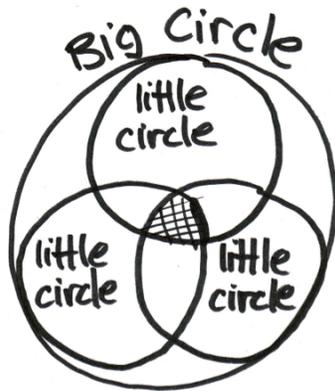


# Niching for Hippies

## The Big Circle



# The Big Circle

There's a certain amount of very open introspection about our niche required before we start to define things. It's good to take some time and just let yourself wonder.

And then the next step is to begin to explore some limits and focus in a general sense before we dive in too deep into the specifics of precise target markets . . . because sometimes we're not sure what those might be. Sometimes we can't get so specific early on.

But, the hopeful thing is that we actually already do have preferences of who we want to work with. We already *are* clear on things. And sometimes we don't even notice how clear we already are until we take some space and think about it.

This workbook is designed to help you get clear, in general terms, about what you're already clear about . . . about who you want to work with.

Think of the Big Circle as being about 'in general, what kinds of people do you want to work with?' The important thing here is that we start with what we're clear about. Sure, there are a lot of things you don't know. But, right now, we're only concerned with things that you know you want in *any* client you ever see. That's the big circle. If you're committed to working only with women (exclusively) then you'd put 'women' in the big circle. If your intention is to serve the Chinese community then that would be in your Big Circle.

Here are a couple of ways to think of your Big Circle . . .

First, it's a filter - like a screen, mesh, sieve or net. It's there to help make sure that you're only working with clients who are genuinely a fit for you.

Second, it's like one of those coloured lenses - the rose coloured glasses, that filters everything. Because, no matter what small circles go inside it, they'll all have the same hue of the Big Circle.

Don't worry if, in the beginning, you feel like you hardly have anything to put into your Big Circle. That's normal. Over time, as you work with more and more clients, you'll learn from experience who's a fit for you and who isn't.

# The Big Circle:

"In general, what are the kinds of people you want to work with?"

## Big Circle, Little Circles:

First of all, we get really clear about what I call the 'big circle' – the qualities and traits you most want in a client.

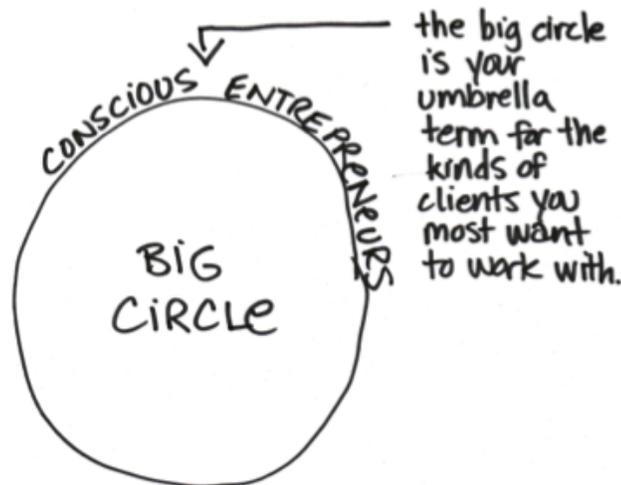
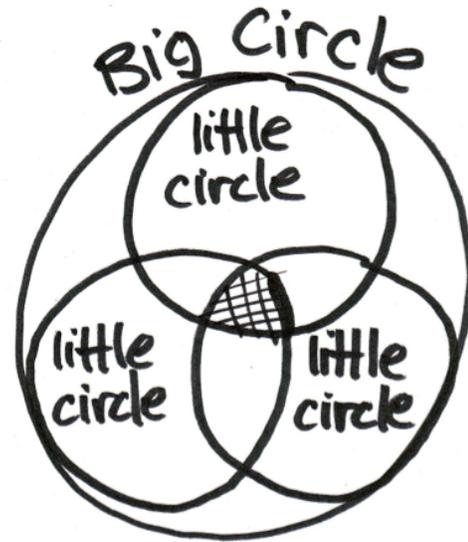
The big circle are all the things that would be true of *any* ideal client you ever have.

You are already surprisingly clear about this (much more so than you think). As you get clear about the big picture of this, we go through a little process of helping you identify your top three niche ideas (isn't three easier to hone down to than one?). And then we simply pick *one* of those to fiddle with.

And then you'll clarify which three 'little circles' will be primary. Defining your little circles doesn't mean that they are the only ones you focus on, it's just where you focus. Your little circles are explicit but not exclusive.

Remember, you can't reach everyone - or even direct your marketing attention at everyone - there needs to be a choice of focus at some point.

Here are some doodles that might help clarify things . . .

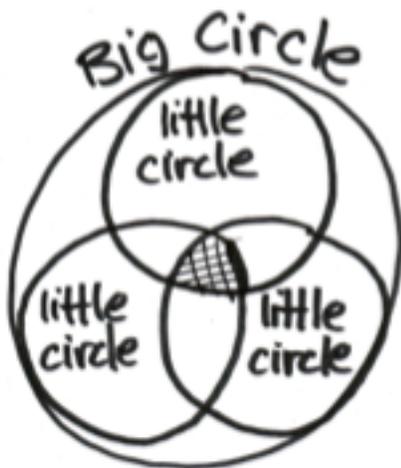


Your big circle can be 'groups'  
or it can also contain 'qualities'



Potential Big Circles:

- ~ conscious entrepreneurs
- ~ chronic pain
- ~ empowered women
- ~ people who are stressed,  
going through transition,  
ready to do the work,  
willing to take responsibility  
for their lives



think of your big  
circle as your  
starting point.  
then you drill  
deeper into your  
top 3 'little  
circles'

my top three  
might look  
something like  
this...

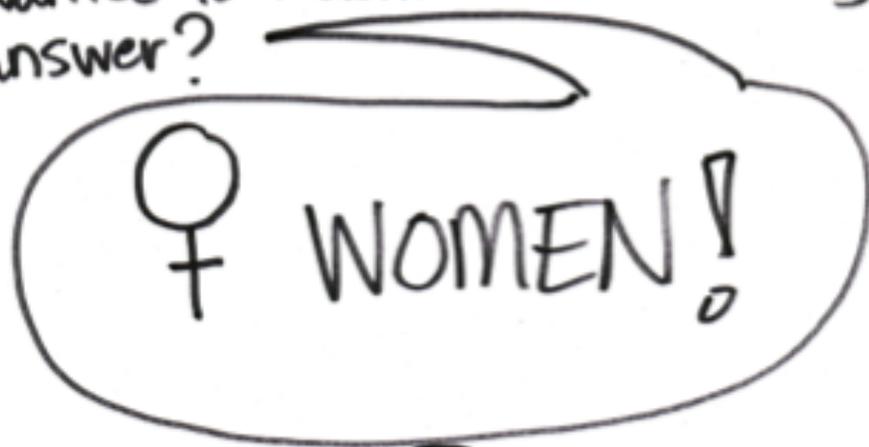


and each 'little circle'  
can be further  
delved into  
until you land  
on a niche  
that meets the  
3 core criteria.



- 1) CLEAR
- 2) ENOUGH
- 3) HUBS

i recently with people from the  
www.dancearwayhome.com  
teacher training. they will all be going  
out into the Toronto market to teach  
& lead the same process. I asked  
them to think of the people they  
wanted to reach. the resounding  
answer?



women = big circle...but!

lets look at all of the different sets  
of small circles they came up with...



For more info on this and to watch a short video go here . . .  
<http://marketingforhippies.com/big-circle-little-circles/>

# The Flower Pot

But we want to just start with the Big Circle.

Think of the Big Circle like the flower pot below.



Every client you ever have will fit into this pot. It's the container. It is the limitations you're choosing that will bring out your best.

Within this you'll plant seeds of particular plants. Now, it's not a very big pot, so you can't plant everything. But maybe three plants - like the three little circles.

But it's important to remember that different plants thrive in different soils so if the plants you choose are too different they might not thrive in the soil of the big pot. So, first we choose the big pot and the soil we want, and then we pick plants that will fit within that.

The Big Circle is like the theme of a costume party. Some costumes will fit, some won't.

The boundaries of the pot not only define what fits in the pot but what stays out.

## The Backwards Dentist from Australia

Most people don't realize it, but the dental profession has one of the highest depression and suicide rates of the entire medical industry. Let's face it: nobody likes going to the dentist. Most people associate a tremendous amount of pain to the thought of seeing the dentist. After all, you only see the dentist when you're in pain. And then . . . they cause you more pain.

It isn't easy having a job that makes people wince at the mention of it. But, I digress – let me tell you a true story:

There is a dentist in Australia named Paddi Lund ([www.paddilund.com](http://www.paddilund.com)), who was beginning to feel extremely depressed and seriously considering taking his own life.



### **Here's what one of his associates had to say:**

Have you ever had a hard day in your business? How about a hard month?  
Or a hard year?

Well, Paddi did. Quite a few of them, in fact.

A whole string of stressful days and worrisome nights while, like most of us, doing everything he could to build his new business. Early in his career as a business owner Paddi,

- Borrowed as much money as the bank would allow to fit out his practice,
- Put up as big a sign as he could get away with at the time,
- Worked all the hours he could squeeze from a day – 6 sometimes 7 days a week
- Took any warm body that graced his doorstep as a client,
- And hoped like hell they'd appreciate his skills and expertise enough to buy his dentistry.

After about 5 years, Paddi was doing all right – he had several thousand clients and was, packing, filling and slinging amalgam like it was going out of fashion. He was just ahead of the bank draft, but he was a bit tired from the constant effort.

After 10 years Paddi had a nice house and ate in nice restaurants, but he was getting a bit 'thin' and jaded. After 15 years, despite a healthy bank balance, he was on the edge ... and he eventually toppled over it. He had a break down. Literally, his business broke him!

As you probably realize, Paddi recovered and in a spectacular way (for the full story listen to Paddi tell his story in his own words at [http://www.solutionspress.com.au/page.asp?nid=yztpp&name=AudioAndVideo\\_OriginalPaddiAudioStory](http://www.solutionspress.com.au/page.asp?nid=yztpp&name=AudioAndVideo_OriginalPaddiAudioStory)) but not before he went right to the very depths of his misery and pain, and of particular relevance to us, wondered how on earth his business had managed to bring him to this point.

But it was this point that proved the catharsis. It was at this point that Paddi asked himself one simple question that changed the destiny of his business and life forever...

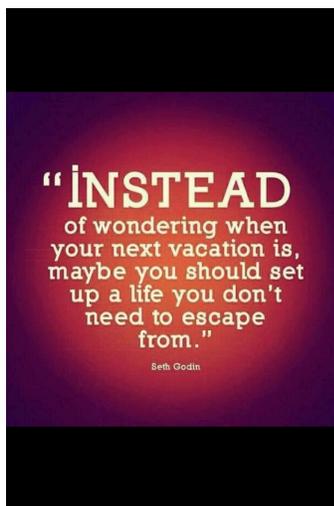
----- **Paddi's life-changing Question:** -----

"If a business can be designed to make money, why can't a business be designed to make 'happiness' instead?"

In other words, what's the point of making money if misery is part of the equation? For Paddi, that was a sharp left turn onto the road less traveled right off right off the highway of convention. Everything that's different about Paddi's business stems from this simple realisation.

"But what has happiness got to do with running a business," you might ask. Well, plenty. And in ways you can't possibly imagine until you hear the story.

What would your business look like if it were designed to bring you pleasure and enjoyment?



### **How did this happen?**

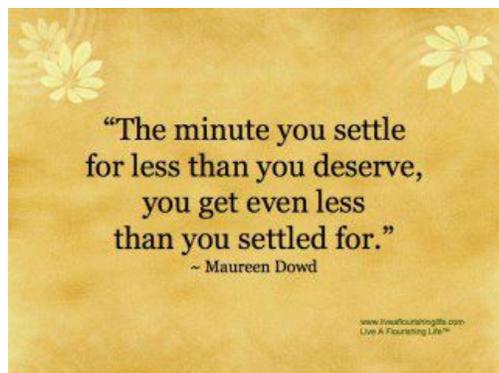
A friend of his convinced him to attend a marketing training. At this seminar he realized the all- important life lesson that: there are no rules.

