

Marketing 101 for Holistic Practitioners

Six Week Coaching Program

Week One:

The Three Core Elements of Building a Thriving Practice

www.marketingforhippies.com

Tad Hargrave: Welcome, this is Tad Hargrave here from Marketing For Hippies. I'm so excited to have you all as a part of this. It's been so exciting to see your comments and everything going up on the Facebook group that we're using.

This six-week program has been a long time in the making. I've been wanting to do it for two years. For the last decade, I've been traveling around North America doing these workshops, and one of the things I've noticed is that a weekend is a bit of a mixed bag. The strength of a weekend is that there's so much immersion. There's so much intensity that can happen, and because of that, it's almost like making popcorn. You put it in that kind of heat, and things will pop.

I'm sure you've experienced, and I know I have, that it can be also overwhelming. It's so much information just all at once. I love the idea of having a way for people to just integrate it over time into their work.

That's what these six weeks really allow. I want to be clear about my intentions are for the six weeks and what this is about to make sure we're all on the same page.

This is Marketing 101 for Holistic Practitioners. **The 101 part is important.** There's so much to cover. There's so much that we could learn, and I really want this course to give you a very firm grounding in the basics. I think that's what most practitioners need that I come across, is a real, basic map of it. There are so many courses that you can take on marketing out there. There are so many tools and tactics, and that can feel kind of overwhelming.

I think most of us just need a really basic grasp on the 101 of marketing. My intention is that at the end of these six weeks, you are feeling clearer than you've ever felt. Clearer about where you are clear, but also clearer about where you aren't clear, clearer about where you need growth, and maybe, most importantly, clearer about where you're stuck.

For those of you who are holistic health practitioners, which is most of you, there's nothing worse than having your clients come to you, and they have some condition, some situation that's frustrating them. Having that condition is a pain in the ass, but not knowing why you have that condition, that's really frustrating. I apologize, I have a bit of a cough right now.

The same thing I've found true in marketing is that some people will do so much work. They'll make the business cards, the brochures, the logos, they'll do all the fancy stuff, and they don't have the clients they want. They don't know why, because it seems like they're doing everything right. I think that by

the end of these six weeks, you're going to have a real clear sense of what the leverage points are and where you can focus. I hope that feels exciting for everybody, because that's what we're going to be talking about.

Just a word, too, if you're struggling with marketing, which I guess you are in some way if you're here, I don't think it's anything to be ashamed of. Most of us, we took a lot of courses, invested a lot of money learning how to do what we do, but we never learned how to market what we do. We learned how to be good at it, but not how to talk about it. Often, the things that we're doing aren't so cut-and-dry. They're not so easy to talk about. I think that most of us just never got the education on this, so this is the course I wish every holistic college would teach as a basis.

A couple of things, logistically, as we get going on this. First of all, in the Facebook group, you'll notice that every single time somebody posts, you probably get a notification. On the upper right-hand side, you'll see a little box saying Notifications with a green check mark. You can turn those off and you won't get notifications every single time somebody posts. But if you want to get them to see what's happening in the group, feel free to keep that on. I know that sometimes for me, that can be a little overwhelming.

The other logistical thing is, I really want to encourage you all to be getting a **marketing buddy**. This is super important. Throughout this course, you can do work on your own, and I think having these calls will help you stay on track, but nothing that I can think of is more useful on a practical level than having a marketing buddy who is someone you can talk to once a week in between these calls.

They don't even have to have a business. They just have to be somebody who can sit there, listen, go through some of the exercises, ask a few questions, and reflect what they're hearing. Those are a couple things that I think are going to help.

We're going to start off the six weeks pretty easy. There's a lot to go over, but we're going to start off pretty basic and gentle, and we'll get grittier as we go along. Let's see where to start.

I guess I want to talk about, first of all, why marketing matters. That may seem obvious, but I think it's good for us to ground ourselves in why we're here beyond just the obvious. I know all of us have pretty **mixed feelings about marketing**, myself included. There's a lot of marketing out there that's really gross. I guess for all of us it's a constant question. Even in the conscious

marketing scene, some of that can still feel really gross, and sometimes even more gross because it's not supposed to be.

There can be a lot of this pushiness, aggressive, kind of manipulative tactics, and that's not what this course is about. This is really about a different way of looking at marketing. To me, there are **five reasons why marketing matters** so much. I'll see if I can remember them.

Reason number one, if you handle your marketing, you're going to get more clients and make more money, period. That's obvious.

Number two, is when I look at the world right now and I see where we're at and I see all the problems, I see that also most of the solutions exist, too. We have permaculture, we have straw bale, we have all these holistic modalities, we have soul power. We have so many of the solutions there, but if people don't know about these solutions, functionally, they don't exist. People finding out about stuff, that's marketing

Number three is, I think that there are a lot of people who would love to be doing what you're doing and would love to even experiment with it, but they're stuck in this 9-to-5 job or stuck in whatever kind of reality they're stuck in. They look at people like us, and I would suggest that you are where you are because of people who came before you. They may not even have any idea how much they inspired you to be doing what you're doing right now.

That's the point. They probably don't know. You probably didn't tell them. There are people looking at you, a lot more people than you think. If they look at us and we're struggling and broke and miserable, they're not going to move. David Cortman once said "We can't talk these changes to death. We need to live them into being."

I think there are few things that we could do that are going to be more inspiring for people than actually making our own initiatives work. If people are going to look at us and say, "Wow, they are thriving and doing well financially. They're taking care of themselves. Their needs are met. It seems really fun." I can't think of anything that's going to move them more to do it. No book, no listening to a talk, but seeing somebody really do it matters.

Number four, another reason why this matters is that I think marketing will make you better at what you do. Marketing makes you better at what you do because you're going to find as we go through this, marketing works when it's clear. There's an old adage in marketing that says the confused mind says no.

You'll probably hear that a lot over these six weeks. The confused mind says no.

What we want most from our marketing is clarity. When we have clarity, marketing works, and when we don't, it doesn't. When people are confused, it's like a low level of emotional pain, and people run away from it. Here's a phrase you'll never hear anyone say at a cocktail party. Somebody'll say "What do you do?" and the person explains what they do and they say, "Oh, my God. I have no idea what you're talking about or what you just said, but can I hire you? Can I book a session?"

