

Marketing 101 for Holistic Practitioners

Six Week Coaching Program

Week Five:

Your Paths: Making it Easy for Your Ideal Clients to Find You

www.marketingforhippies.com

Hey, everybody. It is Tad Hargrave and welcome to Week Five.

This is the week where we talk about how to make it easy for your ideal clients to find you.

Last week we focused on identifying your ideal client, the client who is the perfect for you. We talked about big circles and little circles, big circles being the broad category of whom you want to work with generally, and the little circles being the more workable, target markets which you could eventually focus a particular project around.

Out of this came the idea of the niche project, making a project which focuses on just one niche. It is something to experiment with, to get some movement on, and to try actually applying some of these marketing ideas in the real world. This is easier said than done.

Here's something I noticed came up with the difficulty of making it small. It is realizing that any niche project is essentially going to be part of a larger sales funnel. Your niche project might be a pink spoon; it might be the ice cream cone; it might be the bucket; it might be the ice cream cake; it might be the ice cream club. It can be any level of that.

This reminds me of the importance of, whatever our niche project is - there still need to be other levels to get people there or to channel them to afterwards. This was a real lesson I got from watching all of this happen.

Allison said, **“I am a little unclear about the difference between a niche project and a pink spoon.”** Yes, that was the same thing that came up for me.

Again, the niche project could be big or small. It could be the pink spoon or it could be the full-meal deal. If you pick a niche project to pink spoon, I think it is good to think about what would come after that and after that. You don't have to have it all figured out in advance, but it is good to give it some thought.

It generally seems to be going well. People are struggling to narrow down a niche to work with. That is how it is. I think you get the general idea. It is great to be able to have some of these niche projects. Even though it will be explicit and not exclusive, you can still work with anyone.

It is often helpful to have some kind of magnetic core that will draw in your perfect people, the people you would like to work with or, at least think you want to work with, and then you can draw in people around that, as well, who maybe do not fit exactly.

This week, though, we are going to take it a step further. To recap what we have done so far, we have talked about the three pieces: the platform, the container, and now we are going to talk about the paths.

The **platform** is what you are known for. It is that internal clarity that creates the external clarity; it is what makes our business authentic or not. This is our platform.

Then we talked about the **container**. How do you actually embody that platform? How do you build it? How do you make a boat that is so compelling that people see it, get it, and feel it is safe for them to approach, but also sustainable for you long term, one which can sustain your livelihood.

All of this is great, but how to people find the container?

How do they find you? It is great to have a really beautiful, well-made bucket that is never going to leak, but if you do not have any faucets or any way to get water, if there is no source of that, what is the point? You have this beautiful bucket you can show off and you cannot use it for anything. You cannot get the water which you need to live.



When we talk about the paths, we are talking about the water faucets. We are talking about how you built this beautiful cabin in the woods and how people find it. You are hosting this amazing themed party, you have your place decorated to the nines, but do people have any invitations? How are they actually going to *find* your party?

There is something I want to say and I may have said it before. We were talking about Weight Watchers and what is the best form of exercise for weight loss. There is one proven to be the most effective and their take on it was that the most effective form of exercise for weight loss, hands down, is the one that you will do. It does not matter if walking or running or swimming is technically better. If you hate swimming because you almost drowned as a child, swimming is no longer the best form of exercise.

I want to submit that this is true for marketing, as well. **The best form of marketing is the kind of marketing you will actually do.** I see all the time where people will go to workshops where they focus on social media or public speaking as the best forms of marketing. It is easy to get swept up in that. You can feel that you have to market with that particular path, with that particular approach, and you have to do it in the way that is being suggested.

I think it is always great to learn from people; it is always great to see what you can pick out. However, it can be dangerous when we start kind of putting on other people's clothing which does not necessarily fit us. I want to invite the possibility that our paths need to be authentic, too. The paths should be in alignment with the platform and the container.

If you are marketing some green product, but the *way* you are marketing it is not green, it is obviously not going to be a fit; it is going to trip people up. Whatever our platform is—our point

of view, why we are doing it, the bigger cause it is about—I think our marketing can be an expression of that.

Let's imagine you are doing workshops about how we are all equal and how hierarchy is the devil. You do an intro workshop to promote it at some conference or something where you jump on stage and you act like you are above everybody talking down to them. They are never given a chance to interact with each other and you do not take any questions. Well, this may not embody equality in the way you are talking about it.

We want to find a way in which our marketing can actually be an expression of what we are doing. I think there are two steps here. One is figuring out, fundamentally, what the paths are that we want to pick which resonate with most of us. Two is figuring out the way we are going to do it that feels just right for us, that feels perfect for us.

Again, it is really wise and very smart to learn from other people who have done this before, but it is not wise to just swallow it whole.

A friend of mine went to a workshop which was all about how to do these big presentations, internal workshops, and then sell a high-priced package. She did it and she did it just like they said. There was a lot of this accelerated learning stuff; high-five your neighbor kind of forced interactivity; getting them to say yes a lot; get them to buy-in. Then at the end you say, "Here is this package worth a million dollars, but today I want to drop the price to half of that. For you tonight, the first seven people will get it for this."

She did this presentation for her close friends and they were all appalled and shocked. They say, "What happened to our friend? Where did she go?" She had gone right into this kind of posturing and doing what she thought she needed to do. The best kind of marketing is not going to be collapsing, but it is also not going to be posturing.

With all of that, let's use the Facebook wall a little bit. When we say "a path," we are talking about a way that people can find you. I will give a few examples, but I would like you to share what you think a path might be.

One example is **public speaking**. This is a way that people can find out about you and your work. **Writing, networking, and placing ads** are classic ways in which people can find you. I am wondering what else you know. Let's do a brainstorm of the different tactics or strategies you can use to make it really easy for your clients to find you. This is the core issue here with the path.

The platform is about making it clear and authentic. The container is about making it safe and sustainable. The paths are about making it easy for them to find you.

Let's take a couple of minutes and do a brainstorm. What are all of the potential paths you know through which people can find you? [moment of silence]

Let me just read what we have so far:

- Articles in community newsletters
- Social media
- Guest/host interview articles
- Google or Facebook ads
- Being interviewed on podcast or radio
- Getting involved with local clinics
- Offer free service to those who are working there so they are aware of what you do
- Knocking on doors randomly, "Excuse me, ma'am, do you need an Oreck cleaner?"
- Sponsor an event
- Get involved with things you already love to do
- Create more community
- Offer spot clinics on a regular basis (Allison, would you clarify what a spot clinic is?)
- Free Webinar on an associate's e-mail list
- Good old fliers
- Friends
- Having a newsletter
- Other professionals within your niche
- Banner hanging off the back of an airplane
- Being neighborly as you move through life
- Meet-up groups
- Web site articles about your service published in places that your kind of people read
- Fliers at places where your people hang out
- Word-of-mouth
- Run a contest, a game, a treasure-hunt aligned with your container and platform
- Coupons with a related practitioner
- Host an advice column
- Being good at your work and being authentic so that people are moved to prefer you
- Trying to exchange skill with others' coaches so that professionals could recommend me

These are all awesome. This is really nice stuff.

Here is something I want to lift up. One of you mentioned **word-of-mouth**, so let's have a conversation about this. Word-of-mouth is and has always been the dominant force in marketing. It is said that 50% of the reason that people may purchasing decisions at least has to do with the recommendation of a friend.

Also, 25% of all conversations are about products and services, not in a weird, corporate, brain-washed way, but just like, "Hey, I went down to the new deli down the street. I tried their

pastrami sandwich and it was delicious.” We walk about what we do as we go throughout our lives, so word-of-mouth is absolutely the predominant force in marketing.

When I ask most people how they market or how they get clients at workshops, they often say “word-of-mouth,” but I want to distinguish between two different types of word-of-mouth. There is **active** and there is **passive** word-of-mouth. I would say that 99% of the time when people say “word-of-mouth,” they mean passive word-of-mouth. They mean, “I just try to do the job and I hope people talk about it.”

Active word-of-mouth is where we get a little more strategic about it.

There are **three secrets of active word-of-mouth.**

- 1) Make it Remarkable
- 2) Make it Easy
- 3) Make it Worthwhile

Level one is very much in line with what Deborah said.

Secret #1 of Word Mouth Marketing: Make it Remarkable:

If you want people to make remarks about what you do, it actually has to be remarkable. You have to take them where you promised to take them. Whatever your Island B is, whatever the result is, whatever the thing is that they are craving, you need to deliver it and, ideally, over-deliver. Whatever they are coming to you for, you deliver and possibly over-deliver.

There are four levels we can work on with our promises.

Level One - over-promise and you under-deliver. We all have friends like this. They talk big and, not only do they not deliver, they really screw it up. We do not want to go there. If you over-promise and under-deliver consistently, it will just kill your business.

Level Two - you promise and you deliver. Man, if you do that consistently, people trust you. You are solid. You say you will be there on time and you are there on time. You will get that report done for them next Monday and next Monday the report is done. If you can do that consistently, it blows people away because it is so rare.

There is a challenge with a level of promising and delivering. If that is all you do, it can be kind of stressful. What it often does not take into account is just life. I think we can do more than we actually can, so, yes, we deliver, but we end up having to burn the candle at both ends.

Level Three - under-promise and over-deliver. If we think, “I could get that for you by next Monday,” we say, “Tuesday” or “Wednesday.” Ideally, we get it to them on Monday and we not

only deliver what we said, but a little bit more. We don't just get the report, but we give them a muffin with the report. We do something extra. Maybe we do a little extra analysis with the report.

If you can consistently do this or at least weave this in—under-promising and over-delivering—people will be so happy and so delighted that you went the extra mile for them. When I would get workbooks printed for workshops, there was this company called College Copy in Edmonton. I would go to them all the time because they would always, consistently under-promise and over-deliver on the timing.

They would always say, “It is not going to be done for six hours,” and it would be done in two hours. The great thing is that there were a few times where it was done right on time, but I knew if they said that time, it was for sure going to happen and probably it would happen sooner. I felt really good like they were protecting me and my own expectations to make sure I knew it was going to be on time and that I could rely on them. This made me feel very relaxed and taken care of by them.

There is a fourth level which I got from a guy named Thomas Leonard. He wrote an amazing book called The Portable Coach which was rereleased as The 28 Laws of Attraction. It is one of the best books I have ever read on how to create a lifestyle where the things you want come to you more effortlessly. It is not a New Age book at all. It is very practical, good stuff: The 28 Laws of Attraction by Thomas Leonard.

He had an idea.

Level Four - promise nothing, just deliver for the joy of it. At this point, it is like working with clients who are not expecting anything, and all of a sudden they get an extra treat; they get an extra bonus they were not expecting. People are very delighted by this.

One of the best experiences of customer service that I ever had was at a restaurant called Greens in San Francisco. It is a high end, vegetarian restaurant (I don't know if any of you have been there) with great food. My friend Ally and I went and we ended up giving this waiter we had 100% tip. The bill was something like \$60 and we left \$120 because we were so amazed.

I was eating a vegan diet at the time and I think she was a vegetarian, so everything we were ordering was vegan. He just noticed that without saying anything. However, the next time he came over, he had a little bowl and he said, “Here is some vegan bread I thought you might like to try. Here is some vegan soup, a little sample, which I thought you might want to check out.”

He was constantly bringing little gifts that we were not expecting and we were so delighted. We ended up writing on a napkin this big “We Love You” note. Each of us wrote on half of the napkin and left him this big tip. It felt so good. We did not just give him a tip, we felt so good to give him a tip.

When we talk about word-of-mouth, that first one—be remarkable—is just that. We delight them so heavily that they are thrilled to give us the money and they are thrilled to tell their friends.

Word-of-mouth works because it is independent. It is not a bribe which is the trick of some of the marketing tactics: “Come to this free talk” and your friend gives you a free ticket. Then you find out that your friend got paid because you were there. That is like the time-share for marketing philosophy and that can work, it can be effective, but I think it also starts to damage trust in a community where people do not know if things are being recommended because they are getting a commission or not.

George Kao, one of my colleagues, had a brilliant insight around marketing. He talked about **sustainable marketing** which is all about this question: If everyone in the world marketed their business in this way, what would the impact on the world be? If everyone in the world marketed their business in this way, what would be the impact?

To me, if all the marketing in the world was basically bribing people to talk about us, there would be no trust. You would never be able to trust the recommendation of a friend because you would know they would probably be getting paid to do it.

This is why word-of-mouth works. We are not paying anyone to do it; we are delighting them.

When I was a kid, I wanted to be a street performer. I wanted to be a busker. I would go to the street performers festivals all the time and they are an amazing example of this. They do their whole show without being paid until the very end if they are good. Their job has to be to delight you if they want to get paid. If they want to get paid really well, they had better really delight you.

That is the first one: be remarkable. There is a great book written all about this idea called Purple Cow by Seth Godin. He was driving through France and I guess they did not have a lot of dairy cows in the states where he was because he was very excited to see all of these dairy cows. He was like, “Wow, there is a cow and there is a cow.”

After a while it all started to blend in and he stopped even noticing them. He thought, “Isn’t this funny? I was so excited half an hour ago and now they are just part of the landscape.” It

It is the same with our businesses. When people first come into the holistic world, they may think, “Ooh, holistic practitioners! All these people doing this amazing work!” and they are all excited. However, there are a lot of people doing the same work and we just blend into the landscape.

Seth Godin, as he was driving through, “Man, if there was a purple cow, I would notice it.” This is always the question. How do we become the purple cow that people notice?”

This is the first thing and I think this is where niche projects can be very useful. They do stand out. They are so relevant and can be so resonant. It is the constant question of how do we make our business more and more authentic for us? How do we make the boat so clear like a kind of purple cow boat that is so different it jumps out? That is number one: be remarkable.

Secret #2 of Word Mouth Marketing: Make it Easy.

We have to make it so easy for people to spread the word. Outside I have a client and their business is CrystalCradle.ca. They make amazing jewelry. I will post their link here. It is like a crystal with copper wiring and the crystal has this LED light behind it. When you flick a switch, it lights up purple.

Anyway, I get tons of comments when I wear it. People want to talk about it and ask me about it which is great. It is remarkable. Check the first box.

However, their Web site used to be Electronic-Oruoborus.com. People would ask, “Who made this?” and I would tell them, “It is my friend, Dillon Toymaker.”

They would say, “Wow, it is really beautiful. Where can I get it? Does he have a Web site?”

I would say, “Yes, it is Eletronic-Oruoborus.com,” and they would be like, “How do you spell it?”

“Well, it is ‘Electronic, dash, O-R-U-O...’” and it would go on for five minutes and they usually misspelled it. Of course, if they lost that piece of paper they were screwed. Anyway, they have changed it to CrystalCradle.ca which is much easier to remember.

A simple URL, a simple Web site name that is memorable and easy to spell is very helpful to make it easy.

Think of bands. Let’s say you wanted to tell a friend about a band or expose a friend to a band you really like. Maybe you just came across the band Mumford & Sons and you were like, “Man, I love this band so much.” You want to spread the word, so what would you do?

Well, you could buy the CD at the store and mail it to them, but that is hard. You’re not going to do that. What do you do? You go to YouTube and find a video of this band, you click the link, and your forward it to them. A little video can make it very easy to spread the word.

Sometimes making it easy is about creating opportunities for the conversations to come up. I did not think I was going to share this, but it is such a funny story.

In Calgary, there is a company called Urban Mortgage, a mortgage company. Here is a great example of not promising but delivering and creating delight; creating a circumstance that, well, doesn't force conversations, but makes it certain that the conversations are going to happen.

Every two months, their best clients get a box of a dozen Crave Cupcakes; you know, those fancy cupcake stores where the cupcakes are \$20 but they are worth it because they are so good. They would get a box of these delivered by courier in a very fancy box.

Frank gets this box and Frank never gets anything at the office. This courier comes up with a box and delivers it to him and all of his colleagues ask, "Frank, what did you get?" and Frank says, "Cupcakes."

They say, "Somebody sent you cupcakes by courier?"

He says, "It is my mortgage broker. I don't know why he does it. He just sends me cupcakes." He has a dozen, so he cannot eat them all himself, so he goes around the office being the hero giving out these cupcakes.

You better believe that the second or third time this happens his colleagues are saying, "I want your mortgage broker's card because I want cupcakes." That makes it very easy for the conversation to happen. Then it is like what is the pink spoon? What is the next step? Is there something he could give them to make them talk about it?

We want to make it remarkable; we want to make it easy to spread the word; we want to make it easy to find. With the "making it easy" piece, I want to suggest that the more paths you have leading to your little cabin in the woods, the more invitations that go out to your party, the more people are going to show up.

Think of it as a table. If a table has only one leg, it is not usually solid. The more legs it has, the more solid it is. Fundamentally, though, you need just three legs to make the table basically solid. Every leg after that is icing on the cake.

As I go through all of these different particular approaches you can use, I want you to think about the three which stand out the most to you. There are ten which I usually go through, but the list may grow since you threw out some really good ones.

I am going to give you ten. I will quickly go over them and then I want to talk about an approach that can literally double, triple, or dex-truple (ten times) the response; it can get you way more response, basically. It is not uncommon to see two or three times the response. It sounds like hyperbole, but I think it will make sense when we get into it.

There are ten major paths you can use:

1. Writing
2. Presenting
3. Networking
4. Creating community-building events where you deepen and foster community beyond just the actual work that you do (I consider this to be more of a container issue, the actual quality of the work, whereas, paths are just about finding you, not working with you.)
5. Social media
6. Hosting events
7. Advertising
8. Public relations
9. Virtual presentations
10. Free sessions

Those are the ten. I went through them very quickly, but we will go through them again. This is a call which will be rich with specific resources and links to check out. I will be inviting you to share what you have come across for each of them and we will take them one at a time.

The Three Levels of Marketing:

Before we get into that, there are three levels at which marketing can work: the cold, the warm, and the hot levels. I posted an article and I think some of you may have read it.

<http://marketingforhippies.com/the-three-levels-of-your-marketing-strategy/>

Just to recap, **the cold level** is where you are a stranger. This is where marketing is kind of like Cheers, the old TV show, except nobody knows your name and nobody is glad you came.

At this level, you are a stranger; you are an unknown commodity, and you are trying to get business doing cold calls; you are knocking on random doors. It is just hard, this kind of cold way of approaching people. This is where you send a mailing out to a certain postal code and they do not know who you are. You only get 1% or 2% response rates on that kind of stuff. Consider that, a 1% or 2% response. That is low and not a sustainable thing.

The warm level is where we start thinking about hubs. This is one of the core topics of discussion today. You start thinking about who is already connected to the people I want to be connected with and could they introduce me.

For example, I went to Ottawa a year and a half ago. I had never done a workshop there and, yet, with about two or three hours of my work I had about 100 people sign up for two different day-long workshops. It was about 50 people each day.

I did very little work. How did that happen?

I did a workshop in Toronto and one of the people there said, “You should talk to a woman named Heather who runs a business called Planet Botanix.” Planet Botanix is this hub; it is a holistic center and this woman Heather is very well connected and respected in the holistic scene.

She saw my Web site, the container, and she liked it; it resonated with her. She had heard something from a friend which helped, of course, so she decided to host me. I said, “I will give you \$25 per person who shows up,” and she said, “That sounds great.” We did it. The end result was 100 people signing up and, again, this was with almost no effort on my part.

The warm level is this idea of hubs and it is extremely important.

The Seven Types of Hubs:

*“We all know some talkers. There's the neighbour everyone goes to for advice on travel, the friend who knows every doctor in town, and the co-worker who always knows about the best happy hour. Every product has some talkers-and you're probably the talker for something. (What do people ask you about?).” - **Word of Mouth Marketing - Andy Sernovitz***

Again: there’s really one big question and seven more specific ones to ask yourself when you’re identifying your hubs. The general question is, “*Where does my target market already spend their time, money and attention?*”

1. **EVENTS & LOCATIONS:** Where does your niche gather, congregate, celebrate and hangout?
2. **BUSINESSES:** Where do they already spend their money?
3. **GROUPS:** What groups are they a part of?
4. **SUPPORT:** What resources or groups exist to support them?
5. **WEBSEARCH:** if your niche were to search for a solution to their problems on google, what would they type in?
6. **PUBLICATIONS** (on and offline): Where do they go for news and information that is relevant, credible and valuable for them?
7. **INDIVIDUALS:** Which individuals do they most trust (whether globally or locally)?

The answers to those questions will reveal, without fail, the hubs of your niche.

Here’s a bit more help in honing in on your hubs . . .

