

Niching for Hippies

Interview with Lisa Cherney

Tad Hargrave: Hi everybody. It's Tad Hargrave, and I'm here with Lisa Cherney.

I'd like to talk about niching, and so the title of our conversation today, provocatively, is called The Niche Conspiracy: Why Ditching the Niche Will Get You Rich.

A bit of the back-story about how I came across Lisa. Somebody knew I was doing this Niching for Hippies program, and they forwarded me a link to this thing about sort of ditching your niche and I thought that was such an interesting, provocative title -- the idea of sort of challenging the "sacred cow" of niche marketing.

So I was curious about it and I figured -- I had a sort of intuitive sense that we were probably more aligned than not, and that the title might be provocative, but still, we would have a lot of alignment, so I reached out to Lisa and we ended up chatting a bit.

I found that what we talk about is very aligned, but she comes from a bit of a different perspective that I thought would be really interesting for you all to hear. I want to read Lisa's bio because -- just to give you the official background and why she's credible to be speaking about this.

In 1999, Lisa Cherney founded Conscious Marketing, Inc. and is now called the Juicy Marketing Expert. She works with entrepreneurs on a mission, who are struggling with their marketing message. She helps them get clear on their specific, ideal client and helps them find their authentic marketing voice so that they have the confidence that inspires people to buy.

She's a highly sought-after speaker. Kym Yancy, president of eWomen's Network called her "one of the most brilliant marketers I know."

Robert Allen, author of the Millionaire Next Door says, "Listen to everything Lisa Cherney says about marketing and for the last three years," all of Lisa Sasevich's VIP Mastermind clients have worked with Lisa Cherney to get pointed in the right direction, quickly.

So Lisa, thank you so much for joining.

Lisa Cherney: You're welcome. I'm so glad to be here.

Tad: Yay!

Lisa: Yay!

Tad: First of all, I love the name of the company Conscious Marketing, so where did that come from for you?

Lisa: It really was a wonderful birthing process, maybe many of your listeners can relate to where I started doing marketing for people on my own, after I got kicked out at corporate America.

So I got kicked out about 1999, and, for me, it looked like getting laid off a few times in a short period. Finally I got the message that, that wasn't my path and that I was really meant to do something else.

Tad: Right.

Lisa: When I first launched my own thing, I thought, "Awesome! I'm a marketer!" I had clients like AT&T and Lipton and Blue Cross Blue Shield, and I worked for these big ad agencies and both coasts of the States.

I knew I needed to hire a bookkeeper and things like that right away, but I just thought the marketing piece I had handled, and what happened was, there was sort of this parallel journey that happened where I was realizing that there was something happening within my own business.

There was this phenomena happening within my own business, as well as there was something that was happening with the clients I was trying to help with their marketing.

So I'll share with you sort of how it converged -- and then what it did was, it actually birthed Conscious Marketing in this workshop in my friend's living room probably about 12 years ago, now.

Tad: Wow!

Lisa: I remember saying to her, "You sure I should do a workshop? You know, aren't people sick of workshops?"

I had a training background and when I realized there was this major issue going on in my business and with my clients and that everything I had been doing up to that point was not working, the first thing I thought was, "I need to help people do this for themselves."

That's when my training background really clicked in and I thought, "Let me create a process or an experience where people could find their own words."

So what happened was, is that I realized what was happening in my own business was that, within about a year into my business, I wasn't having the fun that I wanted to be having.

When you start your own business and you get on the entrepreneur's roller coaster you have a vision for, "Okay, it's going to be more freedom and more fun and I'll have more control."

Do you have dreams like that, Tad, about what it was going to feel like?

Tad: Sure. Right, right. Yeah. Yeah.

Lisa: So I did too, and it didn't feel like that, and when I really looked at what the problem was, it was that I only loved about 20% of my clients.

Tad: Huh.

Lisa: I thought: "Oh, I may as well go back and get a job, if that's going to be the case." So, and then where the humbling thing came was, is that I realized it was a marketing problem.

I think people often will look at their business and see things that don't feel good or it's not right or they're working too much, and they try to look for lots of reasons why that is, and oftentimes, they don't really get to "Well, I'm just not communicating precisely enough in my marketing."

I realized that immediately, and I also realized immediately that I was using everything I knew to do, and me coming from big business to being a solo entrepreneur selling a very personal service -- which was me -- what I knew wasn't working.

So I have this like very humbling, rude awakening, and at the same time, there was this thing that was happening with my clients because I just started off doing marketing for people. I would sit down with them. I knew exactly what to ask them.

I had, I guess, this very disarming way that would just get them out of their head, and they would come up with this juicy stuff. Then I would give it back to them in the format of Web sites and brochures, and what they would say at network meetings and what they could say in sales conversations.

I would give it back to them, and they'd be so excited because most people are just so happy just to get the darn Web site up. They just want to cross it off

their list, this thing they know they need to do and so they'd be happy to have the words, but they would also say things to me like, "I don't know, Lisa, this doesn't really feel like it's me. Do we really need to say that?"

Oh, this kind of feels like it's bragging," and I had this light bulb go off that they didn't see themselves the way that I saw them, and even though I could give them the words, they weren't going to be able to embody the words. They weren't going to feel it, they weren't going to be aligned with it, inside, and so they really weren't going to attract what they wanted.

So there was this problem in my business with my marketing not being specific enough, and me realizing that everything that I thought I knew wasn't helping me, and then also seeing that I was trying to do this for my clients and they really needed to do it for themselves, and so the two kind of collided in a big bag of marketing.

Conscious Marketing was born because I realized that there were some big missing pieces when it came to really marketing something that was so personal. It was your personal mission, you have all these blind spots -- you're worried you're bragging.

You just want to help people and there's all this mish-mosh of things that come into play that I never really experienced in big business, and so I created something called the Conscious Marketing Workshop and then named the company from there.

I actually had to ditch my niche very early on in this whole process, too, because I was focusing on a telecommunications companies. I thought that was great niche because I had this experience with AT&T.

Then when I went over to the advertising agency side, I was working with mobile companies and Southwestern Bell and all this, but when I looked at the 20% of the clients that I loved, none of them had anything to do with Telecom.

What industry they were in or how big they were, none of that really played in to it, and so I realized there was some big gaps in how it was all working.

Tad: There's so much in the world of marketing.

How do you narrow it down to just focusing on your message because it seemed like you were really helping people hone in, articulate their message, and there's just so much.

What's your experience with that then?

Lisa: Well, I love to talk about this because I think when I share sort of the space I like to live in -- the marketing puzzle -- I also help people to see the different pieces of the marketing puzzle, as well.

The way that I see it, I kind of over-simplified the marketing world, so I feel like there's the strategy, which is the "doing" and then there's the message, which is the "being," right?

We all know this expression about human "doing" versus human "being" and it really brings it home for many people when I say that the strategy is the doing, and the strategy is what takes up probably 80% of the marketing conversations that we're going to have and probably what most people are wanting to teach are teaching.