Confusion doesn't tend to have people leaning in and wanting to learn more. Marketing requires clarity. It just doesn't broker any fuzziness. It's a super-hard taskmistress in that regard. Because of that, it forces us to answer questions about why we do what we do, how we do it, and in the articulation, often, that clarity sometimes clouds. Often, in fact, we're flipping back into how we do what we do.

When we get extra-clear what we're about, that shows up more in what we do because now we're remembering, "Oh, right, this is really about this. I'm going to bring that quality more into my work." I see it again and again. As we hone in on our marketing and use marketing almost as a spiritual path of clarifying what the hell we're about, of course that clarity shows up in more precision in our work, more effectiveness, more results, and more clients, which means we get more practice, which means we get better at what we do, et cetera. Marketing makes us better at what we do.

Reason number five: I think marketing matters so much is that as you learn this, and this is the thing I'm actually most excited about with this, is that as you learn about marketing and get a grip on it, you become better able to help your friends with their marketing. I'm sure you have a lot of friends who aren't in this course or may not be a fit for it, but they're struggling. As you learn this, you're going to be able to help them better.

That's why marketing matters for me. You're going to make more money, you're going to help the world and set fires in other people, you'll be better at what you do, and you'll be able to help your friends. Hooray!

As we start talking about marketing, people have some feelings that come up around this. There are two basic dynamics that I find happen in marketing, and if you read some of the pre-reading, you'll be familiar with this. But just to review it for those of you who didn't, **the two basic dynamics are collapsing or posturing.**

The most obvious example shows up around money. You know, two people are talking and one of them says, “Yeah, I’d love to hire you! How much do you charge?” The other one says “A hundred dollars.” Then the person kind of winces and says “Oh. A hundred dollars.” Then immediately, there’s that “Oh, or \$75. Fifty? Twenty-five! Ten? I could pay you. It’s the first time, I’ll just pay you to work with me.”

There’s an immediate collapse, an immediate giving in. There’s this lose-win feeling: “I’m going to lose so you can win. I’m going to martyr myself so I can give.” A lot of the rhetoric that you’ll hear is that “I just want to be of service. I just want to give.”

But what’s not said is that it’s totally at their expense, which means they will resent it, and these people snap one day, and they get really bitter about “Why doesn’t the universe support me, I’m giving so much,” et cetera. That’s the collapse dynamic. It comes from an agenda, and the agenda is “Please like me. I want you to love me. I need everybody to love me.”

If we do anything that might have somebody not like us, we can’t do that, so we’re going to have to people-please a lot. When that happens in marketing, it shows up in undercharging, it shows up in accepting clients that really aren’t a fit and you really don’t want to work with.

The other pull is posturing. With posturing, I think of Donald Trump. That’s posturing. There’s the suit, it’s all slick, it seems pretty plastic, very put-on. There’s a real agenda here of “You will respect me.” There’s a commanding of respect, and it’s awesome, and it’s very win-lose orientated.

When people are posturing, they’re just all about getting the sale, going for the close. So they win and they don’t care if everyone else loses. The posturing thing is really concerned about the numbers, really concerned about how people are seeing them and their reputation, so if they’re going to do a pitch from the stage, they’re just going to try to get as many people to sign up as possible, not considering whether it’s actually a fit for those people, necessarily. That’s the nutshell of posturing.

My experience is that most of the mainstream business scene and sales and marketing scene is very posturing-oriented. Most of the holistic scene is very collapsing-oriented. The challenge is that sometimes people in the holistic scene try it. They go to marketing courses. I don’t know if any of you have had this fortune to go to some of these, but they go to some of them and learn these posturing techniques and they try it.

Sometimes it works, and a lot of times it backfires. People are like, “What happened to you? You changed so much. Where’s this friend of mine that I love and I miss?”

Alison just posted that “It seems like posturing is what most of us associate with marketing, which is why we don’t want to do it.” That’s true. It’s very true. But, this is the challenge. It gets seen as it’s either posturing or collapsing.

People say “Well, I don’t want to posture, so I’ll just collapse,” and that becomes the default. I want to suggest that there’s a third alternative. If you think about posturing and collapsing, they’re two points on a line. It seems a bit more of a triangle. The third point above it, not in between because most people try to end up feeling like they need to do this muddled, watered-down, in-between, sort of posturing enough that you get results but collapsing enough that people don’t think you’re an asshole.

There’s a third point above, which is composure. Composure is the place that I want us all to practice coming from, and that all of this work is really based around. Composure is this real commitment to win-win. There’s still an agenda here, but the agenda is about the truth. The truth of, is this a fit or not? Can I help you or not? That’s the whole basis of this.

We still have conversations with people, but it’s from this place of curiosity, not control, not trying to manipulate somebody into making a decision that really isn’t right for them. I’m curious how this is all landing for people. It’s strange to be talking and not hearing any responses, but for the recording, we need to keep it muted. If anyone has any reflections and you want to post them on the Facebook group, please feel free to do that.

That’s the foundation. So, in this call, if you saw the sales letter, we’re going to be talking about the three core foundational elements of your practice. There’s the platform, the container, and the paths. I’m going to talk about this for twenty or thirty minutes, and then we’ll open it up to Q&A and we’ll have a discussion. I’ll probably invite most of the questions to be on the Facebook group, because it can get crazy over the phone, but we might give it a try.

I’m just curious how this is all landing for you so far. I’m curious if there are any questions or reflections on what we’ve talked about so far. If there are, please just throw them up on the Facebook group.

Margaret was saying “The posturing and collapsing was some of the most helpful reading so far.” That’s good. One of my hopes is as we go through these six weeks that you start to see the things you may not have seen yet. It’s like the old idea that the fish were the last to discover water because they’re swimming in it. We’re often swimming in this stuff and we can’t see it.

Sammie was saying I have to pause if I want comments because she doesn’t want miss what I’m saying. Cool.

Let’s see. That’s the basis. Let’s slowly move into these **three elements of the platform, container, and paths.**

I’m going to give the nutshell of these three a little a bit more depth. The **platform** is what you’re known for. This is the first thing. Marketing works based on word of mouth. That has always been and will always be the most powerful form of marketing. Friends telling friends because they want to help their friends, and friends listening to friends because they trust them, because their friends are independent and they’re not getting paid. It’s not marketing. It’s just word of mouth.

And yet, word of mouth works because of clarity. **Clarity:** that word comes back again. The clearer somebody is about what you do, the more easily they’re able to talk about it and the better they know who it might be a fit for, whether it’s a fit for them, and then we get back to this question of a fit. Is it a match, is it a fit? The platform is really the basis for all of that. Before we even talk about win-win, we have to figure out, well, what is a win? Who’d be a perfect client for us? We’re going to talk about that more in session three.

