

# Niching for Hippies

Week One - Transcript

Hi everybody, Tad Hargrave here from Marketing for Hippies. We are in the very first week of Niching for Hippies coaching program. I couldn't be more excited to be here with you all. Reading all of your introductions was so exciting. There is so much variety in what everyone is doing and also where everybody else is.

I want to read a quote by Elisabeth Kubler Ross. It says, *“The most beautiful people we have known are those who have known defeat, known suffering, known struggles, known loss, and have found their way out of the depths. These persons have an appreciation, a sensitivity, and an understanding of life that fills them with compassion, gentleness, and a deep loving concern. Beautiful people do not just happen.”*

That is how I feel about all of you. This is the basis of what we are going to be moving forward to in this whole six-week thing.

To make sure we are all in the right place, in these six weeks we are going to be looking at a lot of niching, the question of who we try to reach. And we are going to be doing it from a couple of different lenses. First of all, we are not trying to look at your niche for the whole rest of your life. I think it is an ongoing, evolving thing which will probably always keep changing and shifting in large ways or in subtle ways.

We are not trying to do that. And you might find a niche that sticks with you for quite awhile come out of this anyways. We are really focused on creating a particular project that you can focus on that would feel fun and fulfilling and be profitable for you and feel really authentic and wonderful for you.

The kind of seed that we could plant, that if it did grow into something bigger, you would probably be really happy about it.

We are looking at it in terms of the authenticity piece of how this relates to you in your journey, in your story, and how you can bring to bear all the gifts that you gathered and things you learned over your life to be of service to other people.

So please feel free to be sharing resources. I will be taking them and compiling them, etc. The second thing is if you have not already seen it, there is my Niche Vault. If you are hungry to get into some stuff around niching and you want to dig in, there is my Niche Vault which is a collection of all my videos and blog posts and articles and such that I have accumulated.

<http://marketingforhippies.com/niche-vault/>

It is the best of and my favorite stuff around niching. That is a resource for you.

Also, something that is going to be one of the most important pages of the whole thing is your resources and homework page.

<http://marketingforhippies.com/nichingforhippiesmaterials/>

I am recording all of these calls and the recording will go up pretty quickly. Shortly thereafter there will be the transcript. But there will also be other articles and videos. Some of them I might get from you. These are things I want you to look at that week, some additional resources to support, and what the homework is.

Anything that is significant that we come up with is going to go on this resources and homework page. I just posted that also on the Facebook group so that is there for you. Those two links are going to be useful.

I will post the resources and homework page every week to remind you. There is already a bit of stuff at the bottom of that page with some videos and things.

If you have not already gone through the intro webinar that I did, there is a transcript.

This is the transcript and the slides from a two-hour webinar call. You can download it there. Even if you have already gone through it, it might be a useful review for you. But that is there as well.

When we talk about niching, I think it is important to put this in the bigger context of how this fits in marketing our business. I am going to post an article in the group that is a blog post that I really recommend you read. I will probably add it to the homework page as well.

These are the three foundations of a thriving business. I want to review them very briefly, but you can read more about them here and there is a video as well.

When we are looking at growing a business and marketing, there are really three things we need to consider. There is your platform, the container, and the paths. Those of you who are part of the six-week Niching for Hippiess or Marketing 101 for Holistic Practitioners course that we did in January, you will remember that we spent a lot of time on each of these three.

<http://marketingforhippies.com/three-foundations-of-a-thriving-business/>

If you think of this like a Venn diagram with three circles overlapping each other because they all impact each other, the platform is going to be what you are known for. This is where niching fits in. It is what you are known for. This is what makes it clear what you do. It is what makes all of your marketing clear and feel authentic.

Then there are the paths. The paths are how people find you. This is when we get into specific marketing tactics, strategies, and approaches. It is very nuts and bolts. This is how people find you.

When people come to me that is often what they think they need. They think they need more tactics and strategies. What should I do with my business cards? Should I use brochures and posters?

