

Niching for Hippies

Week Two - Transcript

Introduction

Hey, everybody, it's Tad again, and welcome to week two. I can't believe it's already week two. Somehow that seems particularly strange for me because it feels like there has been so much happening this week, and so much sharing and support of each other in the group.

I'm really excited about this week, because this week we start to let it sift a bit. We start to bring some things together, and we are going to churn a few more things up. We are going to start to find some common threads and get a little bit of form, and start to bring things together.

There are a few things that I want to say before we dive in by way of framing. So, first of all, again, wherever you are, it's perfect. It is good. Now if you feeling frustrated; you're stuck; it's not working for you, it's okay. Just keep sitting with it. This is a process that can take years and actually, it never really ends. So, at this point, all we are trying to do is stir things up to help it move a little bit faster.

If you're stuck, it's okay, because we do what we can. Just keep moving, keep breathing. The most important thing is not to let yourself freeze, because it can be easy to just collapse. It can be easy to feel--like when you're tidying a room and it gets a little messier in the beginning because you have to pull stuff out, and if you stop at that point--it can feel extra overwhelming. It can feel worse than when you started. So, just keep moving step by step.

Again, we're not trying to figure out your niche for your whole life. So, if you come at it with that expectation, it's probably going to feel very stressful for you. Remember, all that we are trying to do, ultimately, is trying to figure out a niche project that we can work on, and we're opening up these bigger questions so that we can find a niche project that will feel really fun and authentic. And that can help you move in the direction of maybe finding a more significant niche. If you do happen to find big core wounds and significant things for the rest of your life, that's a bonus. That's wonderful.

Empathy and Honouring

One of the things I wanted to reflect back to you all is that I am noticing all of your comments in the last week, and I am noticing how much affirmation that there was of each other, which was so beautiful to read. And notice, for those of you, especially those of you who were receiving some of the affirmation, note how much better it feels to get affirmation than advice. That when you are sharing your struggles just to have people say, "Wow, that's powerful!" "That's wonderful!" "It sounds like you've been through a lot." Or, "It sounds like you really understand what it's like to be there."

Just to have people affirm the wound and the struggle of it and how hard that was, but also the beauty that's come from it. It feels really good. There is this idea in non-violent communication

of empathy before education. And in marketing, that is incredibly true. It feels really wonderful to have our wound and our struggles affirmed instead of dismissed or minimized.

And our marketing can do that. In fact, for marketing to be effective, it really needs to do that. People need to come across us and know that we really get it; that we've been there. Which is why I think that niching around wounds ends up being such a powerful proposition, because inherently, we kind of get it. Because we've been there. We understand that emotional terrain.

Niching as Specializing

Also, the thought around niching is, when we talk about this idea of the niche, and it can be very easy, mentally, to slip back into a niche being an exclusive thing. Instead, you can have sort of multiple ones that are related, but a phrase that—I just wanted to lift up this idea--that when you introduce yourself, you could just say, “I specialize in *blank*.” That doesn't mean you are exclusively into that. It just means that you specialize. That's where you focus, and sometimes when people see you as specializing in, versus just having this one niche, that can take some of the pressure out of it, because it can really take a while.

Niching as Spiraling

Niching isn't like checking a box, and you're done. It's more like--I was going to say a labyrinth, but you know like--a spiral where you kind of spiral in all the way to the center, and then you spiral back out. Then you go back in, and you go back out. It's just kind of a never ending process where we go into ourselves with introspect, and we think, and we reflect, and then we come back out.

Niching as The Heroes Journey

And it's interesting because I just watched this really amazing video that I recommend to all of you called, “Finding Joe.” It's about Joseph Campbell. It kind of focuses on the hero's journey and this idea of how we go out into the community. We're in our normal world, something happens, and we go on this adventure. It's pretty hard, and it changes us in some way. But that journey isn't done until we come back to the community and return with the gifts; with the stories to share. And that can take time, and that's okay.

Transitional Niches

And sometimes our niches that we are going to work with are what we call a “transitional niche.” And the niche isn't there to be the final thing you are ever going to work with. Sometimes it is just there to get you out of something. Sometimes you are working at something, and you get interested in another niche, another direction. And you explore it, but then that new direction kind of falls apart. But it wasn't there to be your lifelong thing. It was just there to get

you to go to the next step. Then you can let it go, and you will find something even better, even clearer, because you'll have gotten the education having had that transitional niche. So, that's okay.

Your Perfect Niche is the One That You Already Have

Another thought that I had was about a guy whose name was, I think, Kute. He was a life coach out of England. And he was talking about relationships and soul mates. And his saying, which I thought this was really profound, was that your soul mate is the person who you are with right now, because we tend to attract people who are a vibrational match for us or who fit for us where we are at in life. And they are there to reflect back to us where we are in our life right now in a perfect way to help us take the next step.

So sometimes you will be like "ah, what's going to be my perfect niche?" Well, the perfect niche might just be the ones with people you have right now. That might be perfect for you at this moment. And it's when you need it consciously, when you really consciously focus on the niche, and ask yourself, "Okay, what is working about this; these people that I'm seeing?" and "What isn't working about them?" That may be the thing that helps you take the next step. They are probably the perfect people to show you that, what is working and what isn't. We'll talk more about that as we go ahead.