The platform is where that starts. We have to be known for something, and what I would suggest, and we’ll be talking about this more in session two, is that there are six things you can be known for. Six different things. Most practitioners and entrepreneurs in general, pick one of those. It’s often the least flexible one, and the least effective one.

The way that most people pick out of those six, the one they pick is they would be known for what they do, how they do it. In the case of most practitioners, they get known for a particular modality or some combination of modalities. They’re known as a yoga teacher, massage therapist, Reiki practitioner, quantum healing, et cetera, et cetera.

We need to figure out what we want to be known for. In these six weeks, you’re going to be looking at how you can expand that. We don’t get rid of being known for those things, what you do, how you do it. That’s a part of it. I

think you're going to find that we're not trying to take a square and turn it into a circle. It's like taking a square and turning it into a cube and adding more dimension to it. It's taking a circle and turning it into a sphere, a triangle into a pyramid.

We're going to give much more depth and dimension to your platform. You already have a platform. You are already known for something. I think we're going to give it more depth and dimension.

Number two is the container. The container is once they show up, do they want to stick around? The metaphor I used in a recent blog post about this is it's like a bucket. The platform is the blueprints for your bucket, and the container is the actual bucket. For most practitioners, they have a very leaky bucket. In fact, there's almost no bottom on the bucket.

If a new client comes in and it just falls right through, and when they leave the well, they have no water. It's worse, almost, in a way. Now the bucket's wet, so they're like "Oh, I'm not crazy. There was water here. It's wet. Shit. My bucket is wet, but I'm still thirsty."

We don't want a leaky bucket. We want a bucket that is actually going to hold the water and be able to carry it with us to sustain us over time. We want the bucket to be, I don't know, a bucket that we really want to carry around. Some people have a bucket that's okay, but it's ugly, and they're embarrassed to walk through town with their bucket. I don't know, maybe it's some garish, terrible-colored, ugly bucket that you wouldn't want to be seen carrying.

What'll happen is people almost leave it at home and don't bring it out. I used to have my website. A website is a great example of the container. I was embarrassed about my old tadhargrave.com website. I used to like it, and then I liked it less and less. Then it got to a point where people said "Do you have a website?" and I'd say, "Yeah, but let me just give you my e-mail," because I wouldn't even want people to see it. I would do everything I could to avoid having people go to my website.

Now with www.MarketingsforHippies.com, I actually really love it, and I love sharing it. You want your bucket, your container, to be something you're really excited about. Another way to look at a container is your container is the expression of your platform. Whatever it is you want to be known for, whatever it is that you're about, that is expressed physically in the container.

Another way to look at the container is the metaphor I use a lot, if you follow my work at all, is the idea of people being on an Island A and they want to be

on Island B, and we're going to talk about those a lot more. So there's an Island A where they're struggling with their marketing, maybe they're just starting out and they're struggling with some issue. Maybe it's a health issue, maybe it's money, relationships, or they're stressed out, a sense of spiritual ennui.

They want to be on Island B, where they're having more money, better relationships, they're at peace, whatever it is. They're on this journey from Island A to Island B. Your business is the boat that takes you from Island A to Island B. What I would suggest is that your business or your boat is the container.

The third part is the paths. We have the platform, we have the container, and the paths. The paths are what get people to the boats. The paths are like the faucets we turn and the water comes out that fills up our bucket. There's no point in having a beautifully designed bucket that you love that's just so you, but it's always empty because you can't get to any water. There's no point in having this beautiful, amazing boat that takes people on this excellent journey if there's no path to the boat, nobody knows about the boat, and nobody ever shows up. There's no point in having your home decorated with this beautiful theme party, but no invitations have gone out.

We have these three: the platform, the container, and the path. Think about these as a Venn diagram, three circles that overlap. They all impact each other.

The thing about what happens, **if you have the platform and the container, but no paths**, you have this awesome thing that's really unique and dimensional and rich, and the more people learn about it, the better it is, but nobody knows about it.

If you have the container and the paths, but no platform, I see this a lot, where you have something that's just slick. It's a website that has all the bells and whistles, it has all the right pages, all the right elements, it has the Subscribe box with the free gift, and it has the beautiful photos. All this, and I find myself not caring. I just don't give a shit about it. There's nothing unique about it.

You can check everything off, but there's nothing that screams "This is unique! This is a person that did this who is wonderful and beautiful and special!" It seems a bit posture-y. We don't want that.

If you have a really strong platform and the paths, but no container, what happens is people are like, "Wow, this is cool!" People hear about you and

you get a lot of buzz, but no business from it. I see this a lot. I've seen so many of my friends who have really clear platforms, they're really great people, and they get covered in the media, in the paper, on TV. They're so excited, and it turned into no business for them.

They either don't have a website, or when people go to the website, there's nowhere to sign up, there's nowhere to enter their name, get on an e-mail list, et cetera. So they have all this exposure and yet, no new business. Those are the three. What I'm going to invite you to do is take a minute of reflection, and I want you to think about where are you right now in terms of your platform, your container, and your paths. Which one feels strongest for you, which one feels weakest?

I know we haven't gone into detail about all of them, and exactly what the elements are, so it may be a little tricky, but I want you to think about that and then feel free to pop any questions you have about those three onto the Wall. Let's all take a minute in silence.

I'm still here, everybody. I'm just going to let a few more questions and comments pop up. Okay, everybody. It seems like most people are saying "All three!" It seems like the container is pretty strong for most people, but there's a general sort of need to work with all three.

This is part of what I want to lift up. Some **examples of paths**, thank you, Paolo. Right. I kind of skipped over the paths. Let me say a few words about this.

First of all, these are all so connected. A shift in one will shift the others. Improving one improves the others. It's hard to separate them in some ways. It's a bit artificial, but I think it's useful to be able to chunk things out. When we talk about the paths, it's however people find out about your business. There are a lot of ways we could do this.

There's public speaking, writing, social media, PR, advertising, hosting events, networking. All of those are paths, meaning they are ways that people can come across you, just like the trail of breadcrumbs that you leave for people to find. You wrote an article that's online, and somebody finds it, sees the link to your website and goes to your website. That's a path that they could follow.

Word of mouth is obviously a pretty predominant path. If they come to a workshop that you're speaking at, and through that they get connected to you,

that's a path. You post something on social media that they come across through a friend or they find you, that's a path.