They are important because we want to make it very easy for people to find us, but we also need the container. The container is, once people show up, are we ready?

It is like saying, “Go check out my Web site,” but when they go to your Web site it is a really crappy Web site that doesn’t explain what you do. It might be kind of weird and pushy or aggressive or just super fuzzy and unclear. That is the container.

The container is like the water bucket that holds clients once they come in. It is what deepens the relationship. It is the container that holds the relationship.

Those three, the platform, the paths, and the container, form what we need. Read that post after this call and I think you will agree. I think a lot of things will start making sense.

I share those three because the platform is really the basis of the container.

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

Before you put the content in a Web site, you have to know what kind of content you even want there in the first place. If you design a workshop, you need to know what the workshop is about.

All of that stuff comes from the platform. The container is the expression of the platform. The container is like the house and the platform is like the blueprints.

The paths will also often be affected by the platform. The platform is really the heart of it. A lot of the platform has to do with the whole journey from Island A to Island B like we covered in the webinars. We touched on the idea that people are on Island A and they have some problem that they are frustrated with, some symptoms they don’t like, and they want to be on Island B where they are happy in the future. They have some results.

<http://marketingforhippies.com/the-journey/>

<http://marketingforhippies.com/islanda/>

<http://marketingforhippies.com/islandb/>

Everything in marketing in terms of the relevance will come back to that journey. That is really at the heart of everything. Who that person is on Island A is really the starting point. That is when we talk about niche. We are really fundamentally talking about the journey, but specifically the shorthand is, “Who is that person on Island A?”

What is the problem they are struggling with? That is where we start.

I want to give that context because we are focusing in some way on a very small part of it within the platform. You will see that in that article where this is a link to a piece about the platform.

The platform has six pieces to it. The journey is just one of those six pieces. Even within the platform, that is one of three bigger things. It seems like the Island A thing which is only one part of the journey is a very small piece, and yet, this ends up being so central to everything.

In this call, the intention is to start to find a seed of a niche project today. We are not going to decide on it today because I am going to give you a bunch of homework that I think you are really going to enjoy. I am going to invite you to be very hermit-ish and introspective if you can this week, and really take some time to be reflecting.

I will give you some thoughts on that at the end of the call. We want to shake things up and see what is there and lift up some possibilities. In the future calls we are going to be refining it and getting it clearer, but we are not going to do a lot of refining today. We just want to lift up possibilities and see what is there.

Before we dive into the meditations, I would love to put out to the group what connections there are. We talked in the webinar about these connections between our past wounds and struggles and what we are doing today and the idea that your niche is probably you. Our deepest wounds and struggles are often at least the doorway to our most authentic and powerful niche.

I am curious so let's just pause for a few minutes. I would like people to write on the wall if there is something – and some of you may not see any connection at all and that is totally fine – but if you do see a connection where it is so clear that you see what you are doing right now is a result of what you were struggling with in the past, and I am seeing a potential to a future niche.

You might have gone through a similar journey, or actually, your sharing might trigger someone to remember something they struggled with. That might be a doorway for them. Just know that your sharing is really useful for everybody here.

**Bob Miess:** I had a nearly fatal heart attack and currently live with heart failure (the heart is damaged and cannot pump at full capacity). As a result I have had to change my lifestyle in numerous ways, and it has not been easy. That has led me to a niche of helping people to live heart healthy lifestyles to avoid what I went through, or to live with vitality after a heart attack, as I am doing now.

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**Usha Sharma:** I grew up in an abusive home where my parents controlled us through fear. I overcame listening to the voice of my fears and now pursue my dreams. In my work today, I support women in living according to their own truth, becoming empowered, being moved from a place of love to pursue their dream life.