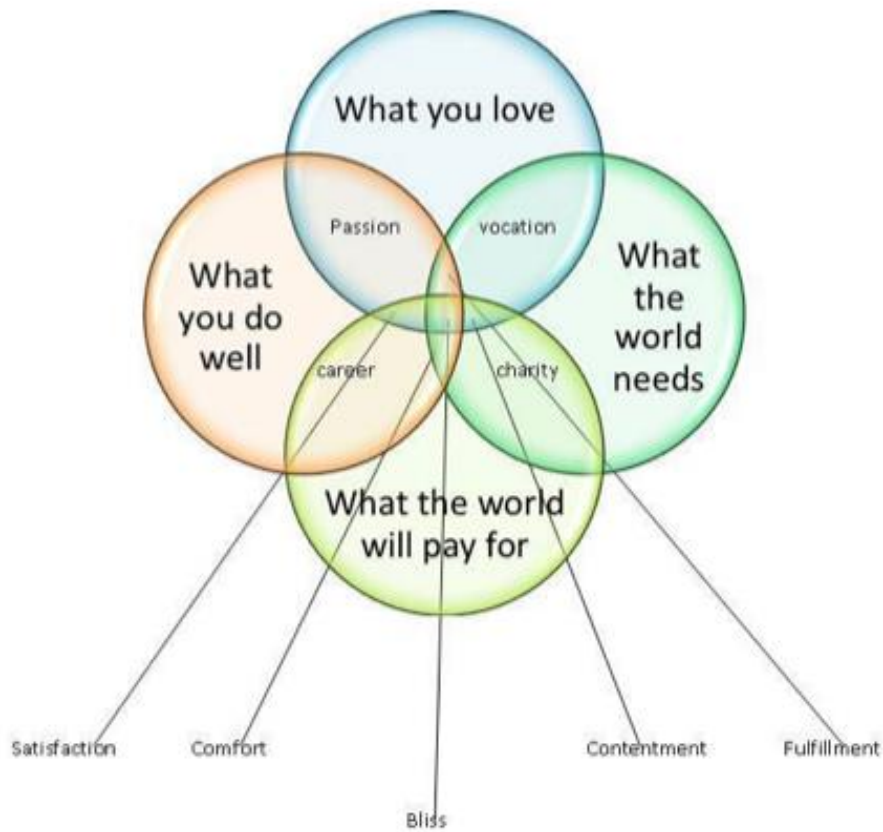
Niching As Onion Peeling

It also occurred to me how niching is sort of like peeling an onion layer by layer. You get closer and closer to the core, and it makes you cry as you do it. But niching is a lot like that. It's easy to say, "I just want to be there in the center immediately." But we go back layer by layer, and it does take time. So, if you feel that this is taking forever, if you feel you're not getting it, that's pretty normal. But every layer you get, you are closer, and you're closer, and you're closer.

Niching Based On Strengths, Passions, Need and What The World Will Pay You For

Here's another thing I want to lift up, too, that can sometimes take the pressure out of this. I am going to go to the group and ask. I'm posting. All right, it's up now. So look at the image I've posted. This should be familiar from the workbook that you got last week. You'll see that there are these four overlapping circles. There is "what you do well," "what you love," "what the world needs," and "what the world will pay for." And that an ideal niche is going to be an overlap of all four of those circles. Probably other things, but those four.

And what is interesting is, you know, we've been talking a lot about wounds, and there is the question: "Where do the wounds fit in with this?" So, I wanted to sort of reflect that in a few different ways. So, first of all, "What you do well." We all tend to, because of the wounds we have received, the struggles we had to go through in our life, we often became very good at



certain things. Sometimes those are the very things we can bring up, and sometimes we just do well; it's just an inherent gift an inherent talent. Sometimes there is a connection to our struggles.

I went through my life feeling just very uncool. I still feel not very cool, sometimes. But really feeling uncool, and really wanting to be cool, because of *that*, I learned how to be charming and tell jokes, et cetera. And I got really good at those things *because* of that. There are also things that you love, and oftentimes there some of those are just inherent and born in us, and some of them are just out of empathy of having gone through a situation. Our passion, our vocation can be very related to "I'd never want somebody else to go through that."

And "what the world needs" can be a fairly direct connection. Carl Rogers, a psychoanalyst, had this line. He says, "Those things which are most personal are most general." So the more we can connect with our own personal wounds, the more we see that other people in the world go through this. There are a lot of people struggling with this, and people need people like us helping. And "what the world will pay for?" People are really willing to pay for help in getting over their struggles, especially when it's really keenly felt, which we will go into on some of the future calls.

Implicit vs. Explicit Niches

But another reason I want to look at this chart is that sometimes, when we think about niche, it can be easy to get lost in this. “Well, who am I trying to reach? I don’t know. Who is it that feels stuck?” There is this idea that I want to toss out, and we will probably circle back to them over the following calls, this idea that there is an implicit and an explicit niche. Now the explicit niche is you say, “Okay, I want to work with this kind of group of people struggling with these kinds of problems or are praising these kind of results”. Boom! That’s the niche, right?

Here are the demographics. Here are the psychographics, you’ve got it all laid out. That’s the explicit niche.