He realized that he had been unknowingly, and unwittingly, limiting the level of his income, the level of his happiness and the level of his connectedness to all of his clients.

He went back to Australia inspired and he made some significant and powerful changes.

He did everything backwards.

**“Lock your doors, take your name out of the phone book, stop all advertising, and get rid of half your customers!”**



He started to do, essentially, the opposite of what every other dentist was doing. Like what? He fired over half of his clients (the ones who were draining him), he took his name out of the phone book, got rid of any signage or advertising, took a chainsaw to his reception desk and locked his doors.

What happened? Paddi and his team moved from average dental income to 3 times average income, from a 60-hour week to a 22-hour week, from two months production in debts to negative accounts receivable, and from stress to joy at work.

Currently, he has a waiting list over two years long, and people will pay over \$600 for the plane ticket to fly and see him for an appointment. He has zero receivables in his business -- he is not waiting for any of his clients to "pay up on their tab". His clients revere him and treat him like a dear and cherished friend and a trusted adviser.

I'm not making this up. I was recently speaking to Michael Basch, who was one of the founding Vice Presidents at Federal Express. He told me that he had actually visited Paddi Lund's dental office. I was excited because, while I had certainly heard stories about Paddi Lund, I'd never met anyone who had met Paddi or visited his clinic. So, I asked Michael, "what was it like?"



Michael told me that he thought Paddi Lund's dental office was the best run business on the planet. He told me that his experience in Paddi Lund's office was the closest experience he had ever had to experiencing unconditional love in a business context.

I began to realize that what Paddi Lund did was certainly not limited to dentistry. That every single business owner could have the equivalent of that success for their own industry. Every single business owner could have raving fan clients like Paddi, every single business owner could only work with the most perfect, ideal clients - people who they like and respect. Every single business owner could create a business where they no longer have to beg or feel like they are losing their integrity in order to sell their product or service. It's just that nobody thinks this is possible, and even the ones who think it might be possible have no idea how to do it.

Paddi fired the clients that weren't a fit for him.

Now, he could afford to financially. Some of us don't. But the principle is still true.

Who we work with has a profound impact on our own quality of life.

And we're better at helping some people than other people. So, why not just focus on filling your business up with the people you can help best?

When you'd come to meet Paddi for the first time, at some point in the meeting, he would have the following conversation with you.

“Before you consider hiring me at your dentist, I think it's important that you understand what you can expect from me and . . . what I think you should really expect from any dentist that you hire.

I expect to provide you with the kind of care that will prompt you to tell your friends about me.

I owe you that I will be on time for your appointments and that I will perform to your satisfaction while maintaining the standards you've come to know and the level of professionalism and skill you've experienced from me.

The treatment I render should be delivered in a relaxing and comfortable manner. It should be treatment that endures and is attractive. It should look as though you don't need any dentistry and that you didn't have any done.

I owe that you'll always feel that you've been treated with only the highest of respect and intelligence; that your dentistry is performed skillfully and carefully and that you feel good about the care you get and the results you enjoy.

You should expect me to schedule your appointments and live by them.

You should expect me to worry about you at a higher level than you worry about yourself.

You should expect me to perform services at such a level of professionalism and artistry and craftsmanship that results are superlative and enduring.

You should expect me to - in no way, shape or form - render any pain to you and be gentle and respectful.

You should expect me to worry about you as if you were a member of my of my family.

You should expect that years down the road, when all of your friends and neighbors are having destructive experiences with gum disease and dental problems that you should be free of such calamities.”

Notice how clear that is. Notice how compelling that is. Notice how that raises the bar on any dentist that they might ever choose to see. It's powerful to state clearly what they should expect from you. It's bold.

## **But that's not why I'm telling you this whole story.**

I share this story because of what he says next, so read it carefully . . .

“But, before you hire me, I think it's also important that you know what I expect of you as a client . . . I don't work with everyone.

I expect you to care about yourself, your oral health and your health in general. That you appreciate the value of not needing a lot of dental treatment. I think that the best dentistry is no dentistry and when something must be done, it's always best to treat it the best way the first time. It's important for me to know that we think along the same lines and that you know that my practice has been built on giving the absolute best advice and guidance.

It's important to me that you understand the great value that good dentistry offers and that you are preventatively oriented.

It's important to me that you value the problem-free comfort and security a healthy mouth gives you. You appreciate that you should be unaware of your mouth and you understand the value of being able to properly chew your food. You understand that a mouth without teeth develops that sunken look - a sign of old age - and you know I'll prevent that from ever happening to you.

The people you work and associate with are people like yourself and that is just the kind of person I want in my practice. It makes such a wonderful atmosphere for all involved when those involved are nice people. The best source of such people is from people like you.

I expect you to schedule with me and honor appointments on a regular basis to take good, preventative maintenance. When you make an appointment, you should show up and on time. You should make and keep regular appointments to assure that your teeth and gums remain healthy and never need dentistry on a large scale. Being late will cause a problem for not only the timing of your appointment but may effect the next patient's timing. If you must change an appointment, please give me at least 48 hours notice so someone who needs me can be seen promptly.

I want to be your friend and I want you to be my friend. I want you to care about me at the level I care about you and I don't want our relationship to be just professional. I want us to care about each other at a deep and fraternal level. I want to know about your family. I want to know about your life. I want to know about your hopes and dreams. I don't want to just think in the limitations of your mouth.

I don't ever want you to pay me for anything if you do not feel that it was provided at the levels of competence and comfort that you expected. If I do provide that level of treatment, however, I expect you to tender payment that day. I do not want to send you bills or worry about you when I would rather concentrate on your dentistry.”

So not only does he communicate what they can expect of him, but what he expects of them. This is powerful. It communicates self respect. It communicates boundaries. It

filters out people who won't respect him. It provides an agreement that can be checked in on later.

The impact of all this?

He works he clients who love him and he loves. Only.

The impact of that? His workplace is a happy place to be.

As Paddi Lund points out . . .

“I have noticed that there are some indicators that tell me the happiness of people associated with your business. The indicators apply equally to team members, customers, and suppliers.

- People stay a long time with your business – long-term team, customers, and suppliers.
- People smile and laugh a lot.
- People do not complain constantly about their conditions, money, hours, standard of service, wages, bills, etc.
- People come early and leave late. They like to spend time at your place of business.
- People talk with each other in a friendly way.
- People are polite to each other.
- People do not gossip and backbite.
- When you ask people about each other their comments are complimentary.”

### **How do you do this?**

First off, make sure you're happy. identify everything you secretly resent or find unattractive about your business - and eliminate it.

Identify everything you love about your business - everything you find attractive - and do more of that.

### **Make sure that YOU are happy in your business.**

You're probably lying to yourself about a lot of things in your business. Your settling and tolerating a lot of things because you think you need to. And you may not need to.

Secondly, treat your staff the way you want them to treat your best clients: If we want our front line people to nurture and care for their customers, we must first create a warm, nurturing and caring atmosphere in the business family – a team member's politeness and warmth can appear false to a client unless warmth and

politeness are normal in that organization. The team members will tend to treat their customers in the way that they are treated by their boss.

It's like a family.

When children who were abused by their parents reach adulthood themselves they often abuse the people that they control. I cringe when I hear powerful people telling their subordinates, in loud voice and no uncertain terms, that they must care for and be polite to the customers – or else!

Anger is something that most human beings and other animals will exhibit around subordinates, but not around superiors. Are you treating your staff like, 'subordinates'? In business, profit comes more easily when the business is full of happy people making their customers happy, than when everyone is focused solely on the Bottom Line.

We enjoy buying from happy people (and we don't enjoy buying from unhappy people!) Customers buy when they feel they are liked – and they can tell the real from the fake. As we looked at how to become happier in our business we discovered that what made us most unhappy were the little forgotten courtesies and the unkind or thoughtless words or actions.

So we become committed to the notion of providing the continual affirmation of the importance of people to their peers. When team members feel safe and valued as people they can redirect the energy that would otherwise be used in protecting their self-esteem towards more constructive business efforts.” - **Paddi Lund, Building a Happiness Centered Business**

### The “No Assholes” Policy:

I laughed very, very hard at a recent training when someone described her companies 'no asshole' policy. She found that some of her clients were draining and so she empowered her employees to fire clients at will. This meant that her employees didn't have to smile nicely and repeat to themselves “the customer is always right” through gritted teeth when a customer was being abusive - they could just tell them, “you know what? I don't think we're a fit for you.” and let them go.

The important thing here is, while you're clarifying who your ideal client is, also identifying knowing who is NOT your customer? Describe this in detail.



Remember, not every person is your customer. Sometimes it is imperative to say 'no' to continuing the relationship.

Here's some more thoughts from my colleague Troy White about Paddi Lund's approach:

**“Are you in Public Service, or are you in Business?** Because really, the two are fundamentally different. If you're in Public Service, then it's appropriate for you to take any and all comers as customers, to attempt to treat them all equally regardless, and to respond to the obligation you feel of helping anyone with your product or service who asks. And let's face it. That's how most of us in business start out. But if you decide you are in Business, not Public Service, then that approach – attempting to be all things to all people – can actually get you in lots of trouble!”

It certainly did for Paddi. You might recall this key frustration from last issue...

### **Key Frustration #5: Poor Customer Service**

Like most conventional dental businesses, patients were on a 15 minute treadmill. Get 'em in. Get 'em out. Drill, fill and bill. Book any real treatment for another visit – hopefully within a few months as the schedule was pretty full.

In a perfect world, this system might have worked. But in reality, the days rarely went perfectly for Paddi. A hundred different things could go wrong, and any one of them put the schedule behind – potentially good patients were kept waiting, Paddi and the team were stressed, and little genuine care and attention was afforded the poor patients.

Not a recipe for success! But Paddi had his new resolve to fix his frustrations. So after pondering it for a while, Paddi did the unthinkable,

He “sacked” 75% of his customer base! Yep. Paddi “fired”, dismissed, removed, stopped seeing nearly three quarters of the people on his books that he'd spent the better part of 15 years building up.

Have you ever dreamed of ‘firing’ some of your more painful clients? You know, the ones who complain a lot, waste a lot of time, never seem to be satisfied and actually end up costing you money to service? The reality is, it's likely you already have many customers that you don't need. So why not “fire” some?

Now I say “fire” in quotes because that is in effect what Paddi did, but not quite in the way that most people think.

### **The big misconception about ‘Firing’ customers**

The biggest misconception most people have of what it means to ‘fire’ customers is that you actually have to ring them up, write them a letter or look them in the eye and say, “That's it. I've had enough. You're fired!” (As much as you might like to in some instances!)

No, you'll rarely have to do any of that.

Really, the first step is simply realising not all customers were created equal! And

the second step is to benevolently “fire” the worst of them! Here’s a few ways you can do it...

- Don’t contact them anymore. Statistics indicate that 67% of customers don’t repeat buy because of perceived indifference. So just ignore customers and you’ll take care of most of the problem.
- For your more persistent difficult customers, why not just raise your prices. At some point they’ll either leave or you’ll be happy that the money you receive compensates you for the pain!
- And for the really persistent customers, then you might have to take some action like writing them a letter or talking to them in person to invite them to do business elsewhere.

By the way, Paddi doesn't turn anyone away who is in pain. On the contrary, now that he has so much more productive time, he's happy to treat any acute cause, otherwise he couldn't really call himself a doctor. It's just that because he takes such good care of his customers, he doesn't get nearly as much of that any more.

For more on the why’s, how’s and where to’s of sorting, “firing”, filtering and influencing customers, have a look at Paddi’s insights into the subject at:

<http://www.solutionspress.com.au/content/view.asp?nid=ddzltpp&name=TrainingCustomers>

Is that a scary thought? “Firing” customers? It is for many of the people I talk to. Yet as Paddi so eloquently puts it, “In the matter of customers: quality surpasses quantity.”

### ***How, when, and why you should fire the troublesome client***

Eventually it happens, how you deal with it is up to you completely. After all this work, you find you are still attracting some buyers who just aren’t fitting in.

