah.

Rebecca: I'm sure this is a common thing that you come across like, "I don't want to rule anybody out. Anybody could be my client right now, and I'd be happy with it," that kind of mentality when you start out.

Tad: Right.

Rebecca: So I think realizing that's not the case is, that's not ideal -- you know you're not going to be serving everybody is a good start.

Tad: Yeah.

Rebecca: I also think that people really want to work with other people who they resonate with. I mean, for me, it was always wanting to travel and wanting to have adventures. I only really want to work with people who not necessarily want the same things, but have a similar set of values.

People that value freedom, and fun, and adventure and living life on their own terms, those are the kind of people that I want and that's the kind of person that I am. I think that this is the same for many people.

I know when I was in nutrition school a lot of people who stayed in nutrition and went off to create their own business, they always focused it around whatever troubles they had gone through.

Tad: Huh!

Rebecca: I had a friend who would always have Crohn's and really bad digestive disorders and that was her passion. She wanted to help people go through and come out the other end, if you know what she had gone through.

I'm guessing that you see that you see that a lot too, that you know are sort of our biggest -- I don't want to say "pain points" because it's not always a pain, but what resonates most deeply within us seems to be the people who we most want to serve: people who are experiencing the same things.

Tad: Yeah. I talk about it a lot, this idea that our deepest wound is often our doorway to our truest niche -- the places where we're most intimately familiar with, where we've struggled the most.

Sometimes the simplest question I can offer people to help them figure out their niche is: "What in your life have you had to overcome to even be here today?"

Rebecca: Yeah. I love that question.

Tad: Because when people really look at that it's like "Wow!" They really had to overcome some things, and I think something that's getting clear for me right

now is how that often sets the direction of the niche. You know, it's just, "What have we had to struggle with?"

What I'm really feeling like: this whole idea of our gifts and our nature maybe doesn't inform the direction of the niche, but it does inform the flavor of it. It feels like when we get clear on "Where have I struggled," who else is struggling with that?"

Whether it's a direct thing because somebody might have struggled with Crohn's, and maybe they don't work with people with Crohn's directly, but they work with people with just digestive disorders, in general, or people who have situations that feel incurable and they totally get what it's like to be in that situation.

So whether it's direct or indirect there's like at least a stick figure of a man, and I feel like this idea of our gifts -- our nature starts to flush out who would resonate because I think that definitely lands with me that we tend to work with people we resonate with.

I imagine if somebody called you up, is like, "I am looking for a life coach, and I'm a secretary in a big Fortune 500 corporation, and I'm just trying to -- you know, want to live a better life, and I just want to stay here at my desk job. I really love it, I just want to be more effective," that wouldn't be a fit for you.

You wouldn't light up if there was no inclination towards adventure and freedom and joy. I noticed, too, it's like there's a certain thing about my values, politically. There's certain people who, when they're in my workshops, I'm just like, "Wow, this is not a fit."

So it's almost like I'm feeling like our vibe and our nature sort of puts some skin on the stick person, or some clothing on it, and starts to give us a bit more of a sense of what that fit might be.

Rebecca: Yeah, and I think in order to do that you have to be really clear about who you are, and what you're all about, and you have to be willing to put that out there and really stand behind it -- and it could be really vulnerable to do that.

It's kind of easier to stay safe and just be like, "Oh, I'm just... I'm a life coach, I want to help everybody, and I'll be happy, and we're all going to have nice little lives."

I definitely have some strong values, and some strong opinions about work and about life that I stand behind on my blog and with my clients. If I didn't do that, I wouldn't be attracting the people that I want to work with.

I think in any business it's super-important to be as authentic as you can, and as honest as you can, about what you really believe in and what your values are, so that your ideal clients come to you because they see you putting yourself out there.

They go, "Wow, this girl is -- this is exactly what I need," versus being the one who pleases everybody, and then nobody ever really gets what you're doing, and you kind of just get washed into the little vanilla background and no one really notices you.

Tad: Yeah. I'm curious, so you're website is TheUncagedLife.com and I'm curious if can share, maybe, where that name came from, but also in what ways you felt yourself.

What are the moments where you felt like "that feels a little risky or edgy to say this," or to say this thing in this way, or to share this particular point of view? What are the things that have felt a little vulnerable, but it felt like the most real that you've had to share?

Rebecca: Yeah.

Tad: So maybe first, where did the name come from?

Rebecca: Somebody else came up with the name, to be honest. When I was first putting my web site up, I was needing a little bit of help with just coming up with a name and tag line and trying to figure out exactly like how I wanted my site to be designed; and she was going to do a little bit of work for me.

We kind of brainstormed names, and I just gave her a blanket list of my values, and what I really wanted to create and she came up with a few ideas. This one just stuck, and I loved it and bought it instantly -- and it just seemed to fit. I think, for me, it represents un-caging yourself: unleashing yourself from your self-imposed cage.

A lot of the time, whether it's that you've let yourself get stuck in a job that you hate, or living in a city that you don't love, or you're in a relationship that's maybe not great, or even just the inner workings of your mind that are holding you back, it's breaking out of all of that stuff physically and emotionally and mentally and spiritually.

So that's what the name is all about, and I think it fits. I love it. In terms of my web site, I knew from the beginning, I didn't want to just be a life coach. I'd looked at tons of life coaching websites and there wasn't one that I thought, "This is really awesome."

I know that there are more and I've discovered them since, but I was able to look at all the stuff that I really didn't like about them, and what I felt was missing. That's not to say that, for their business that wasn't great, but for the business that I wanted to create, it wasn't "it."

I wanted to be able to kind of pick that stuff apart and decide to do the opposite, and for me that was like bold colors and strong language and really...

Tad: Are you there, Rebecca? Are you there? I can't hear you right now. Just hold on one second. I'll be right there.

Rebecca: Hello?

Tad: Hey, you there?

Rebecca: I'm back, yeah.

Tad: So, where we last left off was you're saying about your website, like big, bold colors.

Rebecca: Yeah. I just didn't want to be another sort of vanilla life coach. Whatever that meant to me, I knew that I wanted to create something different.

Tad: Yeah.

Rebecca: To me, that represented in me just being really transparent on the site about where I'm at, and what I've gone through and my beliefs about the world. So most recently, just last week, I posted about the night that my mother died four years ago.

For me, I just want to say, it didn't seem like a big deal to write it because and it was very moving just to write the post and actually publish it, but it wasn't like a faux pas. It wasn't like, "Oh my God, is this... inappropriate? Is this going to make some people uncomfortable?"

I knew that that was my story, and I wanted to share my story and I think that's a big part of being really authentic in business. You know, it felt vulnerable to put it out, but it didn't feel inappropriate.