There are a lot of different paths, and here's the main thing I want to say. We'll go into this more tomorrow. Weight Watchers has a great line where they're talking about weight loss and they say there's one form of exercise that's proven to be the most effective for weight loss, and there's no debate about it. It's just proven to be the most effective form for weight loss. They have people guess what it is, and people guess running, walking, swimming, et cetera. Then they see it. Here's the truth. The most effective form of exercise for weight loss is...the one you'll do.

You know? It doesn't matter if walking is technically the best form of exercise. If you hate walking, you won't do it. Therefore, it's not the best. **It's the same with marketing.** It doesn't matter if public speaking is an excellent form of marketing, and it is. If you're terrified of public speaking and you just won't do it, it's not that great. If you're going to avoid it, if it's going to stress you out, eventually you will avoid it or you're just going to suffer, but it's not that great.

Maybe you love writing. Maybe you love networking. The point where the paths are, you want to pick the ones that are the most natural fit for you, the best and most effective fit for you.

I love being on the computer. I love social media, at least at this point in my life, and I have friends who have just gotten on Facebook and they just can't stand it. So if I were to say you have to use social media, they'd probably resent that.

Some people write all the time. Some of you do a lot of writing just because you can't help yourself. It's just a way that you creatively express yourself. So writing might be an awesome form of marketing for you. Other people really struggle with this, and then, "Oh, God, I don't write, but if somebody tells me I have to write so I'm going to do this blog." Maybe not.

Margaret Renaldi just said "What a relief! I thought I had to do things I hate, so I've shied away."

I see this a lot, because, here's the thing. If you're a baker, you're going to tell people to bake. If you're a carpenter, you're going to tell people to hammer things or something. That's a terrible metaphor. If you have a hammer, you think everything's a nail. Apologies to carpenters in the group.

Social media experts will, of course tell you social media is the way. Here's the relief. You don't have to do social media. You don't have to do public speaking. You don't have to do any of it. You do have to do something. Obviously, you have to have some paths, but we'll talk more about it tomorrow. I recommend picking your top three, the three that you most resonate with, because they all work great.

Everything works. That's the beautiful part of it. Everything works. Every form of marketing can be effective. It works if you know how to work it, if you know the system. We'll go into some of the most important keys of each of these as we get towards the end.

There is one thing, though, with the paths. There is one piece, and if you add it to any of these paths, it immediately doubles, triples, sometimes even ten times the effectiveness of the path. That sounds like hype, and it's not. There's one dynamic, one element that if you add it to any path, it just takes it from being marginal to being extremely effective. I'm not going to tell you what it is right now. I'm going to save it for another call. You'd better be there and listen to the call when we start talking about the paths.

Those are the three. We have your platform, we have the container, and we have the paths. You need to have a thing, be really clear and unique and distinct. You need to have a good container, a way to deal with the people once they show up, and we need to have paths, ways they can find us.

It seems really basic and obvious in some ways, but again, I find most of us struggle with this. Now that we have the three, I would love to just put it out to any questions that people have. I'm going to pause for a minute or two so it'll be silent, but I'd love to just hear what questions you have around platforms, containers, and paths. I'll take a couple minutes of silence. Suggest and reflect, see what questions you have.

Let's take one more minute. Write any questions you have on the Facebook group Wall there. What are your biggest questions? Where are you struggling around this question of platforms, containers, and paths? We'll be going into it more over the future five weeks, but let's hear what you have. We'll take one more minute.

Okay, let's start working through these questions. Okay, Lucia was saying **“I love networking, being with people, public speeches, but need to refine techniques.”**

This may be part of it. You may have a natural proclivity to do one thing, like you love networking and yet you find you don't get a lot of results. You enjoy the process of it, but you don't get a lot of results. That's great. It's great that you know that. In one of the later calls, we'll be going into some of the main techniques to tweak each of these things so they can work the most effectively for you.

That's the first part is just to even notice what fills you out. Some people are more introverted. I'm more introverted than a lot of people would guess I am. I can do the networking, but eventually at a party, you're going to find me just sitting on a couch talking with people one-on-one or with a small group of people. I can push myself, but one-on-one is really better for me. Small talk drives me crazy. There's just no point.

That's great Lishui was saying **“I love the idea of Webinars and teleseminars, but the technology seems complicated.”** Again, with a lot of these, sometimes we just need to know how to do it. Throughout this course, I'm going to be introducing a ton of resources to you, and things to check out. I would say, trying to do any of these things on your own is futile and extremely difficult.

Sometimes we just need somebody to hold our hand through it. If you're trying to learn how to use Excel or Microsoft Word for the first time, or any computer thing, and you're like “This is going to take me 10 hours by myself, but if I could just have somebody sit next to me and show me, it'll take me 10 minutes.” If you feel overwhelmed with the technology of how to do things, you're not crazy. I think it's easier to have somebody help us.

It's the same with health, you know? Somebody is like “God, I've had this health thing for a long time, I don't know what it is,” and then they come talk to you and after a session or two you've figured out what it is and they've been working on it for years. Sometimes, just having outside perspective is the most useful thing, and working with somebody who's already done it and has already been down that path.

That's probably why people are drawn to you in the first place, because you've already been down a path that they want to go down. You can reach back and help them along. We'll talk more about this tomorrow. With Webinars and teleseminars, in a later call we'll go into a list of some of the people you can talk to about that.

Tara says, **“I really feel that once I'm clear on my platform, the public speaking will flow.”** I would say there's a ton of truth to that. Of course, there

are always different techniques and things we can use, but fundamentally, knowing what you're talking about and having a clear message, a clear voice, a clear heart to what you're doing is going to make everything so much easier.

Otherwise, what you're left talking about is the boat. Otherwise all of our talks have to be about "Let me tell you about this modality that I do," and that's only compelling to people who want to learn about that modality. It's eventually going to be compelling to your clients, but to start off with, it's not usually that compelling.

Yes, a platform is more than just what we do and how we do it. There are these five other elements that we'll go into tomorrow, which a lot of you probably have already read about and are familiar with.

Samia said "I don't get the party thing. What would be the pretense for the party?"

This is funny. I've used parties super-successfully as a way to deepen my relationships with my clients and with new communities. Most places I go when I do the workshop, I host a party. We'll go into this more in one of the last calls, probably. The basic idea is if you want to deepen your relationships with your existing favorite clients, if there are people who are hubs and they're connected and could be a real source of business for you, if you can invite them to a party that you're hosting, it can work.