But the implicit niche, which will still lead you back to the explicit niche, is where you start to think about “what is it that I love and do well and that the world would pay for...what the world needs” and you think about the same things. You think, “what is the one gift that I want to give to the world” “What is this gift?” “What are the things that I am really drawn to?” and then, “Who would want to pay me for that?” So the niche becomes sort of implied in what we do.

I am thinking about Van Gogh, poor man! He makes this amazing art, but is not recognized in his time. My guess is, he probably also was never a good marketer. Now I just wish he’d had a friend who was an amazing marketer who could’ve sat him down and said, “Dude, you’re trying to sell to the wrong people. But there are these other people in France and these other countries who would be super into what you are doing. You should check out their stuff. You should go talk to them and market there. ”

There are people who will come up with some kind of jewelry design. They go to the craft fairs for the old folks, and they don’t sell anything. But they notice that the granddaughter, the teenager, buys it. And then another granddaughter buys it, and they realize then, “Man, I’m at the wrong craft fair.”

Sometimes people think that they get an idea of who the target market is going to be for their products and services and they go out, but those people don’t respond at all. But somebody else does. So there is this way that the niche is often implied in what we do. You know, in certain coffee shops just the way it is designed and set up, there is often an implied kind of target market in it. It’s just like you know, this is clearly for hippies; or this is clearly for certain business folk downtown. There is often something implied just in the nature of the gift that we want to give and the way that we want to do it.

So sometimes we can do it where we can say, “Who is the group, and what is the gift I want to give?” And another way to do it is to say, “What is the gift I want to give, and who is the group?” So it’s kind of a yin and yang, and they spiral back and forth a lot. It’s not this linear thing. But it

can take pressure off to know that you can start in either place. You can start with “Who is this group that I really love, and what gift would I want to give them,” or you can start with “I have this thing I want to give, but I don’t know who would be into it.”

And then you can start wondering about that and make some experiments. And this is where the niche projects become invaluable because you can experiment in small ways. You can see if it really is a fit for that particular group or target market. So, I hope that makes sense. It’s a pretty important idea.

Two Different Kinds of Wounds

Another thought I wanted to toss out. There are two different kinds of wounds that we want to take a look at, and I think that it is important to distinguish between them, even though it can be a little bit fuzzy. Maybe just a thought, a seed to plant here. There are wounds that you have largely overcome, struggles that you have been through, but you are on the other side of that, and you are over it. Maybe you had a drug addiction, and you’re just not addicted to drugs any more. You’re not concerned about slipping back from that.

Or you used to just be terrible in relationships, but now you actually feel really good in relationships. You were really unhealthy; now you’re healthy. You were broke; now you actually feel you have a real solid grasp on your money: Whatever it is, whatever those niches are that you basically feel like “I’ve overcome it. I’m on the other side.” And those are a really good thing to be offering. That is probably your strongest ground to stand on, just because you’re going to feel the strongest inside of it.

And then there are the wounds and the struggles that we are still learning to overcome. And, of course, I don’t know if we ever totally overcome anything in our life, but there are things that you are at the kind of beginning of it. I would say that the gift of those is that they can at least give you direction for the future. They might imply a future niche, and they can be great conversations to host.

You could still actually make money from something that you are struggling to overcome because you might say “Hey, I’m really struggling with this, and I’m going to bring the next person and host them, and I’ll get paid a commission on that. There are still ways to get supportive while you are learning to overcome it. And that’s fine, but I think that it’s good to notice the difference between the two, because if you are at the very beginning of struggling to overcome something, and you are going to lead and workshop on it, you are probably going to get slammed. You can get some really intense feedback, and it probably won’t work that well.

You might want to notice which one is which, and for this project you really should pick either. Just make sure you feel good, because also with the ones that you are still learning to overcome, it can be easy to feel like a fraud, and that can throw us off rhythm. It can be easy to want to

posture and pretend that we're really further along, and pretend that we are more evolved on it than we are, so there is a thought.

Are You Only Marketing to 3% of the Marketplace?

Here is another thought: I am going to share this in the document that you get later, but one of my colleagues, Callan Rush, does a lot of work teaching folks how to fill up their workshops and works them actually into design packages. And while her style and my style are very different, she has a lot of really brilliant things to say, and here is one of the things that I got from one of her workshops that I thought was so brilliant, so smart, and so important. And that is, we think about our target market. It's awfully easy to think about people who are just kind of ready to buy right now. But I want to suggest that your target market needs to expand a little bit more broadly than that, so you will want to take notes on this next piece.

So there are maybe 3% of people who are actively looking for a solution; 3% of people who are actively looking for a solution. These are the people who are up, late at night searching on Google. They are at least looking for somebody who helps people with their kind of problem, but they might also even be right for your modality. They are looking for non-violent communication classes, and they are ready to buy. And this is who everyone is trying to reach. And for the marketing to reach these kinds of people it looks like, "Hey! Hypnosis Workshop!" "Buy Our Technology!" "All 2010 Model Cars Must Go!" "0% Financing!" and "Non-violent Communication Workshop."

And it's not that this kind of marketing doesn't work, it totally does. It reaches out to those 3%, but it ignores everybody else. That means your marketing might be ignoring 97% of the target market. Now there are another 7% who are open to your product, your program, your service. They have heard about the kind of thing that you do, and they are genuinely curious about it, but they are not quite ready to buy.