I guess I had a lot of comments, people going "Wow! I can't believe that you would share a story so personal, and it's really inspiring." They're all really great comments, but a lot of people had said, "I wasn't sure what to think. I didn't know if it was okay to comment."

People get really kind of weird and sensitive around issues like that and...

Tad: Right.

Rebecca: To me, I don't, and so I put that stuff out there because I think that stuff needs to be talked about. Our stories need to be shared. So that's one example of where I don't know if it's stepping out of the mold, but it feels a little bit risky and I do it anyway.

Tad: Well, it's interesting when you said you use strong language. You use words like, it was one of your programs was called "What the Fuck Should I Do With My Life? Bad Ass Interview" I've seen the word "amaze balls" a bunch of times.

Rebecca: Can I just say that...

Tad: Yup.

Rebecca: "What the Fuck Should I Do With My Life?" you know how many people have found my web site because they've Googled "What the Fuck Should I Do With My Life?" and they're like, "You're the first one to come up," and I'm like, "That's awesome!"

Tad: That's the whole spirit.

Rebecca: So you never know. I don't swear a lot and I'm not you... It's just like I tend to -- I don't know, I just tend to write the way I talk in casual conversation, I guess.

When I wrote those posts, I was like, "Oh well, that's a question that a lot of clients ask me." They're like, "I just want to know what the "F" to do," and so it turns out I rank in Google for that, so that's awesome.

Tad: That's hilarious. It really strikes me how so much of this... and I think people look at marketing -- they tend to look at marketing as a very insincere thing and it's a contrived thing, and yet what seems to work the best is...

Because -- and then with people -- "Well, I don't want to be contrived," so they play it safe and they do the generic thing: they do kind of what everyone else is doing, which of course doesn't have the stance, but when people really just show up as themselves and show up really authentically: speak the way they normally speak, say what they really think...

Are willing to have opinions about things and are willing to share what's important to them and share they're own story -- and to design a website the way they want it designed -- it's just amazing how much more it pops out and how much more unique it is.

You're writing style, your voice that you've found, I think is really particular and unique. So, yeah, I really appreciate that. So...

Rebecca:

Can I just say that I think what's cool about doing it that way is that finding your niche isn't contrived. The clients that resonate with what I'm putting out there come to me, and they find me.

Virtually all my clients have just found my website and hired me from my website, which is not something I ever expected when I started, I thought: "Oh my God! I have to be networking, and I'm going to have to be out asking people to be my clients.

They come to me because they kind of follow my blog for a while, and they see what I'm all about and they realize, "Oh yeah, this actually -- this works for me," and so I don't have to do the work of searching for clients because right away they know whether or not it's a fit for them.

Tad:

Yeah. I've had the same experience, and I think something that you and I both do on our websites and probably gets us that notice, I don't know how often I get an email, maybe once every week or so...

Once every couple of weeks I get an email saying like, "Hey, do you do coaching?" and asking me that, but I tend to do more group programs than one-on-one anyway, but you and I both blog fairly frequently and tend to put up a lot of stuff on our blog, which I think... I mean, there's a lot of benefits to that, but to me one of the big benefits is it just -- and I don't know if you've had this, but people will sometimes say:

"Yeah, I've been following you for years, and I totally got lost in your blog, and I just read a bunch of your posts and it really allows people to get a flavor of you."

So whether it's like a blog or video blogs or you do... like you have some audio that you put up -- ways that people can just get a sense of the flavor of you, before they ever have to do the scary thing of calling you or emailing you or making any kind of commitment to you at all, in my experience, has been important -- at least, as a path of things.

That's not the most active marketing strategy, but I still get people contacting me and saying, "Yeah, I've been checking your stuff out for a while."

I remember when we were talking, you had some examples of some of the clients that you've worked with and how them getting honest with who they are, what their strengths are, and sort of what they've gone through has helped them figure out their niche. I wonder if you can share some of those.

Rebecca: Yeah, for sure. The first one that comes to mind is a friend of mine named Lauren, who I actually went through nutrition school with. She took a break after school and started getting back into nutrition and deciding she wanted to start her nutrition business, and same it was for me, it wasn't feeling exciting anymore.

She led a few workshops and had taught people about blood sugar, and how to regulate it, and what are the best snack foods and all the kinds of typical stuff and it just wasn't feeling great. She wasn't excited about making menu plans and protocols.

So I did a two-hour "business clip session," I called them, with her where we get really, really clear about what the actual... Well, we kind of take it away from business and I actually do a few little exercises to get clear on what her life purpose is, but you look at a really big thing to figure out.

Then we take that and go "Does this apply to your business?" and it should. I guess my thought is that your purpose in life, ideally, has something to do with the work that you're doing.

So we came to realize that she was more about empowering people to make their own choices regarding food, and listening to their bodies and be able to figure it out versus following some kind of strict food rules.

Tad: Right.

Rebecca: Once she realized that that's what it was really about for her, she realized she didn't want to work for people who were looking for an in depth protocol to fix their digestion or the quickest diet tips to help them lose 10 pounds.

She wanted to work with people in more of a coaching style who were really educated and already knew that stuff and were looking for more, because they knew that there was a deeper connection with their mind to this whole food thing than just learning about what to eat.

Working from that place, it was easy to figure out her niche because she already knew. She was like, "I want to work with women. I want them to know about food, I want them to know what kale is, know what quinoa is. I don't want to have to teach them about how much water they should drink."

I want women who have tried diets who have gone to nutrition school, and who are just looking for another way to think about their bodies and what it means to be a human being that eats. Yeah.

Tad: That's great.

Rebecca: That was a cool realization and so she's off doing that now in a little clinic in Sarnia, which is awesome.

Tad: Is that where she is now?

Rebecca: Yeah!

Tad: Cool.

Rebecca: Yup, she moved up there and opened up an office and is doing workshops, and yeah, it's awesome. She even came up with her own little brand name for it. She calls it "Finding your Fooddom," which is like a combination of food and wisdom. Get it? Yeah, she's adorable!

Tad: It is interesting how who sometimes -- to me there's always a question about who's a perfect fit with us -- and that we're not going to be a perfect fit for everybody, and so the whole purpose of marketing is really about, for me, more of a filtering process.

Filtering out the people who aren't a fit -- letting the people who are a fit come through and, ideally, filter them before they even show up, but it's so interesting how somebody might approach and say, "Yeah, I love educating people about the basics because nobody knows that, and I didn't know that at one point."

Or whatever, but for her, she doesn't want that. She really wants to have those people who are already at a certain point of readiness, and that's a question I would toss out for people listening is just what point on a journey do you want people to be -- at what point of readiness do you want them to be? At what point of knowledge about this issue do you want them to be? How do you want them to be already seeing the issue and how do you want them to relate to it? Because let's say you're a divorce coach, well, you could pick them up right after the divorce when they just feel like a victim, and you might just love working with them at that point.

