

Marketing 101 for Holistic Practitioners

Six Week Coaching Program

Week Four:

The Container - Making Your Business Safe to Approach for
Your Customers and Financially Sustainable for You

www.marketingforhippies.com

We join spokes together in a wheel,
but it is the center hole
that makes the wagon move.

We shape clay into a pot,
but it is the emptiness inside
that holds whatever we want.

We hammer wood for a house,
but it is the inner space
that makes it livable.

We work with being
but non-being is what we use.

~ Tao te Ching

Welcome to Call #4 where we are going to be talking about the idea of the container. First, a bit of a recap of what has happened to bring us to this point. On the first call we talked about the three core elements of building a thriving practice. It was having your platform, what you are known for, your container, what makes people want to stick around, and your paths - the strategies and tactics you can use to make it easy for clients to find you.

The second week we talked more in depth about the platform. We went into depth about the six things you can be known for and helped you to figure out which ones are solid for you, which ones are fuzzy. We did that exercise about the six pieces.

Last week we talked about the perfect client. We went in depth into the demographics side and the journey that they are on, plus the six criteria of an ideal target market.

This week we are going into the container. You are going to learn **ten key elements** that can make your business far more sustainable and attractive to you, but also safer for your ideal clients. Hopefully you are going to leave this session knowing just what you need to do in order to have the perfect client say, “Huh! This is just right for me.”

I have some sweet bonuses for you that I think you are going to like as a part of this call. That is where we are going. That is the trajectory. I had already posted the document about the container. Let me go grab that and repost it not so much that you can read along as we go, but as something you can look at later because I think it is probably one of the most in depth things I’ve written about the container.

As I am pulling that up, you can post on the wall what you think, given what you know about the container so far, what your thoughts are about the aspect of the container. What are the different elements that go into having a strong container from what you know about it so far? Let’s take a couple of minutes and have everyone jot down what your ideas are so far.

The question is, “The container – what do you think are the specific elements you need to have a strong container in your business – the bucket that keeps people around?” It is fine to talk about platform and it is fine to talk about ideal clients, and sometimes that internal clarity. Now we are looking at the way the business is the boat that takes them from Island A to Island B.

What do you think are the elements that matter the most in having a boat that is really clear and compelling? Just take a minute and see if anything comes to your mind, and if not, I will keep talking.

Tim Emerson said, “The container – what happens when they find us?” That is really the question. That is brilliantly summarized Tim. That is the question. What happens once they find us? They go through the tabs, whatever those are, and they come across you, but then what do they see once they are there? What are the elements we need to have in place?

Janina said that it is a place for them to get to know you or interact, like a blog or some other form of contact. Allison said, “Conveying your personality will work really well.” Yes, your container should convey your personality. It should convey who you are. Deborah said, “The container so far is having methods to capture people, to obtain a relationship from the point where they are first interested to the point where they are ready to engage.” Yes, exactly.

And I would say that once they are engaged, it is how you keep them engaged. Especially if you are a practitioner, you see somebody and they get well, then they leave, so is there a way that we can have a container that builds beyond that point of them leaving, that we actually keep a relationship in a way that we are not just hounding them to come back for another session that they may or may not really need.

Leslie said, “A direction you want to take the client’s permission, dialogue, not broadcasting, teaching people, letting them get to know you.”

Deb said, “A way for people to feel held in the process, structure, etc.” That is so good. I love that. A lot of times we focus on just giving value and we don’t focus on what they are receiving or what their experience of it is. Structure allows people to feel held in a process. Absolutely.

Terra said, “To have some skills and experience to be able to talk about what you do in a way that it sounds like you know what you are talking about because you do.” Again, it is a kind of structure of how we sometimes describe and talk about what we do, not just rambling on a homepage, but having a homepage completely laid out.

Joseph said, “It seems like there needs to be a strong, evident connection between the benefits and the mechanisms that produce the benefits.” I am not totally sure I get it. Maybe, you could say a bit more about that Joseph.

Michelle said, “To inspire confidence and trust.”

Barbara said, “Offering different services. In my case it could be classes, CDs, DVDs, retreats, workshops, books.” You are all on track. Some of these are a part of it.

Kathy said, “Deepening the relationship.”

Tara said, “Have a range of services, offerings, workshops, individual, newsletter...”

Okay, I think we have enough. That is really great. I think all of you are on track. Let me delve into this.

The container is kind of the boat that takes them from Island A to Island B at a very simple level. It embodies a platform. If your platform is fuzzy, the container will be fuzzy. If the container is

fuzzy, then everything gets really hard because then people show up and they might be really excited, but it doesn't land for them; what you are about is not clear.

It is important to figure this out because if you don't have a really strong container, most hubs and affiliates or joint ventures, will have a harder time endorsing you. I have a colleague of mine who I love who I am so excited to endorse to my list, but his homepage isn't ready on his Web site and I actually don't think his Web site is clear enough to receive people. It is like his home isn't ready. It is still a bit cluttered and messy. It is half built.

I don't want to host a party on his boat knowing that people are going to show up and it is going to be kind of leaking. What I love thinking about the container is that it is one thing to think abstractly about the platform, but as soon as we have to materialize it and concretize it into a container and the different pieces and elements of that, wow, all of a sudden it gets really clear where we are actually clear and where we are fuzzy.

There's no point in pouring more and more water into a leaky bucket. The first step is to stop the leak.

It seems obvious. But most entrepreneurs don't so much have a leaky bucket as a sieve or strainer. It holds onto almost nothing.

And some entrepreneurs have a bucket that's so ugly (to them) that they don't even bring it with them to the river side. They're afraid people might see them with it and laugh at what an old bucket they have.

It's important not just that our bucket 'works' but that we're so proud of it and so charmed with it that we want to take it everywhere. That we'd be so happy for people to see us with it.

I've known so many people who've gotten covered in the media for their work and have gotten no clients from it. Or they're super well known and loved, but don't have a lot of clients. So much water that pours in and then almost immediately out.

Your container is the embodiment of your platform. It's what people see or experience about your business that immediately gives them a sense of whether or not what you're offering is a fit for them. The clearer your platform, the stronger your container.

If you were hosting a party, the platform would be the theme of the party and the container would be all the decorations, the cleaning, the hot cup of cider offered to guests as they arrived. Your website is a container. Your landing page. The story of your business. The free workshop you do is a container. The blog is a container. The community that you cultivate and create is a held in the container of your online forums, live events, your email list etc. Your container is comprised of all the structures you create that warmly hold your community.

Your container are all the things they can see, hear and explore that give them a sense of you.

Your container are all the processes and systems you create that make it safe for people to check you out at a safe distance and slowly get closer to you and opt in to being in touch with you.

Imagine Oprah Winfrey tells everyone to check you out. Vaguely mentions what you do but not enough to give anyone a real sense of it. So, what do they do? They check you out online. But, what if you don't have a website? Or what if your website doesn't really clarify what you're about? So many people would see your site, maaaaybe bookmark it . . . and then be gone forever.

But what if they found your website and the homepage immediately helped them figure out if what you were doing was a fit or not, the 'about me' page gave them a really good sense of who you were and what you were about. And then there was a way they could sign up for things to be in touch with you (e.g. 'join my email list and get this free gift' or 'follow me on twitter or facebook' or 'come to my monthly free workshop' etc). Imagine the following you'd build over time.

For a container to be effective, it needs to be clear (which means the platform should be clear). It's good if it's safe and welcoming, but at the bottom line it needs to be resonant.

If they're on Island A and trying to get to Island B, your container is, basically, your boat. And of course, a boat might have many rooms in it or different types of tours you could take people on (the different offers you could make).

Your container is the home made ready for the party. When they show up that they want to stay. They get to the door and they're nervous, but then they smell the food, they see how beautifully decorated it is, they see the wonderful people inside, they're greeted with a cup of hot apple cider and they hear the beautiful music etc.

One of my colleagues Bill Baren recently shared a thought about this. He had a client who was promoting a teleseminar and there was a webpage people would go to to register for the teleseminar. They were obsessed with reaching more people. But Bill asked them to pause and check out what percentage of people who were actually going to the landing page were signing up. It turned out that 10% of people who hit the page actually entered in their name and email to register for the free teleseminar. That means 90% hit the page and just left.

"Doesn't it make more sense," he offered. "To see if we can tweak the page to boost the percent of people that say yes? Isn't that a better use of energy? Instead of investing so much time and effort in getting more people, let's see if we first can't get more results from the people who are already coming. Right now we've got a tub with a huge leak. Instead of pouring in more and more water, let's plug the leak first."

When there's no container it can be so confusing, 'I'm doing everything right and I'm not getting any clients!'

Think of online dating. You create a profile. And then, you get a message from someone.

But do you open the message right away? Often not. Most often, people will check out, 'who is it that sent this message?'. So you go to their profile and, within seconds, you've determined

whether or not it's a fit. Your profile is a container. The message is just a path that gets them to it. Make sure the container is good.

Having a strong and clear container is the basis for creating ongoing , long term relationships with your clients.

And that's vital.

Most entrepreneurs are obsessed with getting new clients. But it's often much, much, easier to get an existing client to come back than to find someone entirely new. A massage therapist might make \$100 on their first hour long massage (to keep number simple).

But if that client comes back even three times a year for three years - that's \$900. The front end (\$100) always pales in comparison to the back end (\$900). And with some work (less than you'd fear, but more than you'd hope) you can increase the backend. What if they came in 4 times a year for three years? Suddenly, it's \$1200. With no new clients. And what if each of those clients referred even one new client? What if you offered workshops, products or other packages to them?

Without a single new client you could be making much more money. And having your clients feel so much more supported.

Your container is your sales funnel. It's the levels of offerings you have. It goes from the free samples to the bronze, silver and then gold levels.

I was in a Gaelic short film in the summer of 2011. You'd think that I would be spreading the word to everyone I know about it. But I haven't. Why? There's no website. No DVD's are available. There's no email list people can sign up for. Where would I send them?

One of my dearest colleagues has yet to create a website that's really worthy of his work yet. I adore him. I want to spread the word for him. But he has no email sign up form yet.

His homepage feels a bit vague. And I'm only going to have one chance to launch him to my list. I want that to count. I want it to matter. If I send people now, they'll go and leave and he'll get very little from it. I don't want to waste my time.