HUB TYPE	EXAMPLES
EVENTS & LOCATIONS (online & offline): Where does your niche gather, congregate, celebrate and hangout?	community meetings, protests, fundraisers, social gatherings, fairs, markets, potlucks, picnics, lectures, workshops, cultural events, expos, conferences, theatre, art exposvents, sports events, trade fairs, parties, concerts, festivals, annual events, weekly meetings, vacation spots, parks, tribe.com, zaadz.com, myspace.com etc.
BUSINESSES: Where do they already spend their money?	<p>complimentary products and services (things they would likely get before or after buying your own products - things that are a fit to go with what you offer - e.g. scented candles with yoga mats and yoga video and yoga clothes),</p> <p>competitive products or services. (e.g. Non-toxic salon catering to people with allergies – health food stores, allergists, medical doctors, prenatal groups, florist who sends unscented or non-allergenic flowers etc.)</p> <p>(e.g. Realtor focused on Dog Owners - dog groomers, vets, dog walkers, dog trainers, dog daycares, pet stores etc.)</p> <p>(e.g. GENERIC LIST: fitness center, recreation club, clubs, restaurants, retail stores, grocery stores, cafes, community centers, spa, clothing store, educational institutions)</p>
GROUPS: What formal groups are they a part of?	church, mosque, associations, networks, alumni associations, trade groups, networking groups, coalitions, book clubs, interest clubs, unions, guilds, service, organizations, hobby clubs, professional clubs, non profits, societies, spiritual groups
SUPPORT: What resources or groups exist to support them?	find a complimentary charity: lobby groups, advocacy groups, toast masters, volunteer orgs, government programs, government departments, grassroots groups
WEBSEARCH: if your niche were to search for a solution to their problems on google, what would they type in?	google, youtube, frequent press releases, lotsa links, key words
PUBLICATIONS (on and offline): Where do they go for news and information that is relevant, credible and valuable for them?	<p>Where do your competitors advertise? Is it effective? Find out....</p> <p>listserves, magazines, newsletters, trade journals, academic journals, catalogues, TV shows, radio shows, websites, blogs, newspapers, myspace.com, event programs (e.g. Greenfest), tribe.com, yellow pages, green pages, Chamber of Commerce publications, public library listings, city directories, locally produced maps, tourist publications, international directories, and publications of county, state and federal government agencies that operate in specialized fields.</p> <p>Online listings on electronic bulletin boards may also be useful. Remember also that local training schools (such as a culinary academy), trade schools, and wholesalers commonly publish directories, some of which may be appropriate for your business.</p>
INDIVIDUALS: Which individuals do they most trust (whether globally or locally)?	<p>your own raving fan clients, and icons, industry critics, industry commentators, industry watchdogs, industry leaders, authors, folks who also have your niche as their clients, friends, family, coworkers and colleagues.</p> <p>Go to amazon.com and research authors who write about the topics your work focused on. Then look at the people who’ve reviewed those books. Some people write a lot of very indepth reviews there - they’re hubs too.</p> <p>To create such a list, start by gathering all the names on your invoices, ledger cards, mailing lists, email messages, personal checks you have accepted, customer sign-up sheets, electronic handheld device, and so on.</p> <p><i>“The opinion of people in your field--professional peers, leaders in the field, knowledgeable suppliers, key employees, or former students and apprentices--can make a huge difference to a successful personal recommendation marketing campaign.” - Marketing Without Advertising.</i></p>

The hot level is where you become a hub. At the cold level you are putting out ten units of effort and you receive one unit of reward. You work so hard and yet you get so little in return. This is not sustainable. At the warm level it is at least one to one. You put in a little bit of effort and you receive an equal response. It is one to one, at least, and often it is more.

At the hot level, you put in one unit of effort and you get ten units of reward. Obviously, this is the place to be. When we are looking at this idea of the paths and making it easy for people to find us, hubs are central to this idea, both finding them and becoming one.

And this takes us back to the three levels of word of mouth. Level one, make it remarkable. Level two, make it easy to share.

Secret #3 of Word Mouth Marketing: Make it Worthwhile

Make it worthwhile for people to spread the word. If this is going to be a business-to-business relationship, my take is that it is appropriate to do some kind of affiliate or commission thing.

With business-to-customer, if you are trying to get your clients to spread the word, making it worthwhile is all about delighting them even further. It is thanking them when they spread the word, just acknowledging it. It does not have to be over the top and it probably should not be over the top as this makes people uncomfortable. It could be just a little, “Hey, thank you. This person signed up because of you and I really appreciate that.” Let them know that you noticed.

Dan Kennedy is a brilliant, very gruff, kind of curmudgeonly marketing coach. He had a very brilliant accountant and he loved him. He referred a lot of business to this accountant, something like 12 clients who all became amazing, high paying, awesome clients.

Well, he never received any acknowledgment of this; not in person, no thank you card, no thank you e-mail. It was 12 clients and Dan Kennedy said, “I cannot refer to them anymore. I want to refer business to them and I know it is petty because he is really good, but I cannot do it.”

We want to make it worthwhile; we want to acknowledge people when they have spread the word. It could be acknowledgment or some kind of reward, just something in it for them to spread the word. Remember that what makes it most worthwhile for them to spread the word is that it makes them look good. They get to be a hook-up of a cool thing for their friends.

Sometimes the best way we can make it look worthwhile is by taking very good care of their friend that the friend goes back to them and says, “Thank you so much for spreading the word and letting me know about this person. I had such a great experience.”

“Thank you for telling me about the restaurant because it was such a great restaurant.”

“Thank you for introducing me to that band. They are now my favorite band.”

“That movie you told me to go see has changed my life.” It becomes a loop that gets back to being remarkable.

There are three levels of marketing—cold, warm and hot. So much of what holistic practitioners do operates on the cold level. Most practitioners, when I look at them, have a business card (which we will talk about), a brochure, and a fancy logo. They spend a lot of money on these things.

You can totally have a very successful practice with no brochure, no business card, and no logo. However, this is what most people do and these things are cold; they are functionally a cold thing. I want to invite you to begin letting go of even the notion of approaching people cold. I do not think this necessarily serves us. Starting to build relationships with these hubs is where it is at.

I want to make sure that we are really getting this, so here is a classic example of hubs. I will do one example. I will post something and I want you to put comments under that post and then we will do one with an example from the group. First we will do an easy one that we all get.

There is a realtor in Seattle, Phoenix Rudner, and he was looking at where to focus his marketing. One of the central niches that came up for him was dog owners. He is a dog owner and he loves dogs, so he thought he would focus on that.

Does it work for him as a niche? Let’s think of the six niche criteria.

Is it clear? Yes, it is pretty clear. Are there enough of them who can afford? Well, let’s assume the answer is yes in a city like Seattle with a pretty temperate climate and a lot of dog owners. Are there hubs? This is the question. Do they share the why, the point of view? Does he love them? He certainly loves them. I think there is probably a certain point of view and why that is shared by people who are obsessive about their pets.

He is a realtor focused on pet owners. Imagine you are the crack marketing team which has been hired to help him find hubs. The important question is where you find pet owners. We do not want to approach this on a cold level. Instead, we want to know where they already hang out, where they are already spending their money, their time, and their attention.

I am going to post this as: realtor focused on pet owners. What are the hubs? Let’s take a couple of minutes for everyone to comment under that. If you were helping him try to find these pet owners, instead of just walking down the street cold and asking people if they have pets, or approaching pet owners and asking them if they are moving, or hoping he runs into people by

going to random Chamber of Commerce business mixers and hoping some of them are pet owners, where could he directly find the pet owners?

Let's take a couple of minutes and everyone just post your comments. [moment of silence]

Okay, everybody check this out. We have a bunch. Let me read through these just to give you a sense of what is possible here.

- Dog park
- Vets
- Pet stores
- Off-leash areas
- Pet salons
- Dog shows
- Groomers
- Dog-sitters
- Dog birthday party services (Janina says this truly exists in San Francisco)
- Local car and dog wash
- Local pet chat groups
- Dog beaches
- Kennels
- Aiken has a cheeseburger local meet-ups, cute!
- Condos that may be dog-friendly
- Kitty litter aisle at Walmart.
- Doggy day-care
- Potlucks for pet-owners
- Meet-up groups
- Dog rescue organizations
- Specific breed groups based locally (DanesRUs is a group, I guess)
- Dog trainers
- Dog magazines
- BadRap.org
- Dog whisperers
- Dog psychologists
- Dog therapists (thank you, Lorraine)

This is awesome. You get the sense. These are all hubs, places the realtor could go to start building relationships with people who already have an existing relationship.

Some real world examples of businesses working with hubs . . .

Millennium Restaurant - A gourmet vegan restaurant in San Francisco - Millennium has used some brilliant and simple marketing tactics to grow its clientele. They approached

cardiologists who advised their cigar-chomping business exec clients to modify their diets, fitness trainers who told clients to try a low fat diet, religious and ethnic group that follow a meatless diet.

They identified more than a dozen market segments. One of their best ideas was to create a monthly event to emphasize how a vegan cuisine could help you feel sexier and more clever. Since many aphrodisiacs are herbal . . . they got the idea to host a Full Moon Aphrodisiac Night once per month.

On the night of the full moon, couples would enjoy a fixed price, three course vegan feast intended to arouse and amorous mood, and then - because Millennium was located in a boutique hotel - those couples choosing this package would receive a free night upstairs (which cost the restaurant very little since the hotel and the restaurant were managed by the same company - Joie de Vivre Hospitality).

And, as you imagine, that Aphrodisiac night has a lot of media potential. More than 100 articles have been written about this package, and it's a regular sell out. More importantly, it helps to position Millennium as something other than a humourless, funky, frumpy place to get some bland but 'healthy' food.

Shorebank - Shorebank was established with a primary focus on providing access to credit for minority entrepreneurs. It's been a model of diversity issues in its own business and it's management represents the diversity in the communities it serves (not all white folks on top).

Many of their clients and target market are the African American population. And what is a major hub in that community? Church.

So, what did they do?

They created their Faith Based Banking program with customized financial services to churches and their congregations. SB saw that this focus has multiple benefits besides simply getting them more clients - it helped ensure that the Churches (a vital social institution) stayed strong, helped spark community development and job creation through housing and development programs, and encourage savings, home ownership, and business development amongst parishioners.

So, they hired bankers who were a part of and understood the culture and needs of churches. They have even hired bankers who hold divinity degrees and serve as ministers. The Faith Based Banking program now serves over 600 churches. True story.

Tad in Seattle with BALLE and Biznik - It took me a few years but I finally realized what the best model was for doing my workshops. When I first started there were no places or groups where progressive entrepreneurs hung out together. But, over the past few years there's been an increase of conferences and local business networks catering to that crowd.

So, lately I've been having my events hosted by local conscious business networks. For example the BALLE Seattle group - They email their members and invite them to come to this BALLE Event (it's framed as an event of BALLE's - not mine). And perhaps the weekend before I speak at a green business conference and tell them "there's only 7 spaces left at my event." So, I use the conferences and email lists of the local hubs with great success.

PowerBar - *"As innocent as this principle may sounds, it is the main factor that can limit the acceleration of the buzz. When PowerBar was first introduced, the high-energy snack spread*

quickly among runners, cyclists, and swimmers. As a triathlete, cofounder Jennifer Biddulph knows people in these sports.

Cofounder Brian Maxwell, a world-ranked marathoner, knows other leading athletes. "We'd talked to a lot of serious athletes that were our friends and had given them samples of bars we were working on in our kitchen," he remembers. But each sport has its own social networks, and although some people help link to different sports, a company can't rely on them alone. Swimmers talk to swimmers, golfers talk to golfers, windsurfers talk to windsurfers.

Maxwell realized the buzz about PowerBar wouldn't spread easily between runners and golfers, for example. "We really had to plant separate seeds in each area," he notes. When they marketed PowerBar to tennis players, they hired a tennis player. "She was not a marketer, but she knew tennis," Maxwell recalls.

They gave her a certain number of complimentary bars and a marketing budget, and then they set her free to market to her network.

She sent bars to tennis people she knew, called tournament directors, placed bars in tennis shops and so on. Network hubs may be using your product, but this has only limited value if the world doesn't know about it. PowerBar implemented a special program to take care of that, enrolling thousands of leading athletes to be part of the company's "PowerBar Team Elite" program. Team members earn money when their picture appears in the media eating PowerBars or wearing the PowerBar gear.

"Through that program you see PowerBar everywhere," says Alyssa Berman of the company's marketing team. " **The Anatomy of Buzz - Emmanuel Rosen**

Wedding Photographer - "Palmer's business is in direct contrast to Gail Woodridges, who also specializes in wedding photography. Woodridge doesn't do any advertising in the conventional sense, although she does list her services widely in places likely to produce referrals, as discussed later in this chapter, and in Chapter 9.

Her clients are generally referred to her by wedding planners, bridal gown and flower stores, friends and former clients- people who know her and trust her to do a good job.

Since this approach has meant that her business has grown fairly slowly, she has had the time, and the good sense, to make sure that the many details of her business are in good order, including her office work and finances, as well as her camera equipment, darkroom supplies and filing system." - **Marketing Without Advertising**

Enzyme Bath - "Osmosis, a company that marketed the first enzyme bath in America, got immediate results by directing their marketing at expert nonusers. Owner Michael Stusser printed a brochure explaining the enzyme bath to potential customers:

"A remarkable form of heat therapy from Japan, which relaxes, soothes and energizes the body, mind and spirit. Unlike other heat treatments, the enzyme bath generates heat biologically, through fermentation, nature's purification process. The bath is composed of fragrant antiseptic cedar fiber, rice bran and over 600 active enzymes. The action of the enzymes produces a special quality of heat that improves circulation and metabolism, helps the body to break down toxins and thoroughly cleanses and beautifies the skin. The bath often relieves aches and pains, and is especially beneficial for people suffering from tension, fatigue, and high stress."

Since the enzyme bath is almost unknown in the Untied States (even though it's been enjoyed by the Japanese for over 40 years), Stusser clearly must teach people a good deal about this product before they are likely to buy it.

In this case, trying to move a lot of people u p the diagonal line on the marketing chart from naive/light user to expert/heavy user would almost surely be both incredibly time-consuming and expensive, probably involving writing a book (and a number of magazine and journal articles), doing extensive public relations to sell the book, and giving public demonstrations and teaching classes, to mention just a few.

Perhaps eventually Stusser will find the time to do many, or even all of these, but because he needed customers right away, he decided instead to concentrate his marketing effort on informing experts in the field of bodywork instead of potential customers of the product. These people are primarily health professionals who practice alternative healing methods and have studied asian medicine.

*Some of them had heard about the enzyme baths but had never had a chance to experience them. Stusser provided them with an opportunity to take a complimentary bath. Many of those who responded loved the enzyme bath and immediately began referring their clients who they felt would benefit from the relaxation and penetrating heat.” - **Marketing Without Advertising***

Hub Marketing is Like Baseball:

Have I talked about marketing being like baseball?

<http://marketingforhippies.com/marketing-is-like-baseball/>

The idea is that marketing is like baseball. You are at home base and you are a stranger. First base is **clarity**. First base is that they get what you do; they understand it. For most holistic practitioners, this is a minor miracle when people get what you do. This is first base.

Second base is that they **trust** you. They say, “Hey, I like you. You are my people.” Third base is sort of an **excitement**, a general agreement sense of, “I want to work with you. I want to book a session,” but they have not done it.

We have first base, second base, and third base. The **homerun** is that they actually pay you. Most of us approach it thinking, “I want to get homeruns.” Homeruns are really hard, especially when you are doing this cold. It is extremely difficult. You have to get to first base, second base, and so on, and it is a long process.

I want you to consider what happens when there is word-of-mouth, when there is a referral, when a hub—especially someone who is very well-connected and respected—says, “You should go check out this person.” First of all, they are probably going to make it very **clear** to their people. Some clarity is reached, ideally. Trust is imported because this person said, “You should trust it.” With regard to the excitement, assuming something is endorsed by a hub, people are usually immediately at second or third base. They are already there.

Then it is just a matter of timing, sometimes, for people to take the leap. Tim is saying he has a lot of people at third base. If you have a lot of people at third base, it means you have to come up with some really compelling offers.

Sometimes it is a matter of timing; sometimes it is pricing; and sometimes it is relevance. Sometimes it is, “I’m excited and I like you, but it doesn’t feel like there is an immediate thing.” This is where the niche project can come in and do huge things. Sometimes you have people who say, “I like you and I want to work with you, but I cannot see it. I cannot see where I fit or how it is going to happen.”

As soon as we import hubs onto this, we skip all those bases and we just kind of land on second or third. Sometimes we land on home runs; sometimes all it takes is for people to trust somebody enough. When they say, “Go buy this book,” they just go and buy the book. They say, “Book a session with this person,” and they book a session.

Jennifer’s niche is, **‘divorced, separated women who are struggling with releasing their anger and their fear.’** Let’s take a couple of minutes to brainstorm hubs. This is where we will start to notice that the clearer our niche is, the easier it is to come up with hubs. Let’s post this and give you a couple minutes to ask clarifying questions, comment, or discuss. [moment of silence] Okay - here’s what we got . . .

matchmakers, lawyers, discussion groups, Plentyoffish.com, , yoga retreats, dating coaches, fitness trainers, yoga classes, therapists, beauty shops, therapists specializing in women in marriage transition, spiritual divorce coaches, spas, women's business groups, relationship workshops, new age and personal growth conferences and workshop leaders, Hairdressers, [women's night' events, weight loss coaches, online moms' groups.

It is interesting. Lucia raises the point by asking the question, “Do they have kids or not?” That would definitely affect the hubs. Do they have kids or don’t they? Within that circle of the women who have gone through divorce or are separated, we added smaller circles. One may be that they have kids and maybe they don’t. Age range of the kids will be an important factor here.

Notice this; we actually already got a pretty good sense of the hubs. This is one of the main ways that I can intuitively know how clear a niche is. How easily do the ideas for hubs come? The clearer it is, the easier it is to come up with hubs and the better the hubs. Let’s take 30 more seconds to add anything else you have. [moment of silence]

Tim makes a point that recently divorced women are usually not looking to date. They might just need some space from a relationship. That is a really good point. Notice that. If we specify that they are recently divorced, there are certain places we are not going to look. If they have been divorced for a while, we will find them in other places.

These are some thoughts about hubs.

The Three Wins of Working With Hubs

When we are talking about connecting with hubs, there is something I got from George Kao. There are three wins that need to happen for the hub in general. Think of it like a triangle.

One is that **it has to be a win for you**, obviously. If you are going to do a partnership, **it also has to be a win for them**. However, it also has to be **a win for their people** if they are going to endorse you. This is the main thing we are looking at.

I think it is important that it is a win for you. If it is not, and they sense it is not a win for you, it will make people very uncomfortable. If people ask, “What do you get out of this?” and you say, “Well, nothing, I just want to serve; I just want to give,” I think some of them might just use you. Personally, though, I would feel very uncomfortable with that.

Let me ask you this; If you were a hub (and you are in your own ways in your own communities) and someone approached you looking for support, and you basically supported what they did—you thought, “Hey, that’s cool; I like it; this is the kind of thing I would like to support”—**what would be important for you that would make it more or less likely that you would support it?** I am going to post this and allow you to comment. **How do you build relationships with hubs?** Let’s take a couple of minutes on this. Let’s assume you totally resonate with them; you think they do good work. What can they do that will make it more likely that you will actually endorse them? You are busy. What is in it for you to spread the word?

Somebody has come to you and you are busy. Think about your life and all that you have to do, yet, they want you to go this extra mile to take the time to spread the word. You love them. You say, “I love you. You’re the best.” **What do they need to do to get your actual, tangible, real-world support beyond just moral support?**

This is the core question when you are thinking about working with hubs. **What is in it for them?** Yes, they might like you and there is the feel-good aspect of it, but if you are asking them to really go out of their way, there has to be something in it for them. [moment of silence]

First of all, you want to **make it easy for them**; make it pain-free and easy for them.

I had a friend who ran a non-toxic hair salon. At her little counter she put up business cards of like-minded businesses. One lady brought her a stack of brochures, but no stand to put them in. It looked really ugly and she did not want to just drop them on the table where they took up all the space. She ended up never putting them up.

Allison, I think, hit a homerun when she said, “They write the copy for me to use.”

We want to put ourselves in their shoes and think, “Okay, what am I asking them to do and how can I make this as easy as possible?” Prewriting things is a classic example of that.

If you want them to send a letter or to send an e-mail, to do a tweet, then prewrite all of that for them. They will probably change it sometimes. They might just be busy, you did a good job, and they are going to do it. Make it easy for them.

I am going to share an example of something I did recently. I am in Victoria, B.C., right now where it is beautiful and not the arctic of Edmonton where I just came from. I wanted to invite some people to spread the word. I will post this in the same chain that we have been discussing.

This is what I did. I created all of these e-mails. These were the people who had signed up for my workshop and I wanted them to spread the word. They are all little hubs. If they are coming to my workshop, they are obviously connected to the holistic scene.

SAMPLE EMAIL TO PEOPLE ENROLLED IN MY WORKSHOP

hey all,

If you're reading this email, you're signed up for one of my workshops in Vancouver or Victoria.

I'm feeling very excited to meet you.

I've got a gift for you (just finished it) and want to ask you a two minute favour.

First the gift . . . I took the content of my weekend workshop and turned it into a six week group coaching program that about 40 people paid \$199 to be a part of. I recorded each ninety minute call and got them transcribed for the participants. Each call is about 30 pages of no fluff, provocative and profit producing content. In the the end, there will be about 160 pages.

Because you took the time to sign up I'd like you to have the transcript from the first week's call. No charge. I think you'll love it. Read it before the workshop because it will help you show up a few steps ahead.