Somebody else might say, "You know what? I want to work with them like a year after, and I want to be working with people who get that their divorce could be a doorway into their own spiritual growth, but they just can't seem to find the way, but they need to be at that point in seeing things that way."

Rebecca: Yeah, and I think getting down to the big "Why" behind it, like what really is your purpose in life? What are you really wanting to help people with; or what are you really wanting to be, and how are you wanting to be of service in the world and what do you want your impact to be, helps answer that.

Because that gets you really clear on what it is, and you kind of “work backwards and get to your “okay,” like for Lauren, her life purpose was to empower people to really own their own life and to be able to figure out the answer for themselves.

So then we worked backwards and said, “Well, how does that relate to nutrition? How can you have a nutrition business and fulfill that purpose? -- and she kind of connected the dots.

Tad: Yeah. Awesome.

Rebecca: Cool.

Tad: Number two...

Rebecca: You want another example?

Tad: Let's do it.

Rebecca: Let me see. So there was... am I supposed to use people's real names? I don't know, I guess so.

Tad: They'll probably be okay with it.

Rebecca: Like do I have to be... speaking at this...

One of my clients, Anna Maria, was one of my yoga teachers, and she came to me and she was really wanting – she was bold when she came to me, she said, “I really want to make a name for myself in the yoga business.”

In the yoga and spiritual world, saying that is a little bit frowned upon.

Tad: Right.

Rebecca: Nobody goes into yoga to make a name for themselves, but she was bold, she was like, “I love this process, I believe in it, and I want to make a name for myself and I want to make it my business -- like, I'm serious about it.”

She said, “I'm sick of teaching in studios, I'm sick of the airy-fairy way that a lot of yoga goes.” She really recognized that her more raw, real style of teaching was really necessary for the results she wanted her students to see.

She wanted to have a bigger impact than just going into a studio: “Stretch it out, you know, chant a little bit, and we're all good,” which she was really wanting to get down to the core of what her yoga was about for her and bring that to other people.

So we did the whole life purposing with her and her purpose statement was something about being the volcano that erupts you to your truth. It's really powerful, and when she came to that it's like a switch just went off.

She was like, "Oh my God, I have to just be myself. Like, I can't be afraid that this is going to be too much for my students. I have to be what I am and let them decide whether or not this is what they're needing right now."

I guess it's the same thing as where are they on their journey? Someone brand new to yoga might be a little bit frightened by that, whereas others who've been practicing for a while might be wanting to get deeper into the practice through the way that Anna Maria was wanting to do it.

So I don't know... I'm not quite sure how that relates to her niche, but I guess it does in that the niche -- the people that she wants to work with will come to her because they'll recognize what she's putting out there.

Tad:

Its... you know I talk about in niching, is there's this idea almost like a yin and a yang in niching, and the yang niching is where somebody's like, "Okay, I've got this target market in mind that I'm really excited about and I want to work with them."

We each go after them, they're very outwards, and I think the yin of niching is where we go inside and it's almost like you're a crafter, and you're making some earrings or you're making T-shirts or some thing, but you're really like, "I just want to make this the best art and the best expression that I can."

Then you put it out into the world, and, I think, and then you notice who responds. I think the challenge is at it's worst, the yang style of niching can be a very cynical, contrived kind of niching where people arbitrarily pick a target market and go after it, but they lose their jujube.

They lose their Mojo really fast because they're actually not that excited about that niche, but then the shadow side of the yin niching is where it's like the van Gogh sort of situation. He produces all this amazing art, but I don't think he thought about the marketplace. I would guess that he didn't think about the marketing of it very much, and so he died very poor, and it just had me wonder how many hours there were who do this, where they produce all this amazing art -- and it's genuinely great, but they never sort of have a conversation with the marketplace, and just noticing who responds to what and paying attention to that.

Because you might take your T-shirts or your crafts to some craft fair and using it's going to resonate with the teenagers and it just doesn't, but middle

aged people it really resonates with or the grandmothers it really resonates with, and sometimes it's hard to tell.

Sometimes there's a certain amount of experimentation, sometimes that people who you think would really respond to what you're doing, don't.

Rebecca: Yeah.

Tad: But other people do and you get surprised. You know like, "Whoa, I didn't think those kinds of people would be into this," but it's just what they're looking for and then that can become a target market.

Then, that's "we're moving into the yang" and now we're actually going to go out and really get a bit more strategic because you might realize like, "Shit, I'm at all the wrong craft shows."

Rebecca: Yeah. Or the people who were coming to you might not be the ones you might not want to work with those unexpected people, so then it's like how can I kick with my mission, but attract the people who I really want to work with also?

Tad: Right. Yeah, if not those people, there may be a question of like: "Okay, well, what is it about this that was attracting those people and who else? You may need to keep experimenting, until you find a crew that you resonate with.

But I see it again and again and again where people have these unexpected target markets that show up and these crowds that just love what they do, and end up becoming the core.

It's like when I first started, I started thinking "green business," and then all these holistic practitioners were showing up. It took me a couple of years to really see that.

Rebecca: Yeah.

Tad: This is like this crowd, and I ended up beginning to explore it.

So it just strikes me how important it is for people to really, when they put themselves out like -- it's just like dating or in a relationship, your ideal kind of partner is going to be somebody who loves you for who you are.

When you're not being safe and when you're not trying to hold yourself together, it can just be like, "I like you. All those things that you're nervous about, they're like "Hey, I like that about you." You know, "You're a huge Dr. Who fan – that's awesome!" I love that.

Rebecca: Yeah, and I think a lot of that you don't even find that out, until you start putting yourself out there. Kind of like trial and erroring it, you've got to start putting it out: seeing who's coming.

Getting their feedback in order to tweak it, refine it and make sure that it's working the way that you want -- and that you're clients are getting what you want, and that you're giving them what you want to be giving -- and the only way to do that is to start doing it.

Tad: Right. Because that's the only way they're going to see it to even be able to respond to it.

Rebecca: Yeah.

Tad: I think sometimes we're afraid of the rejection, but to me it's so clear. It's not rejection it's just like, "Oh, that's not a fit. They just didn't resonate with that," but somebody else might resonate really hard with it and really love it.

Like there's a punk rock yoga, I heard about recently where it's just like where they do yoga, but they play punk rock music or dub stup yoga, where it's called "Get Low," and it's dump stup yoga and different crowds of people are going to resonate with that, in different ways.

One of the other things I've picked up -- and what you said is this question of what's your yoga or whatever your modality is, whatever it is you're practicing -- what's your way of doing that?