Just to define that for you guys, strategy is like the "getting out there" part. It's the networking. It's the speaking. It's the putting an ad here, putting a flyer there, bringing your brochure there. It's blogging and social media and video marketing. It's online. It's off line. It's all the getting out there part, which, for most of us, really consumes most of our energy and our brain space.

Where I think many people look to see -- they think the problem is in they're not doing the right thing. Actually when I first got started, not only was I focusing on Telecom, but I also was really owning the whole marketing pie.

I really loved the message piece, but I also had Web site designers and graphic designers and publicists and SEO people and all these people on my staff, but what I kept seeing, Tad, over and over again was that if they didn't work with me first to get clear, then none of the other stuff was working and they would sort of blame that on me, right?

Tad: I have the same thing with my clients, too.

Lisa: Have you experienced that?

Tad: Yeah. Yeah, people want all the tactics and the tricks and techniques, and then you give it to them, but when they haven't really figured out the messaging, or they haven't figured out what it's about, they flail.

Then they -- yeah, they're getting at you, but they also beat themselves up and feel like, "Oh, I'm a failure. I can't even do it when I have the right techniques. What's wrong with me?"

Lisa: Yes, exactly, and it is, it's very disempowering, and so about eight years ago, I had to get very clear about what I wanted to focus on in my business, and who exactly I was supposed to be serving, and I had a really good reason and it's because I was ready to start a family.

My husband and I had been married 10 years, prior to this. I had my business for seven years like, which was my first baby and it was time. Obviously, we waited for the perfect time, and I knew I could not have a family and be the parent I wanted to be, working the way I was working, so I had to make some tough decisions.

I got real about the profitability of certain things in my business, like there were certain places I was practically giving away my time. Anybody relate to that?

I had to let certain parts of my business go, team members go, and I had to claim the part of the marketing puzzle that really was my passion and really where I saw was like the lynch pin.

Like if I could focus on one thing, that I thought was going to make the biggest impact helping them to help more people, I mean, that's my mission is helping people who are touching lives. All right, making a difference? Touch more lives.

I realized that really was the message piece, and that the lack of clarity that I kept seeing over and over again, both within myself in that first year and in my clients, is what kept people stuck.

Not -- it wasn't, not having the perfect social media strategy; and it wasn't, not getting booked for speaking gigs; and it wasn't having the best booth at whatever expo. It was that whatever they were doing wasn't nearly as effective as they wanted it to be because they didn't have clarity.

So that was a really big turning point for me, and I think we need to have a really good reason that we can't work all the time. Maybe we get sick.

Tad: Right.

Lisa: Something like that, or there is a family emergency or something, and, for me, it was really making space to be a mom. So that's actually where I ditched the niche at Telecom.

I claimed my ideal client -- which I'll talk a little more exactly what that means -- and really what it came down to like if I had to describe my ideal client today, how I would describe my ideal client -- maybe you all can get sort of a taste of what we're talking about here with niche and ideal client is:

My ideal client is a mission-driven entrepreneur who knows they're not making the money they want because they don't know how to say what they do in a way that clearly communicates their gift.

Nor do they know exactly who they're supposed to serve or where to find them, and they believe in their mission enough to invest in it -- to get it out there and reach the people they're supposed to help.

See, it's not as simple as a niche and they also usually have, Tad they usually -- probably like you have -- stuff that's hard to explain. Like it could be woo-woo or innovative or something like that, and that makes it even more frustrating.

Tad: That's awesome. One of the things I really liked about your promotion was this sort of tongue-and-cheek, niche conspiracy thing and the idea of the marketing police bearing down on you, and all that. So, how does somebody know if they're a victim of this niche conspiracy?

Lisa: Okay. Well, I do want to give you the URL, so you can check it out and this one is associated with Tad. It's LisaCherney.com/tadniche or niche, as Tad would say it.

So LisaCherney.com/tadniche and where that's going to take you is to this whole Niche Conspiracy free training, actually. It's a free training, The Niche Conspiracy: Why Ditching the Niche Will Get You Rich.

It's been a labor of love, and you'll see there's actually a series of videos. There's a series of three videos that my husband, as an amateur filmmaker helped me make, where the marketing police finally were coming after me, after all these years talking about how "niche" is not the answer -- it doesn't work.

I used to make a joke when I would speak, Tad, about how "the marketing police were going to bang that down -- that door, any minute!" and so that's where the idea came from. It's funny... I actually have been getting very emotional about it because I have such an acute awareness.

This is what it is. I feel like I'm on the front lines of mission-driven entrepreneurs. On the front lines, and every day I see them dropping like flies because they don't have clarity. Because they're not able to get specific enough so that they can actually attract what they want, and they're having to get jobs and give up, and it just makes me crazy.

Does it make you crazy, too?

Tad: It does. I have the same thing in my workshops where I think people maybe -- I wonder if people think I'm just saying it because it's good sales copy or something for a sales letter, but I have this all the time at my workshops where I'll be trying to help somebody with their marketing.

The core message, the core niche or what it's about -- the platform is so fuzzy that it's really hard to help them, and we'll sit there in these kind of fuzzy conversations.

I used to, in the past, just be like, "Well, no, it's okay. We don't need to really nail it down, and let's just keep trying to figure this out," without addressing that core, platform piece and when we didn't address that, it just all got crazy, and we all felt really, really frustrated in the end.

So in the end, I created this "Nicheing for Hippies" thing because this is the central piece. When this is clear, everything gets so much easier. When it's not clear, you know there's the old adage the confused mind says, "No," and so when your prospects or prospective customers feel fuzzy about what you do, they're default is to "No" not to "Yes."

Lisa: Yes, and the universe says no, too. The universe is confused. It doesn't know who to bring you, or how to support you.

Tad: Right. So now, why do you think we need to "ditch the niche" because to me one of the reasons I wanted to talk to you was here I was saying "nicheing is the thing," and you're saying like "ditch it," and I know we actually agree.

Lisa: We agree, yeah.

Tad: I'm just curious, what's your take on that? Like what is it that you see about nicheing or the way that it's done that doesn't work?

Lisa: Well, I think why I think it doesn't work is because it's not specific enough. It's sort of just in the way that I've kind of grew up with niche, and the way that I teach it is in contrast to a target market and an ideal client.

So if it would be helpful, I can teach what my prospective is on target, versus niche, versus ideal client. Would that be helpful?

Tad: Oh, that would be great.

Lisa: Okay. So what I want everybody to do is draw a big old triangle on a blank piece of paper. This is where you have to stop multi-tasking.

Draw a triangle on a piece of paper, a big old triangle, and then I want you to divide the triangle into three sections, drawing two horizontal lines across. So you have a bottom wide part, a middle part, and the top part which is kind of a smaller triangle. Okay.