It's like when I'm in Toronto, I'll do a party called The Green, Grub, and Gather. I invite all my favorite clients, plus people who are hubs. It's just a mixer. Just "Hey, everybody, let's all meet each other. You're all cool people." People come. That's all I can say. People come and they totally enjoy it, and because I'm the host, most of the conversations in the evening end up being about me.

"Oh, hey, how do you know Tad? How are you here?" I don't need to say anything about myself. These hubs that are good connections end up talking to my favorite clients, who love me. Parties can be great. We'll talk more in detail about that in a future call.

Cathy said, "Are there a certain number of paths to engage that work optimally?"

I really don't know. This is my gut sense of it, is to pick three. Pick three that you feel most strongly about that most resonate with you and feel like "Yeah, I

could do that and it would really fill me up and be effective.” Once you have those three down, then you might want to add some.

At this point, I think part of this idea of having the containers and having business systems, there’s a certain part where we’re like “Okay, I can do public speaking in my sleep. I know how to do that. Or social media, that’s really easy now. It used to be hard. Now I can add something.”

I would pick three and really work those as best you can. That’s my sense. We don’t want to overwhelm ourselves with things. Sometimes less is more. Sometimes it’s better to take three things and do those really well, than to try to do ten things sort of well and then feel like we’re always behind and stressed out.

Tim Emerson said **“What are the other things you can be known for, though I know it’s in one of the things you sent us, so what about the containers?”**

That’s funny. It is in one of my things. I’m actually going to be posting a PDF at the end of this call. It’s about 70 pages of all the blog posts that are relevant to what we’re going to be talking about today and tomorrow. You don’t have to read the whole thing, but it’s kind of there as a resource material for you if you’re feeling lost or confused.

“What about the containers? The example you’ve given us is a website. What other containers might we consider?”

Super-excellent question. The container is honestly a relatively new thought. In some way, I’ve been struggling to articulate it because it feels like it’s so many things.

Your landing page. My colleague Bill Baren just did a big “How To Run Teleseminars” course that I was promoting, and he was talking about how, when you went to sign up for it, there was a single webpage and you could go and put your name and e-mail and sign up for the teleseminar. There was a headline, “Here Are The 5 Bullet-Point Benefits You Can Get From It!”

He was working with somebody else, so they had a similar kind of landing page. This person said “I’m getting about 10% of the people who go to this page to sign up.” They were thinking “How can we get more people going to the page?”

So I have this bucket, and it only holds about 10 % of the water that I put in. The idea is that I want this bucket full so I'm just going to pour in more water. Bill's thought was that "Let's look at the leaks in the bucket and plug those first. Let's see. Can we make the headline on this page better? Can we make the bullet points more compelling? Better picture? Can we experiment with this page, this container, this bucket, this landing page, and see if we can plug some of the leaks?"

If you could take it from just 10% of the people who visited and signed up, to 20% or 30% or 40%, that is a lot more energy efficient than just constantly needing more and more people.

Your website, the landing page, the story of your business is a container. A story is something that people can find themselves in. They hear your story and they go, "Oh, I fit here. Yes, I love this story. I'm one of these people."

A free workshop that you do, in some ways, can be a container. Your blog. In some ways, I'm just noticing as I talk, that the paths and the containers can start to overlap. The containers, fundamentally, are the embodiment of your platform, right? It's the way that we express it. That will also show up in our paths.

The community you cultivate and create, online forums, live events, e-mail lists, it's all those structures that you create to kind of hold your community. I was thinking about this the other night, and I was in this Gaelic movie some of you may have known about last summer. It was a Gaelic short film, and I've never really told anyone about it. I haven't put it on my e-mail list. Why? Because there's a Facebook Page or Group for it, but there's no DVDs available. There's no website, there's no e-mail list that people can sign up for. Where would I send them? There's no container.

One of my dearest colleagues in the world, I just adore him so much, and yet, his website isn't ready yet. I've been wanting, for two years, to promote the heck out of him to my list, but he's not ready. I know that I'm going to have one chance to launch him and I really want that to count. I want that to matter. If I send people now, they're going to go, they're going to get very little from his website, and they'll probably leave. They won't sign up because there's nowhere to sign up.

I hope that helps give a sense of it. Another way to look at the containers is a sales funnel. If you go to an ice cream shop, you can get a free sample, Pink Spoon, you can get ice cream cone, a bucket, and ice cream cake. Some ice cream stores, believe it or not, have a fancy-schmancy subscription, like a

club you can be a part of, where every month you get some outrageous flavor of ice cream nobody's ever tried. It costs a lot of money, but people sign up.

If you go to a yoga studio, there's a free pass, a drop-in class, a ten-pass, or a month-long pass, a weekend retreat, and the teacher training. There are all of those things. That's a kind of container, and we want to make sure we have all the levels of that, not just one. I would suggest that one of the biggest blunders that most practitioners have is they're lacking levels to this container.

Could you imagine going to a yoga studio and saying, "Hey, I was wondering if I could drop in for a class?" and they say "Oh, sir, we don't do that, but we do have a teacher training coming up next week. That's \$3,000 if you want to sign up." That's too much. It'd be like meeting somebody, and at the end of the first date, they're like "Would you marry me?" It's too much, too soon.

At the same time, there are people who are collapsing, just giving away free sessions all the time, and Pink Spoons, little samples, but it never really turns into anything. **I had a situation in Winnipeg, where this lady, she was an astrologer, and she was confused.** She said "I don't get it. I do a single session with people. I read their chart, and then that's it. I've read their chart. That's my work. There's no follow-up."

As the fates would have it, a woman in the back raised her hand and said "Can I say something, Tad? I had an astrologer a few years ago who read my chart. It was really awesome. Then I felt totally ditched by her because she read my chart and then just kind of vanished. I wanted to ask her questions. I wanted more of an ongoing support."

I said, "Well, what would that look like?"

She said, "A call once a month."

I said, "How long would you want the call to be?"

She said, "Just half an hour would be great."

I said, "Well, what would you talk about?"

She said, "I don't know. Where are the stars this month, and what decisions could I make, or let's talk about relationships this time or money the next time, or whatever's up for me."

I said, "How much would you have paid for that?"

She said, “I don’t know. Whatever her rates were.”

I looked at the astrologer lady in the front row and I said, “What do you charge?”

A hundred dollars a month.