They might be persuaded, but they are not searching for it. They might be talked into it saying, "You know, I am going to do it!" They just are not actively searching. There is another 30% who are aware for the future. They know they need you, or someone like you, but it is somewhere down the road. They tell themselves, "Well, we'll get a new car when we have kids. The time hasn't come yet." Or, they think, "Well, when the crunch time at work is over I'll going to get back to Yoga." "When I stop travelling I'll buy a house."

You probably have a workshop in mind that you'd like to go to, but you haven't signed up yet or gone there just because the money isn't there. It's not the right timing, et cetera. And you're sold on it in general, but it's kind of for the future, and you'll kind of see if you're into it in the future, if that makes sense.

Now there is another 30% who are totally unconscious. When you meet them, it's clear to you that they have a problem that they need help with, but they have no awareness of it. They might not even know that it's a problem. It's like somebody with bad breath. You know they need a Tic Tac, but they have no idea. Or they have anger issues. You are talking to them, and they just seem so angry. "Wow, it seems you have anger issues." "I'm not angry! Shut up!" and you can tell that they are not aware of it, so they may or may not have any overt symptoms, but they don't understand their symptoms.

It's like someone I knew had stomach pains all the time, but they didn't realize it was because they are celiac. As soon as they realized it they were, like, "Ohhhh. Hm." So they had the symptom, but they had no conscious awareness of what it was about, so they obviously weren't going to look at gluten free stuff.

They might have noticed that their romantic partner has lost interest in them, but they don't see how that loss was triggered by their domineering nature and inability to communicate, so if you did the workshop it would be like, "Hey, a workshop for people who are domineering and unable to communicate." Well, it is probably not going to reach them for a lot of reasons.

So, that 30% have no symptoms or they have no context for symptoms of what they need, so they usually just ignore them, which makes sense. Then there is the final 30% which is just a "No." They are just closed to it. Now, maybe it's because they live too far away. They are not going to be able to afford it. They already hired somebody else. They just are never going to hire you. They think that what you do is in league with the devil, and so with these people, you just want to bless and release them.

So the bottom line is, you have 67% of people who you are probably not marketing to, but who could be your target market. So when we talk about target market and niche reaching, it's easy to see them in that 3% who are ready to buy, but we also want to make sure that we are not excluding the 67% who are open, aware, or just unconscious at this moment. We were looking at marketing through—even though that is a different conversation--the whole how do you market thing, we want to look at building relationships from the start and reaching people earlier on, so that by the time they are ready, they are more likely to come with us. So I hope that makes some kind of sense. Let me just pause for a moment.

The Niche and Wound Connection Isn't Always So Direct

Also, here is another thought to think about. The connection between our wound and our niche isn't always this direct thing. It's not always quite so simple as well, you know, "I was abused as a child, so I'm going to help people who were abused..." or, "I overcame cancer, so I am going to help other people overcome cancer..." or, "I worked a nine-to-five job that I hated, so I am going to help people who hate their nine-to-five job get out of it."

Sometimes it is that direct, and it's wonderful when it is. But the main thing to keep your eye on is, that experience, whatever you've gone through, the multiple experiences that you have gone through, have made you very familiar with a certain emotional terrain, a certain type of journey that people can go through, and let's say you overcame the loss of a loved one. Well, you may not have a niche of overcoming the loss of loved one, but generally, helping people overcome or go through loss might work. And there might be another target market, another kind of loss that you are more comfortable working with. And because you have gone through your own type of that, it can be very helpful; you still have that empathy and compassion, and an ability to relate.

So it's not always going to be so direct. Pay attention how your experience may have prepared you to work with unrelated groups. You may want to actually see who else, you know I had this experience on a job feeling trapped, who else feels trapped in the world? And you may discover that there is another target market that is more in line with your passions, your love, your gift, who are going through that same wound. You might have said, "I just felt so lonely..." The point is, it may not show up in the same exact ways that it showed up for you. You may still have something to give there.

The Wording of Your Wound

And also, the core wound that you come up with through these exercises as you identify it, the wording you have for that may not be that that people respond to, because at this point we are kind of thinking of the big circle, if you remember that. You know, and then there are the little circles inside. So the wording we have the big circle--it is easy to get excited about it--but remember that that wording is probably not yet the thing that people will respond to. Like chronic dread, or post traumatic stress disorder, people feel abandoned, people who have felt trapped, all these kinds of things are actually really wonderful for us, but those aren't usually the kinds of things that people in marketing will relate to or respond to necessarily in the strongest way.

So it is notable that the things we are coming up right now is more of the big circle in the container, and we are going to refine that in something that from a marketing standpoint people will actually respond to. So those are some general things that I wanted to put out that I was thinking about coming up to the week and before the calls and wanted to share those.

Questions

Okay, Mary was asking "*Will you be talking and teaching about marketing language?*" Yes, not in this call; probably in the next call or the call after that. We'll be talking about that, yes, absolutely.

Any other quick questions? It's okay if there aren't any big burning questions right now, but are there any questions about what I just shared?

“I feel that we took a leap from niche to target audience. Is there a difference?”