I want you to label the parts of the triangle, and then I'm going to talk to you about each of them. The bottom part is your target: the widest part, the biggest net you're going to throw out there then, if you have a niche, which I'm saying you don't need one, but if you have one you would put that there, so put "niche."

Then, at the very tip-top part of that triangle -- sort of the pointiest part the most focused part -- is your ideal client. I'm going to give you an example for each of these, so you can kind of see it all in context.

The overall philosophy is that if you go for the gold of your ideal client and you just say, "You know what? I'm going to let go of any resistance I have, and any beliefs that are coming up that there's not enough of the amount there," or "I can't afford to say no or any of these beliefs."

I can understand where they come from, but if you can set those aside and just decide: "You know what? I deserve to have a business that's full of my favorite clients." Like my 20%, I decided that's not enough, I want to have 100% -- a business 100% full of the people that I love.

Then I said: "How the heck do I find those people because if what I'm doing right now is only attracting 20%, how do I get the other 80%?"

That's when I realized that target and niche just was not specific enough, and I decided that I wasn't going to settle, and here I am 13 years later and I have to tell you, just some anecdotal thing here, is that the moment that I decided, that I let go -- remember when I told you right before I got pregnant, I decided that's it. I really have to focus.

I need to just focus on my ideal clients and focus on the type of business -- the part of the marketing puzzle that I thought really was the lynch pin. That year I got pregnant very, very quickly, and I worked two to three days a week for two years, and my income did not change.

So that was like the first time I doubled my income, but I didn't even realize that actually until years later, but nothing changed. My income didn't change.

Then in 2009, my daughter, Bella, she was about two and a half, started some preschool, and I was sort of dusting myself off from maternity slow down and all that, and I thought, "Okay, what does my business look like now?" In 2009, with having more clarity, and then I actually added to the clarity. I added a mentor that gave me systems, right.

I believe in systems, I believe in the "marketing doing." I just believe it derails people if they don't have the clarity first. So I had the clarity of where I wanted to focus on: I took out Telecom, I'm focusing on these mission-driven entrepreneurs with hard things to communicate, willing to invest themselves -- that was my ideal client.

I said, "Okay, now I need a mentor," and that year in 2009, Tad, I tripled my income. I could part-time, still working part-time; I think I upped it to three to four days a week. I could not believe it. I mean, this is like me -- I'm like a 10-year overnight success. Right?

Tad: Right, right.

Lisa: I mean, that's like 80 grand, and I was totally fine with that, and then it really was amazing to combine the clarity with investing in myself, and then I doubled it again in 2010 to half a million dollars.

I could not believe it paid off second mortgage, credit card debt -- one of the things you dream about -- and then last year, I added another 100K to that. I'm telling you guys this because I really attribute it all, to getting clear and taking a stand for that ideal client, that I wanted to create.

So, if you're looking at that pyramid, the bottom part is your target. A good example would be like women. It's their demographic, so sex, age, location. It'd be like women aged 35 to 45 that live in Los Angeles, that have disposable income and are going through transition. Right?

That could be a good demographic. People would look at me like “Oh, awesome! Women aged 35 to 55, L.A. -- going through transition -- awesome. Rock your business!” Well, that is a lot of people.

Tad: Yeah.

Lisa: We just don’t have time to weed through to find the right ones. Then people say, “Well, then you’d really need a niche because that, you know, that’s just not specific enough. You need a niche.” So then you can add in there, in the middle part, you could say: “Well, these women are actually – the transition they’re going through is a divorce.”

Tad: Right.

Lisa: A lot of people get very excited about that, and if you just take an example of say, a life coach, right? Because that could be a good niche for a lawyer, a realtor, so just say a life coach.

How this translates to your marketing, let’s just face it like the fuzziness in who your people are leads to fuzziness in the words you use to attract them, and so an add-focus on a niche of divorced women or women going through divorce would be like, “Are you going through a divorce?”

Tad: Right.

Lisa: You just can imagine like the big net that you’re casting out there with that headline. Where if you take it up a notch, the ideal client, and you actually just go from your target and skip up to your ideal client, what you could put in that triangle would be like “Ready to Use the Transition to Create a New Life.”

Tad: Interesting. Right. Yeah.

Lisa: Right? Or, really believe in the power of having a coach. Or, let’s see. You know, it’s really around readiness and values, and what they believe and what place in their life are they.

The best way to get there -- and this is going to be a big gem, I think maybe a light bulb will go off for you -- is the first thing you could do to start to get at your ideal client is, take the target.

So I think everybody starts off with some kind of demographic like, “Oh, men or women,” or, “I want to work with people that are age 65 to 70 because they might have some type of retirement or later-in-life program.”

We start off with demographics, but here's the thing. You pick the demographic or the target based on an assumption, like you have a reason in your mind and then what you do is you take your reason and you translate it into a demographic.

Well, what I want you to do is, I want you to take that reason and put it into your ideal client description. The best example of this, Tad, that I always like to give is anything that has to do with money. Because people always put, you know, "Well, I want somebody with disposable income or wealthy people or people that are upper middle class," or...

Tad: Right.

Lisa: You know, or even companies, right? "Well, I want to work with a company that has a marketing budget, or I want to work with a company with, you know, \$2 million in revenue or more."

What's the assumption, Tad, that people make when they talk about, "Oh, I want clients with money"? What assumption are they making?

Tad: They could afford to pay you a lot of money and hire you.

Lisa: Yes! Exactly!

Tad: Yeah, pay you a bunch and hire you.

Lisa: Right! Right? "It makes sense if they have the money, they're going to spend it on me and my services."

Tad: Right.

Lisa: Which is kind of silly because we all know people's money, they don't spend it on what we think they should.

Tad: Right.

Lisa: I even always like to make the joke, like my husband thinks we could afford a whole new home theater system. I don't think we could afford it, but yet I want to go to Hawaii for two weeks, right? It's the same amount of money -- it's just what you value.

So what I realized early on, when I was realizing that my niche wasn't working and I wanted more than 20% of clients that I love, was that the specificity wasn't there.

If I just really looked at the people I loved working with, and then looked at the demographics and looked at the why -- like, "Why Telecom?" "Well, because it's an industry that I know and I have experience in," and they really are into technology and they're innovative.

So I took all those things and I put them into my ideal client description.

Tad: Okay.

Lisa: Now it got juicy. Does that make sense?

Tad: Yeah, in the Niching for Hippies course, we sort of have been articulating that as like this idea of the big circles, little circles, and the big circles -- just what are all the qualities you want in an ideal client? You know, what are the kind of clients that would leave you feeling energized, as opposed to depleted and drained after you see them.

Lisa: Yes.

Tad: That's the importance of really naming all of those qualities that we want, is what is it that brings out our best. That's how I've been thinking about it too lately, is this idea of what is it in clients that can bring out our best?

Lisa: Like that.

Tad: It's like, "I tend to do my best work with clients who are like this, and this is what allows me to really play to my strengths and bring my best to you."