Telling a client you have to fire them, or no longer work with them, is a tough decision to make.

### **The potential for things to go wrong in the process is large.**

- You lose money (although, the time they were costing you probably more than makes up for the money).
- You do damage to a person's (many times) fragile ego.
- You lose any goodwill with that person (chances are good they will talk badly about you to as many people as they can).
- You may find it incredibly difficult to do – sometimes even reversing your "firing" and taking them back (almost always a huge mistake)
- You may find it hard to do and it may keep you awake at night

BUT ...

*You may find it **the MOST liberating experience of your business life** when you finally realize it is **YOU** that is in control, not them.*

## **So, how do you know when the time has come?**

If you find they are eating up way more time than they should be. Calling throughout the day, insisting on meeting after meeting, saying things that just don't make sense, even putting words in your mouth as to what you promised (contracts in place fix that).

At times, you will have that feeling deep inside the pit of your stomach that tells you this is not a good, healthy relationship.

Having just gone through this process not long ago, I can say one thing - **ALWAYS listen to your intuition or gut feeling.**

In this case, right from day one, I had a feeling something was amiss ... but ignored that feeling. Which was a completely stupid decision on my part ... I almost always listen to my gut feeling and it has almost always led me in the right direction.

**This was one of those cases where I *thought*  
I would use the facts to outweigh the intuition.**

A successful business person (so they claimed). A fascinating business model. An exciting project. And a decent compensation model for my work (base retainer plus residuals from sales).

All combined, it *seemed* like a good thing.

Not.

It was trouble from day 2.

So, I bit the bullet and fired them.

Yikes!

True colors get really shown in a situation like this. This is when you experience what the person is truly like behind locked doors.

*You know what else is interesting?*

Once they have been fired, chances are good you will also start hearing other people complaining about this same person - even if you never brought their name up.

Other people will somehow sense what is going on and contribute their experiences with that same person - in this case, it happened 3 times without my bringing the person's name up.

***If you have a client that is causing you more grief than they are worth, fire them!***

It may be a difficult thing at first, but once you get used to it, it will be the most liberating thing you do. Now YOU are back in the driver's seat and you can pick and choose who you work with.

You will realize that there is no sane reason to put up with a client's abuse - let them drain some other poor soul's blood and energy.

Once you gain back control, you will experience a completely different outlook on life, and *you will start attracting more of the right type of client.*

Don't let these kinds of clients drag you down - it is not worth it at all.

Or you can be more understated: *"I just can't continue to work with you right now"*

However you say it, it will open up a new world. Try it, you'll like it.

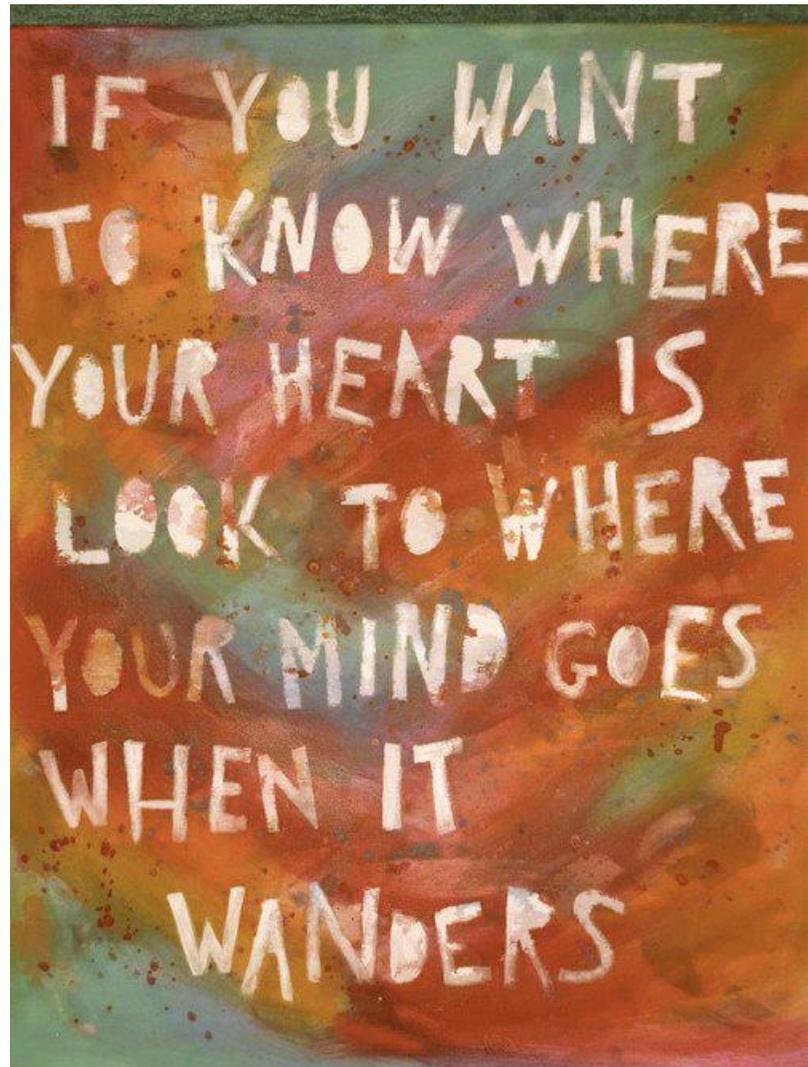
Please let me know your thoughts, and if you have any further topics on this you would like to see discussed.

To your success,



Troy White

<http://smallbusinesscopywriter.com/>



IF YOU WANT  
TO KNOW WHERE  
YOUR HEART IS  
LOOK TO WHERE  
YOUR MIND GOES  
WHEN IT  
WANDERS

# A Different Understanding of Limits

We can't talk about niche without talking in depth about limits.

After all, a core fear is, 'I will lose out if I focus on a niche.'

Most people see a niche as something that *confines*. But in this workbook, I want to invite you to see it, instead, as something that *defines* them.

And I think we, as a culture, need to come to a new understanding of our limits.

Limits are not the enemy of life, they're the *expression* of it. Limits are not the enemy of diversity, they are the *embodiment* of it. Freedom does not mean the lack of limits, it means our capacity to choose (when we're lucky) the limits we work within. Seeing your niche as something that is going to constrain you guarantees you'll never really explore it.

The truth is that choosing a focus is the most liberating thing you will ever do for your business, while rebelling and insisting on being everything to everybody will leave you in shackles with no direction.

My dear friend and mentor Vicki Robin has, for years, been lifting up the question in my mind about limits. Certainly, there are limits based in old fears. There are self imposed restrictions that don't serve us. And then – there are real limits.

Modern culture (particularly the United States) is obsessed with freedom. And we have learned to see freedom as the absence of any limits. Therefore – limits become the enemy of freedom.

In this culture: Freedom = No Limitations.

In fact, as George Bush often implied, those people who want to stop us from getting whatever it is we want to get – 'hate us for our freedom'.

And this is the problem. We feel entitled to live without restriction to our actions. We feel entitled to live as if our actions were without consequence. We've come to see anything that might limit our total freedom as an obstacle to be overcome at best – or an enemy to be destroyed at worst.

I want a woman. Her boundaries around touch? Something to overcome.

I want to sell this vacuum cleaner to this family so I can win the trip to Hawai'i. Their objections? Something to be overcome.

I want this land for my oil company. The indigenous people object? Something to be dealt with.

This is, at best, a profoundly immature way to live and, at worst, pathologically sociopathic and lacking any empathy or curiosity to the boundaries we come across (in ourselves or others).

As Thomas Berry put it so well, “the universe is not a collection of objects, it’s a communion of subjects.” This world is not full of resources (to be exploited or stewarded or whatever) – it’s full of relatives. With their own boundaries. Their own needs and desires.

A river is alive. It wants to go somewhere.

The mountain is alive. It wants to stand there.

Your fears are alive. They want to be listened to.

The older I get – the more I understand and resonate with the indigenous wisdom of ‘all my relations’. Accord everything respect.  
What does this have to do with your niche?

So much.

Limits are not the enemy of life – they’re the expression of life. Everything is limited. That’s the nature of this world. Hearts full of desires encased in bodies that will never fulfill them all. And there’s a beauty to pushing those limits. To testing ourselves. Our capacities are often far greater than we imagine.

But – when limits are not respected (by ourselves or others) everyone has a breaking point.

My friend Tooker Gomberg was one of the most inspiring and creative activists I have ever known. And one of my dearest friends. In 2004, after suffering from years of depression, he took his life by jumping of a bridge. He couldn’t take the pain anymore. He reached his limits.



A few weeks after his death I found myself walking with an old schoolmate and her friend who’d recently returned from a music school in Europe. After weeks of being pushed to new levels of excellence on the piano – he awoke one day to find himself in a straight jacket in a mental institution; with no idea of how he’d gotten there. His mind had, temporarily, broken. He’d reached his limit.

Our muscles are like that. They can lift more than we think. You hear of mother's lifting cars to free their children. But, there is a limit. There's a point where they start to give. They have limits. And, as new research in muscle growth tells us – the more brief and intense the exertion is – the longer the period of time is needed for the muscle to grow.

Muscles do not grow during exertion – they grow during rest.

And yet – there is an entire industry of personal growth that challenges people to surpass their limits – without the balance of the need to accept our limits as we find them. And so sometimes people might push themselves further than is appropriate. Perhaps they are told that the natural 'stop' signals they're receiving are just 'fear' and that they should push past it.

Like many things in life – it is not simple. When do we push our limits? And when do we rest and not only accept them but . . . enjoy them.

I return to the words, "God grant me the serenity to accept the things I can not change, the courage to change the things I can – and the wisdom to know the difference."

And it's the wisdom piece that I think needs the most attention.

In his book "Free Play: Improvisation in Life and Art", author Stephen Nachmanovitch explores how art and creativity thrive in limits – with edges to push up against and use. Give an artist only three colours of paint, one canvass and a theme – and you'll often see inspiration. Tell an artist, "okay . . . so do some stuff . . ." and watch them shrink. Limits can be freeing.



Tell an entrepreneur to come up with a marketing strategy to get more clients and watch them freeze. Where to start? They are instantly immobilized. But give that same entrepreneur a particular target market to focus on and watch them light up with ideas. Brilliant, specific, practical and ingenious ideas. Ask a practitioner, 'where could you find new clients?' and watch them trot out the typical answers, 'new age bookstores? Uhm . . . other practitioners? . . . uhm . . . workshops?'. But give them a particular group of people and watch the new and innovative ideas start to flow.

We believe that the lack of limits makes us happy – but it's not true. Less limits do not mean more happiness. More choices does not mean more fulfillment. Having a niche will not necessarily make you less happy.

In one study, participants went through a photo shoot and were presented with two photos of themselves. They were invited to take one home. In the first group they were told they could come back and switch it for the other one at any time. The second was told this was their only time to choose – they'd be stuck with that picture forever. Guess

which group was happier with their choice? Group two. Less options = more contentment?

Yes.

Counter intuitive but true.



### **LIMITS ARE NOT THE ENEMY**

The personal growth scene extols us to push past our limits, that we have no limits. There are books with titles like “Unlimited Power” or “Unlimited Wealth”. As if limits, of any kind, were the enemy.

But we do have limits.

Rampant capitalism seems to think there is no limit to growth. But the Earth has limits.

In the movie ‘The Secret’ this philosophy is extolled. There’s this sense that we can do, have and achieve anything we want. And that we should. That if we can conceive and believe, we can achieve.

And I’m not arguing against testing ourselves and growing. But I am concerned with the ways we go about it.



If you push too hard, and too fast doing yoga – you can hurt yourself. Very badly.

If you irrigate a field too quickly, the water bounces off the surface of the soil (it can only absorb so much so fast).

If you refuse to have limits on your business you can work too hard with too little reward and burn yourself out trying to please everyone and hustling to get clients.

Yes, sometimes we need to move fast – and sometimes we need to slow down. This culture needs to slow many things down.