A good container creates instant and ever deepening clarity.

A bad container creates confusion.

And I hate confusion. If you ask me to spread the word about you and you've got a bad container, it puts the burden on me to explain it all and make it clear to the people I'm spreading the word to. It makes it hard. Don't make my life hard. If you have a bad container you're not ready to approach hubs yet.

I want to be able to take one look at your boat and say 'I get it'. Just from the kinds of boat, types of sails, the paint job, clothing of the staff on board . . . I want to know what the platform is. I want to know: aha! this is an adventure boat or a luxury boat or a fun times boat or a new agey boat.

If you offer some kind of therapy, I want to know, 'is it in person or over the phone? Am I sitting or lying down? Am I hooked up to some fancy machine? Are you touching me? Am I naked? Are all these things happening at once? (awesome).'

Remember: the confused mind says 'no'.

Before someone even thinks about stepping onto your boat they need to know what kind of trip they're in for. And people hate it when their expectations are broken. They got on what seemed like the 'classy' boat but it turns out it was the 'raunchy' boat. Then people are pissed.

Amway has a bad reputation for this. You meet someone. They seem nice. They invite you for 'coffee'. You end up getting a 45 minute presentation. It's sneaky. The beauty of a good container is that it's immensely upfront.

Real life example: you go out and tell someone about what i do (path). they say cool and check out my website (container) and like it because of all the unique content that expresses what i'm about (platform). I run a free teleseminar (container). It's hosted by a colleague who tells all of their friends via their email list (path). While they're on the teleseminar I tell them about a next thing i have (path). So a container can also be a path.

Once they're in relationship with us there's just an ongoing deepening. I tend to think of the path as 'how do they find out about things?'

In my Six Week course I'm running right now, one of my clients shared this, "*don't forget the path to your website, it doesn't matter how awesome your website looks, if there is no path to it, it's as though it doesn't exist. the main paths that a paying client would take to your website are search engine searches. so you have to know what your clients would be searching for (keywords) and you have to tell them something on your website that would show them that you have the answers.*"

The platform is the gift you want to give. The container is the making of it. The platform is what you want to offer to the world. But not offering it in a foisting it upon others and being pushy kind of way. I think of the container as more like a space you create that you carefully invite people to. And you design the space so clearly that it would inherently attract people who are a perfect fit for you.

There's a chain of hotels I heard about the models it's boutique hotels after magazines. So, one hotel is a Rolling Stone magazine style hotel. Another is a Chatelaine style hotel. That kind of thing. You can imagine what the Rolling Stone style hotel would look like and how, even in the colours, construction, design of the rooms, food served might be different. They are not generic hotels. They're particular. The hotel (container) perfectly expresses the platform (the magazine).

When we first start out, our container is like an old one room house. There's really not much to it. We offer one thing. Maybe that's individual sessions, workshops, a particular product etc. And it's a lot to even get that together. But, as we grow our business, we have a chance to add rooms to our house. With each room, extension, addition and beautification we can hold more people and make our home more resonant with the right folks. Of course, each addition to the house is a project. And these projects often take longer than we'd think and go over budget and we're left thinking, 'is this worth it?'

Because while we're working on that we're not making money. But eventually, it's all done and we step back and get chills. Our house is a little more beautiful and exciting to us. And we want to show everyone. And, eventually, our home is perfect. Not too big and not too small. It's got just the right number of rooms all painted just the right colours. There are minor fixes to be made but, basically, we're there.

An odd way of looking at your container. Have you ever dated someone and realized it wasn't going anywhere? It had gone as far as it was going to go? So what did you do? Likely you left them. There was no more potential. Nothing else to get or give. Clients are like that too. If they show up and check out your website and there's lots of free stuff but there's no products to buy, no workshops to attend, no next steps . . . they will just drift away and find someone else who can better help them on their journey. A container is not simply a static thing. It's a series of invitations into something more deep and wonderful.

The container has a lot to do with being ready. Preparing our home to receive guests. Making sure we're ready for when they show up. Being craftsmen of our arts. Attention to details. Small things matter. Wrapping our gifts as beautifully as we can. This gives us a sense of pride. We're *excited* (not embarrassed) to send people to our website. We can't *wait* to show off our cafe. We know that the details are handled so we don't fuss about them. We can relax.

The container, we find, not only holds the potential client - it holds us too.

We ultimately need to start with a platform to build the container. Let me just lift this up for your consideration: Sometimes you can reverse engineer it. Sometimes people build a really magical, amazing thing and have to reverse engineer the platform method.

I think about the great artistic masters. I doubt Van Gogh sat down and did a big exercise of what his platform was, what his point was, why he was doing it. He just painted. I bet you he couldn't on the surface tell you necessarily what it was about or give you a big theory about it. If you pulled it out of him you would probably find that there was a lot there, but you would probably have to really dig deep and pull it out.

Most people who are really wonderful at things are just naturals. They are sort of unconsciously competent at it. You have to pull it out. A great chef might intuitively know how to pull things together to make these things and not even know why they are doing those things.

So you create something really wonderful and you get this great response and that is wonderful. Then I would look at what the point of view of it is. Why are you doing this? I hope that makes sense.

You can either start with a platform for a container, or if you already have a strong container, sometimes you can reverse engineer it. It is the difference in our thought connection between Island A and Island B is the journey, not the container. It is the journey, but the boat they get in to make that journey is the container.

The journey – they can go to a lot of different people. They can get on tons of different boats to take their journey. Then it becomes this question, “Why should they pick your boat versus something else?”

You are saying, “I thought the container was more of a marketing technique. How do you manage to keep usefully talking to them until they are actually ready to schedule?”

I would say it is that, and it is the building relationship beyond that. I don’t necessarily see that there is a hard and fast line between those two. I hope that makes sense.

I was thinking about an example the other day of being at a trade show. You might have a lot of ways to get people to come to your booth, but the booth itself is the container, or at least the beginning of the container. Once they get there, what do they see? Do they want to come in? Are they drawn in? Is there a way for them to give you their contact information, etc.?

The core metaphor I have used a lot for the container is the idea of the bucket. The challenge with most people is that the bucket is leaky and kind of ugly versus very strong and beautiful. There are holes in them. The water keeps pouring out. THE initial thought is, “My bucket is always empty, so I need more clients.”

What I want to suggest is that strategically, long term, sort of tortoise versus hare, is to make sure that the bucket can contain any water that comes in and there are no holes in the bucket. It seems like a distraction because while you are doing that, you are not out getting more water into the bucket, so it seems like you aren’t getting any clients or any money, but what you are doing is getting it ready.

Obviously we can't just take the year off and work on our container and go back, but I do want to suggest that the more time you invest into the container, the better. For every one hour you invest, I think it saves around ten hours long term.

The container has two purposes. The first is that it makes it **safe** for them to approach us and be in a relationship with us. Safe in that there are levels of things that there is a structure of things that keeps it safe. But it also makes it **sustainable** for us as well.

Having that kind of a structure and container keeps it sustainable for us. I was thinking about it the other day. If you were swimming and you are trying to carry your clients on your back, maybe you could get three clients on your back, and that is about it. At a certain point you actually need to build a boat. The bigger the boat you have and the more solid a boat you have, the more people you can carry.

Otherwise you are stuck to doing it one at a time. “Let me get you from Island A to Island B. I will swim you there on my back.” So you swim with them on your back the whole way, deposit them, and they are thrilled of course. They got personalized attention. They are close to you and so intimate.

Then you have to swim all the way back. Maybe you swim somebody from B to A, and back and forth, and you get paid by each person, and even if they are paying you really well, it is not a sustainable practice. There is a certain level of scale that is not just desirable, but easy to achieve. People might actually enjoy it better than being on your back.

Our container is the structure that they are in, but it is also the structure that *we* are in. It is like the commitment to taking care of our space and the understanding that our physical space, our environment, is also just an extension of us. I think we have all had this experience when your physical space gets kind of cluttered, how your brain gets cluttered.

For me, if my physical environment gets cluttered, I can't work. I get so fuzzy. So our environment isn't just something that we take care of to support it; it also supports us.

The commitment to taking care of your container isn't just about the container, it is about the whole space for you. It is not just about your client, but it takes care of you, too.

There is the question of what environment, what container is going to bring out the best in us? This commitment to deep self care is also a commitment to serve us in the world, because it allows us to give our best.

Think about ayurveda, the doshas that they have, whether your vatta, pitta, or kapha. Each of those requires a slightly different environment. One of my colleagues, Alex Baisley, you can check his Web site at BigDreamProgram.com/wordpress. He is so brilliant at helping people figure out this environment and lifestyle piece.

If you are an orchid, there is a certain soil in which it is perfect for you to grow. If you were take that orchid out of that soil and put it into a pot of soil that was good for a pine tree, it would start to die. All the right water, all the sunlight, and yet the soil is so wrong for it. And there is nothing wrong with the orchid. It is doing its best to survive, but the environment is wrong.

I think for a lot of people they have themselves planted in the wrong environment. They think it is them and they feel guilty because they are struggling so much. It is often just the wrong environment, the wrong lifestyle.

When I talk about the container I am going to be talking about it more from a business and marketing standpoint, but if you are interested in this question about the lifestyle, I would check out somebody like Alex Baisley because the way we structure the boat, you are going to spend a lot of time on this boat metaphorically. So you better love it.

Alex gives **a story about two barbers**. Their whole life, all they want to do is be a barber. When they graduate, that is the first thing they do. I hope I haven't told this story before. Somebody stop me if I have. But they want to be barbers, and when they graduate from barbering school, they get ready.

(You can watch him tell them story here: <http://marketingforhippies.com/alex-baisley-and-the-two-barbers/>)

One goes out and gets a lease on a place; gets the chairs, the scissors, that little swirly thing in the front, the jar of blue liquid stuff, and sets up his barber shop. He is quite excited about it. The other one pauses for just a few minutes because he thinks, "Do I really want to have a barber shop? This is a big thing. If I get a lease on a place, I really want to travel. Will I be able to do that?"

He starts to think about his life and what he loves, and he realizes that he wants to travel, and he really loves old folks a lot. He loves being with them, being surrounded by them. He loves their stories. It occurs to him that maybe instead of having a shop, he could just get all of his barbering stuff and put it in a bag and go to old folks homes. He could cut their hair and listen to their stories.