There within the big circle, this idea of having sort of little circles and smaller, more focused things. I've been encouraging people to pick a top three and what I find is, even if people pick a top three, there's usually one that shows up as more dominant to focus on, seems to be the obvious choice.

Lisa: Yes. You can't love them all. You just don't love them all equally. Doesn't work that way.

Tad: Right. Within that, then we talk about, there's three elements of the target market or the niche, or whatever word we're going to use.

There's the demographics, the sort of psychographics, which are the values, the point of view, how they see the world, the communities they're a part of and all that. So the demographics, psychographics, and then the journey they're on -- like what's the problem they're struggling with and what's the result they want?

I totally agree with you because I see that most people, when they start off, they just go demographics, which is really hard. Just because they're in the same demographic doesn't mean they're hubs -- where you can find them doesn't mean they all want the same things or they're on the same journey.

Even if people had the psychographics or they add the journey, if it's lacking the context of that big circle of, "Here's what I'd really love in a client," it can be a little flat. You can get a whole roster of people who fit all those things and it's still like, "Oh, I only really love 20% of them."

Lisa: Yes.

Tad: I think if you haven't done that work, to think about who and what are the qualities that I most want?"

Lisa: I love that.

Tad: So I think we already talked about this, but what do you see as the pitfalls of niching, or have you already sort of shared your thoughts on that?

Lisa: Well, let's boil it down. So let's just review a little bit, like how you know you're a victim because I think, again, people will see symptoms in their business and they'll point to an issue other than what we're talking about now.

Tad: Yeah. Totally.

Lisa: I just feel like 90% of what I see comes down to lack of clarity, both in who your ideal clients are and then the way -- you know, I actually boiled the whole clarity thing down to four steps, which I'll talk about in a minute because -- and of course it starts with what we're talking about right here today.

You know you're a victim of this conspiracy, if you've done what the gurus told you, you picked niche but it feels like a straightjacket, right? You feel inauthentic or you're struggling, like you just feel like, "Wait, that was supposed to be my golden parachute."

Now you're frustrated because you love what you do, and you want to help people, but you can't seem to find the right words to explain it in a way that really has people buying -- you know, making a decision to work with you.

Maybe also you're a victim if you've done talks, you've written articles, you've done a booth, you've gone to all the networking events, you talked to tons of people, and you still haven't landed enough clients.

So I want you to really look to see. Like, do -- I've been calling them "get real" moments because I think there are a lot of people out there that have Web site shame, and I know that I did. I actually redid my Web site just a year ago. Right?

Tad: Yeah. Me too. Oh, man. Yeah, I did mine two or three years ago, yeah.

Lisa: It's one of those things where it's kind of like money. I never really thought about it like that, but it's like people that have debt. You think they dress all nice and they seem to have all the things, but meanwhile their finances are a mess.

Or the people that their house is a mess, they look all nice and neat, and it's the same thing with marketing. It's like maybe you want to be all polished and walk the talk, but in the meantime you don't want anyone to go to your Web site.

You can't stand opening your mouth at networking meetings, when they ask you what you do, because you say a different thing each time and you know none of it's working.

Tad: Yeah.

Lisa: I think the reason why this is so painful is because you just wanted to help people, and you want to make this business go. Your husband or wife is watching you, waiting to just see this success, and you want to replace your income that you had in your corporate job.

It's so personal. I think the worst thing, when you're a victim of the niche conspiracy, is that maybe you're even getting clients, and you can't stand working with them.

Tad: Yeah.

Lisa: I think that's sort of the thing that is a one-two punch. It's like, "Wait a minute. I'm getting clients and now they're a pain in the butt, and they're not paying me, and they're not listening to what I'm saying, and they're not taking my advice, they're questioning."

Of course, all of that goes into, I would say, what you don't want, turn it around into what you do want. Put that into your ideal client description.

Tad: Yeah.

Lisa: Yeah. So what you specifically asked me about, why is it so important, right? Why is niching so important? Well, I think it's...

Well, actually, is that what you asked me?

Tad: About pitfalls...

Lisa: Oh, pitfalls, pitfalls. I love talking about pitfalls.

Tad: Yeah.

Lisa: Yeah, pitfalls. Let's talk about pitfalls.

So there's four pitfalls. The first one is, it's just not specific enough. Right? It's just not specific enough. What happens is -- and really, here's why that's so important for us as small business owners, right?

Because the big business -- when I was in big business, we would go do market research, and we'd find out what everybody wanted and then we would just create whatever they wanted. For us to do that, it's kind of like dating. It's like:

"Oh, let me find out what this guy wants, and I'll just become what he wants; and let me find out what that guy wants, and I'll just become what he wants." You're schizophrenic, nobody really loves you for who you are, and that's what we do in business. That's sort of the ironic thing.

So niche is not specific enough, and us as small-business owners, we don't have time, money, or energy to waste on qualifying prospects, talking to people who're shopping on price, or even testing a bunch of different marketing venues.

You could just get burnt out on networking and feel like it's not working, and it's really not working because you don't have the right thing to say. You don't have congruency within yourself. This, of course, nobody's believing what you're saying.

You think: "Well, networking is bad," but it's just not specific enough. So it means that the words that you choose aren't specific enough, and then the places that you go are not specific enough.

Tad: Yeah.

Lisa: A good example of that, Tad, would be, I worked with a gal and she had this really cool product called Posh Party Box. This was a like a labor of love for her. She had left her corporate job and she created these boxes, these kits for people to create really cool parties. They were high-end, like the best ceramic favors, and science kits for kids.

So she thought that her niche where she should focus was "busy moms." As a result, she was at every parenting-mom tradeshow on the planet, and I think she was going to 25 tradeshow a year -- ton of money -- it's like \$75,000 a year.

When we started working together she was so burnt out, and when we just got on the first step of getting clarity, which is claiming your ideal client, we did all the work. It's hard to actually communicate to people that it is a deeper process. We're trying to scratch the surface here just to get you to understand it.

But on the very top line, what we realized was, it wasn't just busy moms. It was people who really valued creating a memorable celebration that people would talk about to their friends, that would make the person feel like they were the queen or the king -- it was about the experience that they valued creating.

Then, what that did was it narrowed down the places. It wasn't just moms, it was people who valued creating the celebrations and didn't have time, so it actually skewed more towards an entrepreneur or an executive woman, and that was something that we couldn't see.

So "niche" is not specific enough, so your words aren't specific enough, and the places that you go aren't specific enough. Also, in this first pitfall about it not being specific enough, it's also not specific enough because it's external.

This is my perception or kind of how I define it, Tad. I think you have a little bit of a different skew on it, but I just feel like it's sort of externally driven. It doesn't really consider the inside stuff of the business owner, like their passion, their purpose. Kind of like what you were just talking about, like their preferences.

It's what makes their heart sing, and it doesn't really cover any of that like the feelings, the beliefs, like: "Oh, this person makes me feel joyful, but this person makes me feel obligatory or resentful." It doesn't consider any of the inside stuff, so that's the first pitfall.