This ends up being probably a semantical type of thing, I think. It’s fine. Everybody talks about it in different ways, and some people say, you know, it’s not niche, it’s about chosen audience or the target market, or it’s about the ideal client, the perfect customer. I’ve heard so many different words. And I think for different people they mean different things, so yes, in some ways niche is probably different from target audience, because niche, I think, has the root of the nest in our place in the world, so it probably means something bigger, and we are using the shorthand of just who we are trying to reach as a way to find that, and it is kind of what it ultimately gets back to, so I am going to use a lot of those terms pretty interchangeably, but I will try to make distinctions when they are important. Thanks for asking.

“For the niche projects, will there be guidelines for developing or creating workbooks or workshops, actual product consolidations.”

A little bit. I don’t know if I am an expert in all that, but you are going to get a ton of examples—like over 30 examples of the types of niche projects that there could be, and I will give my best support that I can. I won’t have done all of them myself. Some that I’ll be sharing I’ve heard about, so there will be a certain amount of experimentation required, and you may want to find people who have done things similar to you and learn from them. If I know of resources that can help with that, I certainly will print that out. Anyone else?

We’ll take a few more seconds.

There is a question about the niche vault. Thought I had that covered. I totally did. I had it set to “private.” My apologies. I will post that right now. Yes, it should be visible to you all. There is some cool stuff in there, so if you haven’t had a chance to check it out, I super recommend it.

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

So Darth Vader is talking to Luke Skywalker and he’s like, “Luke, I know what you are getting for Christmas.” And Luke’s like, “That’s amazing. How do you know?” “I felt your presents” Get it? You’re welcome. You’re very welcome.

See, you get new jokes from any other marketing people? Don’t think so. No, we’ll view them later. Any other questions? All right. I’m going to assume not. If there are, maybe just take a note of them and hold them for later on toward the end, and we will put back the questions. Cool, I’m glad the videos have been helpful in the vault. That’s good to know.

Niche Visualization

So, I want to invite you to get comfortable and find a space where you can relax. And I do a little visualization. So get yourself comfortable. Take some nice relaxing breaths. If you feel comfortable, close your eyes.

As you are sitting there hearing my voice, I want you to think about a time in your life where you had some struggle: A particular moment in your life that if you could have gone back and helped yourself it would have made such a difference in your life. If somebody had been able to be there to support you it would've made such a difference.

This might be a moment, by the way, where there was some traumas, some bad things happening that were totally out of your control, and you just couldn't do anything about it. If somebody had been able to be there after to support you or comfort you or help you see things in a different way, it would have helped.

Or maybe there's a moment in your life *before* you did something stupid. And it was like a hundred percent your own poor choices, and gosh, if somebody had been able to be there, or you had had some sort of support or resources at that point it would have made such a difference to your life, because you wouldn't have made that choice.

So I want you to just reflect over your life. I'm just going to give you a minute of silence to just sit with that, and it doesn't have to be the perfect one, but find a moment. And if there is one that is particularly big for you, you can go there, but it is also fine if you pick a small one because, well, all of these struggles have these through lines anyway, so you can kind of, the beauty of this is that you can start anywhere, and you'll often end up at the same place. So, don't feel the need to go somewhere super heavy if you don't want to go, it can be a small thing. But, the small things often contain connections to the bigger things, so just give yourself a moment of silence to reflect and see what moment would have made a really big difference if there could have been some additional support or issues there.

And once you've found that time just acknowledge it, and you can let it go to the side for a moment because I want you to imagine this: You're walking through a field, and the sun is shining, and it's such a beautiful day. You can hear the birds singing, There is a body of water nearby and up ahead you can see a forest. And the sun is shining through the trees, and it's kind of hot. And you're looking forward to the shade, and there's something about that forest that feels so alive and welcoming. And you walk towards it. As you get closer, you notice a path. You follow the path into the woods, and it takes you deeper, and deeper, and deeper in. And the woods feel so refreshing. The air is so wonderful there. And you're taking deep, deep lungfuls of breaths of this air, and you're noticing how revitalized you feel.

And after walking a while you notice a little house; a beautiful, magical looking little house. And you see that there is an elder outside, it could be a man or a woman. But they notice you and they invite you to come over and grab a seat, and they offer you a drink. And you get this incredible feeling of kindness from this person; so much compassion. This person has lived such full, full, rich life, and they have experienced so much and just not having any judgment for anybody. And you end up staying there for hours.

And, as conversations go, you end up talking about your lives, and you just know that this elder is someone who is so safe to share with. And so you end up sharing about your struggles. And that moment that you were just reflecting on that you put to the side, you share about. You share about that time, and what a struggle it was for you and why it was such a struggle. And you just experience this elder listening with such kindness in their eyes. Maybe they're hearing.

I just notice how it feels to be received by that elder. Maybe they don't even say much, but just the way they are around you, you know they get it; they understand. And then the elder tells you that they have something for you. It may take a few days to get together, and would you be willing to help out around the yard and around the house with some things. And so they set you to chopping wood, and clearing out some area, cleaning the house. And you stay there for a few days, every day doing some pretty hard work, but every evening having a wonderful meal. And you notice this pouch that this elder is putting together for you, filling the pouch with a little bit of medicine every day. While you are working, they are going off gathering medicine and mixing this all together.