So he does that. He gets the bag and goes out and he starts collecting all these stories and every once in awhile, one of the old folks tells a zinger of a story. He loves it and he writes it down. Eventually he gets so many of them and he gets permission from the people, and he turns them into a book that he sells.

Of course, the book does pretty well. The old folks are telling their families they have to buy a lot of copies of it. He turns that into a one-night, one-man play, and he starts touring in different cities, so he is getting to travel and see the world while doing this play and sharing these stories. He goes home and he gets to blog about it.

He starts figuring out all these other ways to share these stories. In the end he starts making even more money doing that than he was with the hair cutting. At the end of 20 years, you have the first barber. He is sitting in his barber shop with his head in his hands. He is saying, "Wow, I guess barbering wasn't for me." He has had to turn the closed sign on the shop and regret

missing another one of his kid's birthdays, that trip he wanted to take with his family that he kept promising but it never worked out because he had to be in the shop.

He is just saying, "Barbering wasn't for me, I guess." The second barber, after 20 years of looking back on all he's done, he says, "Wow! Barbering was so for me."

The point of the story is that it had nothing to do with barbering. It had everything to do with the lifestyle piece. When we look at the boat, it is really important that the boat is an authentic expression of us and that it doesn't just hold our clients on the journey, it also holds us in the journey. That is an overall frame. I won't go too much more into the lifestyle piece, because Alex is just such a genius at it.

I would just say that if you are in a place where you are doing what you love, yet still feeling like it doesn't work for you, there is something off about it, there is a good chance that it is not the work itself, but it is the lifestyle piece and how you are doing it. There is a thought for you.

The goal here is to create a bucket that is super attractive, that you are so excited to take out. I think Tim was saying that he was feeling embarrassed about sharing his Web site because it is still being rebuilt; I have been in that place too. We want a bucket that we are so excited to share everybody, and it will hold every single drop of water that comes into it.

I want to go over ten things that I think are the most important elements of the container. You might think of some that I am missing which I would love to hear, but I want to go over these ten things and I will give you a bunch of resources as I go along. I will probably post them on the wall after the call. Get your pens ready.

The first element of the container is the Web site. Having a Web site is just huge. You don't have to have a Web site to be honest; there are people who grow a business without a Web site. Today it is just a ubiquitous thing.

Remember that the container, primarily for the client, is about safety. The Web site is what allows them to check you out from a distance, while you are sleeping, without any risk or interaction with you. The Web site is like the core piece.

The most important things about a Web site –

#1 – Beauty is not everything. Beauty has definitely grown on me in marketing, but I have seen a lot of people spend a ton of money on their Web site to make it look so gorgeous. Gorgeous brochures that look so beautiful, and people will look at the brochure and say, "Oh my gosh! Wow! What a beautiful brochure. This is amazing. Did you design this yourself? It is gorgeous."

You say, "Would you like to book a session?" and they say, "Oh, no, no. But can I keep this? It is beautiful."

Just because it is beautiful does not equal clients. I have seen that again, and again, and again. It doesn't mean it shouldn't be, but I wouldn't rely on that.

Having a solid platform and a solid offer with a really clear container is much more important.

#2 – You need to be able to update the Web site yourself. That is just a must. The damage of having to pay a Web site designer to make updates on the content of your Web site is just dumb. Run away from any Web site designer that gives you that proposition.

Things like WordPress or [Yola.com](https://www.yola.com) are places you can make Web sites basically for free. Yola is totally for free. You can upgrade to various things. It is a template thing and pretty simple, but if you just need to get something up quickly, just have something. On the improve stage we would say, “Do you know what is better than nothing? Anything.” It is the same with a Web site. It is better to have something up that can act as a container.

Sometimes the enemy of the good is the perfect, waiting for everything to be just right.

On the Web site you want to critically have a solid homepage. The homepage is the most important part of the Web site. And yet the homepage is often all about us. I want to suggest that the homepage of your Web site needs to be all about them as the client, not us as the business. I can almost always predict the first three words on any Web site. You might want to check yours to see if this is true.

But typically the first three words are: “Company Name Is.” So it is all about us and who we are versus them and their experience.

We want to write a homepage that as soon as they land on it they feel like they are home. These are my people. The best resource I can recommend around that is the How to Write a Loveable Homepage Workbook (you can find a link to that in the back of this transcript). It is by Pink Elephant Communications. Some of you may have already gotten it. It gives you a really good guide of how to craft and write your homepage in a way that will grab people.

Once you have the homepage, **the second most important page, I think, is going to be your bio page.** So this is the About Me page where they can learn about you.

This is true for a lot of businesses for holistic practitioners. It is especially true for them because there is so much more emotional vulnerability in coming to you. If I am going to do business with you, can I trust you? Who is this person I am giving all my money to?

When I first started, I didn't get how important your bio was in doing business, so I had a pretty generic bio that was just my business name which was Radical Business at the time. So it was Radical Business is blah, blah, blah. It was pretty jargon. It was okay, but it had nothing about

me personally, because it never occurred to me that people might be interested in who I am as a person, and that that might inform their decision.

I read an article about it and it made a lot of sense to me that a bio might matter. So I redid my bio a bunch of time. It wasn't until I came across Nancy Juetten. She has a web site, ByeByeBoringBio.com, that I really got how important it was. I remember that I sat down with her to show her my bio. I was so excited. I was so proud of my bio.

I'm a marketer; I'm smart. I know what I'm doing. I thought I had written a pretty good bio. I showed it to her and she just tore it to shreds, lovingly, and helped me rebuild it. She loves it now, and I love it. I think it is much stronger.

Your bio is important because if you are going to do any PR and the media is going to reach out to you, they are going to go to your bio. They are going to be using that. If you are going to do any speaking gigs, and people are going to introduce you, your bio is what they are going to use to introduce you. The bio is how people are going to get to know you on a personal level on the Web site and learn a bit about you beyond the boring list of accreditations that you received.

Most bios are pretty boring. They are either really braggy and over the top of how great you are, or they are just really dull. It would be like, Jim went to this college, got this certification, did this, and there is so much more that can be involved in it. I don't want to go too much into it because there are two resources that I recommend that are the best for this.

One is ByeByeBoringBio.com which is Nancy Juetten's. It is one of the best kick ass workbooks I have ever seen. It gives tons of key questions you can answer and a lot of before and after examples. I think you will read the before versions and you will think they are good, and then you will read the after versions and you will see how much better it is.

The other one is called the TheNewAboutMe.com. That is by a guy named Michael Margolis. He also has a Web site called GetStoried.com. He is all about storytelling and marketing. How do you take your life story and turn that into your bio? It is really profound.

The homepage and the bio I consider to be the marketing dojo. The homepage has to have your platform clear. The clearer it is, the better your homepage is going to be. You can't fake it on the homepage. It is either going to be clear or it isn't.

The bio, you really have to be clear about who you are and what you are offering from your journey. It is the whole question of who we are reaching and our deepest wounds being our truest niche. Your bio page is a chance to dig into that in a way that maybe you have never done before. I guarantee that your life story is so rich and so compelling to the people you are going to be working with. It is so much more relevant than you think, and it creates so much more resonance than you think.

Tara asked, “Do you think the blog as a homepage is okay?”

And Allison responded, “That might risk being too much about us and not enough about them.”

I would agree with Allison. I have a very strong opinion about this. I would say that unless you are like an uber celebrity who everybody already knows, when they go to your page, and they already know about you and your story, I would not have a blog. The blog is all about you and your theories.

You have three seconds to grab people when they hit your Web site. Let’s say that the most recent blog post is a little off topic or whatever, so I think the homepage should be about them and their experience.

If you look at my homepage you will see a **welcome video** on MarketingForHippies.com. I just got featured by this woman who is a big social media genius, and she said it was the best homepage video she had ever seen. I will post some things about homepage videos as well because I have some awesome opinions about those. They can go either really well or really bad.

Your homepage and your bio – consider those not immediate homework for the next call, but consider those your marketing dojo. If you can figure the content for those two, the rest gets pretty easy.

We have your Web site specifically focusing on your homepage. And also, check out ClientAttractingWebsites.com in terms of the content for the rest of the Web site. Juliet Austin is a good friend of mine in Vancouver. She works specifically with psychotherapists and practitioners around their marketing. She has some really smart things to say.

Also, check out HeartOfBusiness.com. Mark Silver is a colleague of mine. Those of you who know him know that he is just the greatest thing ever. He has a thing under his products called Creating Heart-centered Web sites. If you are looking for resources to really take your Web page to the next level, level the homepage with ByeByeBoringBio.com, TheNewAboutMe.com, ClientAttractingWebsites.com, and HeartOfBusiness.com for his creating a heart centered website.

#3 is the photo. I didn’t used to think photos were important. I had a photo on my Web site that I thought was pretty good. I got it as a headshot. People would start to come up to me during the breaks of the workshop and say, “Hey Tad, we are coming back from lunch at 2:30, right? And, I hate the photo on your Web site.” It was terrible. I am not going to show you that photo.

I got some new photos done. Having a really good photo matters. People are increasingly buying from people, not from corporations. There is definitely a huge shift that I think you will all resonate with. People don’t want to buy from these faceless corporations. They want to buy from a human being.

If they can't see who you are, it is disconcerting. If I go to a Web site and there is no photo of the person, it is disconcerting. If I see an ad and there is no photo of the person, it is less compelling than if there is a photo. It matters.

This is something to think about for the photo. Whatever your Island B is, the photo should capture that. Whatever your point of view in your Why is, the photo should capture that. Whoever you are, your quirk, the photo should capture that. This sounds simple.

First of all, your photo should be recent, up to date. There is good online dating advice as well. If you are all about passion, excitement, and adventure, and your photo seems really chill, it is just a disconnect. If you are all about being peaceful and chilled, and your photo is really intense, it is also not going to work. This is where it is worth trading with a really good local photographer.

Go through their portfolio and find somebody whose work you love. Do a trade or pay for it. It is worth it to have that photo that grabs people. Lishui and Helen have both given a shout out to Toronto's Donna Santos. If you want to see examples of great headshots, go to DonnaSantos.com. She did my headshots. She has gotten some of the best photos I have ever seen of some of my clients.