That's, I think, one of the most important ones that I get so pissed off about, about people really attaching to it because it's not specific enough to help you to really create a finely tuned business that's really going to be joyful for you.

So there's three more pitfalls.

Tad: Yeah, people don't want to accept those limitations because they see those limitations and yet, the addiction to total freedom to just do "whatever I want for whoever I want or reach everybody" is, those are the shackles.

Lisa: Yes. It's so true.

Tad: You know, and the thing that's actually liberating is choosing a focus in the demographic. So liberating.

Lisa: Yes. Oh, yes, yes. When I heard you sharing your call, you should have heard me in the car, I was like, "Amen!" I was like, "You tell them that!" It was like I had finally had somebody helping me fight the war, you know?

So there's three more pitfalls, niche pitfalls. One is called "Niche Is A Pit Stop." What happens, I call it leads to "premature niche-picking syndrome." What I'm talking about is when you pick a niche, on your way to just being able to get something else done, like:

"Oh, I want to create an info product, I better pick a niche," "I want to write a book, I better pick a niche," "I want to do a live event, I better pick a niche," "Oh, I need to get my Web site up, I better pick a niche." It's just if you pick it too quickly, you don't do the deep work, and so what happens is, you forever feel a bit unsure, and the result is that you hold yourself back.

I can't tell you how many times people come to me and I say, "What's the biggest thing holding you back?" and they say, "It's me." They say it a bit

tongue-in-cheek, and when I really dig in, it's really because they're insecure. They don't have the confidence.

I believe that that lack of confidence really stems from this, what we're talking about today -- not that you're not good at what you do. That's the thing. You are good at what you do, and it's just not getting translated in what you're saying to people.

So, Niche Is A Pit Stop. That's the first pitfall. The third pitfall is "Niche Is Too Rigid." This is different than not specific enough, and I want to tell you what I mean by that.

It's too rigid. If you're a conscious entrepreneur -- and my definition just means that you evolve. Right? You're evolving, you're growing, you're learning, you're a conscious entrepreneur. That means that you're learning stuff, and then you're supposed to share it with others.

You with me so far?

Tad: Yeah.

Lisa: You know, it's like you're supposed to share it through your business. So a niche is stagnant. I thought of this metaphor when I was putting this together: It's like a stagnant body of water. You know what happens with those bodies of water, like it gets all cloudy, bad stuff grows, right?

To me, a niche is like that kind of stagnant, and our focus as a business owner and who we want to serve, it has to flow. It has to grow and flow as we grow. It even changes every new product or program or business -- it always is changing. I feel like "ideal client" gives people permission to have it change where niche locks you in.

The fourth pitfall is, I call it "Job Security By Niche." So "niche" does not mean "rich," and it's really given too much weight. What happens is people ignore the sign that it's not quite right, because they think it's supposed to be the magic pill.

To take the metaphor even more: it's like you swallow it, even though it's kind of giving you a tummy ache, you just pray it passes soon and the clients find you. Right? You're just like, "If I just hold on tight enough and suck it up, you know, even though this feels a little bit uncomfortable, it's supposed to work, so I'll just pray that the discomfort passes soon," and that the clients find you.

So those are the four pitfalls. What really came to me, Tad, when I was pulling all this stuff together was, I came up with a formula. Do you like formulas?

Tad: I love formulas.

Lisa: All right. Should I lay a formula in here?

Tad: Lay it down.

Lisa: Okay. Let's lay down the formula. I call it the "Clarity Code," because I was looking at this, I was like: "Why niching doesn't work, and it's not specific enough and it doesn't honor the inside stuff, and of course it completely impacts your confidence, so here is the Clarity Code," right?

This is another writer-downer, everybody. The first word in the code, in the formula, is "coherence." Coherence. Then you put the plus symbol in there, so "coherence" -- and I'll define these two words in just a minute -- so "coherence + conviction."

Coherence + conviction. So let's talk about coherence. "Coherence" is defined by the dictionary -- and my husband who's an engineer and a chiropractor, he came up with this piece of the formula and I love it -- it's "the natural agreement of parts."

Even just reading that, Tad, I feel more peaceful. Because I think so many of us are schizophrenic when it comes to who we want to help, right? So coherence is the natural agreements of parts. In other words, it's harmony and alignment.

I know for me, alignment -- inner alignment -- is super important. I know when I get aligned I can create whatever it is I want. I can take a stand for whatever it is I want, and the people that are supposed to be attracted to me, they get it. Right? That's coherence.

Tad: Right.

Then the second piece is conviction, right? Now, the coherence, to me, I see as the inside part, and conviction to me is a bit of the outside part -- it's a firm belief, having certainty or being convincing.

When we really check in, when you're having a get-real moment here on today's call -- so you've admitted your Web site shame to yourself -- now just

think like: “Do I have certainty? Do I have a firm belief in myself and what I’m doing?” and of course, “Does that get communicated externally?” Right?

So I believe coherence, the inside alignment + the conviction, that firm belief = clarity. When you have clarity, you can’t help but have confidence, and of course that leads to clients and cash, only because I wanted to have all C’s.

Tad: Right.

Lisa: Right? Coherence + conviction = clarity, that the most important part, and then from clarity comes the confidence, the clients and the cash. I really want to stress that I believe that clarity can be learned, and it’s something that’s a place that I’ve chosen to study.

Like I would consider myself a professor of clarity when it comes to marketing -- and I’m actually not one for higher education. I’m not a really good student, but this stuff I study, and for 13 years I’ve been working really close with clients. In fact, until recently, that’s the only way I worked with people, was really close.

I just saw person after person after person come to me having invested really a lot of money, Tad, in Mastermind Programs and systems and recurring revenue, passive income, and “Get Clients Now,” “Attract Clients,” “Write Your Book,” “Create Your Info Product,” all these great...

You know, and forgive similarity to actual things that you might have bought, but just in general the names are protected -- to protect the innocent, the names have been changed.

And you know what? The thing that makes it even -- why I feel like I’m just so open to talk about this is because many folks that have these programs now are my partners.

Tad mentioned Lisa Sasevich in the opening where she has this year-long program and she’s amazing at teaching systems, but she found that everybody was stuck unless they had the clarity piece -- and of course, niche, an ideal client and all that is ground zero. I call that “Marketing Ground Zero.”

So that’s the formula, the Clarity Code, and I feel like it sort of sums up what we’re talking about in a lot of ways.

Tad: Yeah, I love it. Yeah, so much alignment. |

You used the words “ideal client” a bunch. I wonder if you can just speak to that a bit more, about what exactly is an ideal client?

Lisa:

Sure. If you look back at your pyramid, right? There’s a target market, which is demographics, and the middle part, which shall remain nameless, and then the top part is the ideal client.