I said, “Are you saying you’d pay \$50 a month, \$600 a year, maybe \$550 for a package for the year, for that service?”

She said “Yes!”

I said, “Well, first of all, you two need to talk, obviously. But second of all, do you get how much money gets lost with this, and how many people actually didn’t feel supported long-term in making this journey from Island A to Island B or further?”

The containers are these offers and structures that we put in place to support people long term in the journey. Tim, I hope that helps. Maybe if you could comment and let me know, and everyone, as I answer the questions, let me know if that helped you.

The next one is Tara. **“So if we do multiple things, how do we decide what to emphasize?”**

This is a super-excellent question. Let’s say you have multiple modalities. If you have different things that you do, here’s what to do. First of all, it’s good to know that sometimes things are similar enough that we can weave them together, and sometimes they need to be different businesses, different websites. It’s very important.

Sometimes people try to combine things that are so diverse under one umbrella, and it just makes it confusing. Remember, clarity is the biggest thing. But sometimes what happens is people think “Oh, I have to do all these different modalities, and I need to explain each of them.” It’s the same thing with the boat. It’s the modality.

People are on this journey from Island A to Island B and they don’t care about what your boat is, really. That’s why they have a phobia. They come to you, you do neuro-linguistic programming. They think “Aha! I’ve heard NLP is great for curing phobias.” They’re not necessarily coming to you for the NLP.

They are, they say they are, but what they're really coming for is to get rid of the phobia.

They just heard that someone told them that NLP was great for that, but if they found something else, they said, "Oh, I don't know, this rapid-eye movement stuff is even better for phobias than NLP." They would drop you immediately and go to this boat that is faster and better to take them to that other island.

The main thing we need to do is let go of emphasizing of the modalities, period. We want to start emphasizing the journey that we take people on. Some of this is going to get a lot more clear when we talk about the other five elements tomorrow, but if it's two different journeys, I would say that you have two different businesses, and we want to talk about them separately.

In terms of what to emphasize, part of it is just a life question of what do you most want to be doing in all of that? One person I'd recommend all of you check out is my colleague Alex Baisley. Some of you probably know him. He's one of the loveliest people I know, and I'll put up his new website. The home page is kind of bare, but I'll post his thing right at the top here. Alex Baisley of the Big Dream Program.

If you are in a position where you have so many interests and you're trying to weave them together, but you can't quite figure out how, check out his thing. It had something called a Sprouter Kit. It's like \$90 or something. It's well worth it. He's one of the most brilliant people I've ever come across in terms of helping people take all these diverse interests and passions and weaving them into a boat that is not just a boat that takes people effectively from Island A to B, but is a boat that you would love to be on. He's so brilliant.

In marketing, we talk a lot about how to make things attractive for other people. We forget that it still needs to be attractive to us. Alex was a commercial diver for years and did underwater welding and all that stuff. It's very hard on your body, and he hated it. For nine years, he did it, and he hated every day.

The two things he hates most in the world are being cold and being alone, so you can imagine how great that job was for him. He finally quit it because he got into Reiki, of all things. I'm actually going to post a video that has terrible quality audio, but if you put on some earphones you can probably hear it. There's a video I've just posted in a comment beneath the post about Alex.

Long story short, he got into Reiki, and for six years he became a Reiki practitioner. You can imagine how thrilled he was to not have to put on that wetsuit, get into that cold, Atlantic water by himself every day.

Six years later, he had the same feeling in his gut about not wanting to go to work. He couldn't figure it out. He's like "I'm doing what I love, and I don't care anymore. I'm resistant to it." That was terrifying for him, because he thought, "Wow, what's next?" He realized that it wasn't what he was doing, but it was how he was doing it. He was a gypsy. He's always wanted to travel, and yet he's stuck in an office from 9-5 every day doing this thing.

His wife is more of the farmer. She like the routine of being at home. He's a gypsy and he wants to go travel, so a couple of summers ago, he ends up packing his kids in the van and touring this workshop around the country. It was a workshop about wealth. When he was talking with his clients, he noticed that most of them, the issues they were coming with were about stress.

Most of that stress came from the way they set up their lifestyle. He got really interested in those conversations about lifestyle, and he started coming up with all these distinctions about how to help people set up more vibrant, unconventional, thriving, sustainable lifestyles. Brilliant stuff.

If you're struggling with all these things, and you can't figure out how to put them together, he's the guy that I recommend for everyone. Sometimes these things can be woven together in ways you wouldn't have thought of. It's like you don't need to emphasize one because they can be woven together. Sometimes they're going to be separate businesses. I don't know if that helps, but I hope it does.

Margaret Renaldi asked **"It's helpful to have the paths teased apart. Thought advertising was advertising. Now I see something more workable. Also, could you please go over the platform again?"**

Platform, again, is what you're known for. It's when people say "Oh, have you heard about Margaret? She's the blank-the-blank! She's does this!" It's the reputation you have, and there are a lot of different things you can be known for. I don't want to go into that today. We're going to go into it more tomorrow. It's in some of the reading that I've sent out.

In brief, you can be known for what you do and how you do it. You can be known for who you work with and the particular journey you take them on. You can be known for your point of view and your take on that journey. You can be known for the bigger cause, but it's all about why you do it. You can

also be known for what I call Island C, which we'll sort of talk about tomorrow, which is even beyond Island B.

There's a possibility you know what's available that people don't even think about. And you can be known for you, as the captain of the boat. People might just love you for who you are and want to work with you purely based on that. We'll go into that more tomorrow, but those are some of the things.

Marcella said, **“Not a question yet, just musing on how connected all three are. Even though the first two, I find myself going back and forth between them as I narrow down a focus that I know people need. I've been working on this for weeks.”**

Yeah, they're so connected. It's funny, sometimes we work on the platform, and then you build something. You build some kind of container out of that, and as you build it you start to realize, “Oh, that's not what I want,” or “Oh, that's so what I want,” and you go back and you change your platform based on it. You try something and you learn from it. This becomes a very back-and-forth, in-and-out process.

Lorraine was asking me, **“How do you explain what you do when it's not normal?”**

That's such a good question. “How do you explain what you do when it's not normal?” You stop talking about the boat. That's the biggest thing.

Let's say you do yoga, you do massage, or it's something you do that everyone gets. As soon as you say it, they're like “Oh, yeah, I know what that is, basically.” They have some sense of it. It's okay to name it, but I would say if you do something like Theta healing, quantum bio-feedback any-ogram master-logic, stuff that confuses people, that isn't normal, meaning it's not normal words, it's jargon. It's not the kind of thing people talk about. We really need to stop talking about the boat and naming it.