Check that out. And Loren, to answer your question, yes, I will be posting links of all these things after the call, but it is going to slow me down if I do it right now.

We have the description of what you do. We need to be able to describe what we do in a way that lands for people. For most holistic practitioners, this is *the* challenge: How to say what you do in a way that doesn't have people just go glassy eyed and say, "Oh, that's interesting. I need to get some more punch. I will be right back," and then they of course never come back.

There are two big blunders that our people make when articulating what they do. The first thing they do is talk all about their modality. They talk about the boat. "What do you do?"

"I do this unique combination of reiki, shiatsu, traeger and the work that reconnects." Nobody cares. Nobody knows what those words mean. And even people who know what those words mean may not see the relevance to them. So talking about the boat is the first blunder.

The second blunder is too much jargon. Using too much of "what sailors say when they are on a boat" or sailor-type jargon. In every industry, in every scene, there is a certain amount of lingo that is very meaningful to everyone inside it, but not meaningful to anyone else.

In the holistic scene, words like integral, resonant, alkaline, being in balance, energy – these words mean a lot to us and we have a certain understanding, but they mean different things to other people, or nothing. When we use too much jargon, it just confuses the hell out of people. We want to be really mindful of that.

One of the exercises that I do at my workshops is all how people articulate what they do and describe it without using the title of what they do, but also without using any jargon. That is a lot harder than it sounds, to take all the jargon out and not really talk about the boat at all or very much.

Two examples of hardcore jargon:

Introducing the hybrid philosophical foundation and socioeconomic arrangement to achieve economic security, universal quality of life, peace and sustainability.

The Holigent philosophy, operating principle and action plan are a single but multi-dimensional package that holds the potential for revolutionary transformation to secure our future. The philosophy is rooted in nature. The operating principle models evolutionary self-organization – the natural process by which simple parts self-organize to build our complex Universe. And the action plan proposes to rearrange the ways we live, work, commute, consume, manage, educate and govern ourselves, a community at a time. This is a systemic, synergetic solution to sharpen America's competitive edge, attain energy independence, secure quality of life and move us toward global peace and sustainability.

Our mission, at Holigent.org, is to lead that transformation. Understanding that "Humanity" is not an abstract entity, can never be represented by any leader or politician and resides in no one nation or government. Humanity is you and me! Our individual responsibilities to each other and the planet cannot be transferred.

Humanity and our planet will thrive if you and I do the work to change the abusive practices that are bankrupting people, economies and the environment. Continued denial of the uncomfortable truths of our world, remaining inactive in false security of our flawed reality and transferring individual responsibility to any leader, entity or politician will surely lead to the demise of civilization and the death of our planet.

Humanity's agenda for the 21st century is the race against time to survive and thrive and our window of opportunity to win this race is closing rapidly. Study the Holigent concept, understand its power to secure our future – and take action! Your heart and mind invested in the Holigent Solution may be our only hope.

Holy big words! "philosophical foundation" and "socioeconomic arrangement". Holy PhD Batman.

Here's another real life, example: This one is from a poster I saw recently might be a great example of how *not* to do explain the 'Theta Healing' work you do.

"Theta is an extraordinary healing modality where "quantum physics and metaphysics converge at the speed of light." By accessing the Creator from the unconditional 7th Plane of All That Is deeply entrenched unconscious beliefs that contradict and sabotage lasting efforts to heal core issues, soul wounds, past traumas are cleared when the Creator's own definition/understanding/perspective are downloaded into your circuitry. Old programmed cell receptors are closed down and new ones that are now God-encoded are opened up. Simple, easy to learn, Theta will not only vastly increase your intuitive abilities, your life will be changed forever as the love held for the Divine expands exponentially within you."

What the . . . ?

You want to write at a Grade Seven level. Simple. Easy to understand.

Yet, when people come to us it usually isn't about our boat in the first place, it is the journey. So this is a big, big topic. To help you with it, I have a workbook. It is a 30-page workbook. I am going to be selling it soon. I just need to make a few tweaks. It is basically done. I could probably really sell it now, but I want to tweak a few things.

There is a five step process you can go through in articulating what you do. I am going to give you the quick overview. We are not going to go into it, but you can check out the workbook which I will be sending out as a link to you so that you can go into it more deeply. It has a bunch of real life examples mostly from holistic practitioners. Then you can see how they have done it.

The important thing of articulating what we do is not just what we say, but the order and sequence that we say it in, the syntax of it; that matters. Most people get the syntax wrong.

When describing what you do, there are basically five things that people need to know in order.

The first thing they need to know is **who** it is for. Is this for people like me or people I know?

Secondly, the **problem** – can this help people like me with a problem that I have, symptoms that I have, or help friends of mine with problems they have?

Thirdly, is the **result** – can it help me get a result that I want or help a friend get a result that they want?

You notice in those first three, who, problem, result, we basically have the journey. That is the first thing I think needs to be named when we are describing what we do, which is that journey. That is why we spent so much time on the platform so far.

Then they need to know a **story**, an example, a case study. The most powerful study we can share is our own story. Here is what got me into this; here are the results that I got from it. Usually there is so much passion and energy in there, and so much credibility to be built from it.

We can also very compellingly tell the story of a client. This client came to me. They had this situation. We did this work. Here is what happened as a result of it. The third kind of story we can share is maybe a story of a teacher or somebody else. Maybe you do a modality. You are new and maybe you haven't gotten a lot of work yet, or a result. You could say, "My teacher worked with this one person and here is the result that happened because of it."

Again, who, problem, result, story (an example of what you do).

And then the fifth is **how** you do it. That is where you could end the modality if you wanted to. And I suggest that you don't need to. When we get to the point of how we articulate, there are usually some really basic things that people need to know about what you do or how you do it.

They want to know things like, is it over the phone or is it in person? Is it half an hour or is it a 90-minute thing? Is it going to be sitting down in a chair or are you going to be lying down on a table? Are you going to be naked? Are they touching you? Are you hooked up to a machine? Are all these things happening at once? (Sign me up).

So, how does that sound in real life? Here is the cookie cutter sentence. Again, you are going to get this in much more detail with other options of how to articulate yourself, but in a cookie cutter sentence, fill in the blanks, it would sound like this:

How it looks:

1. Who it's for: "*You know how a lot of _____*"
2. What problems it solves: "*Struggle with _____*"
3. What results it produces: "*Well, what we do is help them to get _____*"
4. Some stories about it: "*For example, _____*"
5. How you do it: "*And the way that we do that is _____.*"

Or, in one block . . .

"You know how a lot of _____ struggle with _____? Well, what we do is help them to get _____. For example, _____. And the way that we do that is _____."

It is very simple and very powerful. It works extremely well especially when the platform is clarified and we are not trying to reach everybody. I will give a few quick examples of how that might sound with the real thing for me.

You know how a lot of holistic practitioners struggle with their marketing, getting enough clients. They know they need to market, but they don't. They keep putting it off and marketing kind of feels gross to them. Well, I help them figure out strategies to get more of the kind of clients they are looking for without doing anything that feels gross or costs a fortune.

For example, I would share a story. The way I do that is mostly through workshops and one on one consulting.

A parenting coach: You know how a lot of parents struggle with either being too authoritarian or too permissive. I help parents figure out strategies that feel authentically right for them and help them stay loving, even when their kids are testing them the most.

There was a guy who did this work with **belief repatterning** stuff and he said, “Do you know how a lot of single dads go through this painful divorce. They have this terrible relationship with their ex and there are lawsuits and it is just awful. The kid is acting out. Well, what I helped them do was recreate a better relationship with their ex than they had when they were together.”

Those are so clear. Most of you are actually a lot clearer to be able to do this than you might think you are. That is an example of the description. Again, you are going to get a lot of help with this, but that was #4.

#5 – Your email database. The email database is really important. I am just talking about an Excel spreadsheet. It is taking things from beyond just being a customer on paper, but take forms that are in the filing cabinet or folder and putting them on the computer. Pay a teenager to do this. Bribe them with promises of beer and pizza. Don't buy them the beer, but teach them to live with disappointment.

If you don't genuinely know how to use Excel, there is probably a teenager in your life who does. Get them to do it. Get that stuff on a spreadsheet.

You want to be able to track various things. Of course, the date they last saw you, their name, their contact info, their birth date so you can track their age, the date they first came to see you, their gender, what they have spent with you, who they have referred, who they were referred by – all of these things can be important pieces of the email database.

Having that information and being able to organize it and sort it can tell you so much about your clientele. You can also have a place where you track who your favorite clients are. I can give you the ability to track them and to stay in touch with them, maybe be a little more extra special with them than you would be with everyone.

If you ever want to sell your practice to somebody else, your email database is the only thing they care about. The Web site, the bio, the photo, the description, they are probably going to have to change all of that. But what they won't change and can't change is your database. It is your most valuable resource you have as a business. It is your customer list and your relationship with those people.

This is one of those things that investing time into it, you get zero return on it immediately, but it pays you back forever and ever and ever. Being able to segment it and organize it in different ways, there is so much you can do with it. If you had a promotion that was specifically for women, you could at least give them a heads up. If there is one that is really only relevant for a certain age range, you can give them first dibs before opening it up to the rest of the list.

You can see who is referring the most people. If you don't track it, sometimes you don't notice. But if you start asking every single client, and this is something everyone should do – every single client – ask them how they heard about you. Not just from a friend – that is great, but who was it. Get the details.

It is easy to have all this business referred and have no idea where it is coming from. It is important to know where it is coming from so you can actually acknowledge and thank those people.

#6 – the hubs database. We are going to talk a lot about hubs on the next call when we talk about paths. It is one thing to try to promote yourself directly; it is another to be introduced by other people. It is much easier. When I went to Ottawa about a year ago, I had a hundred people sign up for my workshops. I spent about two hours on that.

I connected with this woman who was a mega mega hub in Ottawa in the holistic scene. She hosted the workshops for me and filled them. She completely sold them out through her list. If I had tried to reach those people directly, I would have been lucky to get ten or twenty. With her help, we got a hundred.

When we look at why people open an email, it is not the subject line, it is who it is from. So who people hear about things from has a huge difference. There is an old Scottish Gaelic proverb that translates as: The messengers worthy, then the business is.