And after a few days, which have felt so wonderful, so relaxing, and replenishing, and nourishing. It's like a strange kind of soul food just being around that kind of person. You play one night and it's a full moon, and the house is in a clearing in the middle of the woods, and so you can see the moon. And the elder has a huge cauldron that he has been stirring. He invites you over and you can see the moon reflected in it. You can see your face, but also the images begin to change in the cauldron, and you begin to see yourself at that time. Again, if it was something out of your control, the moment after, or before. And you are at a very safe distance. So you can see it, but you are not connected to the feelings of that time. You can witness it.

And I'm wanting to reflect on what was it that you needed the most as you looked at that distance. What was it that you needed at that time that would have helped you move through that time with more ease and grace? What did you most need? I want to give you two 30-seconds to reflect on that. What did you really need?

And if you ever feel confused at any point, you can ask the elder who is standing right beside you who has their hand on your shoulder keeping you strong, knowing the you're there and protected and safe. You can always ask them. Perhaps you are needing some more connection, acceptance, or affection, or appreciation, or support. Just to be seen. To be included. To be understood. Maybe you needed some honesty from others. Maybe you needed some fun or some

play. Maybe you needed some peace. Some beauty, some harmony, some inspiration. Or maybe it's just about your physical well-being. You needed some protection, or food, or rest, or shelter. Maybe you needed to have more of a sense of meaning. Or even a celebration of life or some sense of learning or growth or purpose. Maybe you needed some autonomy; just some choice, freedom, independence, space, spontaneity. Maybe you needed to know that you could make your own choices.

But take some time and just reflect on what was really at the heart of what you were most needing at that time that could have allowed you to move through it differently. And I want you to reflect on what was it that you ended up learning about yourself from that moment about yourself; about others; about life? There may have been some disempowering beliefs that you might have adopted from that experience that you've carried your whole life as a result of that experience of not having the support that you were needing. Not having the resources that you really were requiring to get through that in the way that you would have liked to get through that. So take a minute, and just reflect on that. Again, you can feel the elder's hand on your shoulder. They've got you. And if you are ever unsure, "What was it that I learned from that?" you may ask, and they may have some wisdom for you in that.

If we were to pretend for a moment -- I'm not even saying this is true -- but if we were to play with the idea that everything in life happened *for* you, not *to* you, and that the universe was really a friendly place conspiring to wake you up to the truth, just what else might have been "hidden blessing" in all of this for you?

How might this, that as terrible and painful as it was, how might it have been a blessing for you?

For others? For the whole world? I'm not saying that it wasn't painful and terrible, and that isn't also true. If we were to play with that possibility, how might it actually have been a service to life itself and a blessing to the world that this happened?

Or where in this might have been the blessing, and to just give yourself a moment to sit with where that maybe true -- and again it's okay, if that doesn't feel true. I'll give you a minute or so to just sit with that: why that may have been a blessing. Take your time.

If at any point you feel like you want to write something down, feel free to do so, and then close your eyes and come back to the cauldron with the elder there.

And then, the elder with their other hand -- one hand still rested on your shoulder -- with their other hand, they wave it above the cauldron and the images change a little bit, and suddenly you start seeing all the other types of people in the world who've gone through a similar kind of emotional landscape into who were needing a similar kind of thing that you never got...

A similar kind of support for their journey that you didn't get, and you just start to see all the other possibilities of people. That's the exact same journey as you. That's the exact same circumstance. The people who've been through -- emotionally -- been through that same journey; just take a minute and notice what gets shown to you there.

If you consider all that you've been shown as those faces, the image goes back to you at that time, and you're still there in that beautiful clearing with the moon overhead and the elder right beside you.

The elder takes that bag of medicine that they've been preparing, and they put it in your hand.

The elder invites you, if you want, to pour it in -- and what's in the bag are all those things that you were needing that you didn't get. All those qualities, all the kinds of support, the things that you were needing that you didn't have.

The elder invites you to pour it into the cauldron and as you do, you notice all those qualities pouring into that younger version of you -- all of those qualities flowing into them. All that kind of support that they were needing, back then, flowing into them there, and notice how that changes things.

It doesn't necessarily mean that some of those things didn't happen in the past, but notice how it shifts the way that you were able to relate to them or deal with them. Maybe you were needing strength. Maybe you were needing patience. Maybe you were needing trust. Maybe you were just needing some encouragement or empathy.

Maybe you were needing some anger and some boundaries. Whatever those were, they all flow in there with the medicine, and you notice how it starts to change the picture. In the cauldron, you can see: It's as if your life is flowing forward, but your life, as if from that moment, you'd had those gifts and those resources.

That support, all those things you were needing, you're seeing your life differently. You're seeing your life as if you'd had those things from that moment forward to now. I invite you to take a couple of minutes feeling the elder's hand on your back, knowing you're safe, but just watching this and the cauldron...

And being amazed by the unexpected twists and turns and shifts that happen in your life -- the different decisions that are made, as you carry those qualities forward. So just take a minute, and so, by yourself, to notice how things unfold differently.

Notice the difference that those gifts make, as your life continues to unfold, and in the cauldron, it may go backwards and forwards -- it may not be always totally linear, but you notice the impact on your life: how that same pattern that happened then, may be.

Doesn't it get repeated again and again? Because you had what you needed inside of you, whether even when tragedy strikes again, you are carrying those resources in you to face them in a different way.