As Thomas Merton put it,

“There is a form of contemporary violence to which the idealist fighting for peace by nonviolent means most easily succumbs – activism and overwork. The rush and pressure of modern life are a form, perhaps the most common form, of its innate violence. To allow oneself to be carried away by a multitude of conflicting concerns, to surrender to too many demands, to commit oneself to too many projects, to want to help

everyone is to succumb to violence. More than that, it is cooperation in violence. The frenzy of activists neutralizes their work for peace. It destroys their own inner capacity for peace. It destroys the fruitfulness of their work because it kills the inner wisdom which makes their work fruitful.”

## **GROWTH IS NOT THE ONLY GOAL**

Nothing in nature lives forever. Or grows forever. Death is there too.

Niches are born. And they die. You are excited to work with a community for a while and then . . . something happens and you need to let it go. That’s the way it is. Nothing lasts forever.

Niches have a limited place. You’re not helping them with every single thing in their lives. You’re helping them with a particular problem. You’re helping them on a particular journey. And there is a moment where that journey starts and a moment where it ends. There’s a moment where you say hello and a moment where you say goodbye. The open armed welcome and then you bless and release.

We can’t hold on forever.

We live in the days skyrocketing growth. Straight up in straight lines. Bigger is better. What do we want? More.

But a small business doesn’t only need to grow big and sell. It can also grow deeper into the community. We don’t just need to grow more powerful and wealthy – we can also deepen and wiser. Our economy doesn’t just need to grow in GDP – it needs to deepen in quality of life. As Gandhi is said to have stated, “there’s more to life than increasing its speed.”

Is what we need right now really more power or more wisdom about how to use that power?

I feel concerned about the obsession of power to conquer our limits over the wisdom to enjoy, test and explore our limits. A niche is something that can be enjoyed and relished in. It can be our little nook in community. The part we play. How wonderful. Not everyone wants to be a farmer, but perhaps you do? Not everyone wants to be a butcher, a baker or a candlestick maker ... but perhaps you do? Not everyone wants to work with a particular audience but perhaps you do.

I fear that our culture misunderstands growth. That is is like the acorn trying to grow itself by lacquering on shells on top of its shells and becoming a bigger acorn, rather than immersing itself in the necessary time of darkness to slowly crack, die and burst itself into the oak; an authentic growth far more profound than an increase of the shells.

Stated another way: to explore our limits is to explore our truest nature. Our limits aren't there to be dismissed as dreadful demonstrations of deep disempowerment but honoured as the containers we live in. And sometimes we need to craft our own creative containers.

Limits aren't the enemy – they're friends we can trust and enjoy. They don't confine us – they define us. Acting within our limits is not always laziness – it can be the height of responsible action.

True freedom is not found in the absence of limits but in our ever deepening, respectful and loving relationship (and intimacy) with ourselves, others and the forces of life.

We feel most powerful when we act within our integrity. Acting outside of our integrity feels terrible. We feel ungrounded, off rhythm and hesitant. Integrity breeds presence and relaxed awareness.

In a culture of self promotion, we are encouraged to also engage in self reflection. We are invited to trust our own growing process, the wisdom and nature of our own boundaries. To trust the rate of our own growth. And encourage others to trust that too.

The irony is that when we let go of trying to be more, to be seen as so great – our natural greatness shows up. People aren't drawn to people who are 'confident' – they're drawn to people who are comfortable in their own skin. At peace with themselves. Centered.



# EXERCISES!

Basic Sources of Material for  
Your Big Circle:

## The Living Room Exercise:

My no-fail, one-step exercise for helping entrepreneurs figure out their niche  
by Carrie Klassen on June 8, 2011

When you're an entrepreneur, there's something about this idea of knowing your niche that can feel out of reach but all-powerful. Like you have to be a marketer to "get it right". But marketing, done nicely, is no more fancy or cerebral than telling people what you do. And niche marketing is telling people you like what you do. You already know everything you need to beautifully market your business – you just might not know that you know.



One-step niche-finding In one of the workshops I lead, I start things off by helping the business owners in the room figure out their niche – except that I tell them we're "describing our ideal clients". Same thing, but one sounds way more fun and it is. Here is the exercise:

Close your eyes. Picture yourself sitting in your living room. There are six or so seats available on your couch or with dining room chairs pulled in. Now, one at a time, invite into your living room your ideal clients. These can be people you already know or they can be imaginary.

Now get a scrap piece of paper and set a timer for 12 minutes. Write the answers to the questions below as quickly as you can:

What are the people in your living room wearing? Where were they before arriving at your place? Where will they go next? What labels do they give themselves? What communities are they a part of? What keeps them up at night? What do you love about them? What do they ask you for? What do you want to do for them?

You already know exactly who will "get" you and what your business is all about. You already know who wants to buy from you and what they need. And you've just written it down. Too simplistic? Nu-uh. You know why? Women are highly intuitive, emotionally intelligent beings. We've already collected and stored all the necessary data. When you do a timed writing exercise like this, your judgmental side doesn't have time to meddle, so your creative side gets free reign. It can tap into and string together relevant data more quickly. It's the opposite of simple – in marketing consultant speak, what you've just written up is a psychographic target market analysis. You're such a smarty pants.

Now how do you use this information?

Design your promotions for the six people you pictured in your living room. Put your flyers where those people hang out. When you write your website or your event invitations or your newsletters, don't write them for some faceless mass, write them for those six people. How

would they like your store or clinic to look and feel? If you saw a redhead in Hunter boots on your imaginary couch, don't pay any mind to what her husband would like.

Be brave enough to be specific.

I know it's scary. This week, for the first time ever, I described my own business as "specializing in elegantly written and smartly designed websites for women-owned businesses." Yikes. But what about business cards? I heard that panicked voice saying. And what about the men? You like men, Carrie. Which is true. But in every iteration of my own website, when I have dared to get more specific, I've always attracted more clients and more clients I LOVE who want to do projects I love. Which makes sense, right?