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**Karen Weatherford:** I have a son with several neurological issues. Together we explored and implemented therapies many have not heard of. My heart is drawn towards those unaware of possible paths. In addition my own few health issues and those of friends sensitive me to those whose bodies require them to look at life differently. Also a sensitivity towards inclusion in a variety of settings.... Much more, but this is a start

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**Mark Bunney:** I recovered from a spinal injury with the help of a Hellerwork practitioner, and was astonished at the positive results. So much so, I ended up taking all the steps to becoming a Hellerwork practitioner myself. Now I have much more to learn about marketing, so I can stop worrying about making ends meet and free myself to really help people.

Thank you to everyone for being so incredibly honest. This is really wonderful. After this call I will go back and read through these and probably post some questions and reflections on each of your stories. Thank you. This is all just gorgeous stuff, painful, but these are often things we have gone through. These are often the things that have freed us up and given us the skills to help other people who have gone through the same things.

There seems like a lot of you already kind of get this or it resonates with you. I want to now come at this from a few different angles. The rest of this call isn't going to be a ton of thoughts or ideas, but it is going to be a lot of exercises. I will give you some homework.

On the next few calls we are going to be refining what you come up with here.

Let's start with this. I am going to invite you to write this on your own and not on the group wall. I am going to ask you some questions and I will be giving you a few minutes to write. Then we will do some visualization. At the end of the call I will invite people to share these or any reflections you want to share.

### Exercise #1: What got you started?

The first thing is I want you to take a few minutes to reflect on what it is that got you started doing what you do. Maybe this is the same as what you just wrote or maybe it is different. You went through what you went through, but you chose this particular path or this particular thing. Why are you doing this? What is it that got you started on this?

I am going to invite you to take five minutes, not on the Facebook, and you can read and comment on other people's things a little bit later, but I want you to reflect on what got you started. Why did you choose to do this? Take five minutes and we will come back.

Reflecting on what got us started is something we often lose track of. People can get really lost and frustrated with what they do, and frustrated in their business, and forget what it is that got

them started in the first place. This is a really important thing to keep going back to. It often helps to inform our niche.

## Guided Visualization #1: The Cafe

I want to guide you through a couple closed eye visualizations and meditations. The first one is from a colleague and friend of mine, Alex Baisley, with the Big Dream program.

By the way, even if you have done one of these before, because I know some of you did in the webinars, I really encourage you to do it again. Sometimes going back to these a second time helps us get more information that we might have missed the first time.

Even if you have done these, I invite you to go with them again. I invite you to make yourself comfortable. Make yourself relaxed. With your eyes closed and taking some nice easy breaths, I want you to imagine... You are hearing my voice. You are walking down a street.

You come across a café that totally charms you. You love it. You walk in and it seems to be full of the most interesting people. While you are in this café you get engaged in the loveliest conversations. You are still engaged in them.

Four hours go by and you don't even notice it. I want you to imagine that you were locked in that café and you couldn't get out, but you didn't care. Ask yourself, "What kinds of people would you want to be locked in a café for four hours with? What would you be talking about?"

What kinds of people and what kinds of conversations would keep you so riveted and so engaged that you would think, "I don't want to even leave after four hours"? With your eyes closed, imagine looking around that café and really seeing what kinds of people are there.

How are they dressed? What sort of vibe do they have about them? You might overhear a conversation in the corner that really grabs you. Take about 30 seconds and imagine you are really in the midst of that café with this feeling that there is nowhere else in the world I would rather be. This is just perfect.

What do you notice? What do you hear? What do you talk about? What are the topics that you are so fascinated with that you could just talk about for hours?

I am going to give you about three minutes and I want you to write down any reflections that come up, any reflections on that café. Who would those kinds of people be? How would you describe them? What would you be talking about? What are the topics of conversations?

Good, thank you for taking that time to reflect on that. That is a café that you might want to go back to and reflect on more. Life is too short and also too long to be working with clients that are not a fit, the kind of people we wouldn't want to be spending time with and hanging out with.

Thanks again for engaging in that. I want you to keep reflecting on that as you move forward.