Also – for those of you attending the entire pay what you can, weekend workshop – you'll be getting all 160 pages to help you integrate the weekend afterwards. You're the first workshop to ever have access to these. I'd love to hear your reflections on it.

The favour . . . Part of how I can afford to offer these events on a pay what you can basis and have it make financial sense is to not spend any money on advertising.

The only way that people ever hear about these events is from people like you. Word of mouth. If you know any other holistic practitioners who might find this useful, could you send them a quick email? We've prewritten one for you below – feel free to edit it.

Could you send it to your colleagues today (edit as you like)? I've also included a sample facebook post and tweet.

It's so incredibly helpful for us (and they'll thank you – it's a really good workshop).

It's also really useful to go with a friend who you can connect with to help integrate things.

*

EMAIL:

Hey there,

I just signed up for a marketing workshop designed just for holistic practitioners, permaculture folks, life coaches etc. and I thought you might be interested in attending yourself. they're being run by a fellow named Tad of www.marketingforhippies.com. He's doing a few in Victoria and Vancouver over the next few weeks (Feb 13th – 24th)

for more info or to register you can go to: <http://marketingforhippies.com/events/>

let me know if you decide to go?

SAMPLE FACEBOOK POST:

BC FRIENDS: Just signed up for a marketing workshop designed just for holistic practitioners, permaculture folks, life coaches etc. and I thought you might be interested in attending yourself. they're being run by a fellow named Tad of www.marketingforhippies.com. he's doing a few in Victoria and Vancouver over the next few weeks (Feb 13th – 24th). For more info or to register you can go to: <http://marketingforhippies.com/events/>

SAMPLE TWEET:

I'm going to a marketing workshop for hippies. If you live in Vancouver or Victoria – check it out – <http://bit.ly/8XaW8R> @HippyMarketer

These are simple things they can cut-and-paste and spread the word.

I have another example which I will probably put up as a document. I want to lift up the idea of the **two-step e-mail process**. If you are reaching out to a hub, whether you have a direct connection with them or if you just heard about them, and you say, “Hey, this is who I am; please promote me,” it is not that great. I think it is good to slow the process down a little bit.

For example, when I came to Victoria for the first time to do a workshop, I did not know anybody here. I called my friend Jackie Kanyuk and Jackie was really connected. She gave me the names of 15 people to contact.

I sent them an initial e-mail and it basically said,

“Hi there. Jackie suggested I drop you a line. There is a day-long, pay-what-you-can, marketing workshop I am leading for holistic practitioners in Victoria coming up. It is my first time doing anything here and she thought you might have some good ideas on places to spread the word about it. Any guidance is so warmly appreciated. There is no pressure as I am sure you are busy. I hope your summer is going well, Tad.”

That’s it.

Here are some more examples:

to random practitioners i saw in online directories:

hey jennifer,

i was wondering if you could help me.

i saw your profile in the holistic section of In The Koots and i thought you might have some ideas.

there’s a day long, pay what you can, marketing workshop i’m leading for holistic practitioners in Nelson this Friday (last minute – tied into a roadtrip and thought ‘why not?’) and it’s my first time doing anything in nelson. and i thought you might have some ideas on good places to spread the word about it. any guidance is so warmly appreciated. and nooo pressure. im sure you’re busy.

i hope your summer is going well

*

when someone gave me a name:

hey there ali,

aga suggested i drop you a line.

there’s a day long, pay what you can, marketing workshop i’m leading for holistic practitioners in Nelson this Friday (last minute – tied into a roadtrip and thought ‘why not?’) and it’s my first time doing anything in nelson. and aga thought you might have some ideas on good places to spread the word about it. any guidance is so warmly appreciated. and nooo pressure. im sure you’re busy.

i hope your summer is going well

- tad

*

to holistic healing schools:

hey there,

i was wondering if you could help me.

there's a workshop in Nelson this Friday that i thought might be of interest to some of your students and alumni – but i wasn't sure who to talk to at your academy.

i hope your summer is going well.

warmest,
- tad

*

to holistic centers:

hey there,

i was wondering if you could help me.

there's a workshop in Nelson this Friday that i thought might be of interest to some of your staff and associates – but i wasn't sure who to talk to at your center about it all.

i hope your summer is going well.

warmest,
- tad

You get the idea. It is very low pressure and there is no assumption that they are going to help. I am not even directly asking them for help. I am not assuming they are going to help and what is interesting is that there is an old adage that says, "If you want money, ask for advice. If you want advice, ask for money."

Somebody might say, "I have to get \$10,000. Could you give me \$10,000?" and the person responds, "I'll tell you where you can get \$10,000." However, if you ask for advice, they tend to get more invested.

I find it is a similar thing with hubs. If you go for support directly, it might be a little presumptive. However, you can say, "Hey, this person said you might have some ideas. I am not asking you to support it, but I thought you might have some ideas of people I can talk to."

The response I got to this e-mail so often was "This sounds great. Send me the info and I'll spread the word." I didn't even ask for it, but there was graciousness in not going for the direct "ask right away." I just presented it. Of course, they know if they can spread the word on it and they will let you know.

So, rule number one is to make it easy.

What do hubs want from supporting you?

We need to really think of what's in it for them. I am talking about money, referrals and so on. I do not think it always has to be "I refer to you and you refer to me." It does not always fit in that way. However, you need to really think about what can make it worth their time.

- **Money:** for some people and hubs they would love to earn some money from endorsing you - especially if their endorsement is going to make you money.
- **Help:** they might be interested in getting your help with something.
- **Debt:** Some people will do a favour for you now with an eye to collect later.
- **More Clients:** make sure that you also have a referral mindset. Before you get, you must give, which means in order to get lots of referrals from these people, you must be giving them referrals. Or you could host networking events or parties for them. Invite them to an all expense paid marketing association luncheon that has a great speaker.
- **To look smart:** A lot of people get their kicks out of being the expert on their favorite subject. When we tell people about what to buy, we're showing off what we know. Some people do this really well, and everyone goes to them for advice. Melanie, the scrapbook guru, Bob, the HVAC king, Steve, the car guy. We love to ask these people for advice when we're making a purchase and they love to show what they know.
- **To Feel Important:** Some people talk because they like being asked. They get a kick out of being the expert. The more people ask for their advice, the more important they feel. It feels good to be an authority figure. Find ways to recognize those customers and give them higher status simply by acknowledging them, keeping them in the loop, and asking for their input. Being a frequent flyer used to be as much about the gold luggage tag as the miles and rewards. These customers will talk about you and your stuff because it shows off their importance and expertise and because they feel like they're in the inner circle. Most people wouldn't mind looking like a hero once in a while. They would love it if they were profusely thanked for connecting them with you. They'd love it if people came up to them and said, "thank you so much for sending me that email! That person changed my life!"
- **To express themselves:** Like it or not, the brands that we choose to tell people a lot about ourselves. When we talk about a store, or music, or products, it's a way to show off who we are. I'm consistently amazed that the most rebellious teenager, who would drop dead if you called a her a "conformist", will proudly wear the logo of Gap or Abercrombie & Fitch.

- **To feel connected to a group:** The desire to be part of a group is one of the most powerful human emotions. We want to be connected, very badly.

Why wouldn't they?

They might not if . . .

- **No Money** - if their endorsement could make you \$ and you don't offer to compensate them - may seem unfair.
- **Too Much Effort** - the more you ask them to do, the less likely it is they'll do it. But if you can make it really easy and convenient for them to do with a big reward for themselves (or the members of their group) most people will. If you ask them to write a big sales letter endorsing you to their list and mail it that may be too much. But if you say, "We've already written the letter. We just need you to read it and sign off on it and then we'll send it to you to forward to your email list." Make it easy for them to endorse you. Do all the leg work for them. Ashley, a friend of mine in Edmonton is a powerful hub. She's really connected and respected and, when she gets excited about something - she goes crazy endorsing it. She met a woman who was running a seminar. This woman invited Ashley to attend her \$199 workshop so she could see what it was all about. But she expected Ashley to pay. She was inviting a very busy and influential woman to take a whole weekend of her life and expected her to pay to attend. She didn't go. People would bring her their brochures to put in her salon - but not think to bring a case to put the brochures in - leaving this for Ashley to do. Do it all for them. Make it turn-key. Don't give them all the parts of a car - give them the working car. They should just need to insert and turn the key to turn the engine on. Stu McLaren - a really brilliant marketer - wanted to get the endorsement of a bunch of business gurus for a seminar he was doing. So, he created a letter they could send out and also created a webpage/sales letter for each guru with their photo and tailored text. Many of the gurus were speaking at it. He then called them up and said, "I'd like to invite your support in promoting this event - I've already crafted the email to send and the website it will send them to - and I'll give you \$ _____ for everyone who enrolls." Make it easy.
- **You're an unproven commodity:** They need to know you, to trust you, to see your product or service in action. They will only endorse you if they feel confident that you can help the people they're endorsing you to. So, address their concerns. Give them the facts. Assure them it's safe. Make your case to them. Show them hubs in other networks who have already adopted you. Let them talk to these hubs.

Here's some thoughts from Thane Lantz' ebook (which I highly recommend) "**Six Deadly Holistic Practitioner Marketing Mistakes**":

"The trick to getting potential JV partners is to 'show them the money'. Your approach should be a simple proposition, 'Mr(s). BBusiness Owner, Would you like

to instantly make \$10,000 to \$20,000 or more without any effort, risk or investment on your part?'

What sane businessperson could say no to a proposition like that? As a matter of fact, they'll probably be more skeptical than excited. Whatever their reaction is, they will most likely be curious.

Once you have their attention you need to calm their fears about the JV being a too good to be true proposition. Ensure that you address the following points:

- 1. Your product or service is absolutely non-competitive to theirs. In fact your product is complimentary to theirs and will be perceived as a caring gesture to the customer*
- 2. The JV will not harm or take away any profits that they might ordinarily realize.*
- 3. They won't have to do any additional work or spend additional money to rollout the venture (you are prepared to absorb all production costs)*
- 4. You will indemnify and hold them harmless and you'll include an unconditional guarantee for all your products sold through them*
- 5. You will have all the orders routed through them for verification and auditing purposes*

These statements will calm any fears that your related company may have. You've just made it a completely risk free venture. Unfortunately, many companies still won't understand the concept and how it will benefit them.

It's good to have proven marketing materials and processes that will help you quantify the revenue they can expect from the venture. For example, provide a proven sales letter that you have already tested. The sales letter has a proven respectable response rate. You can almost guarantee the amount of money your potential JV partner will make."

The Top Ten Paths of Marketing:

Let's talk about these ten paths which I keep mentioning.

I am going to go through these one at a time and as I go through them, I am going to put a little comment. The first one is writing, so you will see that.

Path #1: WRITING.

As I am going through this, if you have resources that you think are relevant to this path—maybe coaches, e-books, Web sites—that can help people use writing as a tool of marketing, I want you to comment below.

Writing is such a powerful path for marketing. We are talking about blogs, e-books, articles, writing an actual book; all of these are very powerful.

They are powerful because they give people a chance to really learn about you, your point of view, your approach; they can get a sense of your vibe and your style in a very safe way. A lot of people love to read, so if you are the kind of person who loves to write and you are writing a lot anyways, consider this as a marketing path.

When you write a book, you become an authority. There is something about it in this culture. If you are an author, you are an authority. It can be e-books, special reports, white papers, and the blogs. These give people a chance to peruse you.

I have my own blog and that is okay. I have become a bit of a hub in some ways, but posting your articles or blog posts on other people's blogs might be just as, if not more, powerful. In terms of the warm level of directing people, write an article in not just any newsletter, but the right newsletter. If you are the realtor focused on dog owners, write articles for pet owners in the newsletter that they read.

With all of these, you are going to hear the hub theme come up again and again and again.

Here are a few resources. Let me cut-and-paste these. These are not all people I know personally, but they are all people I have heard good things about from my colleagues.

www.yourownbestseller.com.

<http://marketingmarshall.com/>

<http://thebookshepherd.com/>

<http://www.beneaththecover.com/>

<http://www.missionmarketingmentors.com/>

<http://spiritauthorscoach.com/>

<http://mybigbusinesscard.com/>

Writing a book can be very powerful. Having something out there that people can spread around and share is very useful as a way for people to come across you.

Path #2: PRESENTING

When we talk about presentations, we are talking about talks, intro workshops; it could even be online video, video blogs and etcetera. It is day-long workshops and seminars and all of that kind of stuff.

There are a few resources I would check out. Let me post this one and I will collect all of these and put them into the transcript, as well, so you do not have to scroll through here forever. One is

a colleague of mine, Callan Rush from Canada. The other is some friends of mine from Santa Cruz at RejuvenateYourPractice.com. Jesse and Sharla are lovely people. Those are two resources of people who are coaches who specifically help people to build their businesses by doing presentations and creating workshops they can sell.

I do not have their style. Callan, Jesse, and Sharla do a lot of accelerated learning; a lot of sort of “high-five your neighbor, they’re great;” a lot of it is “repeat after me.” There is a whole philosophy around it which I just disagree with. It is not my style, but they do have some really great things to say about marketing and how to build workshops and presentations. If this is something that is exciting for you, but you don’t know how to put it together, they are awesome and great to check out.

Here are my thoughts on presentations. I think there are three main things with presentations that matter.

Three Keys to Have Presentations be Effective Marketing for You

Key #1 - Topic and Title

The first is the topic or the title which is why this niche project and having a clear sense of who it is for matters. The topic and the title matter more than anything. Having a workshop title that is “Raki” is not that compelling unless people are into raki. “Succeeding at Life 101” is not that exciting. Callan Rush has a great one entitled “How to Fill Your Workshops with Ease.” That is the title: “How to Fill Your Workshops with Ease.”

My colleague Max Simon had one called “Sold-out Seminars.” That is great. These are titles that specifically nail it. If you can think of a title of a workshop that really grabbed you, I would invite you to post that. Maybe it was a title that was so clear that you thought, “Ah, this is the journey that this workshop is going to take me on. This is the Island A, the Island B.”

Most workshop titles are not about the boat, unless it is a brand new boat that everyone is excited about and you are the only one in town doing it.

The title and the topic are probably the biggest things for me that will make it easy to spread for your hubs and your friends and make it compelling.

Key #2 - Partners and Hosts

There are a couple of ways to think about this. When I went to Ottawa, I filled all of those workshops because someone else hosted it for me and they filled it. I, then, compensated them financially for that. I could never have done it on my own.

If you can have somebody host your workshops or host an intro for you, it is amazing. When I was doing some non-violent communication workshops in Edmonton, I knew yoga studios would probably be the perfect fit to host me. I went to them and I said, “Why don’t you just keep all the money?”

The truth was that at that point I was just apprenticing. I felt that I still had so much to learn I did not feel right taking money for it at that point. I was still very green in it, so I just let all the yoga studios keep all the money.

That is probably still a smart idea. If I had a full weekend or a ten-day thing that I was trying to get people signed up for, letting the yoga studio keep all the money is probably going to motivate them a lot more to get people there rather than, “Hey, I will just pay the rental fee.”

When you are thinking about partners hosting you, really think about it strategically. It depends on how big the back end is, but if the back end is big enough, why not let them keep 100% of the front end. You don’t have to; it is up to you.

However, consider this if you really want to get numbers. I can tell you that I would be a lot more motivated if I was running a yoga studio and my life was full and I had so many things on the go, and somebody said, “Hey, I will give you \$25 per person who signs up.” I would be like, “Wow, I have a bunch of people who are probably interested in that. It is really easy for me. You have written the copy for me; you have created the poster for me. It is all done and all I have to do is cut-and-paste and click Send and I can make \$600. Yes, I’ll do that.”

You can get somebody to host it, but also think about partners. This can be a very powerful one. There is a company in California called Moon Dance Paints. They are an eco-friendly painting company, one of the first ones. They knew there were many people who, if they knew there were eco-friendly paints, they would buy them. However, what about the paths? How are people going to come across them or find them?

This is what they did. They partnered with the local whole foods, a green landscaper, a green interior designer, and a green architect, I think. They did a Green Home series. They made it very easy for the whole foods; they used their space. They all promoted each other and they all did really well from it. It was a nice, little niche project.

As another example, there was a client of mine who had a cloth diaper company. She thought, “Well, nobody is going to go to a workshop on cloth diapers because they are either into it or they think it is gross and disgusting and they are not going to.” This is probably true.

However, what if you did a workshop on natural parenting? What if you broadened the category just a bit? You would probably get a lot of folks. You could have somebody doing infant massage; how to feed your baby healthy food and make healthy food for your baby; a parenting

coach being there; a lactation specialist to talk about breast-feeding. There are so many things you could weave together and then the cloth diapers just fit into it.

If you see something that makes you think, “Ah, this product or service would not be a good workshop,” I bet you could come up with a partnership thing where you could introduce it in a broader context. Of course, the key thing is that you are all promoting that workshop together. You are all working together to promote it to *all* of your lists.

This is the basis of how telesummits work. Many speakers all promoting the same virtual event.

Key #2 - Follow Up Options

The first thing is the topic and the title; the second thing is to think about partners or hosts. The third, and it is so critical, is the follow-up options. I have become so lazy about this in the last little while, but it is very powerful to do it. This is the sales funnel.

I had a client in Red Deer who did a workshop in a conference. He called me up and he said, “Tad, I did the workshop and it was so good, but I got very little response. I got no business from it.”

I said, “Tell me more.”

He said, “The strange thing is that it went really well. The energy was so good in the room and I found out in the evaluations afterwards that I was ranked as the top presentation in the entire conference, better than the keynote. Everybody loved it so much.”

I said, “Wow, what did you offer them at the end of your session?” There was this kind of silent, long pause, and then he said, “Oh.”

I said, “Okay, well, you can still e-mail them with an offer afterwards,” and I got another long, silent pause and, “Oh.”

I said, “Oh, you’re screwed, sorry.”

It is really important when we do a presentation to offer some next step. It is easy to think, “I will just do this intro thing, wow them, and I will give them all of this content,” without giving them anything else.

You want to think about the follow-up options and I really recommend creating a half-page, something they can fill out, where they can put their name, their contact info, and any kind of feedback you want. Also, include a place where they can check like one of five boxes like, “If you want this level, check this. Here is a free thing you can get. If you want to be on my list (if they are not already from being there) sign up here.”

When I would do my intros for a weekend workshop, I would say, “Check this box if ‘yes, I want to attend the workshop.’ Check this one if it is a maybe, but you want to talk about it. Check this one if it is ‘no, but keep me on the list, I love you.’” Another one was like “I’d like to book a coaching session,” and another one said, “Please remove me from the list. I love you, but it is not a fit.”

Give people the options of how they want you to follow up with them. It is so different if they come to an intro workshop and then you try to follow up with them via e-mail but without permission versus if they told you exactly what to do. Consider really naming the follow-up options any time you do a presentation.

Follow Up Form Example . . .



Marketing for Hippies

Helping conscious, green and local businesses to **grow**

Name:

Email:

Primary Business:

Service Provider Holistic Practitioner Specialty Products Retail/Restaurants

What are the three most useful things you're walking away with today?

Where should we promote this event in the future? Who are good hubs for this?

Where do you want to go from here?

- YES! Sign me up for the “**Radical Business Intensive**” workshop for Nov 18 – 21st.
- MAYBE! Sign me up for the “**Radical Business Intensive**” workshop for Nov 18 – 21st. But I have some questions first.
- I'd love to book a one on one session with you for 50% normal rate.
- I'm interested in **hosting** one a workshop where I live in the future and think I could get at least 15 people out to it.
- Thanks for the day but please **remove** me from your email list. I still think you're lovely.

much in. Then I would collapse and, basically, sacrifice my own offers to give them more content. Do not do this to yourself. Make sure you fit that in.

When do you share these options?

I got this from Jesse and Sharla with RejuvenateYourPractice.com.

The best time to start talking about those options is *not* in the last five minutes when everything is rushed. If it is a three-hour workshop, you take a break for ten or 15 minutes, come back, do some stretch revitalization exercises (something fun), and then say, “Okay, let me take ten minutes and talk about this and let you know what the options are.” At the end, you can give out the forms for them to fill out.

Do *not* try to cram it into the end. I am a classic (as I am doing right here). We are at time and I still have so much more to say. I would always do that where I would try to fit too

own offers to give them more

Again, it is the topic and the title, the partners and the hosts, and then the follow-up options. These are the three key things. That is PRESENTING; that is number two.

Path #3: NETWORKING.

I have some thoughts on networking including business cards and stuff. If you have any comments or thoughts on networking or what makes effective networking (or not), please post them here as I talk.

For networking, you are basically going to events to connect with other folks who are in your industry or are hubs for you. How do we do this?

First of all, I am more introverted than most people, I think. I can go to these events and I can do it and I can be a little exhausted afterwards depending on the event. There are a few things I want to suggest.

First, go with somebody else; go with a friend. A friend will be able to talk you up in a way that you cannot talk up yourself. You can rave about your friend in ways which they cannot. If you go with each other, you can network for each other and it is a really fun way to do it.

The second thing is one I got from Bill Baren, a brilliant guy. His thing was, “Don’t go networking for clients. **Go networking for hubs.**” I think this is one of the most brilliant thoughts I have ever heard on it. Don’t go networking for clients; go networking for hubs.