What niche marketing all comes down to, for me, is this: Life is way too short – and way too long – to do anything other than what you love with people you love.

~~~

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## Results from the Living Room Session:

What are the people in your living room wearing?

Where were they before arriving at your place?

What labels do they give themselves?

What communities or scenes are they a part of?

What keeps them up at night?

What do you love about them? What qualities or attributes?

What do they ask you for?

What do you want to do for them?

Where will they go next?

## The Cafe Exercise:

Imagine that you're trapped in a cafe for four hours but, at the end of the four hours you don't want to leave because of who was there and because the conversations were so good.

Who were the people there?

What were you talking about?

## Wounds Work:

What came up for you during the exploration around the connection between your wounds and past experiences and your niche? What themes did you notice?

## Qualities You're Craving:

What qualities do you least want in any clients you ever work with?

What qualities would you most love to have in any client you ever work with?

## Past Clients:

### **Favourites**

Think of your top five favourite clients. You might or might not be seeing them anymore, but the clients you really, really loved. The ones you wish you could clone. In the table below, fill out their name and what it was you most loved about them.

| Favourite Client Name | Qualities You Loved About Them |
|-----------------------|--------------------------------|
|                       |                                |
|                       |                                |
|                       |                                |
|                       |                                |
|                       |                                |

## Least Favourites

Think of your top five *least* favourite clients. You might or might not be seeing them anymore, but the clients who left you feeling drained and rotten after sessions. In the table below, fill out their name and what it was about them that had you feel so depleted.

| Least Favourite Client Name | Qualities That Annoyed, Frustrated or Bothered You About Them |
|-----------------------------|---------------------------------------------------------------|
|                             |                                                               |
|                             |                                                               |
|                             |                                                               |
|                             |                                                               |
|                             |                                                               |

### Bonus Question:

What's the *opposite* of those qualities you don't like in them? And how can that help you clarify what you do want?

Generally speaking, who do you seem to be best at helping? Where do you really shine?

Generally speaking, who do you seem to be worst at helping?

What are some quirks, eccentricities or little things that might be true for your ideal client (note: they're likely true for you too).

Here's an example I love from [www.pinkelephantcommunications.com](http://www.pinkelephantcommunications.com)

*My very favourite part of the Academy is the roster of entrepreneurs who have signed up and shown up. You'll fit right in if:*

- *You're doing what you love for a living and even when it's scary, wouldn't choose the alternative*
- *You buy organic when you can and will take your recyclables home with you if you can't find a bin*
- *You notice the smell of lilacs in spring and love the call of [wild geese](#)*
- *You feel a pretty hum in your heart reading [Desiderata](#), which might just be your credo too*

Give your honest answers to these and know that your ideal clients are the ones who would totally dig whatever you come up with . . .

**What** things are you best at helping people with? Where are you strongest?

**When** during the day are you at your best?

**When** during the year are you at your best?

**Where** would you most love to do your work?

What is unique about your approach to and **point of view** about about your work?

**Why** do you do what you do? What is the bigger cause that you see your work as an expression of?

## The PreRequisites:

This is one of my favourite things to clarify because it helps make it so clear to you and to your potential client when they're a fit and when they aren't. It makes sure that you only work with people who are really ready to work with you.

Perhaps before working with you, you'd want them to already have skills in a certain area, already have achieved certain goals, have certain products, believe certain things, have had certain experiences.

When people show up totally ready, it puts you in the best position to help them.

### **The questions are simple:**

At what point are your clients 100% ready to work with you?

If your clients could do any homework at all before they showed up to work with you for the first time – and you knew they'd do it happily and perfectly – what would you have them do?

When is it too soon for them to work with you?

When is it too late in their process for them to work with you?

What do they need to already have in place to get the most out of working with you?

What is the perfect moment in their lives to take advantage of what you have to offer?



Can you sum this up into a 'top five' prerequisites?

1)

2)

3)

4)

5)

Are there any Agreements that your ideal client needs to be willing to make with you? What are the conditions that would bring out your best? What are the boundaries you need to hold?

## The Four Tracks:

This is a piece I got from my colleague Max Simon. For most businesses, the benefits of their work to the client (and the symptoms their clients experience) tend to fit into one of four main 'tracks': god, money, relationships and health.

It can be very powerful to choose **one** of these to define your Big Circle. Choosing one of these will instantly make everything you do so much easier to understand.

Watch this to get a quick sense: <http://marketingforhippies.com/the-journey/>

**Money:** This track represents money, right livelihood, the economic aspect of our lives, food, shelter, the basics. The physical world and our ability to navigate that. And, of course, money.

**Symptoms of Imbalance Here:** Broke, in debt, finances are a mess, late in paying bills, not making enough money, making money and then losing it all.

\*

**Relationships:** Dating, marriage, sex, intimacy, friendships, family etc.

**Symptoms of Imbalance Here:** no relationships, stressful or abusive relationships, bored in relationships, scared to meet people, unhealed trauma and issues in relationships etc.

\*

**Spirituality:** God, inner peace, meaning, direction in life etc.

**Symptoms of Imbalance Here:** stress, anxiety, deep sense of spiritual ennui, lack of meaning in life, what's it all about.

\*

**Health:** physical health, diet, nutrition, exercise etc.

**Symptoms of Imbalance Here:** disease, feeling exhausted, in pain in their body

**Summary:** If you had to pick *one* track, what would it be?

## Menu of Possible Target Markets:

This list is not meant to be exhaustive or complete. It's just meant to get you thinking. Circle anything that feels true of all the clients you might want to see. For example, if you want to specialize in working with women, circle that. If you the focus of all of your marketing will be on retirees, circle that. You might not circle many things, which

A few key points here:

1. many of these target markets can be combined.
2. these are only half of the equation. To be a really complete niche, you also need to add a 'problem' or 'need' to whatever combination of these you come up with (i.e. not just single mothers but 'single mothers who struggle to stay in shape.')

See if any of these on the next page might add a bit more detail to what you've come up with already or if it actually might inspire even more ideas.

**WOMEN:**  
single women  
new mothers  
single mothers  
expecting mothers  
bride to be  
women entrepreneurs  
mompreneurs  
women corporate jobs  
women executives

**MEN:**  
single men  
single fathers  
new fathers  
expecting fathers  
groom to be  
men in corporate jobs  
male executives

**SEXUAL  
ORIENTATION:**  
(LGBTQ) Lesbian/Gay/  
Bi/Transgender/ &  
Questioning  
BDSM

**AGE & STAGE OF  
LIFE:**  
Single  
Step Parents  
Married with no  
kids  
Single Parents  
Married parents  
Divorced  
Working parents  
Widowed  
Stay at home  
parents  
teenagers  
high school students  
college students  
newly weds  
new homeowners  
renters  
condo owners  
recently divorced  
widowed  
retiring  
grandparents  
seniors  
Parents of Babies  
Parents of  
Toddlers  
Parents of Preschoolers

Parents of School  
children  
Parents of Pre Teens  
Parents of  
Teenagers  
Recent graduates  
Twenty somethings  
Thirty  
somethings  
Middle Aged  
Retired

**ETHNIC:**  
black  
hispanic  
asian  
indian

**TASTES:**  
tea lovers  
wine lovers

**LIFESTYLE**  
travelers  
outdoorsy folks/back  
packers  
exercise nuts/health  
conscious  
acreage owners  
athletic  
triathletes  
gamers  
bikers (Harleys)  
ravers  
hackers  
4x4 enthusiasts  
personal growth junkies  
fisherpeople  
boat owners  
Animal lovers  
Squash players  
Vegetarians  
Computer techies  
Artists  
Wood workers  
Train spotters  
Quilters  
Surfers  
Scrapbookers

**PETS:**  
dog lovers  
cat lovers

**DIET:**  
vegetarians  
vegans

raw fooders  
macrobiotics  
superfoods  
whole foods  
traditional foods  
meat and potatoes –  
four food groups

**SPIRITUALITY:**  
Yoga  
tai chi  
buddhist  
christian  
moslem  
hindu  
shamanism  
new age  
pagan  
Unitarian/Unity/New  
Thought churches

**VALUES:**  
environmental  
traditional “american”  
yoga moms

**COMMUNITIES:**  
immigrant  
indigenous  
LGBTQ  
club scene  
rave scene  
electronic music scene

**INDUSTRY &  
POSITION:**  
Accountants  
actor  
Architects  
aromatherapists  
artist  
Bankers  
business owner  
CEO’s, CFO’s etc.  
chiropractor  
Coaches  
consultant  
corporate employees  
corporate mid level  
managers  
dentists  
designer  
Doctors  
doulas  
Engineers  
Entrepreneurs

esthetician  
Executives  
financial advisors  
financial planner  
freelancer  
hair stylist  
holistic practitioners  
HR Professionals  
IT professionals  
janitors  
lawyers  
Managers  
Marketers  
midwives  
naturopaths  
nurses  
office furniture stores  
plumber  
printer  
professors  
publishers  
realtor  
retail  
Salespeople  
secretarial  
Social Workers  
speaker  
stockbroker  
Teachers  
techie  
Therapists  
Virtual assistants  
writers

**PRODUCTS THEY  
USE:**  
cell phone users  
iPod users  
tampon users  
birth control pill users  
mac users  
Dreamweaver users  
digital camera users

**HANDICAPS &  
SITUATIONS:**  
chemically sensitive  
non-english speakers in  
english speaking areas  
physically handicapped  
blind or seeing impaired  
deaf or hearing impaired  
autism  
highly sensitive people  
caregivers to the ill or  
elders

# Bonus Exercises

# Loving You for Who You Are:

Let's be real.

If your clients don't love you for who you are then they'll either leave or you'll need to change yourself to try and appease them. Bah. Most of us feel like we need to hide our real selves. I want to suggest something different. I want to suggest bringing it out even more.

Thomas Leonard's endorse your own worst weakness

perfect fit - what quirks, kinks, qualities, foibles and weaknesses do you have that they'd have to be okay with or even enjoy?

certain things about you and the way you work might never change. what if there were people who were into that?

your ideal clients will LOVE you for who you are. if they don't it's hardly an ideal set up.

What are all of the things you're secretly scared that your clients will judge you for? (e.g. you're too fat, you're too skinny, too young, too old, too sensitive etc).

If you can't fix it, feature it.

## **The Top 10 Ways To Endorse Your Worst Weakness** by Thomas Leonard

One of the things I learned most from [Thomas Leonard](#) was the idea of endorsing your own worst weakness. It's a bit of what he'd call 'tricky wisdom'. Can you take the thing that you're most embarrassed and ashamed of in your business (and maybe life) and turn it into a strength, an asset and maybe even something to be relished.



Sometimes the fear of being 'found out' for our weaknesses has us scared to even get our name out there. Once we can come into a better relationship with these things, it's amazing the energy it unleashes and what a powerful filter it can be in attracting the kinds of clients who are a best fit.

I recently had a call with a client who's target market was women. And she was fierce. I called her out on her fierceness. She admitted she was but was embarrassed by this.

'It's true! But it's gotten me into so much trouble!'

'What if,' I asked her. 'You were here to teach women how to be fierce.'

This had never occurred to her as a possibility – that her *mess* might just be her *message*.

The human tendency is to either ignore, hide, deny, compensate for or strengthen our weaknesses. After all they ARE weaknesses, right? And weaknesses aren't GOOD. Well, until now. The following Top 10 List makes the case for getting to love and honor your worst weaknesses instead of trying to improve them.

**1. Your worst weakness may be the fastest way to accessing the best parts of yourself.**

What IS your worst weakness? Are you a wimp? A liar? Insensitive? Impatient? Selfish? A dilettante? Or worse? Just for now, pick one. If you get to the 'bottom' of your worst weakness you WILL find something of incredible value.

For example, if you are a wimp, it may just be that you are a supersensitive person (which is a REAL gift). If you are a liar, you may be someone who is built for a much better life (one that is true to the lie) than you have now – hey reason enough to set higher goals! If you are insensitive, perhaps you are hanging out with the wrong people and it's time to freshen up the Rolodex. And so forth.

Look for the opportunity in your worst weakness – not to strengthen it, but rather what it points to or tells you about what the next level of your life should probably include. Weaknesses then can really be great traffic cops – telling you where to go/focus on next.