## Guided Visualization #1: The Living Room

The second visualization or reflection that I would invite you to do is one you may have already done. We are going to take it a little bit slower and I am going to invite you to go even deeper with this one.

Make yourself comfortable. Take some deep, easy breaths. When you feel ready, close your eyes. I want you to imagine you are sitting in your living room or a living room you really love. You have invited six people to come over.

These six people are all representative of the kind of clients you would most love to work with. These are the kinds of people you so want to help. The kinds of clients you wish all of your clients were like these people. They are coming over to visit with you.

Your place feels so cozy, so warm, and so welcoming. You hear a knock on the door and you open it up. They are starting to arrive. As they come in you offer them a cup of tea or a drink.

Slowly, one by one, they arrive and take their places in the living room. I want you to pause and take a moment to notice what they are wearing. How do they dress? Take your time. Look at each one of them.

The conversation moves to where they all were before they arrived. They were at a place that was very important and relevant to them in the journey they are on in their life and what they are struggling with. I want you to hear from each one of them.

Where were they and what were they doing before they came to your living room? Just take a minute and listen to where they were and why they were there.

I want you to notice with this particular group of people what the labels are that they give themselves or refer to themselves or how they see themselves in a certain way. Do they consider themselves punks, Christians, vegans, backpackers, travelers, corporate types, single moms? How do they see themselves?

How might they describe themselves? At any point if you feel the need you can write this down. We will take some time at the end as well, but if you feel there are things that come up, feel free to write them down and return to closed eyes and being in that living room.

Take a minute and look around at these people. Notice what the labels are that they might give themselves. If you are not sure, you can ask them directly. Just say, "How would you describe yourself? What kind of a person are you?"



Take a minute and do that. I also want you to notice what the communities are or the themes that they are a part of. It is interesting how all of us can live between a lot of worlds. We are all sort of bridges for different communities in a way.

I am a part of the improv comedy community, and also busy in the activist community, local economies, local food community, music. I sort of operate in between them all. Each of these people in your living room are probably not just part of one community; there are probably a number of communities and different scenes that they are a part of.

Again, person by person, you can just ask them if you are not sure. What are the different communities they are a part of? Take about a minute or so with that.

Now the conversation becomes a little more serious because they all came to your living room for a particular reason. They became because there are things that trouble them and worry them, that keep them up at night, fears that they have.

They don't often talk about these with a lot of people. But you have created such a wonderful safe space that they feel safe sharing these things. They begin to share what it is that is so troubling for them and what it is that keeps them up at night.

It might be stuff around money or around their health, relationships, or just a sense of their life path and purpose. What is it all about? I invite you to take a couple of minutes and really listen as they each share what it is that keeps them up. Feel free to ask them to clarify to make sure that you really get it and you really understand what they struggle with so much.

Take a few minutes and just listen.

Some parts of this visualization may feel really clear. Some parts may feel really fuzzy for you and that is okay. Just notice what does show up as clear for you as we go through it.

At this point, they start to ask you for things because they have come to your living because you have invited them, but also because they want something from you, something that can help them in their life.

There is a reason they came to you in particular. They could have gone to anybody for help, but they chose you. I want you to notice what it is specifically that they want from you. What are they asking you for? What kind of support do they want from you? Why did they come to you and what do they want from you?

Take a couple minutes and listen to them and feel free to ask them directly. Why would you come to see me? You can ask them individually or you can pose it to the whole group. Notice what they say.

Why did they come to you? What do they want from you in particular? What is it you can offer that would be most useful for them on their journey?

As they share those things, I want you to notice what it is you want for them. Sometimes we can be aware of what we want, but we don't know what else is even possible. Maybe you notice that with these people. They are coming to you and they want something, but you see that something is so much bigger, so much deeper, so much richer is possible.

Maybe they came to you needing their lawn to look nicer. You do this permaculture stuff and you know what could happen with their lawn and how it could be turned into this food. They never need to water.

Maybe they are just trying to get over heartbreak. But you are like, "Wow, I don't want just that for you; I want you to have an amazing relationship."