What we want to do is talk about the journey in particular. We'll talk about this more tomorrow. But, instead of saying it, there was a guy that did “belief re-patterning” work. It's a particular modality, working around beliefs, and he had gone through this terrible divorce, had this awful relationship with his ex, lawsuits galore, and his kid was acting out. Both parents were good people, trying to hide it from the kid, but of course, the kid picks up on it, and he suffered with that for years.

Then, he got into this “belief re-patterning” work and just came from this exploration of “What if I was totally responsible for all of this? What if I was the one who created this?” It transformed his life. He actually ended up creating a better relationship with his ex than he’d had when they were married.

When people asked him what he did, he wouldn’t say “I do belief re-patterning work.” That’s not normal. He’d say “You know how a lot of men go through a divorce, and it totally destroys them? There are all these lawyers and it’s awful, and it impacts the kid. What I help those men do is create a better relationship with their ex than they had when they were together.”

Does that make sense? It’s talking about the journey. It’s not talking about the boat, but talking about the journey that boat can take them on. This is the hardest part, figuring out what are the particular journeys that we want to take people on? Often, we want to say “Oh, well this can help anybody with anything. This modality’s so powerful it can just help everybody with everything.”

That is a very quick road to frustration. It doesn’t work very well marketing-wise.

Michelle McKinney said, **“Can you say more about containers that are not that well established in the public eye, like shamanism versus yoga, systemic constellations versus tai chi, for example? Or maybe that’s a platform for both?”**

I’d say it’s the boat, is the main thing, Michelle. I’d say that all of those things are the boat. They’re the modalities. They’re the ways we take people on the journey. The container would be more your website, particular events that you do, having a really well-written bio, your photo on your website, the sales funnel that you’ve figured out, community events, online forums. Those types of things would be the container for the community that’s interested in that stuff. I hope that addresses it.

Dana Depat, **“You said there were six things that can be known for. What are those?”** I think I just covered that.

Alison Chan said “I was wondering if there are more than the six that we can think of.” I bet. If you come up with any. Let me know.

Alison Chan “Seems pretty straightforward at this point. Don’t have any questions for now.” Cool.

Paolo, **“So, how can you build a successful website without writing being a strong path for you?”**

Super-good question. There are a few things. One, I’m going to put another resource on the top, if I can find it. First of all, when you’re writing a home page, we’re going to go more into this later, but I’m going to toss out the resource now. When you’re building a website, the home page is going to be the most important part of your website, period.

That’s the part where people hit and they make a decision very quickly of whether it’s a fit or not. One of my colleagues, Carrie Klassen with www.PinkElephantCommunications.com, who a lot of you know and love, she’s written a brilliant piece called “How to Write a Loveable Home Page.” That’s the “Loveable Home Page” workbook. Check that out.

The other page that’s going to be most important is going to be your bio. To me, that’s a big part of the container/website. Let me just find the link here for this. It’s here somewhere. There we go. It’s called www.ByeByeBoringBio.com. It’s a colleague of mine, Nancy Juetten from Seattle.

I would use those as templates. There’s also a colleague of mine in Vancouver, a Juliet Austin. She has a great product called “Client-Detracting Websites,” which goes over the different types of pages you’re going to want to have on your website. If writing isn’t a strong path, I’d still recommend having a website, but I would use these types of materials and/or hire somebody to help you.

There’s a reason the really good copywriters get paid so much money. It’s so hard to write about ourselves. It’s hard for me, too. I don’t know if any of you have tried to write an online dating personal profile thing. It’s so hard to write about yourself. Trying to write a home page or write your bio, it’s just like we’re so close we can’t see the forest for the trees.

Get these things that can help you and give you steps, but also really consider getting help. It doesn’t necessarily need to be professional help. You can sit down with friends and say, “Here’s what I’ve come up with. What do you think?”

Hey, everybody. I think it was Mel who just said **“Aagh! I feel like I need to start all over with everything!”** I’m curious if the rest of you feel that. First

of all, I'd say that's normal. I've been thinking a lot about marketing a lot as the spiral, like walking a labyrinth. You walk in, in, in, and in, and back out.

There's this in-and-out process that never stops. There's the bad news, or maybe the good news. It does seem to be the reality. We keep growing and we keep changing, and the things that worked for us five years ago don't feel true for us anymore. There's a certain amount of we're always starting fresh. We're always needing to reevaluate. If you feel like that, you're not crazy. It's probably an ongoing process.

Margaret said, **“Do we really need a website? I'm not convinced, and I'm burned out with the whole process.”**

I totally do not blame you for being burned out on it. It's a lot. Here's the thing. You don't. You don't need anything. I will say this again and again. You don't need anything in terms of the paths. You need something. But you don't need any particular thing.

There are people who build a very successful practice with totally no website. They're local, and they only work locally. They host a lot of events, they network a lot, they do a lot of public speaking, they write for local holistic magazines, and they've developed a following in that way. You don't need it.

Here's why I'd say it helps. Here's the benefit. I was at the farmer's market in Edmonton downtown a couple years ago, and these two women walked by me. One of them I overheard say to the other “You know, I'm the kind of person who walks the whole farmer's market, and then I buy on the way back.”

She wanted to check everything out before she committed to anything. She wanted to do that so she could feel safe. She didn't want to have to engage and get into an awkward conversation and then leave and feel like she wasn't buying anything, and disappointing that person, and feeling any pressure to buy something.

When people hear about us, I think we can't overestimate the importance of safety for them in approaching us, if they can check us out from a distance. The best stands at farmer's markets are craft shows. They always have their stuff displayed in such a way that you can check it out from a distance. You don't have to come in to look at it. You can see if you like it, and if it resonates and feels like a fit or something you'd want, you can take steps forward.

As opposed to the kind of marketing where it's like the searchlight, it's searching for people and it's glaring on them and being aggressive towards them. Be more like the lighthouse that draws people in. I think with a website, something even really simple, can be such a powerful force for creating safety so people can check us out while we sleep, which, to me, is one of the biggest benefits.

You don't have to be doing anything. You can be sleeping and people can check you out and see if it resonates, see if it feels like a fit. With a website, you can also be having people opt into an e-mail list so you can stay in touch with them in whatever way feels best for you.