When you think about events, you are going to get strategic about networking. Do not go to the events where you will find a bunch of your clients. You want to be where there are people who are connected to lots of your clients and build connections with them.

Especially when we are talking about networking in person, you do not need to get anything from them. Just have a little bit of face time and build a personal connection. This does a ton in terms of the follow-up.

Third, do not just give your card to them, but get theirs, as well. I see this all the time with networking. People go to networking events and they run around giving out 100 business cards. It feels like they are accomplishing something, but I would say it is a false feeling of accomplishment. Of course, most of those people are going to get home and have no idea who gave them the 20 cards they got that night. They just throw them out because they cannot remember who the cards are from.

I just got a business card a while ago (pictured here - front and back). I want to suggest that business cards are not necessarily that useful. I do have some thoughts on how to use them and

how to make them effective, but for years, for most of my career, I did not have a card. People would say, “Well, do you have a card?”

I would say, “No, do you have one?” and they would give me their card. I would make a note on it of something to send them: a pink spoon, a blog post, a video. It would be something useful for them that would start the relationship off with giving something generous.

I would get their card and I would leave the night with maybe ten cards. I want you to get that leaving with ten of their cards that you can follow up with is a lot more powerful than giving out 100 business cards. People do this. They go and they give out cards to everybody as if to say, “Hey, here’s my card. Could you throw this out for me?” That is what will happen.

Fourth, get a business card that works. Here are my thoughts and I will probably post some photos of my business cards after this call. There are two things I think are vital for a business card.

First, have your personal photo on it, a current, awesome photo. People get so many cards and they really won’t remember who it is from, but if there is a photo of you, they can say, “Oh, yes, it is that person.” It helps more than you think.

Second, use the back of the card (which is usually blank) not to set up an appointment, but to give them a pink spoon. Give them some free offer. Mine basically is like, “*Hey, are you a conscientious entrepreneur who is struggling to get enough clients? Well, go to my Web site and there is a ton of free stuff.*” At the bottom, there is a line with my Web site, MarketingForHippies.com/free. Use the card as a way to direct them to some pink spoons, nothing too heavy, and they can check you out at their own pace.

Can the pink spoon be a small discount of your service? It can, but I think that is less pink spoonish. Ideally, it is something online: audio, video, written, a quiz and/or e-mail series. It is something from which they can check you out from a distance without having to book anything. No risk for them and



Are you a conscientious entrepreneur struggling to attract enough clients?

Perhaps you are selling a green or healthy product, or you're an Holistic Practitioner, green service provider or maybe you're a local retail or restaurant that just plain cares deeply about your community, nature and social justice.

You can get **four FREE business building gifts worth over \$100** on my website. You'll learn lots of ways to attract all the clients you can handle – without spending a fortune, sacrificing your integrity or selling your soul. Go to the link below to get them right now.

marketingforhippies.com/free

no effort for you. That's ideal.

It depends on the vibe. You might have a great vibe and just decide to go for the next level. I don't know; a small discount on a service, to me, does not give me a taste. It is not a pink spoon at that point. It is just a discount.

Lauren was saying, **“Don't go networking for clients; go networking for hubs. Can you say more about this?”** Just like with Phoenix Rudner, this realtor, when you think about all of those hubs, instead of thinking about just where the pet owners hang out, he could think, “Where do all these hubs hang out? Where do all these hubs get together in one place where I could just go to one event and meet a bunch of folks? It would be much easier.”

Joseph has one on networking: **“Do one-on-one networking. Have lunch and coffee with people you already know.”** You are so ahead of the game. “Just make your intention clear. I would love to catch you up on what I have just decided to do with my business,” or, “I could really use some advice about such-and-such;” “I want to do some marketing and I want to talk to you about introducing me to your such-and-such.”

Yes, sometimes if I am going to meet with somebody, I will just say, “Hey, we should go for coffee. It seems that there might be a fit here of ways we could support each other. I'm not sure what it is, but let's grab a quick, 30-minute coffee some time.”

Then you can have the one-on-one more intimate conversation which, I agree, is much better for introverts.

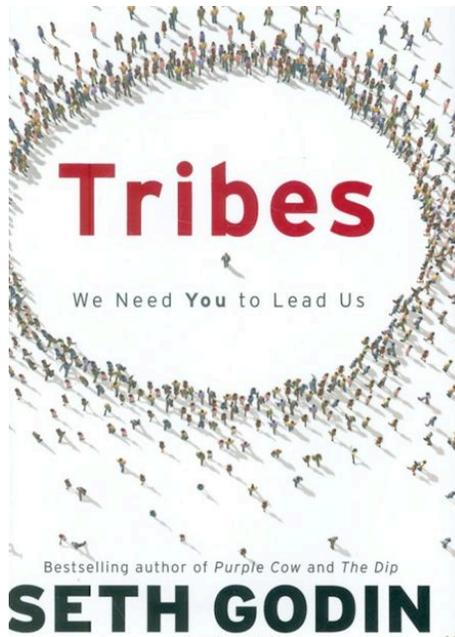
Lorraine just introduced the new verb: ‘pink spooning’; nicely done. This is great.

The thing is, if you go to an event where there are lots of people, if I think it is a significant hub or significant connection, and then I set up the one-on-one networking thing after that. You are already at events; you are already at parties or gatherings, probably. If you are going to do it, do it well.

Path #4: BUILDING COMMUNITY.

Let's do a quick brainstorm on this. We are going overtime, but I hope you enjoy it.

An important book on this topic is **Tribes** by Seth Godin. Here's an excerpt from it.



This leads to an interesting thought: you get to choose the tribe you will lead. Through your actions as a leader you attract a tribe that wants to follow you. That tribe has a worldview that matches the message you are sending.

Important clarification: Great marketers lead people, stretching the boundaries and bringing new messages to people who want to hear them. The core of my argument is that someone's worldview, how they feel about risk or other factors, is beyond your ability to change in the short run. Sell people something they're interested in buying. If you can't leverage the worldview they already have, you are essentially invisible. Which is a whole other sort of magic, one that's not so profitable.

If you are leading a tribe focused on saving the world by fighting global warming, the tribe will of course have a worldview that includes the idea that global warming is a problem and that it includes

the idea that global warming is a problem and that it can be addressed through its actions. They come to the tribe with that in mind and your leadership resonates with them.

If, on the other hand, you choose to work to persuade a different group, one with a very different worldview, they will likely reject you. Al Gore started leading his tribe when he didn't know who they were.

He stated his message and people found him.

Ultimately, people are most easily led where they wanted to go all along. While that may seem as if it limits your originality or influence, it's true. Fox News didn't persuade millions of people to become conservatives, they just assembled a tribe and led them where they were already headed.

Tribes are increasingly voluntary. No one is forced to work for your firm or attend your services. People have a choice of which music to listen to and which movies to watch. So great leaders don't try to please everyone. Great leaders don't water down their message in order to make the tribe a bit bigger. Instead they realize that a motivated, connected tribe in the mist of a movement is far more powerful than a larger group could ever be.

As the ability to lead a tribe becomes open to more people, it's interesting to note that those who take that opportunity (and those who succeed most often) are doing it because of what they can do for the tribe, not for what the tribe can do for them.

This is the heart of the matter: Every leader cares for and supports a movement. A movement like the free speech movement at Berkeley or the democracy movement in Tiananmen Square or the civil rights movement in Mississippi. Or maybe a movement like the obsession with hand roasted coffee in Brooklyn or the worldwide collection of people obsessed with tattoos.

Today, you can have a narrow movement, a tiny movement, a movement in a silo. Your movement can be known by ten or twenty or a thousand people, people in your community

or people around the world. And most often, it can be the people you work with or for, or those who work for you.

The web connects people. That's what it does. And movements take connected people and make change. What marketers and organizers and people who care are discovering is that they can ignite a micromovement and then be propelled by the people who choose to follow it.

What are some ways you can build community? Put your comments under here of what you have seen or done that can build long term, deeper community beyond just getting them to rebook for another session. This is important, but what can you do to build that sense of community around your business so that marketing actually becomes a force of community building? What are some examples of that? Let's take a couple minutes for you to comment on what you have seen and what you have done or participated in. How can you build deeper community amongst your clients? [moment of silence]

You are all just brilliant. I love what you are coming up with here. I will just read some of these as you continue.

- Host potlucks
- Support groups
- Using Web 2.0
- Social media
- Study groups
- Following up after a session to see how they are doing
- Remembering their birthdays and wishing them well
- Introducing them to other practitioners that you think might be of service to them
- Connecting them like, "Hey, did you know this person was talking about the same thing or these other people are interested in that, too?"
- Keep track of your people, their interests and needs
- Hook them up with each other
- Helpful info
- Create really intimate experiences in classes and programs
- Writing your newsletters in a style as addressing the community in a way that you are holding everyone in it
- Be a source of community information
- Follow-up conference calls for programs
- Provide space for them to meet online, for example, Ming.com where you can create your own Facebook
- Facebook group or online forums
- Volunteer at related events
- Comment helpfully on other people's Web sites
- Create gathering spaces, either face-to-face or virtually, so people can build relationships with each other and not just with you as a teacher (this is kind of what is happening here)

- Structure it wisely; have a list of rules and agreements from the get-to for virtual communities (you have all been very polite with each other) to make it easier to neutralize negative or unhelpful behaviors
- If you have the time, invest in being a skillful facilitator for your community
- Host a mini event
- Sampling services
- Give mini talks
- Monthly evening workshops
- Sponsor events like a dance or a ceremony or a gathering for like-minded people
- Organizing some regular party or event where they get to know each other, so it can become networking for them, too, and meet friends, maybe
- Make really good stuff available to them; a client referral that you do not want yourself for whatever reason, give to a colleague or someone just starting out; if you have older products you are discontinuing, just have a giveaway to your best clients (that is so great, Joseph)
- Have a free weekend every year (Joseph has a free weekend every year for his clients, really nice)
- Gifts like mix tapes (Bill Baren sends out a mix CD every year and I think it is super classy)
- If it applies to you, some pro bono work is great for everyone and may be the best for you

This is awesome. You guys are amazing. These are all the kinds of things you can do to build and keep fostering community.

This is where having your client database can be very handy. I think it is also very good to figure out who your **favorite clients** are and to take extra special care of them. You want more clients like them. In your database, if there is a way to organize that, you can do special things just for your very favorite clients and it keeps you in communication with them and it keeps you in a position of giving to them and contributing to them. It helps foster a sense of connection with you.

You can introduce your favorite clients to each other if it is appropriate in your context. This can be very powerful.

There was a chiropractor clinic in Calgary and every month they would host a new workshop on a cool topic for their clients.

Path #5: SOCIAL MEDIA

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.

I have my thoughts about social media. If you have any cool resources of cool social media coaches whom you think people should get in touch with, please post them up there. I have my take on it, but there are probably people much smarter than I am. Post your ideas up there, I will share my thoughts, and we will wrap up.

This is how I think about social media. TV stations, TV channels, and networks make all of their money from ads. The reason those businesses place ads is because there is a big following; a lot of people are watching the TV shows or watching that particular network.

Why are people watching that network? They are watching because the programming is so good and people want to watch the programming. This is where it all starts. It is about having good programming; good content, that people want to watch.

There are some people on Facebook and all they do is post negative, complaining stuff about their life in Farmville and so on. Those people tend to be ignored.

There is a ten to one ratio on social media which means for every ten things you post which are cool, useful, and relevant, one can be a shameless plug for what you do. It is being seen as a source of good stuff, a hub of cool things, a curator of really nice content.

Facebook seems to have made a number of unfortunate changes, but part of what is happening is when you post things, at least on the profiles with the timeline, photos and images seem to be prioritized and get a lot of response. You might consider doing that if you want to promote an event. Instead of just pointing a link to it, I would consider putting a photo with it. This seems to be helpful with it showing up.

Sharing cool, useful things begins to build an aura around you, a sense of who you are. Just from what you post, people say, “Oh, you post really cool things that all seem to align with my point of view. You’re clearly a part of my tribe.”

The first time I ever met Bill Baren and his business partner Patrick Dominguez, I had never met them in person before and they said, “Would you like to write a book together?” That was in large part because of what they saw me post through social media and the impression it gave.

They said, “Tad, you post the coolest stuff of anyone I know on social media.” I get that from a lot of people. Posting interesting, cool stuff that is relevant to your folks, stuff that expresses your point of view is awesome.

Be wary of building up a Facebook and Twitter following only. **I think the point is that you want to get them on your e-mail list.** Tim just said that. He says, “One thing I think is really important, but I have not done it myself, is to get an e-mail sign-up form to the Facebook group page. This makes it much easier to build up your contact list.”

This is really, really vital. I use social media and people come to my workshops because they randomly saw somebody post something on social media and that is powerful. However, it is vital to build your own e-mail list because Facebook keeps changing. Facebook used to be 100 times more useful for me than it is now in terms of promoting things. They changed a lot of things and there is nothing I can do about it. However, I still have control over my e-mail list.

Social media can be very powerful. Consider, whenever you write a blog post, if you do that, posting it on social media. When you come across “cool Ted talk,” share it there. When you come across a cool image that you think would resonate, share it. With anything that is cool, you are like the filter for your community.

Social media is a very powerful path.

But what to post? Here are a bunch of ideas . . .

The Six Types of Social Media Posts

I think that 80% of your social media (and blogging) posts should fit into these first three categories.

I. Give Value

II. Create Context

III. Engage Conversation

The remaining three should make up roughly 20%.

IV. Reveal Yourself

V. Take A Stand

VI. Shameless Plugs

* * *

I. Give Value: helps them get from Island A to Island B. Becoming a source of value. A hook up for cool things for your people. A trusted resource.

1. Event calendar listing
2. Event reviews and summaries (if you go to an event that is of interest to your community - why not tell them about your experience of it. what did you like? what didn't you? what did you learn that could be useful for them?)
3. 'did you know _____ about _____.' Educate them on things they might not know about.
4. quick tips - 'how to' on their biggest problems
5. book reviews. You can even think out of the box here, there is a whole website dedicated to providing mindmaps/cliff notes on popular self help books. <http://www.PhilosophersNotes.com>/ he sells them but there is no reason why you couldn't do something like this as a blog post.
6. "stone/herb/recipe of the month" - what it looks like, metaphysical properties. or for cooking - focus on one particular herb or ingredient they need (e.g. <http://spezzatino.com/> - you pay to sign up for it and proceeds go to the healthy food bank - super beautifully written and beautiful photos - eye candy - e-zine about one ingredient totally deconstructed, history, structure of it, nutritional elements.
7. success stories from people you've treated
8. free audio (e.g. self hypnosis audio tracks, short meditation, a clip from your workshops, clip from a teleconference call)
9. feature other relevant people who can help your clients
10. feature cool resources or websites that can help them (e.g. seniors: links to funding to pay for care givers, seniors events or single mom's local supports for childcare. or people who want to renovate green - local retrofitting subsidies etc.)

11. interviews with famous people in the niche
12. case studies of people like them who've gotten the results they wanted
13. a cool tool that could help them (e.g. the marketing calendar I got from Gisela Mckay)
14. posts that are tied into seasonal/holiday things (e.g. seasonal checklist of things to be doing and buying: the essential oils that are perfect for this season, recipes for the season, allergy related things)
15. provocative questions to ask your friends, new ideas for dialogue with friends (e.g. ask your friends 'what fascinates you these days?')
16. my photos of ads that i comment on
17. DIY home remedies (e.g. 15 minute self massage videos, make _____ at home)
18. other people's youtube videos - yourselves or others (e.g. TED Talks, funny videos)
19. guidance on where to shop and what to shop for if you're trying to solve _____ problem (e.g. nutritionist: recipes and where in town to get a the ingredients and brand names, photos of them (print this off and take it with you)
20. product reviews or endorsements that might be related to your work, hiliting complimentary businesses
21. other people's blog posts!
22. "ten truths about _____" or "5 myths about _____" lasered into a particular problem (e.g. helping moms sleep: sleep tips, feeding tips - videos, feel good tips, how to deal with christmas, downloadable white noise)
23. humourous comics relevant to your crowd
24. latest news and events in your field and industry (e.g. product recall updates)
25. freebies ("it's hidden in this blog!")
26. examples of people doing cool things in your industry
27. top ten lists

28. focus on ONE thing to avoid (e.g. don't get this ingredient, don't ever use _____ strategy, never refinance in _____ situation, never say these words to your spouse . . .) - Biggest blunders
29. focused articles (e.g. for parents "how to make the morning routine go smoother.")
30. coupons for other people's stuff "i've negotiated this on your behalf"
31. book excerpt
32. sharing stories with a tip: so they don't feel alone in their problem
33. watch this TV show coming up! or watch this clip from this show (e.g. Marni Wing Girl sharing 'you know pick up has gone too far when . . . ' and funny clip from a TV show about a super deceptive pick up tactic)
34. Transcripts of FB and msn chats. Or email convos. You're having them anyway.
35. Conversations that you have on the phone or video chat. You can record Skype conversations using Instant Call Recorder and there is also a really cool tool called Cogi <http://www.cogi.com/> that records your conversation and transcribes the conversation for you! So great.
36. Q & A Style blog posts - you send an expert questions and let them comment.
37. Online chat transcripts.
38. A gratitude post directed at other people (e.g. Colette Kenney's weekly one - tagging people in it)

II. Create Context: help them understand why they're struggling. You're an illuminator. Educator. Empathy! Become an expert in your industry and scene. Do research. Understand the background and hidden dynamics. Never stop learning. Stay curious. Keep finding new models and ways to help people make sense of their experience.

1. rant on something topical - comment on pop culture and current events and news items (e.g. my comments on James Allen Ray's hothouse).
2. updates on the cutting edge in your industries: where do YOU see things going?
3. quizzes/evaluations where they get results

4. themes that have been coming up in your group, scene or industry, (e.g. "I'm hearing a lot of people talking about _____." and give your two cents on it).
5. affirming they're not crazy to be struggling.

III. Engage Conversation: only ask questions you're really curious about. Provocateur. Engager. Community builder. Student.

1. ask a provocative question: (e.g. when is marketing gross? when are workshops gross)
2. ask for feedback on something you're working on (e.g. before and after video)
3. take a bunch of feedback - weave it together and resubmit it to the community for feedback.
4. reply to comments and posts

The flip side is responding to people's comment's on your own blog. 2 way conversation doesn't mean post a blog post, have someone comment on it and that's it. It means it has the potential to be a full conversation. So show your commenters you respect and appreciate them by responding back.

The remaining three are 20%

IV. Reveal Yourself: helps them get to know you personally a little bit. You're human.

1. sharing a story of somewhere you were struggling in the past and an 'aha' you had - be willing to be vulnerable about your questions and invite people's support and guidance
2. share a vulnerable struggle you're having now and ask for support (e.g. john robbins and madoff scandal or 'my website feels hypey and i don't know how to fix it - i welcome your thoughts! help me!')
3. apologize and make ammends when you screw things up (e.g. Brendon and Christine in Winnipeg - fucked things up and never took full responsibility - a video from them sharing what they learned. but don't say, 'we're going to be vulnerable here'. you're not doing this for a hero biscuit. just be real about where you weren't conscious).
4. updates on your life: once in a while - why not!
5. recipes (even if you're a realtor - but maybe you're a foodie too!)Shameless Plugs
6. Pictures! if you're giving a recipe - show a picture of it finished.

7. joke or video or song of the day (every once in a while share something just because you think it's cool. (e.g. photographer chiropractor includes a nature photograph he took)
8. Travel - people you've met, things you've learned, places you have visited.
9. reveal and highlight your nerdy hobbies, social info and interests.
10. <http://laurahollick.com/> and <http://www.pinkelephantacademy.com/> - have the design and vibe of your site, blog and social media reflect who you are.
11. share a dream or a goal you have that you're working towards (e.g. I've always dreamed of moving to Greece)



V. Take A Stand: inspires them (and makes it easier) to do something to make the world better. Become an advocate, defender, protector of your people.

1. advocacy & activism (e.g. "natural health products are being threatened in Canada", or Berezan's "comment on river valley development")

2. Write an Open Letter to _____ (e.g. an open letter to workshop leaders).

3. Write a manifesto (e.g. like The 10 Commandments of Biz here)

4. ask people to sign a petition

5. boycotting certain companies
6. buycotting to reward
7. protests, actions, mobilizations etc.
8. video of someone speaking on an issue that's dear to them.
9. industry critiques: where does is your own industry out of integrity?

VI. Shameless Plugs: selling your stuff. You're a business and an entrepreneur.

1. special offers for your products and services
2. blatant - 'hire me' messages: keys - make it very clear who they are for and who they are not for.
3. affiliate products that you love.

Path #6: HOSTING

I have been hosting events and gatherings for as long as I can remember professionally. In 1999, I started a project called Youth Jams in Santa Cruz, California. It was part of a project called YES!: Youth for Environmental Sanity. YesWorld.org was the group.

We started this project, Youth Jams, and it was based on bringing together leading young change makers from around the world who are normally speaking at conferences and running conferences, and getting them together for a week to just hang out. I saw the power of just getting cool folks together and not necessarily over-programming things, but just letting good people connect and trusting that good things would come from that.