Or maybe they are just trying to get out of debt, but you would love to see them have a great, resilient amount of savings that makes their life more sustainable and more relaxed.

If you could wave your magic wand and give these people anything, what would you most want to have? Take a couple of minutes to reflect on that. What do you most want for these people? It might be different person by person.

Feel free to write any of this down at any point if that is useful for you. Just pick up your pen and capture any of this that you want.

Stay focused on this. What do you most want for these people? Notice if there are any ideas that come up of things that you want to do for them. You can't wave the magic wand, but are there any ideas that come up?

Oh, I so want to do this for them, whatever it is. What do you most want to do for them?

Now is an open time where you can just ask them anything you want, anything that is coming up for you that you are curious about. And they can ask you anything they want. It is a bit of an open time just to keep this conversation going.

In a couple of minutes they are going to have to go on to the next place they are going to. This is a really precious time, two minutes, to ask them anything and have them ask you anything.

And it is time for them to go, so you wrap up the conversation and say goodbye to them. As they leave, they mention where they are going next. Again, where they are going next is somewhere that is important and relevant to them. It has something to do with them and their life.

Just notice where it is that they are going. It is somewhere they are happy to go, or if not happy, at least important.

I want you to take about four minutes and reflect, take any notes that you didn't take while you were engaged in the meditation. Take about four minutes to reflect and capture any details. Sometimes very small details can end up being really important.

Take about four minutes and I am going to post the questions in the group in case you can't remember what types of things you were talking about. They are really simple questions. Just take four minutes by yourself to reflect, write down, and capture anything that was there.

### Final Thoughts:

Thanks everyone for engaging in that. At this point I would like to invite people if there are any reflections, and you don't need to share everything you wrote down, but if there are any ah-has or things that became clear for you.

Sometimes when people do these visualizations they sort of picture what they expect to picture and there is nothing new. Sometimes it is really fuzzy. Sometimes it is really clear. Sometimes they are new things that people never even thought of or considered.

Sometimes the café is filled with people who are totally not representative of the clients they are working with now, but they really like them. That shows them something about the kind of people they would want to work with.

Sometimes in the living room they are sort of shocked by who is there. Sometimes it is all the same. I am curious if there is anything that came up that you would like to share. Now is the time to do that.

If you have any questions that came up as a result of that, please feel free to share those too.

As we are waiting and people are writing, the homework for this week is basically going to be taking all of this deeper, and continuing to stir the pot and steep in this, and really sit with it.

I am going to be sending you a PDF a little later that will give you some templates and exercises and things you can go through to help refine and delve into this a little more deeply.

This week I really invite you to give yourself space to keep reflecting on this. Go back to that living room if you need to. Go back to the café to really keep checking in on this and give yourself space.

Pamela said that it was interesting that in the café there were people she was inspired by, but that her clients are a bit further along with in terms of growth. So there is a bit of an overlap, and

realizing that she is bigger in relation to clients. With her clients she is further ahead, but in the café it is people she is inspired by.

Cool, that is interesting. There is probably something really interesting there around your niche that that might be showing you.

Peter was saying that on the question, what do you want most for these people, I pretty much cried for a long time, and then this came out. Show them the prisons they are in, where the key is that lies inside them, and the beautiful open fields and lush forests outside.

Peter – that is so beautiful. You are going to make all of us cry.

Susan said that something she hadn't noticed before about the folks she loves and lets into her spaces have a sense of frugal style.

That is great. All these tiny little details may seem insignificant. Why are we spending all this time picturing all these details? The interesting thing is that sometimes these small details can actually give us really important clues to hubs and where to find them.

Somebody with a very frugal sense of style might shop at different places. They might go to craft shows or consignment stores. In funny little ways, sometimes these tiny things can give us little keys, little doorways into how to reach them.

Don't discount any detail you get. If it stands out to you or impacts you in some way, there is something there and I would explore it.