I want to sort of reiterate it. The first step I’m suggesting for you to figure out who your ideal client is, to take any clues you have about demographic and ask yourself, “Why did I choose that?” An example would be like:

“Oh, I want to work with people that have had a business for three to five years.” Why? “Well, because they’ve gotten out there, and it’s established, and they’ve started making money, and they’ve invested enough maybe to be a little bit frustrated, or they’ve started seeing clients.”

So all of the things I just said, that’s your “ideal client” part, and so ask yourself, “Why?” The “why” really helps you get at the specific parts that are going to help you attract the people that you love.

Tad talked about the different circles, and the way that I look at it is like, “Who are the favorites and why?” like, “Who are your favorite clients and why?” and really start to get clear.

The thing that I want to sort of caution about is -- and I know this comes up for people -- is that they say, “Great, Lisa, but I’m still coming up with different ideal client groups.”

That’s because there’s actually a marketing medical diagnosis that I’m one of the few people on the planet that can diagnose, but I want you to know about it. It’s called Multiple Ideal Client Personality Disorder, MICPD for short.

The people who are afflicted with Multiple Ideal Personality Disorder are the ones that want to help everybody -- you really believe in what you do. It’s like a chiropractor could help everybody: anybody that helps anybody with pain could help everybody. Anybody that helps people grow their business can help anybody struggling, and so on and so on.

That just compounds this whole problem, so even if you get to the ideal client, there could be multiple ideal client groups. I mean it could be, “Oh, I want to help managers of the companies, but I also want to help employees,” or, “I want to help working moms, I also want to help stay-at-home moms.”

Or a chiropractor could say, “I want to help athletes, but I also want to help, you know, kids with asthma,” and I can go on and on. If you do have Multiple Ideal Client Personality Disorder, I’ll let you know how you could get some support with that through something that I’m offering, that I told Tad I would share with you guys.

The thing that I really most want you to know about ideal client is that there is resistance that comes up for people. It could sound like this: “But if I narrow it down, I’ll miss out on business.”

It could sound like, “Well, I can’t afford to say ‘no’ to clients right now.” Or, “How do I even know there’s enough of my ideal clients out there to make me the money that I want?” So if you're feeling any of this resistance, this is really great because it means you're close. It means you're close to really gifting yourself with this specificity and it's the first step in getting clarity.

I call it Claim 'Um, because until you really just decide that "I want to have a business full of these people, these specific people," you will continue to be frustrated, and I know, it's this resistance that's actually hard to overcome alone, I have to say. I know that I've had to have help with that too.

Tad: It's interesting though, because I'm sure that you've found this: I think, the resistance is actually a good sign. It's smart because I think what it's showing, often is that there isn't that alignment inside, there isn't that coherence.

Lisa: Exactly.

Tad: But when people do come across a niche that feels really authentic and coherent for them, what I hear from people all the time in niches are like, "I feel so liberated. I feel so freed up because now I get to use everything I've learned in my life."

Lisa: Yes. Yes.

Tad: So what's your sense on how people get started in defining their ideal client? I mean, I think we've touched on some of that.

Lisa: Yeah, I think we've touched on it, and I would just repeat it, is that I would say, take whatever clues you have on target or demographic and really ask why: why age, why that sex.

You know, a lawyer once said to me, "You know, I want to work with women because I'm sick of dealing with bossy, know-it-all men," right?

Tad: Right.

Lisa: It's not about women or men, it's just about the bossy, know-it-all people on the planet that you don't want to work with, right?

Tad: That's interesting.

Lisa: So just really ask yourself why you picked certain things so that you can really get to their real reasons, and that's how I would say, really to get started. I would say really, also, do an audit of your marketing. Really look at it and be like: "Am I, like, is this talking to somebody specifically or not?" I really want to stress: when you're trying to market to everybody, you're really marketing to nobody.

Tad: Well, and a little test that I would suggest for people too is to look at your ad, whatever ad you have.

Lisa: Yeah. Yes.

Tad: Look at your Web site, your brochures, and I want you to imagine that you've just put somebody else's name and face there. One of somebody else who does exactly what you do in your community. If your brochure is still the same, like if it's still true, you're marketing to everybody, because nothing unique about you.

Lisa: Oh, that's good. I like that.

Tad: Yeah, and now, you were talking about three steps to getting clarity.

Lisa: Yes, yes.

Tad: So what are the other three steps?

Lisa: There's actually four steps.

Tad: Okay.

Lisa: So the first step is Claim 'Em, right? The first step is Claim 'Em, and the other three steps are: Step Two is Help 'Em -- and I could define these more -- Step Three is Attract 'Em, and Step Four is Find 'Em. So Claim 'Em, which we're focused mostly on today about why ditching the niche, and why ideal client: Claim 'Em; and then Help 'Em, Attract 'Em, and Find 'Em. I do go through these in details on my Cash through Clarity site, Tad. Would that be a good way to sort of teach as well as give an invitation?

Tad: Oh, yeah, yeah, yeah.

Lisa: Okay.

Tad: That is interesting because, I mean, I loved your sales letter on the niche program and I just put that up on my blog, it's a great example. <http://marketingforhippies.com/8-lessons-on-writing-a-compelling-sales-page/>

Lisa: I love that. Yes.

Tad: So yeah, I would first recommend everyone, go to the site, it's www.LisaCherney.com/tadclarity and I've just put that in the group so you can go just click on that if you want.

Lisa: Oh, awesome.

Tad: So www.LisaCherney.com/tadclarity. Yes, so let's go on through it.

Lisa: Okay, so if you go to www.LisaCherney.com/tadclarity, the "tadclarity" part has to be all lower-case. First you need to click on the video to shut me up, and you can listen and watch it later, I had a lot of fun creating that. So click on the video, go past "What Lisa teaches is essential for every business," scroll all the way down to where you see a target, like the stores? It's just below a headline that says: "You don't have to let go of your dreams because you need more income. You CAN find your authentic message, and I can help you do it." So you'll see the first module there, where that bulls eye is, says Claim 'Em. So we talk all about that, differentiating between your target, your niche, and your ideal client, and diagnosing your Multiple Ideal Client Personality Disorder, and then building the profile so you can really tune to the frequency: use the words they want to hear -- and this is foundational.

I really call this marketing Ground Zero, because I really feel like if you have any ambiguity or fuzziness with this part, but you just build it anyway, like the foundation of a house, it comes to bite you in the butt later. Wouldn't you say, Tad?

Tad: Totally. Yeah, yeah.

Lisa: So that's the first step to getting clarity, and the second step is Help 'Em, right? You'll see the life preserver there, and this is about distinguishing your product or your service for that ideal client group.

So I talk about something called Juicy Benefits, and it really goes to answering the question -- what the people often say to me, the objection or the excuse -- they'll say: "I can't afford to work with you." They don't say it much to me anymore, but they say it to people all the time. Even when they say it to me, I really believe that I did not do my job to communicate the juicy benefits, which is the outcome, right? "So Kent, do you have words that roll off the tip of your tongue in any marketing or selling situation that you feel 100% -- convey how someone's life is going to be different after working with you?"