There are some people that when they recommend a book or a band, you just automatically download their music and check it out. You don't even question it anymore. You know that their taste is so good and so consistent. There are other people that if they recommend a movie, you think, "Let me write that down so I make sure I never see that movie. Thank you for your consistent, terrible taste in all things cultural."

There are places and people that are hubs. We will talk about this more on the next call. In this case, don't just know that they are out there. Don't just hear about them, but to actually make a database separate from your email database, a spreadsheet or some way that you keep track of all these people who are hubs for you.

Have a way that you can organize them, maybe on multiple lists. This is what kills me. The thing that makes any marketing path work twice as well, ten times as well, is attaching a hub to it. That means that yes, you can write something, writing is a wonderful way of marketing. You can put

that on your blog that nobody visits. Or you can put it as an article on a blog of somebody who is extremely well connected in your scene or a blog that they all read, a newspaper, a magazine that they all read, and you will likely get a better response.

If you go networking for clients, it is one thing. If you go networking for hubs, it is much more powerful. If you try to host a workshop yourself, it is hard. Get somebody else who is a hub to host it, easy.

Attaching a hub to any particular marketing approach works better. What kills me is that I see people talking. Someone will say to the other person, “You should talk to this person. They are a real hub for you.” I will see the other person say, “Wow, thanks, great,” and they don’t write it down. They don’t make a note of it, and they don’t keep track of it.

This should be like a religious practice in a business. Any time you hear about somebody who is or could be a potential hub for you, write it down. Have a space where you put it. It is a container. You want a container to put those names into so you can forget about them for awhile. Then when it is time, you can go into that bucket and pull out the names and start doing the outreach.

You might not be ready now, and that is fine, but start collecting them now. My brother does standup comedy. His Web site is SeeTobyLive.com if you want to check it out. You will immediately notice the resemblance between us. Every standup comedian I know has a book in their back pocket where if they have a funny joke, they write it down and they forget about it.

The best jokes come randomly. If you don’t capture it in that moment, you lose it. Certainly for your business, having something like that is great. For hubs, it is extra, extra important.

It occurred to me recently that the bulk of my business has come from this one technique.

But it’s something I do that I’d never taught explicitly. Or ever seen taught.

If you’ve followed my work at all, you’ve heard about how important it is to [identify your hubs](#). To think about, ‘who is it I’m trying to reach? And who’s already connected to them? Where can I find them?’

And you might have also heard me harp on how critical it is to have a customer database. Huge.

But let’s combine those two notions: database + hubs = a database of your hubs.

Here’s a practical thing you can do immediately that could change your business entirely.

Create a spreadsheet in excel or what have you with the following columns:

Priority: what priority are they to you? how good a hub? Try to give everyone on it a 1, 2 or a 3. 1 is a super good hub and 3 is just okay’.

Type: in my case there are holistic schools as one type. Then there are groups, holistic centers, people, retail and online listing type hubs.

Niche: what niches are they focused on? In my case, it's either green or holistic or both.

Group/Business Name:

Contact Name: Who is the best person for you to talk with there to make things happen?

City/Province: Where are they? If you're limiting your reach to a city – you might make it neighbourhood based. If you're international, you might make it country based.

Email:

Website:

Who Referred Them: This is great to keep track of. Then when you call them or email them you can remember to say, *"I was talking with _____ and they said to call you."*

And I would challenge you to see if you can come up with 100 hubs for your business. This sounds hard but it's actually easy once you sit down and really focus on it. Once you've got this database you've got a lot of directions you can go. You've got a list of key people to invite to your special parties, to take to lunch, to give special invites to on your events, to ask to spread the word to their lists. How to use this list is another topic. But having this kind of database can be a total game changer for people.

#7 - testimonials and case studies are next.

There are certain things you just cannot and should not say about yourself. It would be really arrogant of you to say it about yourself, but if somebody else says it, it is great. Having testimonials is important.

The challenge with testimonials is that most people use them poorly. AJ says, "Awesome." Who the hell is AJ? And awesome – there is not a lot of heft to it. If you are going to use testimonials, there are a few things to make them work better. Here is the full meal deal. Depending on your situation, certain aspects of this you won't be able to use.

#1 – Have more than just one line. Have a little paragraph or two. If you go to my Web site, MarketingForHippies.com and you check out the Testimonials tab, you will see a few things that I have done that I think help.

<http://marketingforhippies.com/what-people-are-saying/>

There are a few paragraphs from the person, not just one or two words. There is a **photo** of the person. I think having a photo of the person, if you can, makes it a lot more real and more human. I have taken some of the text out of it and turned it into a **headline** for the testimonial.

People are not going to read them all, but they might scan them. Maybe they will see somebody they recognize, but they also might see a headline or something that grabs them and pulls them in.

The last part, you **have full attribution**. The more you can have and tell about them, their Web site, who they are, what they have done, the better. Adding those things will make a testimonial pop a lot more.

Some of these you will notice that the person has their phone number in there so you can call them directly and ask them questions. You would be shocked at how many of your clients are actually down with giving their phone number or direct contact info. I did this for my friend, Ari Galper, with Unlock the Game. I had my phone number up and I got phone calls from people in Ireland calling me up to ask me my honest opinion of Ari's course.

I loved it, so I would rave about it. That is a part of the container too. Case studies are the stories of your clients, the before, during, and after, when they came to see you. I would say that case studies are more powerful than testimonials in the end. If you can combine them, that is even better.

One of my colleagues in Seattle, Casey Hibbard, has a thing called StoriesThatSellGuide.com. In terms of using case studies in your marketing, she has some really brilliant thoughts about how you collect them and all the different ways you can use them. I would say that there is probably nothing more powerful than using stories in your marketing.

Even TED Talks that are about new ideas always have stories in them. Also, GetStoried.com, with my friend Michael Margolis, will tell you a lot about how to use stories. Case studies are so powerful.

Sometimes what you do is so complicated and you have so many theories. There is such an in depth point of view, but if you can just tell a simple example of how somebody came to you, and what you noticed, it helps a lot. Tim says, "Yes, that does make me happy."

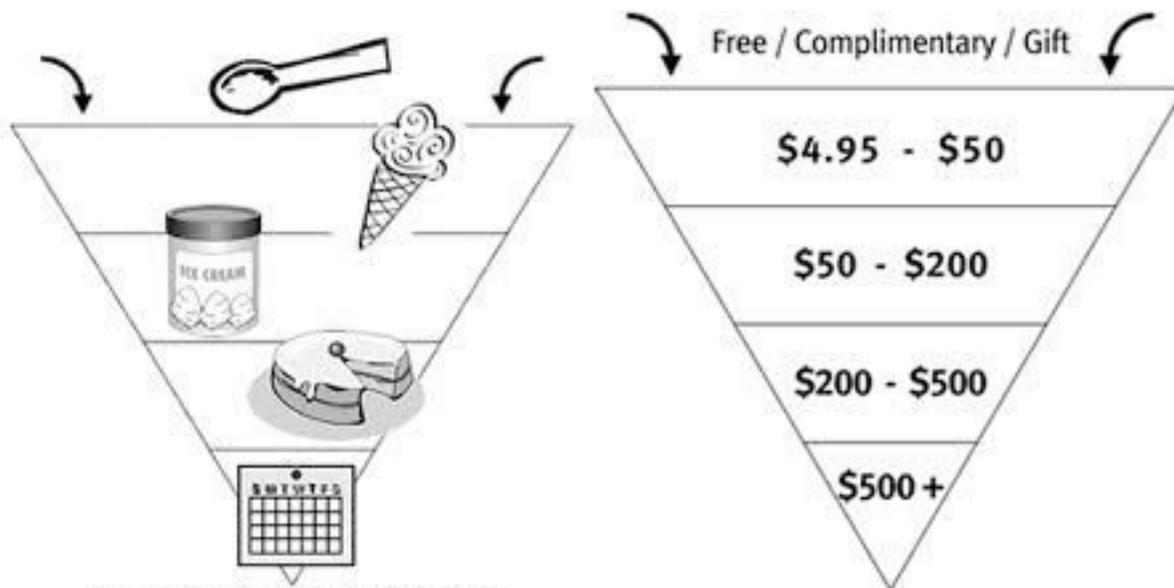
Sometimes your initial, life is the journey, is kind of fuzzy, you tell a story, and people see themselves in the story. Loren has just posted an example of testimonials that you can check out.

Some people say, "It depends on the nature of the business though. In my case, confidentiality is important. They won't allow me to put a photo or a name. Even 'just ask' is a problem."

That is totally understood. You may be able to do some of these as anonymous case studies where you don't use their phone number, I think you can say that 'obviously due to the sensitive nature of this topic, I can't give the names, but I thought I would still share some stories'.

You can still get the people's permission. You can change all of the details, the city, the age, things to make the stories work. Clients are often open to that. Do the best you can. Case studies and testimonials are very powerful.

#8 – The sales funnel is one of the ideas that blew my mind the most in marketing. This is one of those things that you may have heard of, and I am going to invite you to hear it again at another level. I am going to put up a Web site for PinkSpoonMarketing.com. It is a colleague of mine, Andrea Lee, who is a lovely, lovely lady.



She is the one who introduced me to the idea of a sales funnel. Let me pull up an image of this so you can follow along. If you refresh your page you will see it. I will grab another example. We have them both up so if you refresh your page you will see two little triangles there. I have a question here about if the stories that sell are along the lines that start with Y? That is a different thing. There is probably some overlap, but it is a different kind of thing.

You will notice the image on top is like an ice cream store. You have the pink spoon, an ice cream cone, a little bucket of ice cream, ice cream cake, and the calendar which is like for some ice cream stores, believe it or not, have a club you can join where every month you get mailed a coupon for a new delicious flavor of ice cream. It costs a bunch of money because it is really rare, but that's what you get.

There are different levels of the funnel. You will notice that it is wider at the top and narrower at the bottom. Wider at the top is of course more people are going to try the free thing; less people will try the cone, less people will get a gallon, and very few people will go for the club.

Think of it as a yoga studio. The pink spoon would be a free class. The ice cream cone might be a drop in class. The bucket of ice cream might be a ten pass or a monthly pass. The cake might be a weekend workshop. The club would be the teacher training. Interesting fact, if you take a teacher training at the sales funnel of most yoga studios, they will collapse within six months to a year. They will just totally not last. It is that important.