Lorraine was saying that the block she runs into with this meditation the third time around is that she can't get specific with where these people hang out and the communities they belong to. As an introvert, she really doesn't have communities, so she doesn't have a clear defined group.

It sounds like introverts might be a really clear target market. Where to find them? That is a really good question. We will be getting into all that later.

She needs suggestions on how to figure out these communities where these people would be other than anywhere.

I was thinking about introverts the other day. Sometimes you may need to find the communities in other ways. Their work or their industries or the time of life they are in.

I would imagine there are some communities whether or not you go to a lot of meetings or gatherings with them, but there are some things you are a part of that may not be as related to the introversion. Sometimes you may have to go to those groups and express that you really want to work with introverts and people who are like that.

That message will really resonate with those people. A part of it is that we may just need to refine it and add some more depth to the target market. Pick a particular one within that and that will help. That is the process.

Keep sitting with it Lorraine as we go through, and we will see what comes up. My fingers are crossed for you.

Kay said that she works with women, men, and autistic children at the moment, but my living room contained only women. That surprised her.

That is interesting. That is really good to notice.

Joan said that what surprised her about both meditations was the addition of political and social justice activists as well as holistic healers and practitioners. One woman was very involved with an inner city program designed to help kids know their value.

They all had a level of burnout because of the enormity of the problems they deal with and the lack of community support.

Beautiful. Everybody did so wonderfully. I won't read them all but it seems like there are some really interesting insights that are coming out for people.

This week keep reflecting on this and sitting with it. This may seem like it makes things harder at first. It is kind of like when you are tidying or cleaning your room that you have to make it a little messier before it gets cleaner. You have to unpack things and put them on the bed. Clean out drawers, and if you stop halfway, it can feel like it is a total disaster.

But it is actually on its way to being very clean. You probably all know this from your own lives and your own work. It is okay – let it be messy this week. You have total permission to have no idea what is going on.

You can just keep unpacking. The rest of the five weeks we are going to be packing it back up and organizing it into nice little packages. But don't worry about that. Don't have any stress about making it perfect yet.

Just keep exploring it and sitting with it. I really invite you to also engage in a lot of conversations with other people about this. And you might consider other people in the group.

If there is somebody who posted something that you now think they are awesome, you may want to talk to them more. Feel free to do that and friend them on Facebook. Send them a message. You might even get on the phone and talk with them.

If there are any close friends you feel close with or colleagues, the more of this that you do, it may feel better for yourself just with a journal and a nice cup of tea on the porch, or going for a walk and thinking about it, talking with other people. However you process best, really give yourself the space to do this.

A gift that you can be giving to everyone else in the group, which is full of such lovely people – I can't get over how great you all are – is that you can be reading each other's comments. You can post really insightful questions and reflections, things you are noticing, things you are wondering about and curious about.

This is a place where we can all be supporting each other. I am going to read through all of these comments. I might even put some blog posts of things that might not be germane to everybody, but they might be relevant to you in particular to help you with your process and to help you take the next step.

Let it all hang out this week. Feel free to be a mess. Tonight I am going to send you some homework and some things you can fill out that may support you in this process.

That is it for this week. I hope that is helpful. Feel free to post questions in the group and I will do my best to get back to them.

I love you all. You are so great. And I can't wait to talk to you next week. Next week we will get into it more. Remember to take the pressure off, you can be a mess. You don't have to figure this out.

We are not trying to figure out the niche for the rest of your life. We are just trying to figure out one little one that we can do a project with, that might be fun for you and might make you some surprise cash that you weren't expecting, and help you generate some income.

That might even be a seed that you plant that could grow into something bigger. That is all we are doing, so zero pressure on any of this. The less pressure you put on yourself, the further you are probably going to move ahead on this.

There is an old Chinese proverb that goes, "stress is who you think you should be, relaxation is who you are."

So enjoy being relaxed this week as you struggle to figure this all out. Blessings on you all and we will talk to you next week. Take care.