I host potlucks all the time. We have a network in Edmonton where we host the Green Drinks events that a lot of you are probably familiar with, where folks in the green scene get together. So, I've just seen the power and the impact on communities of hosting.

When we talk about hosting events, we're talking about bringing people together. You know that Seth Godin wrote this book called Tribes, and his notion of tribes is very similar to this idea of the niche, a community with a shared set of needs and experiences.

It's important to remember, in terms of word of mouth – which is one of the core paths, if not *the* core path – that people are going to find us along, that word of mouth spreads within communities. So, the tighter and stronger a community is, the faster word of mouth spreads.

A funny story to illustrate. There was this lady who came to my workshop in Calgary one time, and she has a relationship with an Amish community. This community made dried bison bones. They would kill and dry these bison bones, and dogs really loved them. Rawhide stuff can just get caught in a dog's stomach, and it's terrible, so this stuff was really healthy for the dogs and really great.

She wanted to sell them, so where does she go to sell them? The obvious place is going to be a dog show where there are all these booths and things. So she went to this dog fair, an outdoor thing. It's a big park and all these booths and people are there with their dogs.

She goes to set up her booth, but all she's brought is this big plastic bag full of these bison bones. Everyone has these professional booths with these banners and their uniforms, and they're doing interactive stuff. When she gets to her tent, she puts her bag of bones on the table, and then goes off to get something. When she comes back, there are all these flies around the bones because it's in the sun, so she has to pull her table back into the tent into the shade. Everybody else has got these beautiful fronts, exciting and engaging tents, then there's nothing with hers. She's just this sad little bone lady in the back.

It was interesting. It actually made it stand out more because all the other tents were so awesome in the front, and this one was empty. So people would look in to see what it was, and they saw this sad bone lady. They said, "We'll go talk to her," and she'd tell them about the bones.

So they'd get it, and they'd go with their bone and give it to their dog, and their dog would just go crazy over it. They'd totally drop whatever else they'd been playing with and just work on that bone. People nearby would just be like, "Whoa! What is that that you gave your dog?"

It's like, "Oh, I just went to see the sad bone lady."

By the end of this thing, she had the biggest line. People were just lined up right past all the other tents who were watching them all go to her, even though they'd spent all this money.

To me, what this says is that, again, with word of mouth, it's got to be remarkable. The bones were. But we've also got to make it easy to spread the word. Part of what makes it easy is the tighter a community is the easier it is for people to connect with each other.

When I started out, I was doing workshops for student councils, which is cool and great. Student council advisors were who I needed to talk to because they're the ones who will make the financial decision. Yet, there was no hub for them. There was no place they actually came together. So if I wanted to reach them, I had to do it one at a time, which is hard work. It also made it impossible for them to endorse me to each other because they never talked to each other.

At a dog show, it's this artificially created, tight-knit community for a few days where word of mouth spreads very, very fast. For her to have gotten that much attention just regularly, outside of this kind of thing, it would have taken way longer. So, everything we can do to bring a community tighter is a win for us, but it's also a win for the community as a whole.

I heard about somebody who's a business consultant in L.A., and he would do workshops. On Saturday nights, he would take everyone out for dinner at his favorite Italian restaurant. I thought that was so cool and classy, and I thought, "Man, I could do that. That's not that expensive."

So, I did that for a few workshops because, no matter how attractive a workshop is, it's still a workshop. People don't interact as much, and I was like, "I want to hang out with all these people. They're so cool."

So, we went to a restaurant, but the music was a little loud and people just sat at their tables and didn't mingle. So, that didn't feel as great. Eventually, it evolved into more of a house party or I'd use a loft space if I could find one, and that was awesome. But I also realized it would be a chance for me to bring some of my favorite past clients in Toronto because that was where I was doing a lot of the workshops. So, it was the people at the weekend plus my favorite clients I invited.

Then I thought, "Oh, there are also these people who are hubs in the community who are just never ever going to come to my workshops. They don't need it or they don't think they need it. So, they're not going to come to my workshops, but they would totally come to a party that I hosted that had sweet networking."

I want to post a link here. It's for one of the parties. I call it the Green, Grub, and Gather.

theradicalbusinessintensive.yolasite.com/gggtoronto.php

I want to lift up a few things about this that I think make it work really well. You'll notice that at the very top it says, "Green Grub and Gather," a little note personal note from me, and the number of spaces remaining. This one actually totally oversold. We had about 80 people there instead of 60.

So, every time I come back, I'll host a social event, and it has multiple benefits. Again, I get to connect with the existing client and I get to reconnect with some of my favorite clients, which is wonderful because those people are also some of my core referral sources. They're the ones who talked me up the most. I just love these people, and it's really good to see them. So, you'll see some basic information: the who, what, where, when, and all that.

Underneath it, though – this is the main thing – you'll see a whole list of who's there: the photo, their name, their bio, and contact info. What happens is that, as people are RSVPing for this party, I get their photo and I get their bio, and I put it up. Then I would reach out to people and say, "Hey, just so you can see who's coming, check this out."

As this grows and grows, it gets more and more excited to come to the party. People aren't just going to come to my party because of me. They're going to come because it's going to be really good networking for *them*. They can look at this kind of list and say, "Oh my God. All those people are coming? I'm in." That's how I've got about 60 to 80 people at these events in Toronto, even though I don't live in Toronto.

When we talk about hosting events as a marketing tactic, I'm talking about hosting gatherings, hosting parties, and events. Hosting could also be **giving out an award**. Alison Chan was talking about this idea of doing a clinic where cyclists who've been injured could come and work on their bike at a bike shop, but also get some physio assessments – little five-minute assessments – and maybe some education. She had mentioned that a lot of them love to compare their war stories of accidents they've been in and crazy situations.

That turned into a thought: What if awards were given out every year – some bragging-right awards – for the cyclist that had the craziest story that year? Maybe also then, a commemoration of cyclists who were lost that year, whether in a traffic accident or who were just members of the community who'd passed on. Hosting an award or anything you can host brings the community together.

I love the idea of hosting an awards thing because it takes you from a position where it's like "We're trying to get something," to "We're giving something to the community." Instead of trying to get people's approval, we're the ones giving it, which I think is a powerful place to be in in general. So, hosting can play a lot of different ways.

Hosting can also mean that if you're at somebody else's party, you kind of take the role of hosting. You **play matchmaker** all night. It's a super-fun thing to do, and everyone will love you and remember you if you're at the party. You just meet everybody and say, "Who are you? What are you passionate about? What do you need next? What's coming up next for you? What do you need?" Then you just start introducing people to each other. I think that's also – without hosting an event yourself – a way that you can play host.

Also, if you're doing a trade show or a conference. Consider hosting an **after-party** at it where you bring people together. If nobody else is doing it, and you do it, that positions you as the hub. Remember, with marketing there are the cold, the warm, and the hot levels.

<http://www.marketingforhippies.com/the-three-levels-of-your-marketing-strategy/>

At the cold level, you approach people as a stranger. At the warm level, you work through existing hubs. At the hot level, though, you *are* the hub. So, hosting things puts you in that position of being the hub.

I want to talk just a bit more about the parties. A number of my clients have done different themed ones or come up with **different themes**. You want it to be a special thing where people feel like, "This is a really cool thing I'm being invited to," and not just, "Come to a networking thing." There should be some twist that's authentic to your platform.

A woman who did a Reiki theme was going to do a Japanese-themed party.

An art therapist was going to do a party called Party Arty, where it was going to be at her home and there was going to be a wall that people could paint on all night, an easel with some paper out that people could be doodling on, clay, Legos, and all sorts of forms of creative expression; like fridge magnet poetry.

Another lady who did I think it was tarot, and reading stuff was going to do a party called An Evening of Being Read, where you could get read by all these different types of folks. I think there was a literature component to it. She was a bit of a book reader.

There was a lady who did laser acupuncture stuff, so she was going to host a future-themed party with tin foils hats and a kind of Star Trek theme.

There was a nutritionist who had this idea. His point of view was that if you eat the right thing 80% of the time, you could do the wrong thing 20% of the time, so he was going to host a party that was going to be his 20% party. He'd only serve the 20%. His thing was that, if you're going to eat pastries, get them from the best bakery. Don't just eat anything if you're going to go there. If you're going to eat ice cream, get this whole fat, amazing, incredible stuff. So, he was going to do that, and I thought it was a really great idea.

There was another lady who was a colon hydrotherapist. I said, "Wow! What's your theme for the party?"

She was going to do a party called Retox. I said, "Retox? Like a boozer?"

She said, "Yeah, a total slammer. I spend all year detoxing people, so she thought it would be fun to have a party where it was just a drinking party."

I said I thought it would be really cool if there's a bucket of gummy worms when people came in so they could actually eat a parasite as they came into the party.

Anyway, there's a lot of fun that can be had with this. I think you get the idea. Whatever the theme is, consider hosting a party on that theme.

One of my clients in Toronto, David Jurasek, is doing this idea. It was kind of a **rolling niche** that I was posting on tin stuff. So, instead of picking one niche – he's got kind of a general, big circle – every quarter he's going to pick a different theme.

The theme he's doing right now is the heart. He was going to do **a party where the whole theme about the party was the heart**. One of the things people were going to do is draw a picture of a heart. So, there would be all sorts of craft supplies, crayons, and stuff, and people would draw a picture of their own heart at the party. He'd then have a professional photographer there take a picture of people holding that picture of their heart in front of their heart, and put that up on Facebook on his business page, and then tag the people in it, and then have a contest.

Whoever can get the most ‘likes’ on their photo wins a free space the weekend that I’m doing on the theme of the heart at the end of this quarter.

Consider having a launch party for various things that you’re doing.

At each of these themes – the ones on heart, ones on gender – each of those parties is going to have a different theme, which means it’s going to have different hubs and different people you can invite.

I’m here in Vancouver right now at the C&N Backpacker’s Hostel. Tonight I’m hosting a party, and it’s a crazy invite list of folks who are coming. Again, I don’t live here. I spend very little time here, yet I’m able to host a party just from a few clients I know who are bringing they’re friends. I’ve met people over the years and I’ve got to tell you, the list of who’s coming is sort of off the hook.

Here’s what happens with these events and these parties. In Toronto, I’ve developed this reputation of “Wow. When we go to Tad’s things, we meet awesome people.” So, again, they’re not coming for me. They’re coming for the networking and the connection with other folks, which is wonderful. That’s just fine.

Consider the benefits of this. There are **two different types of parties** to distinguish.

Parties for Clients, Prospective Clients and Hubs: One is the party where you’re hosting and you’re inviting your best clients and maybe your current clients who are going through a project with you. Then you’re also inviting hubs, and here’s part of the strategic dynamic that happens with this in terms of marketing. The hubs and your best clients are going to be talking to each other. Your best clients love you. What happens is that the hub will chat with them and say, “How do you know Tad? How are you connected to all of this?”

They’ll say, “I’m going to Tad’s workshop right now,” or “I went to Tad’s workshop last year.”

The hub will say, “How was it?” They really ask. They really want to know.

Then my client will say, “Oh, it was really good. It’s a great workshop.”

Check it out. This hub, this person who I may have never met or spent any time with – and I don’t have a lot of time with everybody in the party; I might talk to this hub for two minutes – leaves the party with an extremely positive impression of me because of all these things they’re hearing from all these people. Because of the nature of the party and because I’m hosting it, every conversation starts with, “And how do you know the host?” That’s just how those conversations are going to go.

I don't need to stand up on a chair and have everybody listen to me talk for ten minutes at all. One of the things I do at the parties, however, is a little bit of an introduction circle. I wouldn't have this go longer than 45 minutes, so I would just divide the time accordingly.

Here's a little trick to make it go really smoothly. Here's what happens. When people come to parties, they'll either stick with the people they know, or they'll meet a few people and then they'll just talk to them all evening. They may feel rude about leaving and talking to others. Not everyone is such an eager networker.

First of all is something to consider doing, depending on the size of the party. If it's a small, little, intimate one, this isn't an issue, but if it's a bigger one... I was just at one in Vancouver called The Power Plant, networking for sort of the Who's Who of the green scene in Vancouver. They had three people, and their only role was to be connectors. They were meeting everybody and saying, "Hey, who are you? What are you up to? What do you need? Who do you want to talk to tonight?" Then he would literally drag me over and introduce me to somebody amazing.

If you can do that kind of thing, or if you can play that role yourself, that's awesome. If you can get some friends who are kind of well-connected in the scene to be there, that's also wonderful. If it's smaller, you probably don't need to worry about it.

However, at a certain point, if the party started at 7:00 or around 8:30, I would get everyone in a circle, and we would all do a **go-around of introductions**. Everyone would introduce themselves: their name, what they're up to, and what's coming up next for them. We just have about 30 seconds a person.

I say, "Just tell us who you are and what you're up to." If it's longer, I might say, "What's coming up next for you, and is there anything you're needing?"

I've done that with about 70 people. We had 30 seconds a person. That was long. I don't know if I would do that again.

Here's how you keep it on track. Have an iPhone or some kind of timer – an iPhone has a little stopwatch thing – and pass it around the circle, and have everyone time the person to their left. Let's say it was two minutes per person because there are 20 people. Everyone gets two minutes. You pass around the phone, and when it's one minute, 45 seconds, they just touch the shoulder of the person to their left, and that person knows they have 15 seconds left to wrap up. Then they pass the phone to them, and they time it, so you don't have to be the bad cop timing everyone.

Anyway, the point is that after this kind of an introduction circle, everyone knows each other now, and you see people just running over to talk to people that they hadn't even met yet at the party. After that circle, the party just pops up a whole other level.

Also, though, if you've done this thing where you have the photos and the bios written up in advance, people will actually read this before the party. They'll say, "I read your thing. I was curious to ask you about this piece."

Then, after the circle, say, "At the end of the night, if there's somebody that you forgot to connect with, you missed, or you lost their card, don't worry. That page is still going to be up, so you can go and find them and follow up with them after."

People love it so much. So, that's an idea with parties.

Hubs Gatherings: The other twist on it is to do it not with your clients, but just hubs. Here's what this would look like. Check this out as an idea. Let's say you're like realtor Phoenix Rudner who works with dog owners. He's in a position where he's going to have to refer out. A lot of people are going to ask him, "Do you know any good dog walkers, dog therapists, or a kennel we can use?" They'll just ask him, probably, and the more advice he has, the more they're going to see him as a resource and ask him.

He wants good things he can refer out to because, being a hub, if you can refer good resources, then it makes you look better as a hub, and it's a kind of upward spiral for you. Of course, just in his own best interest, he wants to be able to refer out. Most of those businesses he's referring out to are in the same position, needing to refer out for complementary things.

Imagine this: Let's imagine you were a dog grooming company, and you get a call from Phoenix Rudner or an e-mail saying, "I came across your business. I've heard good things about it. I'm this realtor, I work with dog owners, and I'm reaching out to a bunch of folks who share this target market of dog owners because I know we're often needing to refer to each other. I just thought it would make sense to get together, and meet each other and learn a bit about what each other does so we'd be in a better position to refer. So, I'm hosting a little wine and cheese, a little afternoon gathering or evening thing. I figured we'd get together 1:00. At around 2:00, we'll do a go-around circle. Everyone will have two minutes, and we'll just mingle afterwards."

You'd better believe that that dog groomer is going to be very excited about that invitation.

Consider the little circles, the hubs, or the niches that you've been thinking about working with. Suppose somebody called you and said, "You work with this kind of niche. I thought it'd be cool for us to have this thing. Would you want to come? I'm hosting it for you. Would you like me to introduce you to 20 other hubs in your target market?"

Do you get it? It's so powerful.

It's so much about who's going to be there. If it's a party for your clients, then that's awesome. If, in some situations, clients don't want to come to parties, if they see the other hubs are going to be there, that's the biggest reason why people will come.

If people come to a hubs party or a hubs gathering, they're not going to remember everyone else there, but they will remember you because you're the host. Consider what it does to you when 20 or 25 hubs in the community now know who you are and what you do, and are grateful to you for having hosted something for them. It's extremely useful.

I did this recently in Calgary. We had about 25 people in somebody's living room. It was just bonkers packed. There were a lot of hubs there who had heard about me for years, but of course weren't going to come to my workshop; but they did come to this. Then they got to meet me, and I ended up going for coffee with one of them right after. So, consider that.

When I started the Youth Jams project in 1999, people were coming to the Jams who were just amazed that I had gotten them there and amazed that other people were there. It was 100% because I was telling them who else was coming. I said, "Let me just send you the bios." They'd read it and then want to sign up.

You might also consider **hosting a directory**. One of my colleagues, Eric Brown, had this brilliant idea of essentially creating a referral directory where you reach out to all the people who you feel awesome referring to right now.

You'd create a little page online, like with Yola.com or something like that, just a private page. You'd say, "I refer to you, and I just wanted you to know I've created this directory of people who I refer to. Everyone on this list is awesome, somebody who I feel 100% confident referring to. I don't know if you all know each other, but you should. So you can go to this link, check on the directory, and know that you can refer to each other really strongly. If there's somebody else who you think should be on this directory that serves this particular niche or addresses this particular issue – whatever the directory is about – e-mail me, and I'll make sure they get on the directory. However, please refer very carefully. We're building it with a circle of trust."

Again, if you're the one hosting that directory, everyone will remember you.

I'd love to pause right now and just see what kinds of questions or reflections you have. I have a couple of things. One is: What questions do you have about hosting events? Number two I'm really curious about: Do you have any examples of parties that you've done, or do you have any ideas of a party that you might do? Let's take three or four minutes and just pause, and I'm going to invite you to write on the wall.

Maureen asked: **"Tad, does it make sense to have a party with people in my business of life coaching, as in my so-called competition?"**

That's a great question. I think it's important to trust your gut on that. There are some people who I would consider competition for me who are just lovely, and I wouldn't consider competition. There are other people who may be...

Trust your gut on it. I tend to love people who also do marketing to my things. I know I can't work with everybody. I just don't have time, and I travel so much. So, I'd love to refer somebody to local sources. So, personally, I do. I don't know if I'd pack it with just those people, but I trust people can make their own choices.

If somebody resonates with me and wants to work with me, they will. If they want to work with somebody else, they will. I also know everybody specializes in slightly different ways and slightly different niches, which is why this whole idea of the platform is so important, and some level of clarity about what that is.

Lorraine said, **“Any suggestions if your client base isn't local or together, say an Internet community of people from around the world?”**

That's a really good question. I don't know. I think having regular calls that you can host, and sometimes doing a free call to just connect with people builds community that way. We were kind of building community here. You can certainly create a Facebook group that's around hubs and based on that. I think that's possible. However, yes, this kind of hosting is definitely more for local.

I don't know, though. You could do an awards thing. You could do a telesummit, which is also hosting, as well. It's the same kind of principle. You see all these telesummits that are happening where there are two million guest speakers on a certain theme. Those work great and can position you really powerfully as a host, as well.

Alison Chan said, **“You pretty much said this, but when we're hosting a party or something, we don't need to talk at all about our work, right? It's purely a social thing.”**

I wouldn't say not talking about your work at all. I'm just saying that I don't do a stump speech or anything. They know who I am because they're coming to my party, so they already have some sense walking in. They're spending the whole night being educated about me whether they like it or not. Then, when there's the go-around circle and we have two minutes, I do a little welcoming like, “Hey, everybody. Welcome. Here's why I do these events. Thanks for coming.” I do a little bit of context, and then I just say, “Great. Let's do our introductions.”

I don't even necessarily go first. Sometimes I do just to set the tone, but I'll do two minutes of “Here's who I am, and here's what I do,” just like everybody else. Then I'll pass the timer on and time the person to my left, and we'll just keep it going. I just think it's important not to overdo it. It's your party. They already know who you are.

Here's the thing. **If you're not a party person**, consider that there might be a different flavor of gathering you might be able to host. For some people, it would be music, bands, and a big, loud thing, but for somebody else it might be like a little tea party, very fancy or quiet, or a zen kind of gathering. Consider the type of gathering you might be able to host that would be a really

authentic reflection of you and your platform. Exactly: a quiet party for people who hate parties. Awesome. That would be great.

“What if you are at the level of building a client base? How would hosting a party work? I’d feel strange hosting a potluck for a hub – people I’ve never met – at my home, but wouldn’t want to spend the money on the venue.”

You might find there’s somebody else who already has a venue who would love to have all those hubs in their place. I don’t know the situation with your home and why that might be uncomfortable for you. It’s funny, though. You’d be surprised how many people would say, “Yes,” to an invite to a really cool party.

I’m in Vancouver. I’m going to Gorilla Foods. It’s a raw-food restaurant. This is where I’ve been hanging out a lot. I’ve invited a bunch of the staff to this party that I’m doing tonight. They don’t know me. I don’t even live in this town. I’ve never met them. I’ve got zero street cred, but they’re still coming to the party. So, you might just be surprised by who says ‘yes’.

I think the main thing with that kind of invitation is to invite people you feel a resonance with, where you feel that kind of fit or that kind of connection. I think you might just be surprised.