There is the bronze, silver, and gold sort of levels. We have seen this all sorts of places. You will see the image below and it gives you a sense of what the price points might be. The pink spoon is free. The next level is anywhere from \$5 to \$50, then \$50 to \$200 for the level after that, and then \$200 to \$500, and then the bottom level of \$500 plus, as an example. It may vary.

The important thing is having levels. Here is why this matters so much. By the way, we are probably going to go over it for a time on this call just because there is so much content. You will thank me later.

There are a few reasons this matters so much. First of all, consider the impact of trying to remove levels from the sales funnel. Think of it as just pink spoons. Cover with your hand the whole sales funnel and all you have is the pink spoons. You are kind of popular for awhile, but you are broke at the end and you have no ice cream. It is really frustrating.

It is actually really frustrating for people who then discover a flavor they like and they want more. You tell them they can have another little sample, but that is all they can have. Eventually, that gets very frustrating for people.

Tim was curious why the yoga studio would collapse without the teacher training. It is because that is where most of their money comes from. You pay so much per class. The yoga studio actually doesn't make that much money with the classes because the teacher needs to be paid. There is overhead. Teacher trainings are thousands of dollars so that is where they make most of their money.

Imagine covering the sales funnel, except the calendar at the bottom of the funnel. That would be like walking into a yoga studio and saying, "Hey, I was wondering if I could do a drop-in class?"

They would say, "We don't do that, but if you would like to sign up for our \$3,000 teacher training you can." You get what a huge leap that is. You walk in to a studio where you don't know the teachers, you don't know their philosophy, you don't know anything about their platform or who they are, and they are immediately expecting you to make that kind of a leap.

Here is the really compelling piece that will just nail some of you. Take out everything, cover up the pink spoon, cover up everything below. I would suggest that the situation most holistic practitioners are in, most holistic practitioners are in, are in a position of just selling ice cream cones.

That sounds like this: “Hey, thanks for coming in for the session. Would you like to book another session? Would you like to book another session?” And literally, it is just selling ice cream cones.

I want to submit that A) that isn't as safe for people as you would think. You don't know if they want to try a whole cone. They just want to try a sample first. So it is not safe for them and it is not that sustainable for you.

Now you are stuck just trying to get new people in all the time, trying to rebook people, having that uncomfortable conversation. Having a sales funnel makes it much safer for people to engage at the level that feels comfortable for them. It also makes them much more sustainable for you.

I will tell you a bit about my personal experience with this. When I first started off I was just doing workshops. I had no pink spoons. It was kind of hard to get people in my workshops. I had one workshop, this one weekend workshop called the Radical Business Intensive. Then I started developing some pink spoons.

I came up with my **Niche Workbook**. I came up with **The Horrible Hundred**, the **Radical Business 180**, these early diagnostics that are a part of the eBook that you can download on my Web site. I had those and those were great.

Then I had this intro workshop that I was doing. One day, I thought, I just need to record this, get it **transcribed**, so I can offer it as a pink spoon as a free thing on my Web site. I had that. people immediately loved having that.

I combined the quizzes plus the transcript of that plus a few other things into this **200-page eBook** which is overkill. You don't need that for a pink spoon. It might be too much, but I got a lot of people saying they love it.

My blog has become a huge pink spoon. The great thing with the blog is that I am getting to a point where I can take some of those posts from my blog and move them into products. I take them off my blog, turn them into a product that I can charge for, but I got to share it and it got to be useful for people in the meantime, which I feel really wonderful about.

Then I noticed that I was getting a lot of people who were holistic practitioners. I created this workshop, **Marketing 101 for Holistic Practitioners**. That was another revenue stream. I had this other sort of more green business thing and the holistic practitioner workshop.

Then I created the “**How to Create a Free Gift on Your Website**”, basically, how to create the pink spoon on your Web site. If you go to my product section, you can get that for \$27 to \$67. I will put the link up for that so you can see it. That was a little bit additional revenue.

<http://marketingforhippies.com/products-services-2/products-services-for-hippies/free-gift-workbook/>

Then I was seeing that I had so many of my favourite clients who were just never going to come back to the same old workshop - so I designed a workshop called **The HotBox** which was invite only for my favourite clients. Five clients per workshop. 100% based in hotseats. Each person gets an hour of the groups time. I've done three of them so far and the results have been really powerful. I charge a sliding scale of \$250 - \$500 for it.

Then I got this crazy idea to turn my weekend workshop, the Marketing 101 for Holistic Practitioners, into this **six-week online course**, which I have been enjoying so much, and that you are a part of. That has been really good financially, sustainably, etc. I charged \$200 for a basic level and then offered the group course plus an hour of coaching for \$300 and six coaching sessions for \$700. So far, I've made \$8400 or so. That's more profitable than any weekend I've ever done (no costs for venue, travel, accommodations etc.).

My situation used to be, "I'm broke. I need to hit the road and do some more workshops." This time, because of this, God bless you and thank you all for signing up and supporting me, I am actually hitting the road with money in my bank instead of the tank being dry.

As my sales funnel has become more robust, I can't tell you the relief it is. It feels like the boat is getting so much more solid. It is not leaking as much. Again, not just being safer for people to check me out, but to uphold me. Also, I created a bunch of these case studies that are on my Web site for free.

Having the sales funnel thought out is important. I want to give you some criteria for the pink spoon. These are six types of pink spoons that you might have and also three things that you might have in the rest of the sales funnel.

For the pink spoons, here are some of the criteria. It must be **free**. It has to cost them nothing. It must be **risk free for them** as much as possible. It has to be **no cost for you and no time for you** ideally. And it has to **give them genuine value**. It has to give them a genuine taste of what you do. Free, risk free, genuine value, and easy on you or none of your time.

Ideally, it can be sampled while you sleep. Obviously with that criteria, we are looking mostly at online things. Here are six types of pink spoons. I always forget one of these.

The first thing is **video** – online video is so powerful.

YouTube is the second most used search engine on the planet next to Google. It is owned by Google which is maybe why it is ranked so high. Videos are so powerful. You have probably had this experience where you are looking for a band or you want to check them out. You go to YouTube and you check out their video online.

Byron Katie who wrote the book Loving What Is has a ton of videos of her doing the work with people, sitting down and counseling them. They are little ten minute clips on YouTube. There are a ton of them that you can see. It is so immensely credibility building. I have two hours of video on my Web site where I recorded the intro I did and I gave it away for free.

I can't tell you what that has done to build the credibility and give people a taste of who I am. Video is so powerful for letting people get a sense of your vibe, and who you are. It is really a beautiful, powerful thing I think.

Video can be how-tos. A coffee shop might say, here's how to make the perfect cup of coffee. A gardening store might say, here's how to pin back your plants. If you are doing a talk, you might as well get a video of it and put it online. You can do just an update of what is happening for you. If you have a workshop coming up, you could record a video that gives them a sense, so that is a bit more of a commercial.

For pink spoons we are thinking of things that are useful and valuable. Think of the things you know that are the best, most coolest, most useful. Could you turn that into a video? Again, if you are not sure how to do this, there is a teenager in your life who is already doing this and you may not be aware of it. This might be a good parent child conversation about their secret YouTube channel.

Audio is another pink spoon. This can be a downloadable meditation. It can be a recording of a talk you have done. It could be a sample of your music, some way that they can listen to you and get a sense of you. It could be a podcast where they listen to you, a radio show on the Internet. Those are all audio pink spoons.

Next would be a **written thing** like an eBook, a special report, a white paper. I have this 200-page one. It is overkill. It just has to be five to twenty pages just to give them a taste of what you do.

Deb was asking what the sense was of how important the quality is of the video, professional versus self-made – this is my take on it at this point.

I think for your homepage video and a bio video, ideally those should be professionally done. This is the first impression. I think for ongoing things like a video blog, or useful tip videos, I think those can be done on a webcam. I think the more important it is in terms of promotion and such, the better it is professionally done.

But for most of it, just use a webcam. Just do it and get it out.

So we have video, audio, written, and the fourth is an **email series**. This is something that is a little more technical.

Let's say that they sign up on your email list and then every week for the next seven weeks they get another email. It is all automated. You don't have to do anything once it is set up. The advantage to this is that it is kind of dripped in slowly so they get a chance to absorb it, instead of it all being in one eBook. Ideally, I am going to add that to my thing, but I have been lazy. It would be a really great idea for me.

Email gets dripped in over time once a week. It can be like seven tips on how to deal with X, seven tips on how to achieve this, to get to Island B, seven principles, seven distinctions, seven blunders that people make around dealing with this type of thing.

An important thing is that the pink spoons are about the journey. It is not about the boat. Allison says that she is having trouble thinking about pink spoons for her business about massage, that is about the boat. Think about the journey you are taking people on. Could you be offering pink spoons around that?

We have video, audio, written, an email series, and then **quizzes or assessments**. I am a huge fan of things where people can sort of diagnose themselves, where they are strong, where they are weak. Those things are really powerful. Sometimes people have a problem that they don't even know they have, but through doing a quiz, they can figure out they have this problem.

It could be what personality type you are, what kind of parent you are, what your strengths are, what your blind spots are. Think of Meyers Briggs, the Disk Model, and all those types of things. Quizzes and assessments can be really powerful. There is a cool Web site that I would commend to you to check out. It is called AssessmentGenerator.com.

There is probably something better than this, but this is a great place to start. They are about how to build the assessments, but also how to turn those into marketing, which I think is really, really smart.

Cathy just shared one she created: <http://www.inspiredsoulalliance.com/chakra-archetype-assessment>

I think also with pink spoons, it is good to have some **pink spoons that people don't have to opt in for**. You will notice on my Web site there are four basic pink spoons: Blog, case studies, the eBook, and the videos.

The eBook is the only thing they have to opt in for. The rest of it they can just check out and I never knew they were there. I think it is good to give people something they can opt in for. It is like kind of a trade, like, hey, if you are willing to take a risk on me, I am willing to give you this free thing that is going to be useful to you and it gives them something to check me out.

Lorraine says, "Yay to non opt ins."

By the way, I think strategically that is a better way to go. Ethics aside, I think strategically it is better to give people a mix of things they can opt in for and things they can just get for free, for safety, for them to check you out. Like Allison said, people start to resent optins after awhile when that is the only way to check them out. That is my take on it at this point.