Then the cauldron comes back to reflecting you, and the elder pulls out a cup of liquid from the cauldron and invites you to drink it; and when you drink it you can feel all of those qualities from that changed timeline go into you. You're looking at your own reflection, but the reflection looks different somehow, as if you had come from that timeline and things being different.

To know that all of those things in that medicine bag were things that you gathered over your whole lifetime, gathered so that you would actually be in a place to give these qualities and this kind of support to that younger you, but also that these are gifts that you can give to others, too. Others, like you, who have gone through that struggle -- that you carried that medicine inside of you to give to them, and that you can give that to them at the moments in their life when they most need it.

Moments when that support would mean the most for them, and to consider how that would change all of their lives and their timelines, to have those qualities and that kind of support; to have their needs met in a way that you didn't back at that time, and to know that you can be a source of that for so many people.

I invite you to take three or four minutes, just by yourself, not on the Facebook Wall, yet, but just to reflect on that and whatever came up, maybe that was profound, maybe it was not profound, but when you're ready, you can open your eyes, take some deep breaths, stretch a bit, and you've done it about four minutes, just by yourself, to reflect.

Then we'll invite some comments on the Wall. So four minutes. Begin.

You've got about one more minute.

Reflections

Alright. Welcome back, so I would just love any reflections, anything that came up around people's niches from that exercise? Again, you know, if have anything that feels personal for you and... That, yes, there was anything that came up from that reflection or visualization that felt useful for you, in honing in your niche, that you feel comfortable sharing?

So, Emily, thank you so much for being willing to share. You're saying: "*I couldn't visualize my gift. Maybe I need to visualize another situation or event, but it made me see I still need to do some self-forgiving, around that time in my life, and...*"

Beautiful.

I imagine there are a lot of other people who are having trouble forgiving themselves around things in their life too, and they did things they didn't do.

There's a possibility that that might actually be a doorway into your niche, too: people who just can't seem to forgive themselves for something. So that maybe for the present, it might be something for the future, but yeah, food for thought."

Homework: The Big Circle

The homework that we're going to be moving into for this work week is around the Big Circle, and the Big Circle is, I think of it like a big planter pot. It's a big pot. You've got a lot of soil in it, put seeds in it. Seeds are kind of like the Little Circles in the particular projects that you want to work on. Where that is useful is that different types of seeds require different kinds of soil.

Although sometimes people will try to pick niches, you know, they'll have three sub-niches, Three Small Circles, but they're actually so entirely different from each other, so they say: "Well, you know, one of my niches is, I want to work with truck drivers; another one is, I want to work with priests; and another one is I want to work with single vegan moms."

They don't really have much to do with each other, and they kind of -- they're their own business, at that point, in a way, and they may just require their own pots. So the Big Circle that we're looking at here is like, for your whole business, what do we know basically to be true already, with the kind of clients that you most want to work with?

What do you already know to be true about the kind of clients that you just want to work with?

There are a few things that I may invite you to consider in terms of this, and so this will be the homework.

You might want to reflect on the **Living Room Exercise** in terms of "Who is in your living room?" What kinds of people were they? What were the qualities they had, generally? You don't even have to get into the specific types -- well you can, but just generally.

You know, I remember somebody said, "I was fine that they were all women," so the Big Circle might be "Okay, they're all women in this age range, who are into this kind of thing..." **The Café** can give you some of that experience of going to the café. That visualization can help you figure out who, generally, you like to work with.

The **wound piece** can obviously be a great way to sort of figure out generally who you want to work with: people who've struggled with this type of wound in this kind of way or who are in the process of struggling with that.

Another place to look at are the **qualities of your ideal clients**, so there are a few ways to do that. One is to look at your past clients – and by the way, you're going to get some worksheets with all of this that will help you sort of pull some of this out, and it will be going out in the next couple days.

But there are the past clients you've had that you've loved -- the ones you wish you could clone -- that all of your clients could be like that. You can think about them. Well, what was it that you loved about those clients?

There were also the past times you had that you didn't like, and what was it about them? You might also just reflect on what, "God, what would I love my clients to be like?" and that can help define the Big Circle.

So the Big Circle, again, it's just a general sense -- the qualities. For me it's like "conscious entrepreneurs," and my idea clients are people who are kind of politically and spiritually progressive. They're not dogmatic, they're open-minded -- they're into permaculture.

They're the kind of people who would show up on time, who would want to tell their friends about this stuff, who are happy to pay my full rate. Those are examples of Big Circle things. Little Circles are where we start fitting into the particular target market, the particular groups.

For example, for me, "holistic practitioners." Or, it might be "people going through divorce" might be a subgroup. So I want you to be really reflecting on "What do you already know?" Because this will keep refining over time, you'll keep learning over time.

Sometimes I think we don't give ourselves credit, or we dismiss it because we think, "Oh, that's too general, it's not a good target market," and the Big Circle is not that useful, as a Small Circle -- as a target market -- but it's actually very important as a background.

Sometimes I think we either dismiss this, or we don't give ourselves credit for actually having a tremendous amount of clarity already about generally who we want to work with. Here's some fun thoughts I've been having about this that I would actually love your feedback on.

First of all, by the way, what you're doing, the niche may not be any different than what you're doing right now, when we're looking at the wounds thing. Sometimes some of this wounds stuff isn't about always finding your niche. Sometimes it's just about recognizing:

“Oh! That’s why I do what I do right now. It’s because of those things that happened in the past, and I can see how that has led me down this road.”