Barbara said, **“I teach yoga in the guest bay during the months of July and August. During the summer, I can find time finding and meeting alternative therapists and other modalities. Then, near the end of the summer, host a wine and cheese, and invite the yoga students as well as the alternative therapists I’ve never met, and hook them all up.”**

Ah! Barbara! You’re brilliant. That’s beautiful. By doing this, first of all, all these alternative therapists will get to know Barbara and love her because she is hooking them up with potential clients for them long-term. The next time she comes back in town and says, “I’m doing yoga classes. Can you spread the word?” you’d better believe they’re going to be a lot more excited to spread the word, given the generosity they’ve received from her.

This is what I love about this idea of being a hub or playing the host. Everybody wins. You win.

I heard somebody talk about how with being a hub there’s this distinction between status and stature. Donald Trump is trying to always get status. Stature is like Martin Luther King, Jr. or Gandhi, people who we just have such a deep reverence and respect for.

I think the more we serve our community, the more our stature just authentically grows, and that benefits us, selfishly, but it’s also so good for the community because we’re making the community tighter. Wonderful. What a beautiful idea, Barbara.

Tim Corcoran said, **“Here are two fun, nature-based gatherings I like to host: a wild foods potluck, and a fancy wild foods dinner where people are served beautiful, wild food meals.”**

They pay \$50 a plate, and a portion goes to benefit our school.” Exactly, that’s it. You people are so brilliant.

I think you get the sense of what this can do. The minimum I’d say is to annually host something cool, but you can do something quarterly. You can do something every month. If you are touring like me, just do it when you’re in town. These types of things just work really well. They’ve worked for me.

By the way, when you’re at the hubs gathering or you’re at the party, it’s very natural to be able to say, “We should grab coffee and chat afterwards.” Then you can take a next step. Nothing has to happen at the party per se; just next steps.

Path #7: ADVERTISING

Next, let’s talk about advertising. Advertising can be a lot of things. It can be posters. It can be direct mail. It can be magazines, Facebook ads, pay per click, Kijiji, and Craigslist, SEO optimization on your Web site, or Google AdWords. It can be all of that.

Here’s the main stuff I want to say about advertising. I don’t do a lot of it.

Most practitioners I know don’t do it a lot or don’t get a ton of response from it. I think the reason a lot of people don’t get any response from it is because they’re just talking about the boat again. When you’re talking about an ad, the more you’re talking about the journey the better.

LaShui, you wrote that really awesome thing about writing an ad. I’m wondering if you can repost that. Cut and paste that under this because it was so good what you wrote.

Here’s one thing. First of all, if you’re going to post an ad in a magazine, here’s one thing you can do that will take you five minutes and will potentially save you thousands of dollars: call other people who are advertising in that same medium – that same magazine – and ask them if they’ve gotten a response from it. That’s huge. You may find that one magazine gets a lot of response, generally, and another one doesn’t, even though they’re reaching the same market. That’s really good to know in advance.

The other one is that it’s good to have a really good ad. There’s a book I want to recommend that is really good, and it’s called Monopolize Your Marketplace. I used to hate the title a little more, but then I thought, “Well, if holistic, conscious, green, and sustainable things monopolize the marketplace, actually I’d be just fine with that.”

The book is kind of old school, a little aggressively written, but it’s one of the best structured and laid out: “Here’s how you can write an ad.” You can filter it through your own sensibilities.

Then, my colleague, Carrie Klassen, with Pink Elephant Communications has a new workbook called Selling Sweetly, and it's how to write sales letters. The same kind of thinking that goes into how to write a sales letter goes into how to write any kind of advertisement that you're going to put out.

www.pinkelephantacademy.com/how-to-write-a-sales-page-the-sweetly-selling-workbook/

The main thing, if you're going to do any kind of advertising, is that there's got to be something that gets their attention: a photo, an image, or a headline; almost always, usually, the headline. That's important, and it's got to get them to take a next step.

In the Monopolize Your Marketplace book, they talk about this idea that there are **three roles that marketing must play**.

Number one, it's got to get their **attention**.

Number two, it's got to **facilitate the decision-making process**. It's hard to make a decision about how to solve a problem, which boat to pick. So, the easier you can make that process for them the better.

Number three, it's got to **lower the risk** of taking the first step, which is where pink spoons come back in. The most effective ads I've ever seen are ones that offer a pink spoon; not come in and book a session, but just "Here's a way to sample us for free."

If you're going to look at Google AdWords, which can work really, one of my friends, Howie Jacobson, the brilliant, lovely man, is the person I'd recommend for that.

I don't have a ton of expertise in a lot of these other things. I know some people get a ton of business from Kijiji and Craigslist. If anyone has any resources or in SEO – search engine optimization – for Web sites or any resources around this kind of advertising – how to write them or thoughts about them – please feel free to place them here.

Again, with advertising, it still comes back to hubs. It's still, "Who are the people I want to reach? Where do they hang out?"

Lorraine just posted a good search engine optimization device, HighRankings.com/seo-resources. Cool.

Path #9: PR

Let's move onto the next one, which is PR. Again, this one will be a quick one because I don't have a ton to say about it personally, but I do have some resources to suggest. PR is where you

get to be known in the media and by the media as an expert in something, where you get featured on the radio and in newspapers and magazines, T.V. and all of that.

I've just posted PR up there as a new heading. This is one of these things where it's a path. I've seen so many people get a ton of PR – a ton of press coverage – and it not turn into any business because there's no bucket, there's no container to hold it. So, it just literally washes through. They go to a Web site where there's nowhere to sign up.

This can be sort of an illusion. They go, "I'm going to be a celebrity, and everyone will know me."

I know a lot of people who are really well known in their communities, and everyone assumes they're rich. Everyone assumes they're doing really well because they're everywhere, and everybody knows them and loves them, but they're actually secretly struggling. So, getting known is not the only goal here, but it can work.

PR requires that you be in the spotlight. So, if you're the kind of person who just doesn't like to be in the spotlight very much, this conversation is probably not for you. However, some people really secretly enjoy being in the spotlight, being seen, and being the expert, so that can be great.

Again, there are probably different ways to approach this in terms of how high-profile you're going to be, but here are a few resources. One is RadioPublicity.com. This is a fellow who gets a lot of press coverage on morning radio shows. He gets all this free press and builds his business in his pajamas in the morning on these radio shows.

Hedquist.com is a colleague and friend of mine, Jeffrey Hedquist from Fairfield, Iowa. He has got brilliant thoughts to say around creating radio ads if you want to do that. ShawneTV.com is Shawne Duperon, word-of-mouth marketing specialist and PR specialist. AuthenticVisibility.com is a colleague of mine, Nancy Juetten. They all have brilliant things to say.

PR can be really great and important in terms of establishing yourself as an expert, instead of advertising and instead of spending money on ads that people often inherently don't trust because they know it's an ad.

There's a book written called The Death of Advertising, The Rise of PR. Their thing was basically, "People trust ads less and less, so getting PR and getting press coverage, people trust what's in a paper a lot more than in an advertisement." So, this can be a really brilliant path to be getting clients.

Again, the key is a very solid container and pink spoons so when people show up curious from this media publicity, there's something to hook them in if it feels like a fit and to start cultivating that relationship, as opposed to them just hearing about you, being momentarily inspired, then forgetting about you.

Here's a thought. With PR, it depends on what level of game you're playing. Some people just want to play a very small, local game, and that's beautiful. Other people want to step into a different kind of game where there's a lot more press and being branded and speaking a lot, and playing at that level.

If you're drawn to that – and I would, first of all, dissuade you because it's a lot of work – but if you are genuinely drawn to that, the media gets and less forgiving the higher up you go. The stuff that we can get away with – the mumbling and the ums – I'd probably get slaughtered in the national media. I'm just not ready for that. I don't have my sound bites and everything.

So, it's very forgiving at a small level. The higher up you get, the less forgiving the glare of that spotlight is. So, if you're going to go to that level, get help. Get a coach. Get somebody who's an expert, unless you're already an expert in it.

Let's just take a minute and pause, and see if anyone else has any reflections or thoughts on the whole PR piece.

Path #10: VIRTUAL PRESENTING

presenting and doing public speaking is live and in-person, this is podcasts, teleconferences, Webinars, interviews, and funny Internet cartoons.

Some of you have seen the Marketing Bears conversation that I did, where the little bears talk about niche marketing. That one got spread around a little bit.

<http://www.marketingforhippies.com/marketing-bears-talk-about-niches/>

If you check out, there's a Web site, XtraNormal.com. This is where you can make those hilarious Internet cartoons. It's super-fun. I almost lost a week of my life, just getting lost in those.

It's anything where you're presenting online or over the phone like we're doing here. This would be virtual presenting.

There's a colleague of mine, George Kao. You can check out GeorgeKao.com. He's kind of getting out of this gig, but he's worth checking out because he's got a really brilliant thought about how you use Webinars as a way to promote and fill your practice; not so much if you're local, but if you work globally over the Internet. So, virtual presenting can be super awesome.

Let's just pause and see if anyone has any resources, thoughts, or questions on presenting over the Internet. Let's take a couple of minutes to see what you've got.

Bill Baren is offering a training these days on teleseminar. Go to BillBaren.com. Actually there's probably a link to there somewhere for his teleseminar training, which he just started. Teleseminars are great: low expenses, but you can reach a lot of people. It's a really beautiful income stream to add.

When we're talking about it, it can be part of a container, but it's part of the path we'd be talking about, like doing the free intro Webinars. Tim Emerson was just saying he got slammed with Webinars, and they usually have two good ideas buried in 90 minutes of babble. I've been having that frustration myself, even with some of the people I've hosted to do the free Webinars, and I'm not thrilled with the level of value that's come out of it sometimes.

Here's the main thing to think about if you're going to do these kinds of free intro Webinars. I'm thinking of this also for your free intro workshops that you do. It's really important that you **give people a sense of the map**.

For me, there's this map of the platform, the container, and the paths. Even though, when I do an intro, it's almost all talking about the platform, I make sure I name those other two. So, if you do an intro, don't try to cover everything that you know in every detail because it'll overwhelm people. It also gives them the sense, "Oh, I learned everything. Now I don't need this person's help," when they probably still do.

Consider focusing on one part of it but still giving them the context of everything that's needed, if that makes sense: "You need to know the platform, the container, and the paths. Tonight we're going to focus on the platform, and here's why; but here's why these other two parts matter and how they fit." That helps a lot and is really useful.

Again, this isn't something I've specialized in, but I know it can be powerful.

Interviews are a really powerful thing to do as a path to get people to find you; either being interviewed by somebody else, or you interviewing them. So, if there's somebody who's a hub, and they can interview you and then post that and share that with their people, you'd be surprised how many people come to your Web site. Also, if you have the free gift, et cetera – a good container – you'll capture a lot of that.

If you interview other people, they'll often share that with their list, and you'll still get some of their folks too. So, consider thinking who the experts are in your scene and if you can interview them.

By the way, it could be over the phone. It could be a Skype thing. You could even type up questions, have them answer, and post it on your blog, and they'll probably share it with their folks: "Look at this. I was just featured here." Then some of those people will find you.

Path #11: FREE SESSIONS

The last one is about free sessions, doing free introductory sessions as a way to get clients. Here's the challenge with free sessions. The way that most people do them doesn't work. The way that most people do them doesn't get clients.

The best resource I can recommend is Mark Silver. He has his Sacred Selling home study course. He is the person who I most respect and love, probably, in the marketing sphere these days and how to have sales conversation that really honors the other person.

www.heartofbusiness.com/training-programs/sacred-selling-homestudy/

Part of the challenge is when people do a free one-on-one session, they sometimes just give it away when they do the session. The person, because they didn't invest very much, doesn't get as much out of it, I think.

Also, I would submit that, in that free session, we probably actually don't really get the nature of their situation, so the advice we're giving is probably not as good as it could be.

By the way, this is where the sales funnel comes in. You don't want to do a free thing to sell them an ice cream cone. You want to do a free session to sell them a cake or a subscription to a club; to sell them a much bigger package. This is where thinking through the sales funnel designing those kinds of packages come in and becomes so important.

I don't have any of these packages yet. I might at some point. However, let's say I ever did develop one around niche because people start with that. Let's say I was going to develop a niche-coaching program, and it was going to be a lot of money so it justified me spending time talking people through it. I'm probably not going to do that, but let's say that were to happen.

Or you have some program, and you say, "This is a more high-end program. It costs more money. People are a little more nervous about it. Am I going to give them their money's worth?"

You really want to make sure you get the right people into this thing so that you know it's a fit. If they're all the right people, it's going to be good vibes. They're going to rave about it. Everyone's going to get good results. There are going to be no buzz-kills in the group complaining. You really want to make that it fits, you do these one-on-one things.

So, that's the first thing. The free session is not there to convince them to work with you. The free session is really there to see if it's a fit.

Here are basically **four steps when you do a free session**.

STEP #1: Where do they want to go? The first one is to really get clear on Island B. Where do they want to go? That's the first question: "Where do you want to go? What are you craving? Why are you coming to see me? What's the **result** that you're looking for?"

It's also to really listen to reflect back what we're hearing, to absorb it, to dig into that a bit; to not assume that we really understand what they want.

STEP #2: Where are they now? The second question is just, "Where are you now?"

Really listen in for Island A with some empathy. How is it for them? That's a great question I got from Jesse and Sharla Jacobs: "How is it for you; this situation?" and to *really* listen, and to get it; what Island A is for them.

STEP #3: Identifying the Gap. The third question is just, "What's stopping you from getting from Island A to Island B?"

Now you're starting to learn about their map, their point of view, and you're starting to get a sense of if it's a fit and if you can help them or not.

STEP #4: Your advice. The fourth thing to talk about is, "Here's how I think I can help you or not." Just, based on hearing all of that and really absorbing it, you just share honestly what you think is the best for them.

So, those are the four things: "Where do you want to be? Where are you? What's in the gap? And based on all that, here are my thoughts about how I can help." Then the next steps.

However, what most people do for the free sessions is just jump right into advice. They jump right into trying to solve the problem, and the person leaves feeling like, "Great! Thanks for the homework. I'm going to work on that, and I'll get back to you when it's done."

I think that just ends up often being a disservice to them and to us. It just doesn't get us a lot of business. So, instead of that, we want to slow it down and really see if it's a fit.

Also, if I were going to do those calls, I wouldn't want to have one of those calls unless the person was already pretty clear they were a fit, which is why all this work around the platform and establishing who is a perfect fit comes into play.

<http://www.marketingforhippies.com/we-might-be-a-fit-if>

<http://www.marketingforhippies.com/platform/>

When you're writing a sales letter, even "If you'd like a complimentary session," I would still want it to be really clear: this is who this is for, this is who this is *not* for. So, free sessions can be a very powerful way when you've got higher-end things.

Tim was asking, **"When people want a \$333 reconnection and should have a healing session for \$65, I'd do the healing for free. Is that the kind of thing you mean?"**

No. I mean that you have that kind of conversation about the islands and the journey.

The truth is, they might come to you and say, "I've got this problem."

As you're listening, you think, "Oh, that isn't actually that serious. We can deal with this in one session." Then that's what you say.

Or you might listen and think, "Wow. This is years of work."

You can just be honest and say, "Look. This is years of work, and I think we should just start with a series of nine sessions, 12 sessions, or a weekly session for the next year."

I would give them options: "Here are three levels we could work at."

You'll be surprised and shocked how many people will want to go for some of the higher levels.

Maureen was saying this was a really helpful piece of the program because so often we want to just give the work away, and are not always sure that it's a win-win. Yeah, it's so easy to just want to give what we do away.

This is pink spoons are so important. Before any of my personal time goes into it, they can read an e-book; they can watch some videos; they can check out my blog. All of that can happen. Then, before they ever talk to me – if I was going to talk to them about a bigger level package – I just want to know they're probably already a fit, because they've been filtered through the sales funnel. Your sales funnel is a filter to make sure that only the right people buy things.

It's almost like, with the sales funnel, that between every level there's a sieve, there's a screen that gets finer and finer, making sure that what you're getting at the end is what you really want. So, those are the ten paths.

Here's what I want you to do right now. Here's the question: Which are your top three paths to fiddle with? You've had ten paths presented over the course of this. I'm curious, for you, which are the top three? I'm going to type them up, but you can post your comments under this.

Tim said, **"I don't get them all yet, like free sessions. I'm good at writing, speaking, and PR. Where would workshops and fliers fall?"**

Fliers, I would say, would fall under the advertising category for me; fliers, posters, and that kind of thing. With workshops, it depends. This is where the paths can kind of become the container. A free intro workshop, to me, would just be a path; then they start paying, and it becomes part of the sales funnel. It becomes part of the container. Then that workshop becomes a path to the next thing. So, they do kind of blend together.

I really want to invite you to make notes of those top three, and really decide to focus on them. You've gotten lots of resources on different ones. Whichever ones those are, I want to invite you to explore some resources that you got or know of. Learn more about those. Become better at those. Become craftspeople in those particular paths. Take three, and really work them. Really hone in on them, and then let yourself expand beyond that if you need to.

Here we are, everybody. I can't even believe it! I'm so sad. Six weeks is over. This is crazy.

We're going to open it up to the final Q&A. So, if you have any final questions that you would love some help with, post them under that comment there. Let's take about three or four minutes. Check in with yourself and see if there are any questions that, if you could get these answered by the end of the call or some direction on, it would be really useful for you.

Then I'll probably talk about what's next at the next level, which doesn't exist yet; but I would be welcome to your thoughts on this. Thanks for asking, Tim. Some other folks have been curious too.

So, what are the last questions or wonderings you have right now?

Maureen was asking if I still do one-on-one sessions. I do. I charge \$200 an hour for the one-on-one sessions. I'm on the road until mid-April, so I just won't be able to do any one-on-one sessions really until mid-to-late April. So, if you're interested in booking one, of course I'm excited about that.

Question for last week: **“How to create a community when your yoga clients only meet through the studio you teach at? Technically, they are the studio's clients.”**

Right. So, you're in a situation where you're a teacher in this place, and the clients belong to the studio, not to you. I think if you were to host some special event, and you wanted to let the students know about that, I think it depends.

I don't know your relationship to the studio or how strict they are with the rules about gathering the contact info of the students. However, I think it could happen very organically and very naturally and slowly, where you start to just host cool events.

You also might be able to host events through the yoga studio, as well. Maybe you could be helping to foster their community and, while you're doing that, also building these more personal connections and saying, "I'm going to be hosting other events. If you'd like to find out about the events I'm hosting outside of this yoga studio, sign up for this here."

So, I think there's a question of the ethics of that in terms of what arrangement you have, but then it's just a question of the best way to get their contact info. That can be just a clipboard that you pass around during the class or that you have a friend that they want to sign up.

Or if you're doing events there, that they register and, if you get permission from them, you say, "Can I also ask people if they want to opt into my events list?" and that type of thing. It's hard to say without knowing more about the details.

"Do you have any further support to offer for us or any newsletters? It seems like a big area. I'd love some support here."

Yes. Check out ClaireCommunications.com. She helps folks with their newsletters and such. I'll post this on the chain here. She's the main person I know around that.

"How quickly should we expect to see your results if we're on the right track? Is good marketing something I should do for weeks or months and then slowly start to see growth from there, or should I expect to see immediate results from each campaign to know that I'm on the right track?"

I think it's a bit of both. If you're not seeing any immediate results, I would question it; but it's not all going to be immediate. For me, going to Toronto: sure, my marketing might be good, but the fact that I've been there so many years, and by the time people come to my workshops, they've been hearing about me for years from people they really love and respect. That's a real dominant force. So, I think it is a both. It's a tortoise-and-the-hare sort of situation.

I would also say that the more tightly focused the niche is the faster you're going to see results. So, the more clear a niche project you have the faster things are going to turn around. When it's really broad and trying to reach everybody, I would expect that to be slow, period. I think you should see some results right away. If you're not getting any results – nobody's signing up for anything – then that's definitely a challenge.

"Tips on integrating all we have done in this class onto a Web site, and what goes where. I've been using Carrie Klassen's two workbooks, but I wonder if you have any thoughts or suggestions."

Yes. There's a Web site, ClientAttractingWebsites.com. A colleague of mine, Juliet Austin, who's in Vancouver here, has created it. It's how-to-create-a-Web site, what goes on which pages, and all of that. I'd recommend that as a general resource.

It's interesting. When we're talking about integrating, we're really talking about integrating the platform so the boat, you, the journey, point of view, the why, Island C. I think the journey is really the home page for the most part. You is the captain. That's the bio page. The point of view and the why, I think, are infused in every part of it. I think it's one of those things. It's in the color. It's in the logo. It's something that we can't really tease out of anything. It's just, hopefully, ever present in every blog post that we write. I hope that's useful.

“Can you give us a final assignment that summarizes everything that we've learned here?”

My final assignment would be to do the niche project; actually do it. Really hone in on the niche project and apply it, and take the paths that resonate most and fill it and make it work, and continue to support each other in that. If you can, it's wonderful; also, colleagues and friends you have who aren't a part of this group.