Because I think yoga is such a great example, most people are familiar with it, and most people have one kind of yoga in mind, typically, but there are so many different styles -- so many different approaches.

Some teachers are so gentle and some are very brash and in your face. It's like I can't stand even the -- I've never been "do it" but from yoga class, can't even stand the idea of it: the image of "love it," which blows my mind, but they do.

It's funny. Yeah, so this question of what is -- instead of just like one yoga teacher would -- yeah, but what's your yoga? What's your approach to it? How do you want it to be?

One of the other things that I think might be a really useful exercise for people is, you were saying that you were looking at a bunch of different websites and just kind of looking, but not being inspired, and one of my colleagues, Michael Margolis marvelous, he's got a website GetStoried.com and he helps people sort of story-telling it, and one of his big questions he has his client's ask is when you look at the marketplace of people offering what you do,

what's missing? Missing that you want to bring because there's something unique about you that you could be bringing.

It strikes me that you did that with websites, and she did that with yoga: she probably went to a lot of different yoga classes and just felt like "God, there is something missing here," and when we talk about niche being like your place in the world, and I don't -- you probably weren't on any of my intro...

Were you on any of my intro calls about niching?

Rebecca: No, I was not. I'm really sorry, I live in a van, I have intermittent Internet access, right now, and phone-to-phone service.

Tad: In researching it, I found that the word "niche" comes from the French word nichier, which means to make a nest, and so I love that we're making our nest: we're making literally our place, our home in the world with our niche.

One of the ways we can do that, it's like: What's missing? What's being called out of us? Like there's all this yoga, but nobody's being real, nobody's being so raw, it's all so gentle, and I feel that intensity being pulled out.

Rebecca: Yeah. Business really calls you forth, like you really have to be a little bit gutsy and take the risk to put your true expression of whatever you're doing out there, and it's really scary, and it's really vulnerable and it's the only way -- it's the only way to do it.

Tad: To trust that what you feel is missing, is missing, and to trust that what is being called out of you in response to that is something that is wanted by the world, and it might take a while to figure out who wants that and who would respond to it.

Yeah... but nobody wants a generic life coach, I don't think. People want something that's a fit for them. Nobody just wants the boat that gets them from one island to the other.

Rebecca: Yeah.

Tad: A particular kind of boat, always.

So, any other stories? I think there were a few more that you'd had.

Rebecca: Yeah, there was Ainsley. You know Ainsley. You know the Doctor Who Fan?

Tad: Yes!

Rebecca: And also another girl who I knew from nutrition school and eventually decided that she -- she had a blog and she blogged about vegan food. She's a

hard-core vegan and came up with all these amazing recipes, and she realized after a year of blogging and trying to create a business, that what she really loved about her nutrition business was writing her blog posts. It wasn't about educating.

I'm sure she liked educating people and making all the delicious food, but she really just loved the writing. She got to be as quirky and as off the wall as she wanted to be, but she wasn't really interested in the rest of it: it was just kind of a medium for her to be able to write.

When I worked with her, we came up with this idea that her whole mission in life is to inspire creativity in herself, to inspire other people to be creative and to use that creativity -- and she really believed that everything is creative.

Like starting a business, she thinks, is like the most creative endeavor that you can embark on: you're creating something from nothing.

It was more about being able to bring out other people's unique expression of creativity, through the use of her own creativity in her own writing that she decided that she wanted to start a business around. So she ditched nutrition and ended up teaching.

Working a little bit at it now, she's still kind of toying with the whole creativity thing and it's bigger than writing for her, but she started a copy writing business doing copy writing for small business entrepreneurs and right away she knew that she didn't want to work with your run-of-the-mill service provider.

She really wanted to work with people who would "get" her kind of "out there" style and who wanted something a little bit different, so she helped me with a little bit of the copy on my website, and all of a sudden the idea of -- at first she thought:

"Well, I don't want to work with entrepreneurs. That's like... that's just so typical, and everyone's doing that," and as soon as she realized that she was helping these people -- it happened to their own creativity -- the idea of entrepreneurs just totally opened up for her and she got super excited about it.

Tad:

It's so interesting how it keeps -- I hear a [Inaudible 38:38 noise, you say] it keeps coming back to their "why," like why they're doing it; what it's really about for them, at the end of the day.

I'm curious. How do you help people connect with that and find out what it is for them?

Rebecca: I have a few little tricks up my sleeve, but I tend to do -- I've got three, really short visualizations, and like disclaimer: I'm not a huge visualization person myself.

Tad: Right.

Rebecca: But they work for me, and they're just really great. They're just three little short ones that I use, and they're just about like if you could create anything in the world, what would you want to create?

So I walk people through those, and we look at the commonalities between the three scenarios that they've come up with, and it's usually pretty easy to see what they're all about. Their responses to the visuals are generally pretty similar for all three of them.

Then we actually put together a statement. We put it into a one sentence, life purpose statement, which can be really big and a little bit scary to actually define. I'll give you mine, for an example.

My life purpose is being able to experience everything that life has to offer and inspiring other people to do the same. Even if it sounds a little bit contrived, it's like I know what it means to me, and so everyone who I work with they figure out what it really means to them.

Yeah, maybe I should put those realizations up on my website, so people can see them on their own.

Tad: Possibly. Yeah, I don't know. Sometimes I think it's tricky to write visualizations.

Rebecca: I know. I was thinking the same thing.

Tad: Some people read it and they're like, "Uh, I got the punch line already, and I don't get to be tricked by it," and like surprise...

Rebecca: Yeah. Well, I get... do you want me to do a short one, now? Do we have time? I mean, like a minute? It's not long. Or, no, another time?

Tad: Let's not because I just feel like it's going to get transcribed, and everyone is on the call.

Rebecca: Oh, yeah, yeah, yeah. Okay, cool.

Tad: It's going to be transcribed, and I want people to really -- and people can work with you also, if they want to explore that kind of thing...

But yeah... so it does seem like there is this process of sitting with yourself and what is it that we're called to do, and looking at our businesses in terms of we're looking at the marketplace and what's missing. I feel like that, also brings a part of it.

Rebecca: Another way -- I mean without strict visualization, too -- another way to get down to that is to look at your life, and how have you lived your life and what's really been important to you. Where do your values lie based on the experiences that you've had and the way that you've chosen to live, and then from that, what have you really always been about? I think that we've sort of always lived this way; I don't think that it's necessarily something that you need to decide, like "this is going to be my life purpose."

I think it's always been in you, so you can look backwards at your experiences and try to pull it out from that, like what's are sort of the commonalities and the common values of life, behind everything that you've always done in your life, in a way that you've always been?