The last one, number six is pink spoonish. I wouldn't say it's a full pink spoon, which is a **free ticket to an event** where people can check you out in person, free ticket to a class, to a workshop, to a talk that you're doing. It's less pink spoony because it's a risk.

It first of all takes your time and effort. They have to spend a lot more time and effort. They have to take the risk of going to a place. What if it's a really pushy sales pitch? It's a little less safe but still great.

Those are six examples of pink spoons, video, audio, written, email series, quizzes and assessments, and free ticket. What's great is you can do packages of them. You don't have to just pick one. You can do multiple of them together. I don't think you can too many pink spoons is the basic thing. The more pink spoons you have, the better.

In terms of the rest of the funnel, there are three Ps. It's all Ps. There are pink spoons and three other Ps – **packages, programs, and products**.

When we talk about **packages**, there are basically two kinds of packages. One is packages meaning a series of blank sessions and just getting into using those.

This is where I really got something from my colleague Bill Baron with his masters and enrollment thing. It's just coming up with a package, a series of sessions, maybe some other things added in. When you're talking with people, instead of trying to enroll people in an ice cream cone, why not try offering them something bigger or at some point, to have that that you can offer?

I was in Winnipeg and I had this situation where there was a woman who was an astrologer. She said her thing was she just sold the ice cream cones. Basically, she's like, "I read people's life chart and that's it. What else is there? I just read their life chart and we're done." For her, the beauty of where she was coming from was this immense place of integrity.

She didn't want to sell people more than they needed. She was tired of seeing people just get roped in, feeling like they had to come back again and again. God bless her. What was interesting was this woman in the back of the room raised her hand and said, "Can I say something? I saw an astrologer, got my life chart read, and I felt totally ditched by her because I wanted more. I wanted to talk more about this month what's happening, and this month, what's happening with the stars. We talk about relationships one month and money one month, etc., etc."

It blew the astrologer's mind that somebody might have felt that way. I said, "How often did you want to talk to her?" She said, "Once a month." "On the phone?" "Yeah, just on the phone." "How much would you pay?" "I don't know, whatever her rates were." I asked the astrologer lady in the front, "What do you charge?" "\$100 an hour."

I went back to the lady and said, "Are you saying you would have paid \$50 per month for a year, so \$600 a year, maybe \$550 with a packaging discount and you would have paid that?" She's like, "Yeah, that would have been so awesome, a half hour phone call every month to be like, 'Oh, I'm struggling with my relationship. What's happening in the planets?'"

I was like, "First, you two need to talk. Second of all, do you get how much money got lost here and how much money there can be in the future just by offering a package of follow up things that this woman clearly wants?" So packages could be the number of sessions.

It could also be a **package around a particular journey**. It could be the lower back pain package, the recovering from heartbreak package, the 'what the heck am I doing with my life?' package.

There's a huge difference between the profitability and how much an essential oil will sell if it's just an essential oil of this flavor, mint, orange, or whatever versus if it's packaged together as the stress relief blend, the sensuality blend, the happiness blend, around a mood or a particular result, an island b.

You get it? You get these oils, those sell like hotcakes whereas if it's just the individual oil, most people don't know enough about it to know what it's good for. Maybe they really like the smell but the ones that are around a particular result, tone, mood, or vibe tend to do a lot better.

Packages can be a number of sessions or around a theme. Think about packages as you're making a present for people. You're putting a basket of things together that you're so excited is going to help them get to where they want to go, help them make this journey and sustain them in this journey.

I think why packages are so important is, and you know probably as well or better than me, seeing somebody for one session is usually not going to get them the results. We have all this integrity about not selling people *more* than they need but we often end up offering people *less* than they need.

My uncle was a sales person across Canada, my great uncle. He had this reputation where he would stock the cans of soups in stores. They would give him the order, "Order 12 of these and 12 of these." He'd be like, "You already have six. You only need six more." They never had a salesperson have that integrity to actually not sell them more than they need. That's beautiful.

But I also think it's important if we're going to be guiding people on this journey from island a to b to have a very real and honest conversation with them about what that journey is going to take.

I think that matters. You're here on island a. You really want to be on island b? In your case, it's this kind of a journey. This is 12 sessions, or this is a year, or this is two years.

This isn't about pressuring anyone. This is a really important distinction. We're not saying, "Therefore you need to sign up." We're just point out as an option, if it feels like it fits. This is where the sales call comes in. Sometimes, it might be a two year journey and they're not quite ready to commit to that level but there might be a smaller package they could commit to.

They could see then if they're a fit for the next level. You're both constantly seeing what's a fit for each of us as we move to the next level. The more of these packages you can put together, the more sustainable you can be. Can you imagine, the next ten clients you sat with, if they all signed up for a series of 12 sessions with a modest discount from that? You'd get the relief financially.

I would most recommend Mark Silver. He has a product, a home study course called "The Sacred Selling." homestudy course.

<http://www.heartofbusiness.com/training-programs/sacred-selling-homestudy/>

I just think he's the loveliest man in the world. He is probably one of the spiritually clearest people I've come across in terms of selling. I learn from him every time I hear from him. He is my marketing romance.

That first conversation we had, we spent an hour bitching about 'The Secret'. It was beautiful. If you're interested in the package of how you sell those and how you actually design and engage in that conversation in more depth, I'd really recommend checking out his work. Just in general, check him out.

There might be certain **products** that you can bring in. Normally, I am very skeptical about multilevel marketing stuff.

First of all, you may have products. This could be information products, eBooks, videos, courses you come up with. It could be tangible products, it could be nutritional products, etc.

When we're talking about products, there's a yoga studio in Calgary, Yoga Santosha. I went there. They had this little green drink on their shelf by the door. I was like, "What's this?" They said, "It's a multilevel marketing thing. It's like a cellular revitalizing drink. We just love it. We find it's really good for us but we don't really push it, but it's there."

"How do people hear about it in your studio?" "Oh, they see it and ask just like you did right now." Augh, you got me. I'm like, "Alright, I'll try your green drink." I got one of the little bottles, the ice cream cone level. I bought it, tried it, and I liked it actually.

I said, "What happens usually, people buy these every once in awhile?" They said, "Yeah, some people buy them every time. If we see that somebody is buying it a lot, we usually pull them

aside and say, ‘This is a multilevel marketing thing. If you really like this, you can get a bigger bottle. You can get it cheaper, less waste, and buy it right from the company. If you sign up under us, we make money and we’re thrilled but if you want, you can also just sign up directly, if you want it. It’s a lot cheaper that way.’ Every once in awhile, somebody does.”

It’s a very passive, high integrity way of doing it. You can have products and you can also have programs. That’s workshops, seminars, retreats, etc. This is where this idea of the niche and the ooh comes in big time. We’re going to talk about niche projects at the end of this extremely long call. I hope you don’t mind going over a bit.

Again, products, packages, programs. The more of those you can develop, the more robust your sales funnel is, the more solid it is. That’s part of the container.

The last two parts of the container – there’s so much content in this call – **community building initiatives**. This is number nine I think.

I think it’s a really good idea to think about how you can be building community outside of the sales interactions and the marketing because you have the situation where clients might come see you, and then they’re done. Then they leave. How do you stay in touch with them without pitching them on something else?

I’m a big fan building community – this is sort of an overlap of paths and containers. We’ll talk about this some more next week. Anything you can do that can build community, bring people together, this could be hosting parties and gatherings for your favorite clients.

Having an online forum like we’re doing here – this was a last minute idea, the Facebook group, but I think it’s turned out great. Anything that lets people not just talk to you but talk to each other and build community is wonderful. These can be things you host but it also might be things that are happening in the community that you can support.

Word of mouth spreads in communities. The tighter a community is, the faster word of mouth spreads and everybody wins. With your client base, sometimes, they want to build community with each other. Sometimes they don’t, I get it.

Consider this, whatever the why is of why you do what you do, they may not be interested in booking more sessions with you right away but if they share that why and you can be hosting events that are on that why, they might be very interested.

If you remember the woman who did breast massage but her real why, her passion is about the women’s empowerment.

You get a sense of the kind of community building things she can do around women’s empowerment that has nothing to do with breast massage that could still have people be in her community, still keep her in touch, women’s circles, movie screenings, book clubs, workshops. She can also host a series of workshops.

I was talking with a guy who is a chiropractor in Calgary. Every month, his clinic hosts a series of workshops led by other people from other disciplines about wellness, stress, and different things that their clients can come to for free. There's a guy who does massage at Graham Stone in England, lovely fellow. He's all about optimism.

He could be one that hosts events that are all about positivity and optimism, that his clients might want to come to just because they share that passion for it. When you think about building community, really zone in on both the why and the point of view, and what things you could do to bring people together around that.

Number ten, last, possibly most important are your **staying in touch mechanisms**. Here's an interesting stat for you that is probably basically accurate for where you live. The average person in Calgary refinances their home on average every five years. On the Facebook group, I want you to guess what percentage of people go back to the original mortgage broker. Just take a quick guess. What percent do you think?

People refinance every five years. A certain percentage of them go back to the original mortgage broker. Some go to a new one. What percent do you think go back to the original mortgage broker? Let's just have some quick guesses.

Ten percent, five percent, 50%, 99%, 80%, two percent, five percent, 60%, 90%, none – that's optimistic. The prize goes to Margaret Rinaldi who hits it bang on the nose with two percent, meaning 98% of people go to a different mortgage broker. This is one of those killer arguments around having a container and staying in touch with people.

Why is it that so many people go back to another one? Did your mortgage broker ever stay in touch with you? Probably not. Staying in touch is so profound in marketing for retention but how we stay in touch matters.

I got this from Robert Middleton with ActionPlan.com, who is another wonderful marketing guy, very down to earth, nuts and bolts. His sense was that there's this 80/20 rule, that 80% of how we stay in touch with people should be value, something that helps them on their journey. That earns the right that 20% of what we stay in touch with is a shameless plug for our products and services.

Janina thinks it's because most mortgage brokers are slick jerks. There's probably that too. We want 80% of what we stay in touch with to be really relevant, valuable stuff that builds our credibility as it helps them. Twenty percent is a shameless plug.