The biggest thing I can say, actually, most important of any kind of suggestion I can give for following up is something I'll only tell you if you join the 202 level. No, it's getting a marketing buddy. Get somebody who you can consistently be checking in with about your marketing. This group is fine, and I would have somebody you can one-on-one with or in a very small group on a regular basis, once-a-month minimum. Once a week would be awesome. That's the most powerful thing I can suggest because it's so easy to avoid doing this.

I avoid doing my own marketing, and I teach this stuff. It's easy to not go to the gym, even when you've made a real commitment to yourself. However, if somebody is pulling up in their car, you just throw your sweats in the bag, and you go. So, get a marketing buddy.

“One of your e-books, The Horrible Hundred, talked about a marketing system. What's a marketing system?”

Good question. I wrote that nine years ago, so I'm trying to remember what I was talking about. I think, for me, a marketing system is basically the sales funnel, but having the sales funnel really well thought out so it becomes more of a system. It becomes something that happens automatically and consistently.

So, you do a free intro, and at that you make an offer of something else. Then there's some e-mail that you've pre-written that they can get. It's almost automated at a certain level, where you don't have to reinvent the wheel every single time you do it. So, it becomes more of a system, not a scatter-shot approach to it.

Even if you're doing a new thing, you still think through it systemically of the sales funnel: “What's going to be the pink spoon? What's next? What's after that? What connects those different levels? Okay, they're coming in for a free thing, but then how do we make sure they know that there are ice cream cones that they can buy?”

Then it's creating a checklist and system just to make it easy for yourself. Systems equal self-care.

People are wanting me to wrap this up with a pithy summary of everything. I invite you all to learn to live with disappointment on this one. I don't know if I can do it. See all the things I teach you spiritually? All the opportunities I give you? We'll see if anything comes out at the end of this.

“How do we break into a new niche or expand our awareness of possible niches?”

Here's a great thing I suggest, that I found works really interestingly for expanding the awareness of possible niches. It's to basically sit down with some folks and say, “Here's my book. Here's my point of view. Here's why I do it. This is me as the captain. Generically, this is the journey I take people on.”

Then ask them, “Who do you think would be into this?”

You'll be shocked. People come up with the coolest stuff. So, tell people your platform as much as you can. Then say, “Here's who I focus on already, but who else would be into this?”

You'll get some really neat ideas. I've been doing that at workshops. People sometimes change niches just because they got such a great one from somebody.

“How do you break into a new niche?”

Hubs. It's all about the hubs when you break into a new niche. However, I would also say to break into a new niche slowly. Take your time. Maybe don't make it a break-in. Maybe get yourself invited for dinner rather than the break-and-enter.

I'm wanting to work more with permaculture folks, so part of it is to go to their events. Start to meet the community, connect with folks, build relationships, and see how you can support what's already going on. So, I would say slowly, through hubs, build relationships. It's funny. When I say “slowly,” by doing it slowly, it happens much more quickly.

“Looking down the road, what suggestions do you have for keeping the platform current and adding and removing niches?”

Wow. That is, I think, going to be a super-personal thing for each person. Some people are more creative and want to change things up more, and some people like to just have it be consistent and solid. So, I don't know if I have an answer to that.

I know one person who, every year, they review their niches. They sit down and ask, “Are these the groups that we want to be working with?” Sometimes it’s yes, and sometimes no. So, I think the idea of an annual retreat where you just sit back and reflect on it is really probably useful.

“What suggestions to keeping the platform current?”

The truth is you don’t need somebody like me or a workshop retreat, but the truth is you probably do. I know I do. I love Byron Katie’s stuff – the work – but I went to a five-day retreat because that gave me the space to do it. So, whether it’s working with me or somebody else, I think anywhere you can go where you can have the space to just focus on that, to do a bit of a business retreat where there’s some structure to it and where you can share it with people and check in, I think that’s really useful.

Lorraine also asked, **“I want to confirm: Is the platform based on the big circle, but you focus on plugging container leaks based on the small circles? For example, would you have three sales funnels for each of the niches?”**

Yes, the platform is probably based on the big circle, although there will be a slightly different platform for each small circle, I would say. Yes, basically for each niche, it’s like there’s a sales funnel within that sales funnel. You’re going to have smaller sales funnels. Picture that how you will. Yes, though, for each niche – for each project – it will be its own sales funnel. For every single event, its own sales funnel.

Another one from Lorraine: **“You discussed items like books, workshops, presentations, videos, and community as part of both the container – packages, program, products, and paths – writing presentations. Are these the same items that happen to be used for two purposes, or would you have two items, one tweaked to be more suited for container and one tweaked to be more suited for the path?”**

The path, to me, is just what gets them to you; pink spoons, basically. Anything that gets them to you, any way that they can just come across you and find you is a path.

It’s like when I was in London, England. You’d be going down a street called Fourth Street. You’d cross the street, and then it would suddenly be Bank Street, but it didn’t turn. Then it would suddenly be Johnson Street. You were walking in a straight line, and it just kept changing names.

I think it’s a similar thing here. The example that they’re into the funnel now becomes part of your container, and it’s still a path to the next level. I hope that made sense.

Number 2: **“Let’s say I created a pink spoon video explaining my point of view or my why. Is that a pink spoon or just using video instead of text to explain who I am? If one criteria of a pink spoon is providing value to the potential client, is knowing more about me and my**

platform considered receiving value or enough value to look at cones or buckets. I'm thinking back to Lucia's project, as you suggested interviews with designers. A video describing my point of view or why doesn't seem to be in the same ballpark as interviews of people in the industry."

It could be valuable, yes, your point of view. The why probably isn't value, but it will probably help them resonate. A "no" if it's a fit without it being a pitch.

A T.V. commercial is not a pink spoon. It's an ad because there's no value. It's just teasing you about something. I think point of view is very much valuable because people are stuck. They have problems and they want a map that's going to get them from Island A to Island B. So, any time you talk about your take on things – your point of view – I know that's been incredibly valuable for me to hear. Probably the reason that most of you are actually doing the work you do is because somebody gave you a map.

I think it's good to frame the point of view in valuable ways, like "four things that keep you from achieving this," or "the three blunders that people make," or "the six most important elements to this." The more ways that you can frame it in a way that's like, "Here's how this is relevant to you in your journey," the better.

Number 3: "On the subject of complimentary sessions, Seth Godin talks about competing on price as being a race towards zero. If people using a complimentary visit with no monetary risk to them, you start establishing a relationship based on money rather than value. Would asking full price and providing introductory added value be more effective or more along the lines of over-delivering?"

That's a really good question, actually. There are a lot of opinions. There's a guy named George Huang, and he doesn't do free sessions. He charges a lot for his intro sessions, and he does really well. He did the free sessions for a while, and then he switched right over to these paid sessions, and he provides coaching on how to do that.

To me, there is this question of investment. It's a similar thing where people say, "With pay what you can, most people come. When it's pay-what-you-can, they're not investing anything. Will they really see the value?"

This is why now I have a \$100 deposit for my weekends, then people pay on top of that for the pay-what-you-can portion. Or, give homework for people to do so they're invested, filtering people a bit so that people know they have to work for it. It's not just a given. That's why I don't do a lot of free consultations. I would only do it if I felt like it was a fit; if they'd gone to a workshop and they were leaning in, and they really saw it was valuable. That's why that whole conversation would be about establishing, "Is this a fit and here's how I can help."

By the way, with the free sessions, let me say this. I think sometimes it can seem like, “We’ll just ask them those questions. Isn’t that valuable for people to say, ‘Where do you want to be? Where are you? What’s in the gap?’”

I would disagree. I did a session with the folks at the Authentic Man program in the Bay area some of you are familiar with, and I got taken through this process. I kind of knew what was going on, so it thought, “Maybe this is going to feel gross.”

It actually felt awesome. I’d never had anyone ask me what I wanted in a relationship and listen like that and reflect back what they heard. Nobody had ever asked me, “What’s in the gap? What’s in between?” It was actually so valuable for me.

Here’s the thing, though. Whether we charge for them or we do the free session, to me it’s just a question of what’s the most effective strategy. If somebody is going to sign up for a bigger coaching package, that’s a huge risk. So, whether it’s that you charge for that initial session or you do it free, there still has to be some way they can sample, and there has to be some way that you can establish whether it’s a fit and they can figure out whether it’s a fit. I don’t think it matters which particular process you use, but those things have to still happen.

Number 4: “What’s your opinion on providing guarantees, and how effective are they in lowering barriers, reducing risk in the mind of the potential client? When is a guarantee too little to be effective and too much to be believed?”

Wow. Great question. Guarantees are awesome. They’re huge. I think they still have a great deal that we didn’t really get into. When we’re talking about the boat and relate it to pink spoons, this idea of the wall of risk, that’s like your client saying, “Once I have a wall and you’re on the other,” and they want to work with you, they want to get onto your side of the wall, but the wall was too high. They literally just can’t jump over it.

That wall is all the perceived risks that they see. If you can knock that wall in half, eliminate it, or even reverse it and turn it into a little downward slope where it’s so easy and natural for them to come to you, that would do more to grow your business and get more people to your boats than just about anything that I know of, really directly addressing that risk.

Guarantees are one way – and a very effective way, I would say – of reducing the risk. Word of mouth, testimonials, and working with hubs are all also ways of reducing risk.

“When is it too little to be effective?”

I don’t know; when it’s about 10% off or a guarantee. I don’t know how a guarantee can be too little. I would say that if you have a guarantee that says, “This is good for one week,” you’ll get a lot of refunds on that. Lifetime guarantees almost never get refunds because people are always

saying, “Oh, I can do it later.” So, I would be wary about having the guarantee be too brief a period of time.

I’ve seen the double-your-money-back guarantees: “If this doesn’t work for you, I not just refund this, so I’ll give you double your money back.”

The question is: How much does it increase the sales to offer that kind of a guarantee or that kind of a risk reversal? Often, it’s substantial. Often, it really does increase it enough that yes, you’re going to get more refunds, but not that many more; and in the long run, you’re going to be ten times ahead of where you would have been.

Kathy said, **“Do you have a resource for a really good storyteller?”**

I’m not sure if you mean storyteller in marketing or just a storyteller. GetStoried.com is a great resource around using storytelling in marketing.

“If our niche project is something not directly connected to our work – like hosting a party or community event – how do we let the attendees know what we do in how it might be relevant for them. It seems like parties are more of a passive exposure getting them used to your face or your brand. Can you give us an example of an event?”

For me, it’s definitely been more of a passive, long-term relationship-building kind of thing. When I’ve got a weekend workshop coming up, and I host a party, I’ll talk about it during my two minutes in the circle. I’ll say, “I have this weekend workshop coming up.”

Also, though, there are going to be people there who are hubs, and I’ll probably send them a personal e-mail saying, “I just wonder if you might be able to help spread the word on the weekend,” and I’ll work through the hubs. Again, networking for hubs and not necessarily just clients, and then letting the hubs do the marketing for you, tends to be must.

It’s an excellent question because this is the sales funnel question again. You’ve got big spoons. You’ve got this ice cream cone. How do you make sure that there’s a connection between the pink spoon and the ice cream cone? Otherwise, you’re just giving away pink spoons, and even though you have the cones, nobody is asking for them. So, I don’t have a direct answer because I think every situation is different, but that is the critical question: How do you make sure that there is some connection to that?”

Sometimes you can just be standing up and saying, “Here’s what I do. I’ve got this e-mail list if you’re interested in this. If this resonates with you, sign up on the e-mail list, and I’ll be in touch,” knowing that it may take a while for them to become a client.

“What are some tips for taking an ordinary project and turning it into a wonderful and delighting project?”

Here are some thoughts. The first one is, when you look at the boat that you've got and the journey that you take people on, to ask yourself, "What's most important to the people I want to reach when buying what I sell?"

So, if you're going to buy a car, ask, "What's most important to people when buying a car? What's most important to people in hiring a landscaper?" Really get clear, from their side, what matters most to them.

British Airways did this survey of their clients in first class. They said, "What can we do to increase service?" They thought, "Can we offer you more? Can we bring you more snacks or drinks?"

Everything was, "Let us sleep. Just leave us alone on this flight so we can sleep. That's what we want."

So, knowing what's most important to them is the key.

Here's an interesting thing we didn't go into, but I call it **The Attraction Quadrant**. Think of it like a quadrant: four squares. In one square, there are things about your business that are attractive to you, and there are things about your business that are attractive to your client on the other side. So, things for your client and things for you, things that are attractive and unattractive.

So, there are things that are attractive about your business to you. Make sure that there are more of those. Build that, deepen that. There are things that are attractive to your client, the things that your client loves the most about what you do. For me, it's the fact that they're pay-what-you-can. I tell these hilarious jokes that everybody loves at my workshops, so that might be part of what's attractive, and the fact that it's all conscious, cool entrepreneurs that they can hang out with.

However, there are also some things that are unattractive to me about my business. It's like, "I travel so much, and I don't get to be home, and that can be kind of draining. Hmm. That's a little unattractive sometimes, even though I get to see wonderful people." What else is unattractive to me? Other things.

To them, there may also be some things that are unattractive. There are elements of the pay-what-you-can that are not that attractive because it's going to be stressful for people. There are elements of the workshops I could probably improve.

I think the key with this Attraction Quadrant is to reduce or eliminate any of the things that are on the unattractive side, to you and/or your client; to both of you. Then, to maximize those things that are attractive to both of you, and then to deepen all of that is a place I would start.

I think what also takes it from an ordinary project to something wonderful is really being clear on the platform. Who is this for? Who are these people? The clearer that is the easier it is to make it something delightful and wonderful. Then, just trust your instinct to be creative in the way that you express it.

I think we're good.

Thank you everybody so much for this six weeks. It's been so wonderful. I'm so glad we did this Facebook group. We had such a last-minute thing, but it turned into such a wonderful community, and it's so beautiful to see you all supporting each other so well. Thank you all so much. You're all just really wonderful.

I encourage you to be staying in touch with each other and to connect with each other and support each other. This group is going to stay up. If you want to work with me, of course I'd be delighted with that when I'm back home.

I love you all. Thank you so much for doing this, for supporting me in my livelihood and supporting each other.

SPECIAL BONUS:
A More In Depth Look at . . .

The Three Basic Steps of Word of Mouth Marketing:

“So, what is word of mouth marketing? In this book, I define it as “Giving people a reason to talk about your stuff, and making it easier for that conversation to take place. *Whatever business you're in, ask yourself these questions when you are looking at a customer:*

1. *When she walks out the door, what have I **given her** to talk about?*
2. *How will he **remember** to tell his friends?*
3. *Could I have made it **easier** for here to talk to more people about me?*
4. *Was there anything about his **experience** remarkable?”*

” - **Word of Mouth Marketing** - Andy Sernovitz

Here’s a basic overview of why and how Word of Mouth works. When you break it down this way - it’s actually pretty simple.

We’ll get into much more detail and lots of specific real-world examples soon - but here’s there bird’s eye view of how it all works.

1. **Make it remarkable.**
2. **Make it easy to spread the word.**
3. **Make it worthwhile.**

* * *

1) Make it remarkable.

The Irresistible Offer is what gets them in the door (and maybe telling a few friends) but the Unforgettable Experience is what brings them back and has them telling their friends. People like to talk about their experiences. They love to gossip. Not just about your product but their experience with your product. It’s not enough to just create a great product, or an innovation. The focus must be kept not only on your product - but the process they go through to get it. Create something remarkable that people will want to talk about. But remember: Before even thinking

about word of mouth tactics to inspire conversations about you - you need to create something conversation *worthy*. How do you create something that cool?

It's important to think about because sometimes the experience they have with you is your biggest opportunity. Sometimes there's not much you can think to do to innovate your product or service.

"Like everyone I have dealings with a number of companies who are in the same generic business, for example, hardware. I find that the difference between the quality of the products in the different businesses is very small. When I purchase something, say a tin of paint, the quality of that product as I the consumer judge it usually varies by no more than ten per cent." - **Paddi Lund, Building a Happiness Centered Business**

Well whatever experience you create needs to meet three criteria:

1. **It feels good.** This experience must - at the baseline - feel good. It must meet their most important needs. This could mean an experience they directly have that feels good - or it could be something they hear about. Is it a story that makes them feel something? When you look at the main themes in WOM stories (e.g. David and Goliath, the outrageous, the taboo, the funny etc.) these are all stories that people both love to tell and hear. "OMG! Did you about the _____ that _____'s. It's so outrageous!" Those stories are fun to tell. They make the teller look good. And so they will be told more often.

This is also true in your advertising and marketing. It's nice if your ads are funny and outrageous - but will people even remember what it's for? *"But if you push this button just for the sake of being outrageous, it will probably work – giving people something to talk about. But what's the connection to your brand or product? There needs to be some connection. What you'll find with an idea that's too outrageous is that people might remember the ad but not the advertiser...unless there's a connection. (The gerbils probably didn't do much for Beyond.com, even if people remembered and talked about the ad.)"*

2. **They want to repeat it often.** A really good experience, by definition, makes for a good story to tell. If the way you run your business isn't worthy of conversation and story telling later - it's not that cool an experience. Sorry. There are some experiences you've had that were a lot of fun and really neat - but once you've done it one time . . . You must design your experience to be something that keeps drawing people back. For example: those Japanese restaurants where they flip the knives in front of you. Sure that's fun once. Maybe the second times when you bring your friends. But, how many times do you need to see that? But, imagine if when you come the first time the manager comes out to greet you personally and treats you to some drinks on the house. And then the second time the manager remembers you and greets your friends warmly while building you up as an incredible person. Now you might consider coming back. Not for the flashy knives (they might get you in the door) but

for your friend the manager. **Keys here are:** expressing your values clearly and consistently, building real, human relationships with people, rewarding long term relationships.

3. **They want their friends to have it + are willing to tell them.** Aren't there some things you do that you'd rather your friends never find out about? Do you see the inherent marketing challenge there? ("Hey Frank, after this round of golf I was thinking of hitting a whore house before the board meeting. Can you recommend a good one?").

Let's take one step backwards and understand what it would sound like if you'd gotten it right. What kinds of things might people be saying about you and your business? In marketing lingo it's called "the topic". What are they going to say about you? What's the sound bites they might come up with?

Whatever it is should be simple. You need a topic that's easy to move along.

"Entrepreneurs are always looking for an elevator pitch, which is a story you can tell an investor while in the elevator of a 20-story building. That's way too long for word of mouth."

You need the pass-in-the-hall test. Try to fill in the blanks with your stuff:

You want your clients and friends to say things like:

- o "Did you hear about the _____ that _____'s?"
- o "You know how most _____'s do _____? Well, this one does it _____ way instead!"
"You should try _____, it's _____."
- o "Can you believe _____ did _____?"
- o "There's nothing better than _____ for _____."
- o "You're never gonna believe . . ."

There should never be an 'and' anywhere near your topic. Topics don't work as well when they become lists. ("Try us, because we're friendly, affordable, experienced, have great customer service, and give you free ice cream while you wait.") Your topic should be repeatable within a second or so. ("We give you free ice cream while you wait.") Otherwise, no one will remember it.

*In many cases, word of mouth marketing isn't actually "marketing" at all. It's about great customer service that makes people want to tell their friends about you. It's about fantastic products that people can't resist showing to everyone. Organic word of mouth is created by products that get your customers to love you so much that they just can't shut up." - **Word of Mouth Marketing - Andy Sernovitz***

So, now that we have a sense of what it might sound like - how do you go about creating that kind of experience? Here's a few ways . . .

1. **under-promise and over-deliver:** Make sure you always promise a little less than you know you can do. Give yourself some space. Whether people feel thrilled or disappointed with you has 100% to do with that their expectations and hopes were. Manage these carefully. And figure out ways to deliver more than they expect consistently.
2. **make sure the process is cool for you too:** part of making your business irresistible to others is making sure that it's really irresistible to us. Whatever you love most about your business - do more of that. The things that drain you? Eliminate them if possible.
3. **address industry frustrations:** what annoys or frustrates people about doing business with your industry?
4. **eliminate risk:** what prevents people from jumping to do business with your company or your industry? are they afraid of being pressured? losing their money? wasting their time? looking pressured?
5. **make it easy:** identify and eliminate any an all hassle or friction that people experience when dealing with your product or service. This could mean eliminating things but it could also mean adding support and education to your process.
6. **use their names:** so simple. Remember their names and use them often in conversation. When they come into your space - welcome them with genuine warmth and excitement. Help them feel important and connected.
7. **focus on the process:** make doing business with you easy, pressure free and fun. Appeal to all five senses.
8. **make it an experience:** what can you add to or subtract from the process that would make it more memorable and worth talking about?
9. **appeal pleurably to all five senses:** make sure that your office, product, appearance etc. looks, sounds, feels, tastes and smells wonderful. Do not underestimate the impact of this. At the very least don't be unappealing to their senses.
10. **meet their emotional needs:** people are buying your products or service to meet their needs. Most of us don't really get this and have no idea what emotional needs (e.g. certainty, safety, connection, fun etc) they're trying to meet. If you can identify the top three needs - you have much higher likelihood of finding a lot more ways to meet them (e.g. if you're a yoga studio

and you realize that they're craving conscious community - why not hold more social events and parties and workshops and introduce people? etc.)