Tad: Yeah. Yeah. Were there any other examples?

Rebecca: Yeah. I can give you another one. There was Ashley, who was another yoga teacher, involved with the nutritionists. I think I seem to like to work with small business owners and when I started, they all happened to be nutritionists, so it worked really well for me.

Tad: Right.

Rebecca: She, totally opposite of Anna Maria, she was really all about connecting back down to your truth, but in a much more gentle way, and she really loved exploring work through body work and Reiki to reconnect with people to who they really are.

Working with her, I realized that she was working through her process of doing this, and so this is why she connected so deeply with this because she had her own struggles of depression and trying to really find out who is she in this world and reconnect back to who she really was.

In order for her to have the impact that she wanted on the clients that she was wanting to work with, she had to model that kind of vulnerability and that kind of honesty, and so part of her process of starting a business was getting used to putting herself out there.

When we started, she had her web site up and it was kind of just a typical About Me section. I remember reading it going, "How is this? This doesn't tell me anything about what you're all about, and that's what I want to know because that's how I connect with you."

That's why I loved chatting with you in the first place is because you have this really, deep meaningful story, and unless you're sharing that with people, they're not going to get why you stand out from anyone else."

So part of her practice with her business was putting herself out there and just noticing the reaction, and how people responded. Of course, it was terrifying for her, and, of course, people responded with total love and they were able to connect with her on a deeper level because of it.

Tad: When you say -- it's interesting this process -- of "sharing vulnerably." I think sometimes where people can get caught up with this is like, "Well, does that mean that I talk about my childhood abuse? Does that mean I share gory details about my life? I'm curious about what your experience has been, in terms of when you say "sharing vulnerably" -- or you've been encouraging people to do that. What's your experience been with yourself or with clients, in terms of what does that look like?

Rebecca: Yeah, it can be tricky.

I think that, with myself, I'm all about it. I really think that the reason I have this business -- and the reason that I am the type of coach that I am, and that I'm living this life that I am -- is because of these experiences, and there's no shame for me wrapped up in them anymore.

There's no guilt -- there's none of that. I've worked through them, and so I feel that I'm able to talk about them in a way that supports my message.

Tad: Right.

Rebecca: I feel strongly that anybody can do that, and I think everyone will have a different level of comfort as to how much they want to get into about their story, and in some businesses, you really have to get into, you have to let people know, and in some, it's not as necessary.

Tad: Right.

Rebecca: So I think it's a personal thing, but I do really believe that if you're still struggling with something -- if there's still, freshly, shame around something that's happened or like you're currently going through something -- it's likely not appropriate to bring it into your business and start talking about it.

That's when it starts to feel like it's not coming from an empowered place; it's coming from... I don't know... some other place. It just doesn't feel as good.

I think when you look back at experiences you're able to look at how you've grown from them, and how you've moved on and what you learned. When you're going through them, it's kind of trickier to work through that, publicly.

Tad: Yeah.

Rebecca: That's my only rule with that, but I think it's a personal thing, and I think a little bit of sharing is necessary and a lot of sharing is up to your own personal values and beliefs about how much you want to reveal.

Tad: I think -- I mean, it occurred to me that there are different things that we can be sharing that can help people figure out "is this a fit and do I resonate with this person?"

Part of it is what's happened in our past, in terms of our childhood and those experiences, but there are also experiences just -- "Here's something that happened to me today, and here's what it made me think of and here's how I reflect on it." Or, "here's a current event that's in the news, and here's my take on that."

I think a lot of times, people just want to hear the way you reacted -- things like they might have experienced, too. Like, "Hey, I had bad customer service at a restaurant, and here's what it made me think about ..."

They want to see the world through your eyes, and the more that you can be giving them the flavor of "here's what it looks like through my eyes, here's how I see things," I think the more likely they're going to trust you because they're getting a sense of your point of view.

They're getting a sense of your perspective, and that's ultimately why I think people hire us and trust us, because they like our take on things. I think they're drawn to us because, ultimately, there's a relevance, they're just "can you help me solve my problem, can you help me get where I want to go?"

The big picture: there's the resonance of the "why," and it's like, "Wow! We're both about the same thing."

Like we're both about adventure, and so I just really resonate with that, and I just feel like so much of the trust comes from -- and also some level of resonance -- comes from this point of view in do we see the world the same way? Are we looking at through similar enough eyes that it's a fit?

Rebecca: Yeah, and I think that there's going to be a reason for your sharing. It's not just like "Heree! Here's my personal story and my personal blog."

Tad: Right.

Rebecca: I ate it for today -- woo hoo! It's got to be a bigger, relevance to whoever your audience is and a deeper message behind it, so that they can actually get something out of it. You're business is not your own little, personal online journal.

Tad: Huh!

Rebecca: By the way, you're brilliant at doing this: where you can take an experience and take the main message out of it, and then apply it to how does that actually apply -- for the people reading this blog -- and why does it matter to them? Why should they give a crap about it?

Tad: Yeah. Because it's interesting... I mean, in terms of like most of your best friends don't even want to read your journal on a regular basis.

Rebecca: Yeah.

Tad: And they're best friends, and they love you, so it's like hearing people's unprocessed thoughts -- your therapist, they get paid to do that -- but people are going to come to you because they want some value from you.

There's something they're looking for, some kind of help: us just sharing our unfiltered, unprocessed thoughts that we're still struggling with and ashamed of. There's nothing wrong with sharing it, but I don't know if it's the same as building that kind of real intimacy.

Rebecca: Yeah. There's got to be a reason why you're sharing that stuff. It's not about playing the victim and trying to get people to like you because they feel bad for you. It's like you've got to be coming from a place of wanting to empower other people to learn something new about themselves or about the world.

Tad: Yeah, so let's try to go back and forth. Not the visualizations, but just with their exercises people can do on their own to reflect on their "why" and what's most important to them.

It's funny that I haven't done this for a while, but it's such a simple, easy exercise I called the Attraction Quadrant. I'll have people make a quadrant -- you know, four squares -- and on one side, there things that are attractive to you about your business.

These are the hearts of your business that you love doing. Maybe you don't like doing the paperwork, but you love the coaching sessions, or you don't like doing coaching, but you like actually "cooking the food," whatever it is.

You really think: what are the parts of my business that bring me alive? The things that when I get to do this part, I'm like, "Ah! I just wish this was all I

had to do -- you lose track of time,” but then the other parts are things that are attractive about your business to your clients.

So maybe that's your hours, maybe it's your rates; maybe it's your quirky personality. It's interesting, the things that we love about our business, I find, are pretty easy to figure out, and most people don't really consciously reflect on that a lot.

The things are attractive to our clients most people are just clueless about. They're like, “I don't know. Never asked,” and so this is where we can start asking, “What is it that you really love about working with me?”