If you don't, like we've been saying here, it's pretty much all good news because it's really like, to me, I feel like you have just touched on the thing that can actually be the thing that's been the problem all along. It's a blind spot for most people, and it doesn't always come easy. I tell you once, you know, I worked with a gal who was a professional organizer, and she charged \$50 an hour because that's what everybody charged, but when she got clear that she was helped -- that one of the benefits...

Now, you need benefits for every product or program or way that you work with people. Benefits go everywhere. People want to know what they're going to get, but she boiled it down to one of them, and she said, "Well, I help people get to the root of the cause of their clutter, so it never comes back," and what was so cool is she actually doubled her rate.

Tad: Wow.

Lisa: She doubled, Tad! She doubled her prices just from getting that conviction piece, she got it! Like "Oh God, I got these words, now I have the conviction, I can charge what I'm worth!" So that, to me, is the second step to getting clarity. It's communicating to people how you can help them, but you also get to believe it for yourself, right? It's that courage and confidence to know that you're worth it. It often starts with words, unfortunately.

Then the third step is Attract 'Em, and you'll see here where, just in case you might be joining us, it's at www.LisaCherney.com/tadclarity and we're at Module 3 or Step 3 to getting clarity, which is Attract 'Em. So this is where you can now get inside the head of your ideal client.

Now a lot of people talk about "Oh, you need to find out what their need is and what keeps them up at night and..." I have a whole different way of looking at this. I feel like it's their inner dialogue. It's what they're saying to themselves that they want to see in their marketing, not what they're complaining to. Someone even called it pillow talk once. I don't think that's what it is, and what I found is, when I get to be able to teach people how the opportunity to really teach people how to get inside the head of their ideal client and use their words, not yours...

Tad: Right.

Lisa: We have a vision of the possibility, but they're not there yet and many of you that do innovative or woo-woo type of things, you see it. You see it so clear, but they're not there, and unless you can connect with where they're at now, they're not able to come over to where you are. So with these words, when you get this Attract 'Em piece with these words, you create headlines. You can

create like cool quizzes and assessments like, "Oh, have you said this to yourself lately?" and it goes in the back of your business cards.

You can see, actually, that all the different places -- that it can go here and let's just walk away with the juicy words for all these pieces, so, for your website -- for your elevator pitch! So, we're not talking just about online. I think too, Tad, people get so focused on their Web site, like what they're going to say on their Web site, and it's like, "But what happens when someone's in front of you?" Like a potential client, and they're interested?

Tad: I send them to my Web site.

Lisa: Right, but then I have Web site shame, so that doesn't work either.

Tad: Right. Exactly.

Lisa: Yeah, right.

Then the fourth step to getting clarity is Find 'Em! Which everybody wants to start there. They want to go, "Okay, where should I go, what should I do?" and I say, "Don't go anywhere. Freeze! Let's do Steps 1, 2, and 3 first because then when we get to Step 4, we will know exactly where they hang out."

It's like, once we know who they are, we just figure out where they hang out, and we figure out how you want to show up there. So that's my over-simplification of strategy, which people find very refreshing, like where are they?

Where do they hang out, and how do you want to show up there? Because it's not about the new fangled strategy that no one's doing, I believe. I think it's about your strategy sweet spot, like the thing that is fun for you, the intersection of what resonates with you and where your ideal clients are.

Tad: Totally. Yeah.

Lisa: Psych call. I love that, so I called it the Marketing Strategy Sweet Spot.

Then I help people create a plan, because people want to know, "Okay, what do I do when..." and I allow people to talk about strategy and the doing part once we do Steps 1, 2, and 3.

So I want to invite you. I'm teaching you the four steps -- this is also my invitation. It takes what you're working on that much further, in terms of "Okay, how do I translate now, this into the words that I use in my marketing? Where does it go?"

The way that this works is we're actually getting together. We're starting August 8th, and you guys heard me that I have a training background, so the way I've designed this, really, is what I believe is sort of maximum transformation, not just information.

We get together for two of the classes, the Claim 'Em and the Help 'Em, and then we have a Q&A where we just dig into whatever is coming up for you, because this is deep stuff, right? I just see all the stuff that's come up for people in the hundreds of clients I've worked with, and so we want to stop for Q&A. We do that twice actually, and then also something that's, I think, unique is that there's private coaching because I'm really passionate about you finding out what's standing in your way. I want you get feedback.

I want you to go, "Okay, here, I updated my Web site," or "This is what I'm going to be saying to people now, what do you think?" So my head Juicy Marketing coach is actually going to be doing two coaching sessions with everybody that decides to join us for Cash Through Clarity.

Then there's a bunch of bonuses on here. Tad, I didn't know what your time frame was, did you want to...

Tad: I'd love to, at some point, to open it up for questions, if you've got time to answer.

Lisa: Oh, okay. Okay, totally, let's do that.

So take a look at www.LisaCherney.com/tadclarity. There is a couple bonuses that everybody gets. There is a bonus that is just for the first 100 people that is "Get your Juicy 30-Second Introduction DONE!"

It's a private training that I'm doing, and I'm going to teach you a formula so that you'll always know what to say at any live event or meeting or conference that you go to, so that you can actually make those things pay off. If you've been avoiding them, maybe you'll be willing to go if you know what you're going to say.

Then one of the major bonuses is a ticket to my live event, and it's such a great story, Tad, that so goes with what we're talking about here, because this event had a different name.

Tad: Right.

Lisa: When I went to go name it, I realized I had to actually go and do my own work, because I had to say, "Okay, this isn't just about a name." We think, "Let me come up with a cute and catchy name!"

To me, that's pretty packaging without anything inside it, and that's sometimes what branding is. We get something cute and catchy, but the coherence, right, isn't there and the conviction isn't there.

Lisa:

It used to be called Stand Out & Be Juicy Live, but I realized my work was meant to go bigger. I actually went and dug deep and did my own process and said, "Who are my ideal clients for this event, and how do I want to help people now? Because you know what, it's time for me to take what I've always done with marketing. I've worked with a few VIP Mentorship clients over the last three years and helped them really create a business on their terms," is what came to me.

It's called "6 Figures On Your Terms." It's a \$2,000 value and if you join us for Cash through Clarity, you get to come to that. You'll get all you need in the program is the way it's structured, but you can also join us in Anaheim, if you're available for that, you get to come to that.

There's actually a six-pay plan available. I think it might just be up for one more day, so it's such an easy way to jump in on this. I know a couple of your students, Tad, have already jumped in on it and it's fun seeing them come in, so you may already know some people that will be playing with us.

That's Cash through Clarity, we would love for you to join us, www.LisaCherney.com/tadclarity to get all the information.

Tad:

Cool. Thank you.