**2. What IF you began feeling proud of/accepting your worst weakness?**

What IF you began feeling proud of/accepting your worst weakness?

Hopefully, the comments in #1 above will make weaknesses sound and feel, well, less 'weak.' It's pretty common advice today to 'accept' your weaknesses instead of self-criticizing yourself for them, or blaming others. However, I am suggesting that you go a lot further than just acceptance. Because acceptance implies 'giving up' or 'giving in.'

Endorsing implies more of a sense of being grateful and proud of your weaknesses. Wouldn't that be an amazing evolutionary step for you to feel incredibly great about your worst weakness? And for folks to hear and feel this excitement on your part. Remember, the TRUTH will set you free; acceptance only heals. Big difference.

**3. Focus on your strengths, but include your weaknesses and THEN delegate them.**

I've met a lot of clients who get some sort of satisfaction from improving their weaknesses. For example, if they are really bad paper filers, they'll take pride in setting up the world's best filing system, only to have it dismantle itself within a month. All that effort for a short-term sense of 'success.'

Oh please.

Better to focus on your strengths to the point that you can afford to pay others to handle your weaknesses. I'm really bad with paperwork, follow up phone calls, dealing with the public or paying bills, so my Virtual Assistant does ALL of that for me. Sure, I could MAKE myself do all this stuff (after all I AM a CPA), but at what personal, time, emotional, spiritual or financial or, most importantly, opportunity COST?

Part of being irresistibly attractive is to become super conductive. How can you become super conductive if you're forcing yourself to overcome a weakness? I'm PROUD of the fact that I'm lousy with paperwork and dealing with the public. I used to be embarrassed/shamed by this. But to me, it's now an asset/strength. Make that leap.

#### **4. Educate people on what you don't do well, until they fully understand.**

Part of the process of 'converting' your weaknesses into strengths is to educate others on the fact of what your weaknesses are. In other words, be human. A great quote is: "I'd rather be hated for who I am than be adored for who I'm pretending to be."

Of course, I'd prefer to be adored for my weaknesses, but that's another top ten list! Seriously, here are the types of things to say to yourself or others about specific weaknesses: *"I'm really bad about responding to this type of email from someone I don't know. I need to pass on this."* *"I'm terrible with secrets; I gossip. Don't tell me anything you don't want broadcast."* *"Paperwork is the bane of my existence, which is why I invoice you (a client) by telephone."* *"I don't have the attention span to take notes of our coaching sessions, so you'll need to keep track of your goals and progress."*

Get the point? I'm not saying to be arrogant with your weaknesses, but they really ARE strengths if you let them help you tell the truth.

#### **5. By knowing what you cannot do and cannot change, you are freed up to enjoy what you have that does work well.**

By knowing what you cannot do and cannot change, you are freed up to enjoy what you have that does work well. Taking the path of least resistance is an important strategy in the Attraction OS. So is surrendering to what is so. "What resists, persists" and all that. The point here is to spend your energy where it flows and pulls you forward instead of getting your self esteem and success by overcoming limitations or natural preferences.

#### **6. When you can endorse your worst weakness, you can accept the humanness of others.**

This is key. When YOU get to the place where you see/recognize/accept/endorse your worst weakness as a strength, you'll be able to respond to others in a similar way. You'll take things less personally, and be less affected by the 'humanness' of others. And THAT will really make you attractive — to others as well as to yourself.

#### **7. Your worst weakness can become a community-network builder for you.**

This may sound a little unusual, but it's really neat. What's your worst weakness? How are you dealing with it? What have you learned? What other characteristics do you have as a result of having this weakness? Who else is in the same boat? The point here is that your weakness may be the admission ticket to a 'club' of others dealing with the same thing. And by getting to know others with a similar weakness, you can get some of the support you need to turn your weakness into a strength.

**8. Accept/endorse your worst weakness by realizing how well it's gotten you to THIS place in your life — and being grateful for that.**

Give credit to your greatest weakness for how it's helped you get to where you are today. Write down a list of 10 very specific ways it has helped you whether these were (positive or negative at the time) events, situations, conditions or relationships which were triggered, exacerbated or protected (you) by your weakness. I think you'll find a pretty cool list!

**9. Link your worst weakness to your biggest strength — see the relationship between them.**

My biggest weakness is/was that I am WAYYYYYY too sensitive to other people's energy, criticism, even their praise. It either disturbs, devastates or seduces me. I feel that I have no control over it. Yet, it's also become my biggest strength: To honor the weakness, I've had to change my life, my priorities and how I work.

I've become even MORE sensitive in the process, but now I use this skill/gift to create cool stuff instead of trying to 'overcome' it. So, I think it's fair to say that what you might call your biggest weakness is really your body's or spirit's way of saying, "Hey, there's something really great down here, but you'd better make some changes before I'll let you see what it is!"

**10. Endorsing your worst weakness is just the beginning of the Attraction Principle; not the end.**

You probably understand that this principle is not about feeling good about saying to someone, "Hey, this is my weakness; get over it!" This principle is not a license to be a jerk, nor is it an excuse not to evolve through your weakness. Because to truly endorse your weakness, you WILL need to become 100% responsible for how affects you, your life and others.

You will naturally want to evolve through your weakness instead of wearing it like a badge of honor. That's why the process of endorsing your worst weakness is just the beginning of this principle, not the only step.

- by [Thomas Leonard](#).

## Weaknesses Worksheet:

What are the top three big flaws and weaknesses you have that you just can't seem to change no matter how you try? (e.g. showing up late, not returning voicemails, being super shy, being really intense etc.)

- 1)
- 2)
- 3)

How might these flaws and weaknesses actually be of service to your clients? How might they be a benefit? (e.g. being really sensitive means you'll be really sensitive to them, not returning voice mails might mean that you're really focuses on your work and on helping them etc.)

- 1)
- 2)
- 3)

If there's no real benefit to the weaknesses, how can you at least compensate and make sure that your clients aren't adversely affected? What systems do you need to put in place? (e.g. a voicemail that says, 'I never check this, please email me here.' or telling people, 'i'm always five minutes late. it's just my thing.' etc).

- 1)
- 2)
- 3)

# Which of the Seven Chakras Does Your Work Primarily Address?

## Base Chakra

This is the first chakra, located at the base of the spine, and rules the survival instincts – shelter, protection and safety. The physical counterparts are the digestive system, intestines, spine, lower back, legs and feet.

**Symptoms of imbalance:** Lower back pain, constipation or diarrhea, knee pain, gout, rage and anger, fear, egocentricity, spinal cord dysfunction, lethargy, exhaustion, addictive personality, not grounded, financial difficulties.

## Sacral/Water/Sex Chakra

This is the second chakra, located at the pubic bone, and rules over birth, sexuality, and certain creative energies. The physical counter parts are the kidneys, bladder, genitals, and uterus.

**Symptoms of imbalance:** Lack of sexual desire or passion, sterility, infertility, jealousy, kidney stones, urinary tract infections, miscarriages, sexual addiction, sexual diseases, creative blocks.

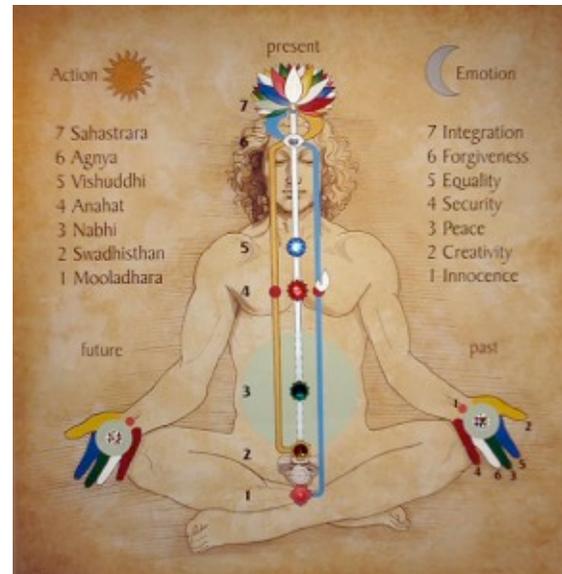
## Solar Plexus

This is the third chakra, located two inches above the naval, and rules over metabolism, digestion, liver, pancreas, self confidence and emotional balance. The physical counterparts are the stomach, liver.

**Symptoms of imbalance:** Need for excessive control and power, fears, stomach ailments, anger, nightmares, aggressive behavior, ulcers, feelings of victimization, lack of self confidence, bulimia, obesity, anorexia, isolationism, indigestion, feeling overwhelmed.

## Heart Chakra

This is the fourth chakra, located above the sternum, and rules over love and its related emotions. The physical counterparts are the heart and lungs, middle back.



**Symptoms of imbalance:** [Heart attacks](#), poor circulation, angina, high blood pressure, self hatred, asthma, lack of independence, acting naïve, suffocating others in loving and giving, lack of compassion, intolerance, weak immune system, lack of joy,

## **Throat Chakra**

This is the fifth chakra, located in the throat at the Adam's Apple, and rules over communication, truth and creativity. The physical counterparts are the throat, mouth, teeth, tongue, thyroid glands, neck and the shoulders.

**Symptoms of imbalance:** Sore throats, laryngitis, fear of public speaking, too talkative or too shy, the need to be an expert, inability to tell the truth, inability to speak one's opinion, thyroid disease, anxiety, hyperactivity, lack of creativity, nightmares.

## **Third Eye**

This is the sixth chakra, located centrally at the forehead above the eyebrows, and rules over vision, intuition, insight, intellect and clarity. The physical counterparts are the eyes, ears, head, and brain stem.

**Symptoms of imbalance:** Astronaut personality, spacey, too logical or too abstract, too many thoughts at once, migraines, forgetfulness, inability to remember dreams, inability to meditate, visualize or connect with inner guidance on the higher levels, poor eyesight, tension, inability to concentrate or stay focused.

## **Crown Chakra**

This is the seventh chakra, located at the top of the head, and rules over inspiration, Unity, Divinity, and Oneness with the Universe. It is the base of the spiritual body. The physical counterparts are the brain and head, the pineal and pituitary glands, and their hormones.

**Symptoms of imbalance:** Inability to connect to physical world, confusion, headaches, hallucinations, mental illness, worry, dominant ego.

*from: <http://chakrasbalancing.com/symptoms-of-chakra-imbalance>*

**If you had to pick *one* primary chakra that represents the symptoms your work addresses what would it be?**

# Myers Briggs

## About the Four MBTI Preferences

source: <http://www.famoustype.com/preferences.htm>

The four different MBTI preferences are an enormously important area of the Myers-Briggs. All aspects involved with the test spawn from something to do with each of the four preferences. In fact, without them, there would be no Myers-Briggs!

Each preference category involves a major aspect of personality. Your Myers-Briggs type is based on your preferences in the following four categories:

*How we get our energy* (**[Introverted or Extraverted](#)**)

*How we process information* (**[Sensing or Intuition](#)**)

*How we make decisions* (**[Thinking or Feeling](#)**)

*How we choose to live our life* (**[Judging or Perceiving](#)**)

Whenever we use one preference, we are at the same time forgoing its opposite. For example, you can be extraverting - speaking and engaging with others - but you can't be introverting - being alone, comparing the outer world to the inner self - at the same time.

From birth and perpetuated over time, each one of us has developed and cultivated a clear "preference" in each of the four categories that we feel comfortable with and rely on.

Those who don't have a clear preference in a category may be more flexible and adaptable when it comes to using the preference, but they are less likely to have the deep level of expertise and strong abilities that one with a strong preference often brings. While it is nice to rely on a certain preference, we have to use every preference from time to time and should therefore try our best to cultivate our weaknesses.

*Warning:* It is a common misconception that once you know the preferences you know the Myers-Briggs. The truth is that, while the preferences have to be known and known well in order to master the Myers-Briggs, the beauty of the Myers-Briggs lies in the different aspects and theories that derive from the preferences. To just know the preferences and not the other theories is to seriously sell yourself short and will only enable you to be an average type-watcher and appreciator. In order to understand yourself and others well, and in order to [accurately type most people](#), the [expanding theories](#) need to be known as well.

While looking at the information on the four functions, make sure you take in the information of your non-functions as well. Remember that if you have one preference,

you'll need to remind yourself to use the other preference. For example, if your preference is N, you may need to remind yourself to collect more direct, concrete facts and not miss pertinent details for your best conceptualization. If your preference is S you may need to remind yourself not to forget about the big picture, and try to utilize your gathered details into a future scenario or in new ways.

## **Introversion and Extraversion**

### **How We Get Our Energy**

The first category tells us how we get our energy. E stands for extraversion. E's typically gain energy from their direct involvement with people and the outside world. I stands for introversion. I's typically gain energy when given the opportunity to spend time alone and think things through.

### **Extravert Characteristics**

- Doesn't mind being in large groups and often enjoys it
- Likes to know and associate with lots of people
- Prefers social interaction to time alone