Sometimes it's a surprise, like Tomas Flanders did. He's one of the man-fathers of modern, life coaching movement. He was a financial advisor, and he just tried to ask his clients, “Why do you love working with me? What do you get out of it, beyond just the basics?” This one couple was like, “Your our marriage counselor,” and he was like, “What?” They were like, “Yeah, we always have fights about money that you just make it better.

You listen really well, and I don't know -- you're Jedi skilled -- and then we're not fighting anymore, so we have a rule that we don't talk about money, unless Thomas is there. You've totally saved our marriage.

So sometimes the things that people get out of what we do, it's not always how we see it, but it's good to figure out, so I feel like that the first level of the quadrant is just what's the corrective hue about your business that you really love, and what's attractive to your client?

The second level, the two squares under, which would be, “What is unattractive to you about your business? What stuff do you not like doing? The paperwork, the cooking, the giving people very basic education about stuff: leading mantras and chants to your yoga, whatever it is. What are the parts that you don't like, and to trust that?

So trust that there's a reason that you don't like it because I think sometimes, I can imagine your teaching being like, “Oh, I don't like these mantras and chants. There must be something wrong with me; therefore, I'm going to try to fit myself into this mold or paperwork. I should just do it because it's required, so I should just do it and suck it up.”

Just be real with yourself: what do you hate? What drains you? What are the parts that you would honestly -- you would avoid and make a list of those. Then there are also the things that your clients find unattractive about your business, and that's always interesting to look at.

Like what are the parts that they don't do so much? Make a list of those things, and can we apply the goal is like: can you eliminate the things that are unattractive about your business to you -- and to them?

Because if you can eliminate those, and if you can accentuate the things that are attractive and even deepen it and add to those, I think that's really powerful, but I think there's something in it.

Like looking at our business and however much experience that we've had with things that we found attractive or unattractive and to really ask ourselves to go to the second step and then be like, "Well, why do I love that piece? What is it about that? What does that mean to me? Why?"

Why it is that matters so much, and why do I hate his part so much?" Well, what is it about that? Do you hate doing the meal plans because it's not so about that for me. It's so about a whole different thing, and the meal plans don't address that.

Okay! Kick that doorway in to start exploring; in the end, figuring out how you see it: what you love, what you don't love, what's missing, things like that, and exercise is a way to start.

Anything come to mind on your side?

Rebecca: Yeah. I was just thinking about it. I just had a flashback to that conversation we had a few years ago in Toronto where I think you were walking me through all the things that I love.

I was like, "Well, I love yoga, and I love traveling, and I love rock climbing, and I love having adventures, and I love nutrition and at that time, I was like, "Okay, how do I make all of these things into a business?"

Tad: Right.

Rebecca: For the life of me, I could not figure out how the hell to fit every single one of my hobbies and passions into a business. I think you see a lot of that around the Internet these days of like "Create a passion-based business. Your passions and hobbies can become your business."

I think that's totally true, but I think what I've realized more so is that, for me it was the lifestyle that I was craving. I wanted a lifestyle that let me enjoy those things, and it wasn't necessarily that every single one of those pieces had to be a part of the business that I created, but I wanted to create a business that allowed me to do those things.

So taking a good look at the lifestyle that you want: Do you want to be working in an office or do you want to be able to work from anywhere? Do you want to be doing paperwork or do you want to be calling clients on the phone?

Or, do you want to have programs that run themselves online, so you can stay at home with your kids, is a really good way of figuring out what to offer versus just going with the generic; like I guess I'll offer a service and I guess I'll write an e-book.

It's really hard to know really, where to start and what to really offer people, and I think when you do it -- I like doing everything backwards, in case you haven't noticed -- when you do it backwards, and you figure, "What will allow me the lifestyle that I want?"

Right now, I live in a van with my boyfriend, and we're traveling around the world rock climbing, and I'm running my business from my van. That's the ultimate lifestyle for me, and so I had to create a business that fit with that. I couldn't create a service-based business in an office in downtown Toronto.

Tad: Right.

Rebecca: I think that, that looking at it that way is a good way to help gear you towards what you should be working on, and what probably isn't for you.

Tad: I love that. Yeah, I got that from Alex, too, who, of course, you know. I just did an interview with him the other day. What's so interesting about it, because Alex and I did a workshop together called Marketing for Hippies and Gypsies.

Rebecca: That's awesome.

Tad: Kind of like California. But it struck me how, when people start with a lifestyle and think: "Well, yeah, what do I want, and then what kind of business would fit that lifestyle, and what would I actually do and what do I have to do differently?"

That's the kind of lifestyle you want. That's what's going to fill you up and make you happy -- and you want to be happy. So your clients are going to be the kind of people who would also basically resonate with the style that you want to offer, and that's not an excuse for not coming up with good offers or thinking things through, and all that.

They're going to be the kind of people who would think that's so rad -- "of course I'd like to do it that way." If you are somebody who loved to go to

sleep at 9 p.m. and you wake up at 5 a.m., you're ideal clients are not going to be night owls who want to do a coaching session at 1 a.m.

It seems so obvious, but it's interesting how people will bend themselves into a pretzel to try to be everything to everybody and be like, "Oh no, well it's like I don't normally coach over the phone, but yeah, I can do it with you," or "I don't normally do it in person, but I could."

Did you ever meet Russell Scott?

Rebecca: I don't think so. He doesn't sound familiar.

Tad: One of the guys actually in this program right now might be listening -- but lovely man in Guelph -- and he did a meditation retreat, and he liked doing one-on-one stuff, but the thought of just doing it over the phone one-on-one wasn't quite as appealing to him.

He used to have this ecology retreat center, but he'd have people coming, do a personal retreat, and then he would visit with them a few times a day and that was the kind of style that he really loved.

He'd sit with them, give them some mentoring and some coaching, ask them some questions, give them an exercise, then go away -- do it for a few hours, then come back and sit with them, but they came to visit him and he really loved that -- that kind of style.

It just strikes me that that particular style or predilection on how to do things is going to be really attractive to some people and unattractive to other people, but it all starts to filter who would be a good fit for you.

Rebecca: Yeah. I definitely had clients call me and say, "Oh, I'd prefer to coach in person," and I'd have to say, "Well, I'm in small town Wyoming, so that's really not going to work."

Tad: Right.

Rebecca: That's cool. I'm not the right fit for them, and they're clearly not the right fit for me and that's fine.

Tad: Yeah. So, I guess I left off on that, but if anyone's listening, if they have any questions, they can write them on the Wall on our Facebook Group, so maybe just take the couple minutes. Feel free to ask any questions that you have, and... I'm trying to think what else came up for me.