Yeah, and I encourage people to go check it out. If this resonates with you, take a look at it, and I really want to invite you to take a look at the sales page for a couple reasons. Number one, it may be a fit for you.

What we're doing - and this program is really just the kind of Claim 'Em piece -- we're looking at who's the niche, who's the target market, and doing the work on that and clarifying it. Lisa's program is a lot more beyond that, and I do programs around that kind of stuff from time to time, but I don't know when my next one is.

If this resonates with you, I think part of why I recommend it really strongly is because I feel like Lisa and my views around niche stuff are so similar, and so kind of simpatico, so I recommend checking that.

The second reason is that it's a really kick-ass sales letter too. It's really well done, it's really well thought out, so I think just reading it itself is kind of an education in how to articulate what you do because if you end up doing some

higher-end programs, this is a really great model to look at, just to learn from. So yeah, check it out.

I want to open it also to just any questions, I just want you to type them on the wall in the Facebook group. We'll see if there's any questions that come up.

Yeah, and also, if you're on the phone and you want to ask a question live about the program or about niching, I think you can press *6, that will unmute you, and then if you press *6 again you'll mute yourself. So let's see.

Lisa: I don't bite.

Tad: Yeah. So yeah, any questions from anybody about this? Maybe a minute while people are typing.

Lisa: Yeah, yeah.

Tad: I'm really stoked about this program, I think it's pretty cool, actually.

Lisa: One of the questions that I get is, "Well, I'm just starting out, like I just am a brand-new, certified coach," or "You know, my business has barely started yet," and they're like "Would this be for me?" I just get so excited when I actually hear from people that are just starting out, because I think: "Oh good! I could help them before they start having years of struggle and waste a lot of money."

Tad: I wish most people would sit with a niche thing as a part of their starting process, too.

Lisa: Yes, yes.

Tad: Yeah, people are often like, "Oh, is it too early to look at this? And let's like, well, maybe..." They're just starting out, maybe it's too early to choose the niche immediately and get married to it, but it's not too early to start looking at it. It's not too early to start considering it and to learn the language of it.

Lisa: Yes, it's not too early to learn how to get at it. That's a thing I stress.

Tad: Yes.

Lisa: I'm a teaching-people-to-fish person. You're not going to go work with me through Cash Through Clarity and just find the words for one thing and then you'll have to hire me again or whatever. You're learning a process. We have worksheets. I have studied this, I have this down to a science where we're going to diagnose your Multiple Ideal Client Personality Disorder, and then we're going to pick one of those groups, and we're going to dive deep and you're going to figure out, "Okay, who is my ideal client? What are they

saying?" You're going to translate that into your marketing, you're going to have the words, and then when it changes, because it will.

Tad: Right.

Lisa: You'll just be able to go back and go through the steps, and it just completely allows you to honor, as you get more clear, who you're supposed to be working with, how you're supposed to serve. You might have one client, a couple of clients, and you're like "Oh my God, I want more of them."

Tad: Totally.

Lisa: Then you just go, "Okay, who were they? How do I attract more of them?" You'll always be able to keep honing it and honing it and honing it, but I didn't learn that, when I was at those big agencies and all that.

I didn't learn that specificity and I didn't see that there was actually a connection between that and what I was willing to charge, because I never had a charge, you know? Like I never had a talk or have that money conversation and really help somebody to see how I could change their life. It's all so connected.

Tad: Totally, totally. I don't think there are any questions that seem to be coming up.

Lisa: Okay.

Tad: So I just want to respect your time. Thank you so much for sharing.

Lisa: Yeah, you're welcome.

Tad: I feel like I got a few really interesting pieces from this. I really love your thing about looking at the demographics and asking why. I think that's such a killer piece because people often struggle with where to start, but then they usually have something in terms of the demographics and figuring that out.

I thought that was really useful for me, and I love the whole notion of the premature niche picking where people just randomly do it, and I loved your example too of the personal organizer. Not just getting rid of the clutter, but also helping you get to the root of it.

Lisa: Yes.

Tad: Because I feel like so much of the heart of this, this ideal client and niche thing is, what's the results we're offering them?

Lisa: Yes.

Tad: When it's fuzzy, when it's unclear what the result is that we're offering people, everything gets so much harder, and when that's really clear, it's like things just float so much more easily.

Lisa: Yeah. People come to me too, and they feel that there's a lot of guilt that's been built up because they have been trying. They have made other investments or hired other coaches or "Yeah, gosh, I feel like I've tried to get at this before."

It's so refreshing to see when they honor they're knowing that this is a piece that they might need to stop a little bit and be with, that all of the sudden, all of the other things that they've learned in order to build their business, all of the sudden it just clicks into place.

Tad: Totally.

Lisa: You find that too? Yeah.

Tad: Yeah, I found that we have people, and I've seen so many people spend so much money on programs that they weren't ready for, that weren't a fit for them. I remember I was at one workshop, and they were talking about how to use Meyers-Briggs personality typing in your marketing, and I was just like, "Holy shit, this is so advanced," and I'm like "I'm not this advanced," and I've been doing this 10 years and I teach marketing. I was like, "Wow, this is like crazy."

The woman sitting next to me was a message therapist, and she hadn't even thought about the idea of a target market or a niche or ideal client or anything, and I was just like, "How are you here at this workshop?"

Lisa: Yeah, what made you think that this would be like the thing that you need to do next?

Tad: Yeah, but what's interesting is that I could see if she had a really clear sense of her ideal client, that all that stuff then could be really useful, and it often is. If you've gone to workshops, you've got the binders, you might be shocked at when you go back through it, with a sense of your ideal client, how it's immediately useful and so you're like, "Oh, now I can actually do that, like in a plot line,"

Lisa: Right, yeah.

Tad: Yeah, that's 100% my experience.

Lisa: Yeah, and it's really interesting too that people will also have they come at this -- I call it your authentic marketing voice. I mean, bottom line is, it's not just

about a sales page or just about what you say at networking meetings or just about your bio or just about the opt-in page. I see people kind of getting slices of it. "I'm going to hire someone to rent my bio." People will tell me, "I feel like if I just boiled it down to what I said at networking meetings, like all my problems would be solved!" and it's sort of like their symptoms of that bigger coherence and conviction issue. Anyway, I have a soapbox, so do you, so you can probably go on and on about this forever. I'm excited about the possibility of having more of your folks over on my campus and vice versa.

Tad: I love that. I love that.

Lisa: Check it out, www.LisaCherney.com/tadclarity. I love that, that should be like your nickname, Tad Clarity. If you're one of those first 100 people, we're really going to master that whole piece about what do you say to people and in a kind of a repeatable formula, and I'll make sure that you get your private coaching scheduled right away. I look forward to the possibility of working with you and staying in connection through Tad and your hippie community.

Tad: Awesome, thank you so much.

Lisa: You're welcome.

Tad: We will talk to you again soon. Take care.

Lisa: Yes. Bye-bye.

Tad: Bye.