A website also makes it very easy for people to spread the word. Somebody will say "Oh, tell me about this woman Margaret. She sounds really interesting." I tell some story about the amazing work I did with her, and they say, "Wow, she sounds great. Is there any more info?" Chances are, I'm not going to have a flyer in my back pocket, or one of your business cards.

I might not even have your contact info on me, so I could say, "Here's her website, MargaretRenaldi.com or whatever," and they can just go and check you out. It makes it so much easier for me to spread the word. Part of the secret to word of mouth is making it easy for people to spread the word. For all of those reasons, I think a website is really, profoundly important.

People just don't really use the Yellow Pages that much anymore. People are just searching for things online. I think if you can even get a basic website up, it can be really easy. If you want to do a website for free, by the way, I'd recommend getting it done professionally. But there's a website called www.Yola.com, and I just posted it on the thread there. Yola is at the top. You can create a website for free.

If you're wanting to just come up with something, but not spend any money and be able to tinker without draining your bank, I would use a service like that. It's really easy, it's cut-and-dry. It's a lot of tutorial videos. Eventually, I'd suggest using something like WordPress, and we'll talk more about that another day. I don't know if that helps address that.

Margaret did a follow-up question and says, **"What about a home page in a blog only?"**

Here's the thing. The home page, in my opinion, and some people would disagree, my opinion is a home page should not be a blog. I think the home page should be a page where they hit that is all about them, not about us.

Instead of the home page being “Tad Hargrave in Marketing For Hippies is,” I think it should be more like “Hey, are you this kind of person struggling in marketing with this kind of situation? Welcome. You’ve just found your home.”

The home page is kind of like the container where they go and you know the home page is like they come to your door and maybe even before they come in, just the way that your front yard looks and the door and they look inside, they see your home, and they just get a sense of it and they’re like “Oh, this is the party I want to be at! Look at all these lovely people. Those are all my people in that house!”

They can smell the hot apple cider coming out of the house, and they see the permacultured front yard you have, or whatever. They’re just like “Ahh, yes, my people.” The home page should do that. The best resource, again, I’ve seen on that is “The Loveable Home Page” workbook that Carrie Klassen came up with. Okay, I hope that helps, Margaret.

Lucia, **“I find it difficult how to clarify what is most important on my home page. As I am my brand, and dealing with quite corporate people, but really caring people. Any input?”**

Yeah. “The Lovable Home Page” workbook. I would get that. Everyone, just take a look at it. If you go to her website, you’ll see that she’s also got a little quiz you can take on “How lovable is your home page?” I think that’s actually a great example of the Pink Spoon, and a great example of a free sample in a way to establish that there might be problem, or whether it’s a fit or not. Even for that, I would check it out.

Samia, **“How do you find out why the patients that you do have recommend you? I feel silly asking them. Do I need to figure out what my three-dimensional platform is and not worry about why they’re recommending me?”**

I like that term “three-dimensional platform.” I’m going to steal that, if that’s okay. How do you find out? I would really just ask them. Sometimes it will shock you. There will be very surprising answers.

Thomas Leonard, he was one of the founders of the whole Modern Life Coaching movement, and he asked a couple that he was working with, a man and a woman, he said, “Why do you work with me as a financial advisor?”

They said, “Are you kidding? Thomas, you’re a marriage counselor!”

He was totally like, “What?”

They said, “Yeah, we used to have all these fights around money, but you’re so gentle, you’re so sensitive, you’re so good with these conversations that you’re like ‘La-la-la.’ You make it all better and we don’t get into fights. Now we have this rule ‘Don’t talk about money unless Thomas is there.’ You help us. You’re a marriage counselor.”

He had no idea he was having that impact until he asked. I think it’s totally legit and fine just to say “You know, I’m so happy you recommend me, and I’m curious why you do, what you say about me. I struggle sometimes to articulate what I do, and how to express it because I’m so close to it. What do you say?”

I’m just a big fan of asking. Of course, only asking the clients you feel that connection with is fine, but you never know. Asking that question might be part of the thing that helps foster that kind of connection as well.

Okay, “What if you think that your bio is not so full of credentials? You’re new as a self-employed person, and what do you do in your bio?”

Again, first of all, I would check out the Bye-Bye, Boring Bio link there. Here’s my main thought. Also, there’s another one called www.TheNewAboutMe.com, which I’ll post by this guy Michael Margolis. Both the Bye-Bye, Boring Bio and The New About Me will work with people around their bios.

There are different kinds of credentials. There are the credentials of I went to this school, studied with this person, I have this degree and this certificate. I would say the biggest, oh, Margaret said it. She said, “I’ll bet this year that you have a whole, full, amazing life that led you to being self-employed’ is your bio. Not just how long you’ve been self-employed.”

Tim says, “Tell your story. What’s most personal is most universal.” Totally would agree. Your life story is probably your strongest credential, especially if you are doing work that reflects that. There’s this whole idea that we’ll talk about more on the third call, but your deepest wounds are probably your truest niche, or at least the doorway into them.

There was a guy I knew who struggled with depression for years, and they got into the meditation, and the meditation helped him get out of depression. Now,

part of what he does is meditation classes for people struggling with depression.

I'll tell you what. I'd rather go to his class than a class of somebody who's a PhD on that topic, who's never been depressed. This guy, who has actually been there, he knows it. He's had that experience. I'm not going to have to explain it to him.

We're at time. Everybody, I hope you enjoyed this. I am so excited to be working with you over these six weeks. Oh, and very importantly, if you check the top of the page of the Facebook group, you're going to see this link to this PDF that's like a 70-or-so-page PDF download. This is the reading that will be most useful for you in terms of going back over this call, but also over the call for next week.

The more you can read, the more you can putt around, and I think the further forward you'll be for the call next week. Go download that, take a look at it, and what I'd really love is, I'll be asking this at the end of every call, if in this group, if you can post, imagine this, if you leave this call and as soon as you hang up the phone, you forget everything except one piece. You're only allowed to keep one thing from this call, one piece of information, one distinction, one resource, one idea. What's the one thing you would most want to keep?

If you could write that down, make a note of it, what the thing that you most want to keep is, if you have a question, you can put those down, too. I'm not going to be checking this a lot in between the calls, but every once in a while, I'll pop back. Feel free to support each other, ask each other questions, coach each other, it can be a lot of fun. I really enjoyed this, and we will talk to you next Thursday. Have yourself a wonderful, wonderful rest of your week. Take care, everybody.