One of the other exercises that I found can be really interesting for people, just when you talked about this question of how you've lived your life is, I'll have people... there are two different lists.

One is to make a list of all the jobs or things that they've done, up until now, and then the second is to make a list of what's everything they've ever wanted to be from the earliest thing they can remember of wanting to be a princess to wanting to be a public speaker, whatever it is.

I'll go through with people and I'll say, "Okay, this thing you did before, what were the parts you loved about it, and what did you hate about it?" You're not doing it anymore, so there's probably some reason of why you're not doing it anymore.

We make a list of that, and I'll go through all of the things they've always wanted to be, and just one-by-one, why did you want to be that? What was it about that, and it is so interesting about how the common threads start to show up.

I like that exercise because it's very reality based; it's very based in people's life experience, and there are a lot of things that show up that can be really informative I think, in terms of niches for the future. Yeah.

Rebecca: Yeah. That just reminded me of just a small, little exercise that I like to do with people where you write down all of your "should" statement. So, if you're starting with this "I should' make my web site like this," all the things that you think you should be doing.

Usually you come up with a list of at least 25 things, and then cross out the "shoulds" and change them to "I want to" and notice which ones change. Notice the ones where you're like, "Oh, I really do want to do this."

If you're writing, "I want to do my own accounting," and that doesn't feel like a fit for you, you'd take a big black marker and cross out one, right off the list.

Tad: Huh!

Rebecca: That's a good way to narrow it down, kind of like your quadrant idea: like where's a good idea to be investing your time, and what are you doing just because you feel that's the way it should be done?

Tad: That's such a -- to me, like a perfect book end for this kind of conversation, is the way that people have this sense of the way things ought to be -- the way things should be done.

Patty Lund, the dentist -- I share that example all the time -- people have this sense of what a dentist office should be, so they open up their dentist office and they all look the same. They're all so generic, and nobody stops and thinks maybe it could be better; maybe it could be different.

It's like the way things should be. It's like there are so many things I think that are invisible. Alex Baisley talks about how -- even though he created his Reiki business, and he could have done it anyway that he wanted -- he still put himself in an office working nine to five, everyday.

He noticed that most of his clients, even though they're self employed; they can do anything – the big “All right, I can't fit yoga into my schedule.” It's like why not? “Because I work nine to five.” It's like, you're your own boss, you can work any hours! What's wrong with you?

Still they're using invisible societal boxes I think that we put ourselves in, and we don't even realize they're there; they're just so a part of the matrix, and so of course we work nine to five, Monday to Friday, and we try to make a little bit of money every day, but it's like, wow...

Well, what if you made all of your money in one weekend every month, and you just worked to promote that event. There are so many different models and different ways of doing it. You know, here you are living in a van with your boyfriend, driving across the country, rock climbing.

I just think that's so -- not an option that most people think about. I'm curious, what's your experience about how you get people out of the box? Because I think most people, even if they figure out something they're passionate about, they're just going to default to the typical way it's done, and how do you get people so excited?

They're like well, what's a different way to do it? What's your yoga piece?

Rebecca:

Yeah. It's interesting because everyone's out of the box is different for them, so I certainly don't advocate that everybody needs to go live in a van and carve their way around the world.

I think once people realize that -- or not even realize because I think that we always realize it -- but once they're able to really voice it and accept that “Wow, like the way I'm doing this isn't really making me happy, and this is what I really want to do,” and once they're able to start getting inklings of what that big dream really is, just working with them to stay really connected to it.

A lot of the same stuff you said, like, “Wow, why do you want to do that? What's really important about that for you and right away, taking action towards it, whether that's making a little vision board and putting it right next to their computer or telling a few of their friends about it and creating little accountability buddies to keep them moving.

I really think once you get a glimpse into what it could be like, and what you really want it to be like, once you get excited about that it's really hard to go back. I mean, it's easy to go back because it's the easy path, but you always have these little inklings that like, "Oh, you know I should be following this other thing."

Eventually, everyone gets to that point differently of where they decided it's time to really make the move, but I do believe that once you've got a clear picture and a feeling of what that life would be like, it's hard to live any other way.

Tad: I'm curious who's inspired you, in terms of businesses or lifestyle, like who've you looked at, in terms of their business and their lifestyle that you've been like "Wow!" That's inspired you in some way to be doing what you were doing, or like who or what businesses?

It could be within the coaching thing. It might just be other kinds of businesses that you're like, "Wow! That's just so cool and off beat and quirky."

Rebecca: Yeah! I love a girl called Ash Ambirge, who has a web site called the Middle Finger Project. Do you know her stuff?

Tad: No I haven't seen it, but I love it already.

Rebecca: She's awesome. I remember I found her site years ago, when she was promoting the "you don't have to live life at the nine to five. Escape the grind, it can be done," by combining that with actually business advice, and now she's blown up, and she's like uber popular in an online blogging world, and has a really radical outlook at how to do business your own way.

Her stuff is awesome, and I have all of her online products that she's bought, that she's made, and they're all super helpful. I just love the way that she's so authentically who she is and people love it. She's kind of exploded in that scene, and it's just so cool to watch.

I love the way that you work, Tad. I remember when I met you I was thinking, "Man, so cool to just travel around in these big chunks of workshops, and then have big chunks of time off. It sounded so cool, and it's not typical, I don't think.

At least to me, that wasn't even in my realm of like, "Oh, that's an option," to take a workshop on the road and do it that way.

Yeah, I'm sure there's more. I'm drawing a bit of a blank, but it tends to be people who are willing to really put their true selves out there without any

worry about it, and who are wildly successful because they've done that. That's sort of been my model and what I hope to achieve. I hope I'm doing well.

Tad: Yeah, you are. It strikes me, too, that's such a great way people can learn, both by looking at what's missing, but also what inspires you. What are the role models that you see? It's like to look out into the world like who's doing business in a way that inspires you, whether it's how they do it, the tone of it...

I'm just looking at this middle -- check it out -- TheMiddleFingerProject.org. Hilarious! I love it because entrepreneurs do it better and vulgar titles are funny. I love this one. Totally love it.

Rebecca: She's awesome, and I think that it gets scary when you start looking at who's doing it the way that I want to be doing it because then this whole idea of "Oh my God, it's the competition" and that can be overwhelming, and that can hold you back.

There's a really great book. Have you read or heard of the [Blue Ocean Strategy](#)?

Tad: Yeah, yeah.

Rebecca: That's what the book is actually called, but this idea that you can eliminate competition by viewing the marketplace as this blue ocean versus this red ocean where all the sharks are fighting each other, and there's blood everywhere, but there's this blue ocean where it's like endless possibilities.