- When confronted with a problem, typically likes to talk it out with others and get their point of view
- Known to speak before thinking
- Doesn't typically have trouble thinking of something to say, and is typically at ease in doing so
- Doesn't typically have problems meeting new people wherever they go
- May need to practice their listening skills
- Easily adapts to social situations
- Typically appreciates situations for what they are worth as they are happening

### **Introvert Characteristics**

- Prefers one-on-one to large-group interaction
- Prefers to have a few close relationships
- Needs time alone to restore energy
- Typically good listeners
- More likely to think before speaking than extraverts are
- May be lost for words at times, not knowing what to say
- Enjoys reflecting
- May need to get time to self to take things in before fully appreciating them
- Dislikes crowds
- Reserved

Introverts can be too self-absorbed while extraverts may lack introspection.

I's think about how the outward situation pertains to them and who they are, while E's think about how they pertain to the outward situation.

Introverted doesn't mean antisocial or socially awkward. Some of the best speakers and "people persons" of all time have been introverts. What makes them I's is their need to be by themselves to recharge their batteries. Given this opportunity, and especially when put in a situation that means something to them, some I's can be very publicly engaging.

*I's shouldn't try to be like E's and E's shouldn't try to be like I's. I's shouldn't try to be overly talkative and try to be around people all the time. It is better for them to utilize their good listening skills in order to say something sufficient and relevant each time they do talk.*

Fact: Extraverts make up a higher percentage of the population than Introverts do.

## **Sensing and Intuition**

### **How We Gather Information**

This category tells us how we take in information and what we choose to attend to when perceiving the world.

S stands for sensing. Those favoring S prefer to take in information in a direct, factual manner. N stands for intuition. Those favoring intuition take in information looking at the big picture, checking for underlying meaning and connections with the mind's eye. S's naturally think about what already exists while N's think about what could be. N's prefer generalizing, concepts, theories, and ideas, while S's prefer facts and tangibles. S's have a firm grasp of reality, know how things are, and are realistic. N's take pride in their ability to imagine and think of ideas.

### **Sensor Characteristics**

- Good with the concrete (what can be seen)
- Likes to think about what exists
- Realistic
- Typically has plenty of common sense
- Pays attention to and remembers details
- Takes in information in a step-by-step manner
- Prefers direct experience
- Pays attention to their surroundings

## **Intuitor Characteristics**

- Good with the abstract
- Likes to think of what's possible
- Has an active imagination
- Thinks outside the box
- Enjoys seeing things in different ways
- Likes to daydream
- May be difficult to understand
- Gathers information through intuitive jumps and inferences
- May have unexplainable hunches or a sixth sense
- Complex
- Gets motivated by their inspirations

Fact: Intuition is the least common of the eight possible preferences, only characterizing about 25% of the population.

Sensor: "I like to focus on the present and what exists in front of me."

Intuitor: "I like to think about the future and what it could or may hold."

When intuitions take in information, they compare and apply that information to some type of larger, big picture context - thinking of underlying meanings, envisioning possibilities, and intuiting what these can tell us about the future. Because of this, N's often have strong vision, insight, and intuition.

S's prefer to think concretely. While taking in information they look at the facts, empirical evidence, and past experiences. They take the information literally and catch most of the nuances and details that N's often miss. Therefore S's are often realistic, in touch with reality, and practical.

## **Thinking and Feeling**

### **How We Make Decisions**

This category tells us how we make decisions and judgments.

T stands for thinking. Those favoring thinking prefer to make decisions objectively with their head, through logic. F stands for feeling. Those favoring feeling prefer to make decisions subjectively, with their heart, based on their values and emotion. T's value justice and fairness, while F's value harmony and empathy.

## **Thinker Characteristics**

- Wants truth and justice
- Hard-nosed, firm
- Decides with head
- Naturally skeptical
- Critical
- Blunt
- Looks at principles
- Objective

## **Feeler Characteristics**

- Naturally sympathetic
- Strives for harmony
- Empathetic and forgiving
- Decides with heart
- Naturally trusts others
- Supportive
- Tactful
- Concerned with the feelings of others

Thinker: “There is a principle and outcome to everything.”

Feeler: “There is a human element to everything.”

## **Judging and Perceiving**

### **How We Prefer To Live Our Life**

The final category tells us how we choose to live our life and go about our daily activities - the kind of lifestyle we choose for ourselves.

J stands for judging. Those favoring judging prefer to plan things out and live in a structured manner. P stands for perceiving. Those favoring perceiving prefer to leave their options open and live in a flexible manner. Judges are organized schedulers who like to come to conclusions. Perceivers are spontaneous improvisers who delay decision-making.

## **Judger Characteristics**

- Likes to plan
- Organized
- Likes to come to conclusions
- Prepared
- Enjoys finishing things
- Relies on schedules, to-do lists, and deadlines
- Typically more serious-minded than perceivers
- Sees and sets boundaries
- Values a job well done
- Likes to know what to expect ahead of time
- Decisive

## **Perceiver Characteristics**

- Likes options
- Places emphasis on having fun
- Spontaneous
- Delays decision-making
- Flexible
- Good with improvisation
- Adapts, goes with the flow
- Enjoys starting things
- Can work on many things at once
- Enjoys surprises
- Doesn't like to commit because they never know what may come up

The perceiver's idea of freedom is not being bound by limited possibilities and opportunities. The judger's idea of freedom is being free from having the pressure to improvise due to chance.

## **More on the 4 Preferences**

Remember that we need all eight preferences in order to be happy. Someone who behaves only as an extravert may not be able to work or be alone when necessary, and will never reflect, thinking about the consequences of their actions, or develop a true sense of self. You can't always be intuiting; many daily tasks involve sensing capabilities and reaction with the concrete outer environment. Remember, it's called a preference; so it's what you prefer to use.

It's important to take the 8 preferences into consideration when making any kind of decision. Often people don't even realize why they are in a foul mood. Certain factors such as matters of circumstance, lack of sleep, or overwhelming stress are often involved; but you'd be surprised how often it simply involves a lack of time for one's true preferences. Even when circumstances are dire and times seem like they couldn't get any worse, being able to spend time utilizing our preferences, and even attacking the problems while using these preferences, typically brings comfort and enjoyment. Whether it's about what job you should take or how you should study for your next algebra exam, in each decision your *preference* should be considered (we are talking about your well-being here!).

**Summary:** Which personality type do you feel your ideal client is?

What stage of emotional growth are they at emotionally?  
 source: Bill Plotkin

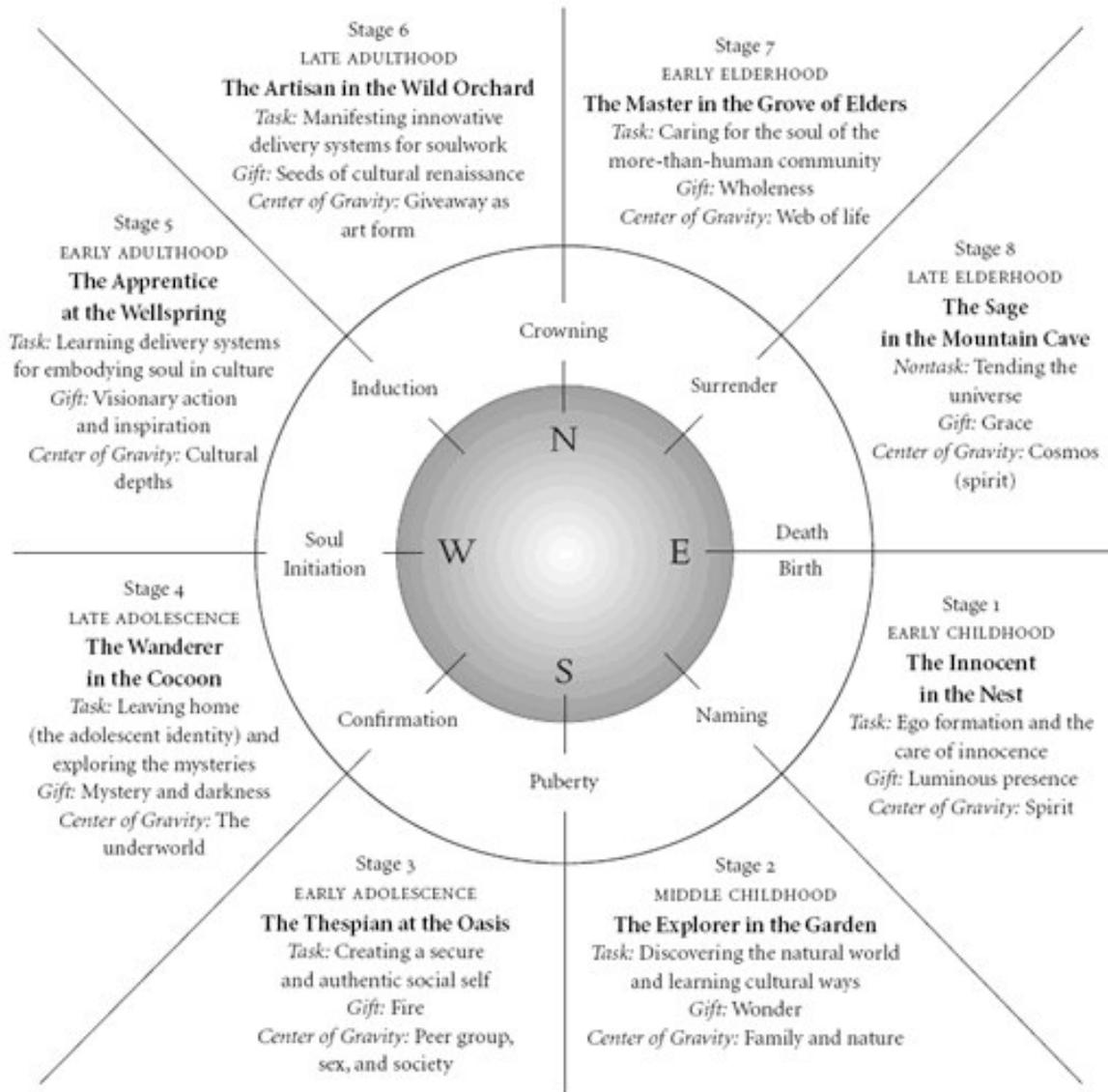


DIAGRAM 3-3: THE EIGHT SOULCENTRIC OR ECOCENTRIC STAGES OF HUMAN DEVELOPMENT

# Maslow's Hierarchy of Needs:

Where do you meet your clients on this hierarchy? What level are they stuck at here?





"My Ideal Client":  
Your Big Circle on a Page



Important note: you won't have a clear answer for everything here. There may never be an answer. But some of these will feel really clear for you - so just put what you're clear about and trust that, over time, this will all become much more clear.

**Complete the following sentences for your Big Circle.**

If I had to give a label or general description (serious or playful) to the kinds of people I most want to work with it would be . . .

From the outside, my ideal clients seem like (e.g. aesthetic, appearance, dress etc.) . . .

You'd often find them hanging out at the . . .

They love to read . . .

They enjoy listening to . . .

They like to watch . . .

In terms of food they really love . . .

They're a part of the following scenes and communities . . .

Sometimes they worry a lot about or struggle with is . . .

More than anything, they're craving . . .

The qualities I most love in them that bring out my best are . . .

They're really fascinated with conversations about . . .

The things they do that make them such a great client are . . .

The quirky things I love about them are . . .

They're ready for me when the following things are happening in their life . . .

The chakra they struggle with the most is . . .

Their Myers's Briggs personality type is . . .

The level on the Maslow Hierarchy they're stuck at is . . .

What stage in life are they at?

**Summary:** Can you sum up, in 250 words or less, your Big Circle based on all the sentences above?

## Some Cautionary Thoughts on High Standards:

It can be easy to set the bar so high that we never see anyone.

It can be easy to no longer be able to meet people where they are.

Let's talk healers for a moment.

I've seen some healers who would say things like, "I only want to work with people who are ready to change and grow and to take 100% responsibility for their life."

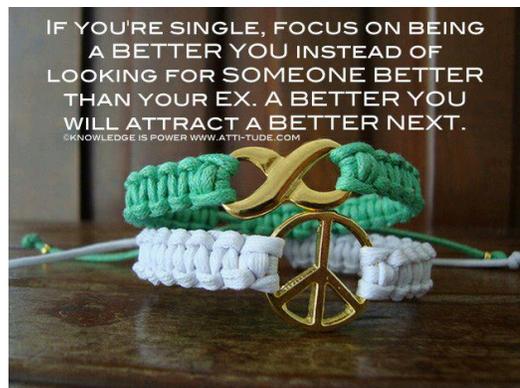
And that has me think, "does anyone take 100% responsibility for their life? And are you ready to accept that they might not be ready? And can you see that part of your role as a healer might actually be about providing empathy and support to help them even see that they might have some responsibility in their life?"

Ask yourself, do they need to take 100% responsibility? Or do you just need them to be committed to that idea? Or even just resonate strongly with the notion (even if they don't manage to do it all the time).

Sometimes people's crazy high standards for clients actually comes from their own shame and unresolved stuff. I've seen some healers constantly project their own failures in healing anyone by making it all about their clients' unwillingness to heal, their fear and their stuff. So it's never the healer's fault. It's always their clients fault for not having their shit together.

I think you can see the problem here.

It's the same problem with a CEO feeling like a victim because their subordinates keep failing to produce the results they want. Or your friend whose relationships never work out because their ex's are all crazy. Or the retail store owner whose shop is always empty because their clients don't get how hard they work. Or the new age shop owner whose store is so filled with light that 'most people can't take it'. Sure.



If you're struggling and you're blaming it all on people 'not being ready' maybe it's actually that YOU aren't ready to meet people where they are.

If people 'not being ready for your help' grosses you out . . . that's not them. That's you. And your judgment of them isn't helping them. Your wanting to be seen as a big deal success before you actually deliver those results to people is what's holding you back.

What's needed there isn't 'better clients' it's more humility and building structures to make sure you're connecting with people in the ways that works for you. Building systems and ways that people who genuinely aren't ready for your help can still get help so that they can be ready for you.

There's a fine balance between being clear and being judgmental and unrealistic.

Don't get bitter - get better.

Part of developing your marketing funnel is about helping people to *get* ready to work with you. This is why workshops, blogs, online products, webinars and such are so useful. They can help your people get to a point where they're ready to work with you.

I've got a blog with a ton of free content. I've got a lot of free videos people can watch. I've got products people can buy. Group programs. Workshops. There are so many ways that people, who might never be a fit for me to work with one on one, can still get help.

This idea of identifying 'who's a perfect fit' can be seen in the Big Circle general way but we can also hone it in for particular workshops, products and services. What might be a fit for one on one work might be more stringent vs. people listening to a webinar who we never even meet.

I think the key thing is this. If we're going to turn people away let it be with kindness and the truth of 'it's not a fit' vs. a big story about how 'they're obviously not ready'.

Also - It's important to know what are your MUSTS for you clients and what are just 'that would be great' things. Some things are deal breakers. Some things aren't.

# Big Circle Case Studies

EXAMPLE 1: [www.Actionplan.com](http://www.Actionplan.com)

## Is This You?

### Who Action Plan Marketing Serves

## We offer products and services only for professional service businesses

**Most Action Plan Marketing clients and customers are "Independent Professional businesses."** These are businesses that either sell their expertise or know-how or provide a professional service of some kind. Traditionally, Independent Professionals have been attorneys, accountants or architects. These days there are thousands and thousands of Service Professionals who didn't even exist a few years ago -- from web site designers to professional business coaches.

Typically my clients possess expertise in a wide variety of business-related services from consulting and training to design and computer programming.