You could probably move into a ten to one I've heard as well, but the majority, the vast majority needs to be used. If everything they hear from us is a plug, certain people turn off. It's all because of nonprofits who you give money to, and then every time you hear from them, they're just asking for more money. That gets old pretty fast.

But then that becomes this huge question of what is valuable. What could I give that's valuable? I'm going to post something. What is in the 80% of valuable stay in touch material? I just put up a post. I'm going to invite you to comment underneath it. The question is what is in the 80% of valuable stay in touch material?

What is it you could be sending? What types of content could you send that is actually really cool, relevant, and valuable? Man, pay attention to this thread, people, because you might get some great ideas for yourself. What are some examples of this that could be good content?

There are three types of things, by the way, **three main ways we stay in touch**. One is a **blog**, a video blog, podcast, that type of thing; a blog, **social media**, and an **email list**. Let's take a couple minutes. I want you to write down examples. It could be general types of things or here's a specific example of something I got or sent out that was really great.

You are all troopers for sticking in so long. You guys are doing great, what an amazing list this is. What are examples of things you could stay in touch with that would make people so grateful. This is the goal.

I think my blog, I feel 100% great about, on my newsletter, 75% about. What's the kind of stuff you can send out that will make people so glad to be on the email list, say, "I'm so glad that I get this blog, I'm so glad I'm friends with this person on social media because the stuff they post is so good. It's so good I want to share it with people. I forward it to people, it's so useful. I sent an email saying thank you."

What is that kind of stuff? That's the goal here. We could spend the whole session doing this. I'm going to read some of these out. Follow-up material to the session, new information on a subject, articles, a link to a YouTube clip of a mini meditation, an article, invitation to a party, information updates on what's happening in the industry, new products on the market that are useful, cool videos from other people you run across, advance notice of exclusive access.

A discussion board on a Web site – let them raise issues. Having a swap with other practitioners and offer mini complimentary things or coupons, community support, checking in to see how they're feeling, noticing any changes, sending them homework, follow-up stuff. Personal reflections on your own healing and learning journey, things that are just nice, an mp3 from my albums, inspiring quotes, asking what they need right now. Yes, sending a question, "What do you need?"

Ten top links, the tips, just simple quick how-to tips on how to distress, how to shift out of being in a bad mood, how to be present, cute photos, inspirational quotes, stuff that's cool. It might be unrelated. Probably unrelated to my visit and not asking me to do homework to remind me of what I'm not doing but just something cool that's interesting, sure.

Alerting them to relevant events, yes, if you can be a hook-up for all the cool events happening in your community, that is awesome. All the links that I provided in this call could be examples

of that. Things to beautify their lives, places to check out, follow up with something they mentioned and, stuff that makes you go hmm.

All of those are great examples. If you can become a hook-up to cool things, awesome. That's what you want to be, a hook-up and a filter, a curator so that they can trust so that whenever they open an email from you, it's going to be something good for the most part. They really will then allow you a lot of space to, "Okay, they need to make a living."

If you try to flip that and have 80% of what you send people be promotional and only 20% value, it's harder. Stories about case studies that you're excited about, yes, awesome, like, "I just had a session with a client. Here's what I learned." That kind of thing can be really great.

Giving reviews about products or new services, updates on new things on the market that are related to what you're doing, birthday wishes. You're all brilliant. You get the idea.

Here's something I want to list out to consider, the way that social media, a blog, an email list can work together to create more of this marketing 2.0 conversation.

There's been a seismic shift in marketing in the past few years. A lot of people are literally calling it Marketing 1.0 vs. Marketing 2.0

Marketing 1.0: one directional communications. You are marketing two the community. I put a billboard which you read (but can't talk back to). I buy an ad. I put up a poster. And all you can do is look at it and decide to call or not.

Marketing 2.0: two way communication. It's interactive. It's about creating conversations. I create a facebook group about a theme of my business (e.g. The Pay What You Can Economy, The Green Business Facebook Group, or Marketing Strategies for Holistic Practitioners)and then you join it and participate in it.

I create a new flavour of vegan chocolate and ask you to help me name it. I put an instant messaging function on my site so when people visit it they can start chatting with me and ask me questions directly. I, myself, go to other onlines forums and add valuable comments and tips. We create a conversation between us.

And I think the best expression of this new, Marketing 2.0 is captured in the metaphor of the 'hub'. Like the center of a wheel. The center is called the 'hub' because it's where all of the spokes connect.

What this means is that our marketing needs to change. In some cases radically.

For example, the homepage video I have now isn't the original one I had. I had one I had just done with my webcam. I got this new one professionally done. I was a guinea pig for Donna Santos, her first video. I liked it but I also liked things about the old video. I emailed my list and

said, “Hey, can I get a hand with something? I have these two videos. Can you give me commentary on what you think?”

“I thought this might be an interesting conversation because I know some of you might be thinking about creating your own homepage video at some point.” People shared the most brilliant insights about it. They really dove into it. I sent an email which took them to a blog post. On the blog post, there were those two videos.

<http://marketingforhippies.com/welcome-video-vs-welcome-video/>

They put their comments in the blog post. I then took those comments, cleaned them up, organized them, turned that into another blog post of 14 lessons I learned about how to do a homepage video. I can take that blog post, share that on social media.

<http://marketingforhippies.com/lessons-on-making-a-welcome-video-for-your-website/>

You get the sense.

Or I can post a question on social media. One question I had was, “What are the best email service providers?” and I’m going to post it right now. Here are some of the answers I got. There were four main ones that people seemed to like – ConstantContact.com, MailChimp.com, www.MyEmma.com, and MadMimi.com. That came from a Facebook post. I haven’t done it yet but I will probably take and turn it into a blog post.

Through conversations, we can be sourcing a lot of stuff. Like we just did here in the group, what would you put to stay in touch with what’s in that 80 percent. You did all of that. That’s the kind of stuff I could take and turn it into a blog post or a product. You all get a cut. You get the idea.

If you don’t have an **email list**, I would super recommend getting an online email service provider (like the four above). It’s really important. It handles all the un-subscribes. We’ll show you what percentage of people open up your emails, which will depress you, etc., etc.

Having mechanisms to stay in touch with your clients, whether blog posts, social media, or email is so important. Obviously it’s a huge topic. Just to recap this call, I’m going to give you your homework, which I’ll also email to those of you who have dropped off the call already.

So, we have your container: it’s all about it’s being safe to approach and check you out, having a lot of different ways. It’s also a container to make it sustainable for you. The ten elements I’ve said are Web site, your bio, your photo, a description of what you do, email database, your hubs database, testimonials and case studies, sales funnel, community building initiatives, and staying in touch mechanisms.

All of those matter. Here’s what I’m going to invite you to do. This is all stuff that can take years to work on so **underwhelm yourself** with all of this. Don’t go trying to do all of this next week.

This can take a long time to build. Think years not weeks. It's easy to get excited and just want to do it all but really pace yourself on this.

Work on whatever you feel drawn to work on. This is a promise of the container. Once it's built, it's basically built. Once you have your boat built, it's basically done. Once you have your bio done, it's basically done. You'll update it. You can tweak it and your photo every three years maybe a new one.

Your Web site you'll tweak. The description you'll tweak. Hubs database, email database, you'll add to as you go. Case studies, you'll get them as they come in. Once you basically have the structure, it's done. It's there and it's there to support you. It's a tortoise versus the hare thing. It's going to take time to build this. As you do, every single piece that you get into place, it will feel so good, I promise you.

This has been an epic two hour call with a delightful five minute interlude. I hope this was useful for you. Before you take a nap, I was wondering if everyone could do a quick post of what was the most useful thing you got from this call, most valuable piece of content. I know this was so much. Your heads are probably full.

Don't worry about absorbing it all. Know this is here for you for years to work on. Think about the niche project. I'll send you a follow-up email, post the document. It will all be made clear. If it's not clear, then you can give me some sass. We're going to end this call now. God bless you all. I love you. I'm so enjoying this six weeks with you. Please post on the wall what you got from today's call that was most useful. Take care.

Links to Check Out:

Making Sure Your Boat Fits Your Lifestyle:

- Alex Baisley telling his story of the two barbers - <http://marketingforhippies.com/alex-baisley-and-the-two-barbers/>
- Alex Baisley's Website - BigDreamProgram.com/wordpress

Sales Funnel

- The De Facto Treatise on Pink Spoons and Sales Funnels - <http://pinkspoonmarketing.com/>
- How to sell packages - <http://www.heartofbusiness.com/training-programs/sacred-selling-homestudy/>
- How to create cool quizzes and assessments on your site - <http://assessmentgenerator.com/>
- How to create pink spoons - <http://marketingforhippies.com/products-services-2/products-services-for-hippies/free-gift-workbook/>

Website:

- What to put on your website - <http://clientattractingwebsites.com>
- What to put on your website - <http://www.heartofbusiness.com/products/creating-heart-centered-websites>
- How to write a lovable homepage - <https://www.e-junkie.com/ecom/gb.php?ii=951413&c=ib&aff=181856&cl=136004>
- How to create simple websites for free - <http://www.Yola.com>
- My Old vs. New Welcome Video - <http://marketingforhippies.com/welcome-video-vs-welcome-video/>
- 14 Lessons on Creating a Welcome Video - <http://marketingforhippies.com/lessons-on-making-a-welcome-video-for-your-website/>
- How to make a welcome video for your site - <http://marketingforhippies.com/how-to-make-a-welcome-video-for-your-website/>

Bio:

- Bye Bye Boring Bio: <http://www.kickstartcart.com/app/?af=1139523>
- The New About Me: <http://www.thenewaboutme.com>

Photos:

- Examples of some great headshots - DonnaSantos.com
- Examples of some amazing personality capturing photos - <http://jessicafernfacette.com> (engagement photos in her portfolio).

Examples of Websites That Use Testimonials Well:

- <http://www.daniellelaporte.com/reviews-the-fire-starter-sessions/>
- <http://marketingforhippies.com/what-people-are-saying/>
- <http://www.unlockthegame.com/AllIndustries100sOfStories/>
- <http://www.julietaustin.com/>

Your Best Basic Email Newsletter Providers:

- www.constantcontact.com
- www.mailchimp.com
- www.myemma.com
- www.madmimi.com

How to Get and Effectively Use Stories and Case Studies:

- www.storiesthatsellguide.com
- www.getstoried.com