So they have a strategy in the book where you take a look at the industry now, and you map out what they're doing, everything from price point, and presale and after sale, and what their web sites are like, and how much time they usually take with clients.

Any variable that you can think of, and you map it out on a little graph, like X and Y axis, and then you do the exact opposite, and that comes back to what's missing in the industry.

I know Marie Forleo talks about this a little bit. She was loving -- going to presentations on weekend workshops and stuff, but they were always held in these airport hotel conference rooms and were all the same.

They were always feeling a little bit stuffy, so she took that model, and she turned it around. She now does these live events: "Rich, Happy & Hot" live events that are just geared towards sassy, fun women entrepreneurs.

She'd turned the whole weekend, networking seminar event upside down. I mean, it's working pretty successfully for her.

Tad: Where does she do them now, if not at hotels?

Rebecca: I'm not sure if they're at hotels. I'm not sure where she did them, but the idea is that the venue feels good to be there. Everything down to the lighting makes you look good; there's none of this florescent lighting.

Tad: Oh, interesting.

Rebecca: Snacks they serve make you feel really good, and just the care that they give you before the event and making sure that you're prepped to go, and you need anything, and afterwards -- just all the little tiny details that she felt were missing from the other stuff that she was always going to.

She's filled in all those little gaps, so that the experience to the customer... you know, the price point is higher, too, so she said, "Well, I'm going to really price this at a premium price, and I'm just going to blow their minds away with all the little extras."

I think that's a cool way of looking at it and not stressing about any kind of competition because really, everyone is so different that there's no competition for what you do, but when we're starting, we tend to think that way that, "Well, somebody's already doing this, so why should I bother?"

It's a good way to get that out of your head.

Tad: Totally! Otherwise you'd be like, "God, there's already -- there are other yoga teachers in the world, so there's no ..."

Rebecca: Yeah, so you don't have to think of something totally unique and different. You just have to put your own unique spin on it.

Tad: I like that. Totally. It's like, yes there are lots of other boats, but you can paint it differently, you can decorate it differently, you can have people wearing different costumes on it, you can have an outrageous name on your boat, totally.

Rebecca: Yeah.

Tad: Well, thank you so much for taking the time to chat. It's always excellent to chat with you.

Rebecca: Thank you for having me. It's so fun to talk to you.

Tad: So yeah, people want to check you out. Your web site is TheUncagedLife.com I'm sure, since they wanted to check you out, what are the options for working with you? Where do you suggest they start? What's the deal?

Rebecca: I would suggest what we were talking about. Check out my blog and see what's up. If you like it, that's cool; if you don't, that's cool. I work with clients one-on-one, and on a monthly basis for coaching, it tends to be mostly people who don't know what they want to do with their lives or a lot of small businesses that are starting out and wanting to get really clear on a lot of the stuff that we talked about today: who their market is and what their purpose is.

Then I also do sort of business bullet sessions where we do all of that in like a two-hour phone call. So instead of on going coaching, it's just sort of a one off, get-it-all-out and send-you-on-your-way, so you can actually get out there and start. Start building your business from a place that feels really authentic to you.

So these are the two services I have for now, and I'm in the middle of creating an online course.

Tad: Awesome.

Rebecca: Yay! Presale on Wednesday! I've never done this before so it's so much fun to be putting it together and to be launching a presale and figuring out all this stuff out, on my rest days from climbing.

So yeah! The presale for that starts on Wednesday, and then, hopefully, we'll be ready to go beginning of September.

Tad: Awesome.

Rebecca: Yeah!

Tad: I can't wait till you put out your product on how to travel around in a van and run a business from there.

Rebecca: I know. Maybe I should just write a blog post about that. I mean, it's really simple. I have the Internet, it's like go to a coffee shop, do your work on the Internet, have fun while you're not working.

Tad: That's where I think that should be a really popular blog post, how to run your business from your van.

Rebecca: Yeah.

Tad: Yeah.

Rebecca: Yeah, I guess so, and see there's another thing that it just happened so naturally that I never thought that, that would actually be something that I should maybe be putting out to the world and giving to people, so thanks for that.

Tad: It is funny you said it because I've had people on, at some point I'm going to do this. Just recently, a lot of my friends [Inaudible 1:13:33] like, "Tad, you've got the coolest life," and I thought at first, because I, you know --phew.

After a while, I was like, "Wow, a lot of people seem to be impressed by my lifestyle because it's like I'm going to London, England and doing workshops, traveling around Canada, yadda, yadda, yadda.

So people are just like, "That's amazing!" But it never struck me that it was amazing. It was just, in my mind, I was just hustling. It's just like I've got to pay the bills; I've got to make money; I have to do workshops. I've got to do the workshops somewhere -- can't do them all in Edmonton, so I'm going to have to travel.

That's how it was. It wasn't necessarily me trying to create this awesome lifestyle, it was just like, "I got to do workshops, where do I want to do them? I've friends there -- I've always wanted to go to London -- I'll go there.

You know, I was appreciating it, and it was fun, but it never occurred to me as something extraordinary, until people kept pointing it out, and they kept asking me, "How do you do this?" and I was like, "Well, easy. You just set up a workshop."

"But how do you do that?" and I said, "Well, you've never been... it's like Oh, well you just find a hub who will sponsor you then next you go and ask you if..."

That's awesome to me because it's what I've done, but I was noticing as I was sharing these things, people were taking notes and it was really new information for them, and I was like, "Wow!"

So at some point, I'm totally going to come up with some e-book, and I'm like, "Here are my thoughts on how to travel and do workshops."

Because I think it's just in my mind it's like that's how you do it, but most people really don't want to travel and do workshops, or they haven't thought about that. So it's interesting to really look at what are the things that you do that seem to impress other people, because that's what you could teach.

Rebecca: Yeah, and you kind of become your own branding, and it took me awhile to be okay with saying that, but my brand at "The Uncaged Life" is me, and my life

is fricken awesome, right now, and so I'm okay with talking about it on the blog. I mean like, here's where I am, this is awesome!

I want people who are looking at me going, "Wow, like that is a really cool life," because it is a really cool life, and I've worked really hard to get here, but it is possible if this is what you want, so you have to really stand behind your brand, and I think that this is my ultimate way of doing that.

Tad: Yeah. So awesome. Cool. Well, I love you, you're so great, enjoy the rest of the rock climbing, and we will touch base down the road.

Everyone go to TheUncagedLife.com you can sign up for email list. She's got really awesome, sassy, edgy kind of blog posts that are really useful. Check out the rest of her stuff on her site. Be ready for her van -- that living, traveling, blog post that travels through down the road.

Rebecca: Coming soon. Thanks, Tad!

Tad: Take care. Bye.

Rebecca: Love you. Bye!