11. **build a real relationship:** know them by name when they come in, chat with them. It's incredible how simple and how powerfully people respond to other people liking them and being genuinely glad they're there. It will bring people back. People love to feel important and needed. They love to feel that it matters to you personally if they come back or not.
12. **be values based:** if people understand that you are in it for more than just money - they will respect you more, relax and be more open to enjoying what you have to offer.
13. **be consistent with their worldview:** every community has its own sets of values, beliefs, frames and perspectives. If they believe the adage 'spare the rod and spoil the child' and you run a day care that's incredibly permissive - the parents will feel uncomfortable. The right wing cattle rancher might not want to send their kid to a hippie school. And if the parents believe that spanking is wrong and you hit their child - watch out. A hippie likely wouldn't want to send their child to an all boys boarding school. Whoever your target market is - your business (from its colours, to the logo, to the decor in the office) must be an expression of the lifestyle and points of view of your target market. This is of course much easier to do if you're already a member of it.
14. **a consistent theme:** Restaurants often invoke a fantasy atmosphere, whether it is Olde England with leather benches, wooden beams, and imitation pewter mugs or a Polynesian island with bamboo, fish nets, and tropical paintings -- Having a strong unified theme and identity is critical. YOU want the experience to be predictable; they need to know what to expect.
15. **give unexpected levels of education and value for free:** At one of my Halifax workshops I had a really unusual participant named Bennie who sold belts at a kiosk in the mall. He was really quiet much of the weekend, but one break we got to talking and I jokingly asked him what he thought of my belt. And he said, "Well, it's not bad. But it won't last that long because it's actually made out of two strips of something and it's not real leather it's just a leather covering." I was taken aback. I'd really thought my belt was fully leather. So I asked him to join me at the front of the room after the break for a 'belt analysis'. We got give people up and I asked him to comment on the fashion and durability of their belts. It ended up being a lot of fun but it pointed something out. Most people would be happy to just sit their and wait until someone buys a belt. But what if while browsing he engaged a conversation with something like, "did you know that the first belt was created in 1643?" or something. What if he educated them a bit about quirky facts of belt history and pointed out things about their own belt choices? He could, very quickly, become seen as the belt expert. My friend Joey is another example of taking a venue most people use passively and making it active. He used to work the Hemp products booth at the Farmer's Market. But he didn't simply sit back waiting for people to come up and ask him a question. When people were

browsing he'd immediately engage them in conversation. And then he'd start answering questions. His answers were so interesting and educational and his presence so strong that he drew others in. He would have small crowds stopping to watch the show. He'd tell them about Omega 3 and 9 oils and the importance of balancing them. He'd talk about ease of digestion. He talked about how critical good fats and oils were in your body. And people (who'd had no intentions of buying hemp products when they'd come into the market) found themselves amazed with the benefits and health giving properties of hemp - and walked out with several things.

16. **Make your business a happy place to be:** This is, almost certainly, the most important one. As Paddi Lund points out, "I have noticed that there are some indicators that tell me the happiness of people associated with your business. The indicators apply equally to team members, customers, and suppliers.
- People stay a long time with your business – long-term team, customers, and suppliers.
 - People smile and laugh a lot.
 - People do not complain constantly about their conditions, money, hours, standard of service, wages, bills, etc.
 - People come early and leave late. They like to spend time at your place of business.
 - People talk with each other in a friendly way.
 - People are polite to each other.
 - People do not gossip and backbite.
 - When you ask people about each other their comments are complimentary."

How do you do this?

First off, make sure you're happy. Identify everything you secretly resent or find unattractive about your business - and eliminate it. Identify everything you love about your business - everything you find attractive - and do more of that. Make sure that YOU are happy in your business. You're probably lying to yourself about a lot of things in your business. Your settling and tolerating a lot of things because you think you need to. And you may not need to.

Secondly, treat your staff the way you want them to treat your best clients: *"If we want our front line people to nurture and care for their customers, we must first create a warm, nurturing and caring atmosphere in the business family – a team member's politeness and warmth can appear false to a client unless warmth and politeness are normal in that organization. The team members will tend to treat their customers in the way that they are treated by their boss. It's like a family. When children who were abused by their parents reach adulthood themselves they often abuse the people that they control. I cringe when I hear powerful people telling their subordinates, in loud voice and no uncertain terms, that they must care for and be polite to the customers – or else! Anger is something that most human beings and other animals will exhibit around subordinates, but not around superiors.*

*Are you treating your staff like, 'subordinates'? In business, profit comes more easily when the business is full of happy people making their customers happy, than when everyone is focused solely on the Bottom Line. We enjoy buying from happy people (and we don't enjoy buying from unhappy people!) Customers buy when they feel they are liked – and they can tell the real from the fake. As we looked at how to become happier in our business we discovered that what made us most unhappy were the little forgotten courtesies and the unkind or thoughtless words or actions. So we become committed to the notion of providing the **continual affirmation of the importance of people to their peers**. When team members feel safe and valued as people they can redirect the energy that would otherwise be used in protecting their self-esteem towards more constructive business efforts.” - **Paddi Lund, Building a Happiness Centered Business***

* * *

Accelerating Client Results

Robert Middleton

http://www.actionplan.com/tc/tc_accelerateresults.html

When it really comes down to it, is there any thing more important in your business than helping your clients produce outstanding results?

Producing Great Clients Results Builds Your Business

When you ask the average Independent Professional where most of their clients come from, the most common answer is "from word of mouth."

But what generates word-of-mouth? Client Results.

If you can master the art of supporting your clients in consistently accelerating their results, marketing won't be a struggle for you.

Over his 15-year career as a coach and consultant, Patrick Summar has put his primary focus on this question: "How do I produce such outstanding results for my clients that they'll tell everyone they know about me?"

The answers he's discovered to that question has resulted in a coaching practice full of highly satisfied clients, who now pay up to \$5,000 per month to work with him.

This past week I recorded an audio interview with Patrick on this topic and I'll summarize his seven main points in today's ezine.

1. Focusing on Client Results

It's not unusual in working with a client to jump right in to solve problems and outline action steps. When a client hires you, they are often eager to get moving and see results fast.

But Patrick points out that this is actually detrimental to producing sustainable results. What's more important is spending as much time as it takes to determine where the client wants to go and why.

"I point out to them that they have to be very clear about WHERE they want to go before we go into any conversation about HOW they will get there," says Patrick. This can take some time but it builds a more solid foundation for bigger gains later on.

2. The Client Is Responsible for Producing Results

You need to communicate this clearly to the client early in the process. It's not unusual that a client wants to be "saved" but Patrick points out that "the coach can't play."

"While I may have ideas, tools or strategies, I might offer or may teach them an idea or concept, they have to use it to play and produce results. I can't do it for them," asserts Patrick.

"It's going to take multiple baby steps on their part and massive action with a lot of mistakes and learning from those mistakes and false starts. Significant change takes time. It won't happen if they don't make it happen. They have to stick with it."

3. Make Sure Your Clients Are Passionate About What They are Working On.

It's easy to focus on goals such as increasing income or producing a particular result. But if there's no passion behind those goals, no underlying motivation to achieve them, they are going to struggle and not know why.

If you want to create breakthrough results for your clients, the more you support them on focusing on what they really want to do, the easier it's going to be to produce results.

Sometimes it takes several conversations with a client to become clear about what is most important to them. When that clarity comes, they way opens up and barriers to success seem to disappear.

4. Create a Plan and Work the Plan

Patrick says. "I find that you can come up with a more elegant shortcut to get where you want to

go when you really get clear about specifically what you want, then brainstorm multiple action plans for getting there.

"It's back to creating the plan. Help them think long term in terms of Phase 1 and Phase 2. Help them brainstorm multiple action plans. Help them focus. That's the whole thing. You can have anything you want, just not everything.

"Help them prioritize. Break it down into baby steps. And then by checking in week to week, finding out what's working and what's stopping them, you can help them brainstorm solutions and keep moving."

5. Working with Limiting Beliefs and Fears

You can have the best plan in the world and even be working on your passion and still get tripped up. Limitations and fears stop even the most successful people.

As a coach or consultant you need to address those issues. You can't sweep them under the rug. You want to encourage clients to focus their awareness on what they are telling themselves, what their stories are when they get stuck and to inquire into the validity of those stories.

When you realize a story you're telling doesn't hold up under scrutiny, you are free to construct new stories that support your progress. "I have to do it by myself," can turn into, "When I give away certain tasks, I'm freed up to focus on my priorities."

6. Track and Measure Progress

This is one of the things many coaches and consultants give lip service to. But it can be the key to client success. If you don't measure the progress from where you were to where you are, it's easy to lose motivation and momentum.

Patrick requires clients to rate where they are on a scale of one to ten at the beginning of the engagement and then tracks progress on the scale as they work together. As a result, clients see their movement and stick with the process.

Another tool Patrick uses is a weekly "pre-call checklist." That adds so much to the coaching process," says Patrick, "It gets them into a weekly process of defining and orienting where they are on the map by asking, "Where do I want to go? What's next?" each week at least, if not every day."

7. Celebrate Successes

Patrick makes the analogy of taking a trip across the desert: "If the journey is 40 days and 40 nights, you wouldn't wait to drink water until the end of the journey. You'd drink water many

times a day as you made progress across the desert. I find that people often wait until the ultimate goal is reached before they think they can celebrate."

Patrick continued: "With every point between Point A and Point B, Point B being the goal, you're losing the opportunity to appreciate the process, journey or experience of your life because you're waiting for Point B before stopping to appreciate it.

"I find that to the degree that we as coaches can really teach our clients to focus on what progress they've made, celebrate it, appreciate it and recognize it, it helps to build momentum, confidence, optimism and positive expectations.

"All of those things help them produce even more results and step up to do more, take on more and stretch more."

7.5 - Successful Clients Equals a Growing Business

Each of these points by themselves are not groundbreaking. But combined, they are extraordinarily powerful. Patrick centers his work around these principles. His clients consistently get exceptional results, stay with him for a long time and pay him substantial fees.

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The More Clients Bottom Line: You have one job as a coach or consultant, to support your clients in achieving breakthrough results. The good news is that there are practices you can implement in your business that will help your clients get those results more consistently.

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2) Create excuses for people to talk about what you do and mechanisms that facilitate that turning into business.

A lot of them. Some times people stress themselves out by thinking that they need to come up with this one perfect word of mouth strategy that's going to create an avalanche of customers. While that is sometimes possible - it's also important to think about a lot of little things all working together.

The easiest way to do this is to ask yourself when and where conversations about your business are likely to take place and then to figure out a way to make sure your materials are there when the conversations come up.

"So ask yourself – do you want to send messages out to people, and that's it? It'll cost you a lot of money, and you may have very little to show for it. A better solution is getting buzz – devoting

every ounce of effort toward getting people to talk about your brand and the media writing about your brand. The goal of a buzzmarketer with every dollar spent is: Spark further word of mouth.” - **Mark Hughes, Buzz Marketing**

If those conversations *aren't* happening - then you might need to create spaces and places where they can. The point is - you need to give them reasons, spaces, opportunities, mechanisms and materials that make conversations about your business more likely. Identify existing opportunities and places they're most likely to happen and create new ones.

“All word of mouth starts with creating a message that will be spread. It doesn't need to be fancy. A special sale, remarkably good service, a cool new feature, a unique flavour, a funny name, or a nice package may be all it takes. The specifics of the message don't matter. Good topics are portable, clear ideas that one person can repeat successfully.” - **Word of Mouth Marketing - Andy Sernovitz**

NOTE: Make it easy and effortless to spread the word and tell others about what you do (e.g. Facebook will send an invitation to anyone you've ever emailed before with a couple clicks of a button. Easy.). If someone has to open up their database, find the numbers of ten friends, call them and explain your service - they won't.

- **a simple, well thought out story:** there is no better mechanism than a well constructed story that makes people feel good to hear and tell it. Think about the story of Bill Gates starting Microsoft in his garage. The story of David and Goliath. People love to tell good stories and love to hear them. What is the story of your business or offer? Spend the time on this. Every other mechanism you can use will be based on this and used to get people to say this story. Why does this work so well? Because people love to tell stories. Why? We get rewarded for it. We get attention. We get to be 'in the know'. We look good when we have a good story to tell.

*“You've got to give 'em something to talk about – because it makes **them** interesting, and it gives **them** currency. Hey Mr. Motorola, Miss Minolta, it's not about you...it's about **them**! If you don't create a story that gives them currency...word of mouth will not spread. Why? Because most of us love to be the centre of attention; we love to have something interesting, amusing, or novel to talk about, something others will find entertaining, fun to hear...and will remember us for having brightened their day a little. The crux of buzzmarketing is that it doesn't **grab** buzz currency...it **gives** buzz currency. . If the story is good enough, it only takes one time to have an impact, while traditional advertising requires multiple attempts to have a prayer of impact.*

The Five Most Frequently Written Stories

Similar in many ways to giving consumers something to talk about – you've got to give the media something to write about. The media's appetite for what's newsworthy is slightly different from the consumer's.

Year after year, the five most frequently written news stories are the following:

- *The David-and-Goliath story*
- *The unusual or outrageous story*
- *The controversy story*
- *The celebrity story*
- *What's already hot in the media.*”

- Mark Hughes, Buzz Marketing

Is there some affecting, human drama and inspiring story behind your product? Is there some charismatic leader who can embody it? People find it easier to talk about *people* than to talk about ‘companies’.

- **free events:** creating free events for people in your target market (whether they’re parties, workshops, lectures or potlucks) is one of the easiest and simplest ways for people to meet you.

“You don’t need a convention to make this work for you. Just think about the easiest way to get your talkers together. If you have a store, host a cocktail party, live music, or a book reading. It doesn’t matter what the reason is; just create an excuse to invite everyone over. For years I’ve traveled around the country hosting a series of networking dinners called the “Feast for Smart Marketers”. There is not much too it-I book a Chinese banquet hall and invite everyone I know in town. No speaker, no panel discussion. Just 200 people and lots of great food. Pretty much all of my customers and lots of great word of mouth come from these simple dinners.” - Word of Mouth Marketing - Andy Sernovitz

- **stay in touch marketing:** make sure that you’re in touch with your clients often with relevant and valuable information. If they buy from you once and then you never call them or email or write them again - they’re *very* unlikely to think of you - even if a dear friend is needing what you sell. Stay top of mind by staying in touch.
- **focus on your top clients:** the truth is that 80% of your referrals likely come from 20% of your clients. Give them extra care and attention.
- **support existing hubs:** if there’s groups or networks where your clients gather - support them. They’re doing the heavy lifting of gathering for you.
- **create new interactive hubs:** if the people in your target market have no spaces to hang out and talk with each other - you can create one. A lot of work - but powerful.

- **exclusive gifts they can pass on:** It's very powerful if you give your clients a valuable gift to pass onto their friends that they know their friends would find valuable. It makes them look like a hero for spreading the word. If they know that the only way their friends will hear about your cool business is by them telling you it creates a powerful inner impulse for them to talk about you. They start to think to themselves - "If I don't tell my friends about this deal - they'll never know." It feels like a moral obligation on their part if they are the only possible way their friends will find out about them. Plus - it gives people this sense of being 'on the inside'. *"Stores can offer a product or add-on that isn't apparent to regular shoppers. Maybe special gift wrapping, a unique flavour, or a delivery service. Let the word spread that you have this available for people who ask."* - **Word of Mouth Marketing - Andy Sernovitz**

- **make your product more visible:** Apple made their Mac's really colourful - that got people talking. If your product is invisible - people will often forget about it. Can you alter it to make it more visible?

- **do something outrageous:** there's a reason publicity stunts work. If you make some crazy offer people will talk. Remember, as Andy Sernovitz says, *"Advertising is the price of being boring."*

- **samples to give to friends:** If you were hosting an evening to showcase your chocolates - wouldn't you want to send everyone home with a box or two of your chocolates (one for them and one for their friends)?

"Provide the tools that help your messages move farther and faster. An easy to forward email and tell a friend button on the order page of your website are two incredibly powerful (but simple) online examples. Don't let someone leave your store without something to give to a friend, like a menu or a coupon. Kiehl's cosmetic stores are famous for their free samples. It's always impossible to leave without a pocket full of goodies. And they always give you more than one, so you have something to share with a friend. If someone's got a desire to talk about you, do everything possible to help them along. Magazine's figured this out a long time ago. Although it looks insane, there is a reason why every magazine has a flurry of subscription postcards falling all over your house. People share magazines, and those cards are the tools that help pass along the subscription offer." - **Word of Mouth Marketing - Andy Sernovitz**

- **be in the center of a hungry crowd for a limited time:** A client of mine sells dog bones from a Hutterite colony in Northern Alberta. Dogs go crazy for them. She spent four days at a dog trade show and by the end the word had gotten around and she had a huge line up. If you have a product that people love and consume quickly, or where the results are immediately apparent - then get yourself into an environment where word can spread.

"Why does it matter? Because the early growth of a brand is critically dependent on word of mouth. And if you plant your marketing seeds in an environment that fosters word of mouth"

(e.g. a bar environment), you're ahead of the game. If you want people to talk about your brand, get as close as possible to a community that talks a lot of in an environment that talks a lot." - **Buzz Marketing, Mark Hughes**

- **ramp up your promotion and use suspense:** if you want to get people talking there's not much that's better than a little bit of mystery and suspense. Tease them. Tell them something big is coming - but don't tell them what. Then tell them what it is - but don't give any details. Then give one or two amazing details - but don't tell them how to order it. Then tell them how to order it - but only make a limited number available. You don't have to release it all at once.
- **group packages that encourage them to bring friends or buy for friends** (e.g. an improv theatre company I work with invited people to come on slow nights and bring as many friends as they wanted to for free for a show once, Author, Seth Godin - "*When I insisted that people buy my last book in twelve-packs (12 for the price of 3) instead of one book at a time, I was making it obvious to my readers that they should share the other eleven copies with their colleagues. Making a product or service or idea that's easy to share makes it more likely that people will share it.*")
- **package relevant and valuable information and offer it for free in a way that's easy to pass on** (e.g. PDF's, online audio, online video, books, checklists etc.) "*Some people worry that giving away too much information might undercut the value of their products. It never happens. The stuff you share proves your expertise and attracts customers. It makes them want to talk about you and to you.*" - **Word of Mouth Marketing - Andy Sernovitz**. Take a look at these quick online videos that are powerful examples of pink spoon marketing that help to reduce risk, tell a story and facilitate the buying process:

Natural Child Birth:

<http://www.lamaze.org/Default.aspx?tabid=612>

High School Anti Bullying Workshops:

<http://www.youtube.com/watch?v=bCqsd7RdGwQ&eurl=http://www.challengeday.org/>

Three Marketing "Pink Spoon" Videos from -

<http://www.youtube.com/profile?user=getaltitude>

Video 1:

<http://www.youtube.com/watch?v=k51vFkjt3g>

Video 2:

<http://www.youtube.com/watch?v=e9tjgsJk6pE>

Video 3:

<http://www.youtube.com/watch?v=blTOv3oXdbk>

3) Make it worthwhile.

Reward people for spreading the word. Again - so simple but so overlooked. You want people to feel like they're a part of your team - not like they're your salesperson. You want them feeling like they're a part of your crew not taken for granted. If you don't acknowledge a referral - they'll often stop referring business.

- **Track where you get your business from:** this is such an absolute must. You simply must start tracking where your clients come from. If you aren't - you're losing so much money.
- **thank you notes.** Do it everytime. Everytime someone signs up on my email list or registers for an event - I ask them who they heard from. And then I send that person a quick thank you email, "John Smith just signed up for my free intro. And he says you're responsible for this. I blame you. Thanks!"
- **Surprise rewards:** The other day someone enrolled for my Edmonton weekend (and they lived in Vancouver). I found out they'd been told about it by a client who'd referred five *other* people four of whom had come to my weekend. So, I promptly sent her an email offering her an hour of my time at no charge.
- **split rewards for telling friends:** in my Word of Mouth virtual workshop I go more into this - but using a 50/50 split of incentives can work really well. A local bus line - Red Arrow - offers anyone I refer to them 10% off their first trip (and gives me 10% off my next trip as a way of saying thank you). Personally, I don't find 10% off to be that inspiring - but the principle is good.
- **invite and use feedback:** have you ever given a business some pretty hard and critical feedback and they actually really listened to you and used it? Wow. Talk about winning people over. The greatest reward you can give people sometimes is your respect and attention.

"It is important to say a special thanks if you can connect a talker to a specific piece of new business. Take the time to do something to acknowledge that you appreciate what that talker did for you. Web hosting company MediaTemple sent me a credit for a month's free service in exchange for referring a customer. I didn't even know that it was coming, and I never signed up for any sort of rewards program. The gift was that much more appreciated.

Mention your top talkers on your website. Put up a public thank-you page to acknowledge people who have done you a favour. Put your favorite talkers' photos on the wall and their names on a plaque. Frame all the thank-you letters that you get. Give thanks in your newsletters.

*On your blog, give prominent links to people who post comments or link back to you. The blog culture is all about mutual recognition, so your thanks will be paid back. On your message board, give the talkers a flashy icon. Find those super-energetic writers and give them special status. Make them look and feel important.” - **Word of Mouth Marketing - Andy Sernovitz***