Sometimes that’s all we’re doing is recognizing, and in the recognizing it, clarifying and being able to articulate it, but when we look at the Big Circle and the type of work we do, here is some fun other ways to categorize and, again, I’d love your feedback.

A Few Ways to Look At It . . .

The first one is to consider: Out of the **seven chakras**, which chakra are you most focused on helping people with? Maybe your work really helps people on their “root chakra” and “will-survival” stuff. Maybe it’s “heart chakra” stuff. Maybe it’s the “throat chakra” in communicating, but if you had to pick a chakra, what would it be?

If you had to pick one of the **four directions**, depending on the which system of the four directions and all that, which of the four directions would you pick that you would say your work fits in the most?

There are also **four tracks** that you can look at. There’s the money track, the health track, the relationship track and there’s the kind of “God,” meaning spirituality, track. So to go over those again, there’s the health -- just physical health. There’s the money track, so just our basic security, or our economic and physical needs, there’s that track “money.”

There’s the God track, where it’s this journey from people -- needs are anxious and depressed and sets the spiritual ennui leads us to peace and rest, and then there’s the “relationship tracks,” that’s everything from marriage, to relationships to sex, all that -- there’s that track.

If you had to say, in terms of the symptoms of your clients -- maybe not your whole -- your diagnosis of it, but in terms of their symptoms, which of those four tracks you get in, which one would you pick?

When you think about your ideal client if you’re familiar with **Myers Briggs** or the **DISC Model** or the **Enneagram** or any of these sort of personality- typing things, which one would you say they are -- your ideal client? This is where I’d love your feedback is:

Are there any other systems of classification that you can think of that might be interesting, as a way that we can all be supporting each other in looking at how we can look at our own clients? Maybe you have some from your own modalities, or your own line of work, but are there other ways it might be fun and helpful to look at?

What is the particular niche or area that we want to help embody, or we want to support them in?

So are there any other ways that it might help people clarify: “Yeah, this is my niche.” “This is my nest.” “This is kind of the area that brings out my best is when I work with people around relationship stuff,” or “When I work with people around throat chakra stuff or root chakra stuff, that’s really my strength, or what I love to do.”

Are there any other systems that are sort of categorizing or chunking things out in a way that you think might help other people figure out their niche? Because sometimes this is hard, sometimes we’ll be trying -- it’s just from the wrong lens, but when we put another lens on it, it gets easier.

What do we have? Okay, so it doesn’t look like there’s a ton. If there is, feel free to post it, and if there’s a link to that in my notes, I may be able to include that in the workbook. Again this week, I want to go slow because I want to give you some space to sit with this.

Now over this next week, we’re going to start refining it. We’re going to start putting some boundaries on it and coming up with the Big Circle. So our only real goal this week is to start with: “What do we already know about the kind of clients we want to work with? What do we already know?”

Let me paint a picture of what the next weeks are going to be. So next week, well, first of all you’re going to get some homework. This is going to help you refine the Big Circle a bit.

The week after that, we’re going to start looking at picking a smaller circle, something that we could do a niche project around that would fit in this Big Circle, that fits within through your wounds, and your gifts and your strengths.

So you’re going to learn a lot in terms of the homework this week about qualities of the Big Circle -- what fits in it, what isn’t it -- and then with the Smaller Circle, that’s where we’re going to start to get real nuts and bolts. Because in the Smaller Circle, we’re going to be looking at the qualities of a target market, the elements that you need to have there.

We’re going to also start looking at how you articulate that. That’s going to be one of the big pieces of homework. I’m going to ask you next week to start fiddling with “Can you articulate that Small Circle in a single sentence?” This is where you’re going to start getting a lot of direct feedback from other people about “Is that clear?” and “Isn’t that clear?”

The week after that, we’re going to start looking at what might some niche project be that could come out for that, and you’re going to hear a bunch of examples of niche businesses and specific niche projects. I’ve got list of at least 29 -- I think there are probably more that I’m going to add -- of specific types of projects that you could do around that niche.

On the next call, we’re going to start looking at how you can make sure that that niche project is actually successful and profitable; how you can make sure that that is really going to work and

move ahead. That's in trajectory we're going, so it might seem slow and not everything is going to "land" for you in every call.

I'd rather go a little slow in the beginning to give you time, rather than rush it and have you pick a Small Circle -- a kind of target market that doesn't really fit, or doesn't work or isn't sustainable. The trajectory, this is a slow build, but it's going to pick up pace, as we move ahead. I hope that's useful.

Thank you so much for the call this week. I'm really looking forward to the next coming weeks. Keep your eye on your email over the next few weeks. You'll be getting that and the homework with some worksheets that can help you take another step further.

Also, in terms of homework, if you haven't already gone through those Wound Exercises, I really recommend it. The ones at the end of the last workbook, I still recommend going through because that's going to help figure out the Big Circle stuff. If you already feel like you've got that and that's really clear for you, you don't need to do it, but it might be worth taking a look at.

So that's it.

Thank you so much everybody. I hope it was useful, and any feedback from this I'm absolutely welcome for it. Feel free to send me a private message, if you'd like.

That's it.

I hope you have a wonderful rest of your day.