**The expertise they do NOT possess is how to attract clients more consistently. Do any of the following scenarios fit your situation?**

**You are new in business and don't have much marketing experience.** Perhaps you're a newly minted coach or consultant. You have the training and life and/or business experience to make a difference with your clients but you really have no idea where to start with marketing your services.

**You have tried a lot of things to marketing yourself without much success.** You've tried networking, speaking, writing and perhaps even have a web site but nothing is working very well. Clients are not yet flocking to your door and you wonder if you just need to be patient or are you doing everything wrong?

**You have been in business awhile but your sources of new clients are drying up.** It's not unusual for markets to change, for contacts to move on and for old marketing approaches to stop working. Can you reestablish yourself without taking forever and without spending a fortune?

**You have a built-in aversion to marketing and selling yourself.** This is very common. We wanted to own our own business, practice our expertise and service our clients, not spend all our time chasing clients. You may think you're not the marketing type and couldn't turn a prospect into a client unless they shoved a check into your hand!

**You have a successful business and you want to do better.** You realize that although you have been fairly successful in attracting clients, you could be a whole lot better at it. You want to learn new approaches and strategies to marketing and selling your services that work more consistently.

**If one or more of these scenarios is true for you, please read on.** You're in the right place. There is help for you here.

**Our clients fall into one of the following four categories:**

#### **Consultants/Coaches:**

Anyone who sells their expertise or who helps clients achieve results.

Management, technical, human resource, process improvement, marketing, productivity, substance abuse, energy, organization development, communications, employment, proposal writing, financial, Internet, software, computer, hospital... and many more.

**Trainers:**

Anyone who teaches, educates or trains clients, including those who lead workshops and seminars.

Stress management, presentation skills, writing, conflict management, organizing, team building, communication, diversity, language, personal growth, customer service...

**Professional Services:**

Anyone engaged in the practice of a traditional professional service.

Accountants, architects, attorneys, engineers, doctors and other medical and health practitioners.

**Services:**

Virtually any business-to-business service.

Computer repair and services, insurance, writing, design, photography, business software, financial professionals, employment professionals such as executive recruiters, data entry, editing, tax preparation, data storage, computer networking, data processing, word processing, secretarial services, conference management, meeting planners...

**Who is most likely to succeed using our approach to marketing?**

**My clients and customers typically share many of the following characteristics.** If these fit you as well, you are likely someone I can help attract new clients.

**High standards of excellence** - Good enough isn't. You are interested in being the very best in your field.

**Very knowledgeable about your business** - You strive to be true experts and valuable resources to your clients.

**Interested in making a contribution** - It's not just about money but about making a difference with those you work for.

**Hard worker - committed to success** - You are persistent and willing to try many things to achieve results.

**Realize you can't know everything** - But you are willing to get assistance and expand your knowledge and expertise.

**Willing to invest in yourself and your business** - You know this is the best investment of all.

**Committed to mutually supportive relationships** - In business and life you realize that you can't make it alone.

**If you fit the profile above you can be successful in marketing your services.** Next, learn more about [how Action Plan Marketing works](#) to help you attract clients consistently.

## EXAMPLE #2: (funny): A Canadian

### **You know you're Canadian if:**

1. You stand in "line-ups" at the movie, not lines.
2. You're not offended by the term, "Homo Milk".
3. You understand the sentence, "Could you please pass me a serviette, I just spilled my poutine."
4. You eat chocolate bars instead of candy bars.
5. You drink pop, not soda.
6. You know what it means to be on poge.
7. You know that a mickey and a few 2-4's mean "Party at the camp ground, eh?!"
8. You can drink legally while still a teen.
9. You talk about the weather with strangers and friends alike.
10. You don't know or care about the fuss with Cuba, it's just a cheap place to travel with good cigars and no Americans.
11. When there is a social problem, you turn to your government to fix it instead of telling them to stay out of it.
12. You're not sure if the leader of your nation has EVER had sex and you don't WANT to know if he has!
13. You get milk in bags as well as cartons and plastic jugs.
14. Pike is a type of fish, not some part of a highway.
15. You drive on a highway, not a freeway.
16. You know what a Robertson screwdriver is.
17. You have Canadian Tire money in your kitchen drawers.
18. You know that Thrills are something to chew and that they "taste like soap."
19. You know that Mounties "don't always look like that."
20. You dismiss all beers under 6% as "for children and the elderly."
21. You know that the Friendly Giant isn't a vegetable product line.
22. You know that Casey and Finnegan are not a Celtic musical group.
23. You participated in "Participaction."
24. You have an Inuit carving by your bedside with the rationale, "What's good enough protection for the Prime Minister is good enough for me."
25. You wonder why there isn't a 5 dollar coin yet.
26. Unlike any international assassin/terrorist/spy in the world, you don't possess a Canadian passport.
27. You use a red pen on your non Canadian textbooks and fill in the missing 'u's from labor, honor, and color.
28. You know the French equivalents of "free", "prize", and "no sugar added", thanks to your extensive education in bilingual cereal packaging.
29. You are excited whenever an American television show mentions Canada.
30. You make a mental note to talk about it at work the next day.
31. You can do all the hand actions to Sharon, Lois and Bram's "Skin-a-ma-rinky-dinky-doo" opus.
32. You can eat more than one maple sugar candy without feeling nauseous.
33. You were sad when "The Beachcombers" were taken off the air.(Even if you didn't watch it!)
34. You know what a toque is.
35. You have some momento of Bob and Doug.
36. You know that Toronto is not a province.
37. You never miss "Coach's Corner".
38. Back bacon is one of your favourite food groups.

## EXAMPLE #3: Tad Hargrave

We work with good businesses. That could mean: “green business”, local business, sustainable business, social entrepreneurs, holistic practitioners, life-affirming and otherwise conscious entrepreneurs.

I find that, for the most part, they keep ‘meaning’ to handle their marketing but are a bit ‘allergic’ to notions of sales, marketing and self-promotion. They think it’s kind of gross. They look at what many of the bigger names in ‘conscious wealth’ do and secretly hate it (but sometimes do it because they think it’s the only way to grow their business). A lot of them have sort of given up hope that there’s any way to market what they do that resonates with them and [feels in integrity](#).

**Perhaps you are selling a natural, eco-friendly, cruelty-free or otherwise healthy product** (e.g. organic dog biscuits, recycled journals, organic cloth diapers, hemp clothing, bamboo flooring etc.)

Or you’re in the **Healing Arts or a Holistic Practitioner** (perhaps you’re a Therapist, Massage Therapist or Body-worker, Yoga Instructor, Herbalist, Shamanic Practitioner, Life-Coach, Meditation Teacher etc.) . . .

Or maybe you’re a **local business owner** that just plain cares deeply about your community, nature and social justice? ( maybe you run a Yoga Studio, Eco-Friendly House Cleaning company, an Organic Farm, a local Theater Company, a Fitness Studio, a comfy, little locally owned Bookstore, a groovy local Restaurant, an Eco-Store, a Pottery shop or a Natural Health-Food Stores etc.)

With the situation so dire in the world – we need successful alternatives like never before. More and more people want to create healthy and sustainable lives and are desperate for alternatives (that’s you!).

But this means not only creating the alternatives – it means telling the world about them. It means presenting the real value of what you do in an attractive, competent and compelling manner. It means spreading the word. It means getting people to try them out.

In a word – marketing. You love your business and it’s a success because you’re very good at what you do. BUT! You know in your heart, mind and gut that if you could clearly articulate the essence of what you do to more of the right people, you would have all the business you could handle, and more. But you don’t know how to do it. You want to attract more clients and cash-flow but you want to do it in non-pressuring, non hype-filled ways. In fact, you need to because your clients are instantly repelled by the slightest hint of hype or pressure. So – how do you promote what you do in a way that is not only effective but “feels good”?

## EXAMPLE #4: The Blog Squad

### Our Ideal Client is...

1. **A professional** who already has a business, a practice, a book, products or services for sale and wants to leverage the Internet to grow his/her business.
2. **Able to navigate and use the Internet;** intermediate computer skills are required. We can't work with a beginner for the radio show because we need to move quickly. No programming or technical skills needed, however.
3. A professional with **imagination and intelligence**, and the ability to learn quickly.
4. **Open to learning** and trying new things; must be willing to take and follow directions; must be willing to ask questions clearly and succinctly. (This is radio, and there is no time for meandering and rambling.)
5. **Willing to be showcased;** not for the shy or private person; must be willing to let others see their progress online; willing to take feedback.
6. **Disciplined** and will spend time each week implementing the assigned tasks; The Blog Squad is available by email. The Ideal Client must complete assignments each week (not a huge time commitment).
7. **Able to be on the radio show every week for 13 weeks**, on Thursdays at 8 a.m. PT (11 a.m. ET) for an hour, from January 11 through April 5, 2007. There can be a back up person in the event there is an unavoidable absence, or we could work around any scheduling conflicts if only one time. If the homework is completed, for example, and the Ideal Client is absent, we can still have listeners look at their site and accomplished tasks.
8. **Passionate** and has energy for their industry, for their business, and really wants to take their business online and profit from a strong Internet presence.
9. **Engaging** and has a pleasant personality, pleasant voice, and is upbeat and positive. A sense of humor is a plus. Overly chatty people are discouraged.
10. **Enthusiastic** and really wants to be on the show and get expert mentoring.
11. **Ready, willing and able** to invest in the software applications and tools necessary to take your business to the next level. This may include blogging software, ecommerce marketing software and other tools (after free trial periods, this could be approximately \$58 per month).

## EXAMPLE #5: [www.hannahalbertnd.com](http://www.hannahalbertnd.com)

**Are you dragging** from insomnia & exhaustion? **Frustrated** every month by wild hormone swings? **Struggling** with an infertility diagnosis? **Betraying your body's intuition?**

### Did you know...

- Many Gynecologists don't treat 3 of the 4 critical organ systems responsible for maintaining healthy hormone balance.
- Hormone imbalances promote toxicity in your body, which is aggravated by poor quality food and pharmaceutical drug use.
- Toxicity inhibits fertility and energy production, prevents restful sleep, and increases your risk for hormone-related cancers.

The greatest health challenge smart, busy women face today is how to find **safe and effective individualized care** that helps them feel their best. Fertile Ground offers sustainable, holistic solutions that won't pollute your planet or your body, so you can find relief and be green at the same time.

### What to expect at Fertile Ground

Because I value your time as much as mine:

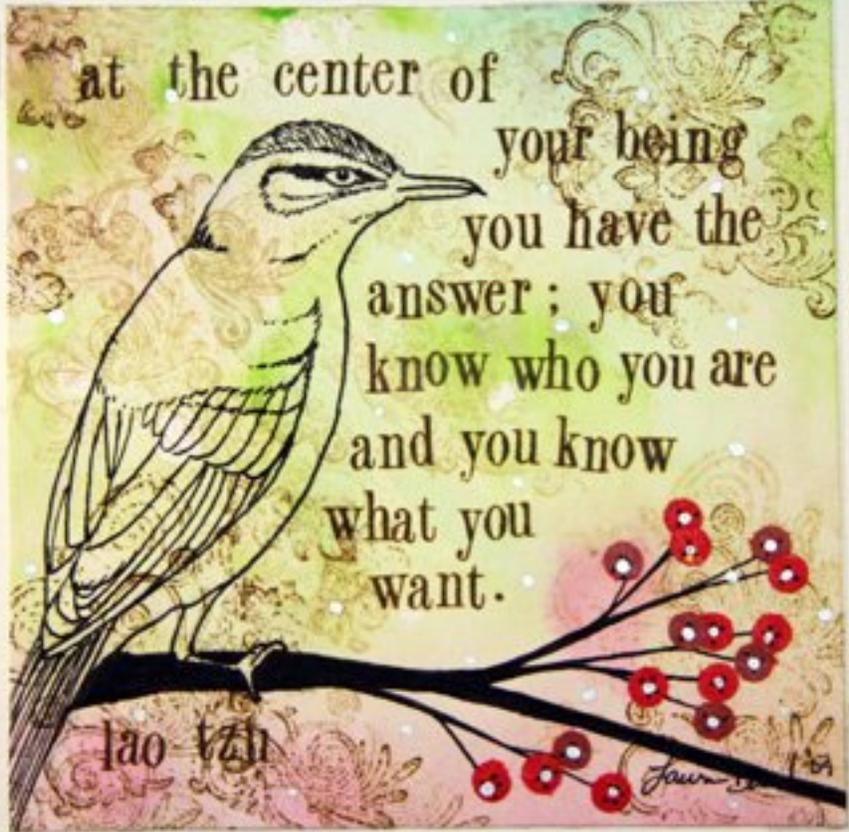
1. You will be respectfully listened to -- as a human being that happens to have a collection of symptoms.
2. You'll benefit from an experienced clinician and educator in practice since 2000.
3. You'll be referred to other practitioners if you are not comfortable with me or if conventional or other care is indicated.
4. You are ultimately in charge of your own body.
5. You'll develop insight that comes with reconnecting to your body's natural intelligence, often accompanied by increased self-confidence and personal transformation.
6. You'll be prescribed the purest, highest quality prescription-grade natural medicines, 98% of which are manufactured in Europe to pharmaceutical standards and are regularly analyzed by independent labs.

### What I expect of my clients

1. You want to receive care from someone who resonates with your values, and you're seeking a professional relationship, not merely a prescription refill.
2. You recognize true healing is a process and don't expect instantaneous results.
3. You take responsibility for the results you want, and you honestly relay your expectations and needs.
4. You're ready and willing to make changes because you sincerely care about your body and its well-being.
5. You show up on time for appointments and pay for the services provided at the time of your visit.
6. The referrals you make to Fertile Ground are friends, family, and coworkers who resonate with values you respect.

### How does the Fertile Ground approach work?

- We'll review your health history and discuss your goals at the first visit; exams are performed as necessary.
- Based on your individual, unique requirements you'll be prescribed nutritional supplements, dietary modifications, bodywork, and/or homeopathic medicine.
- You'll learn self-care practices to enhance your healing and rebalancing process between visits.
- You'll be invited to a series of Intuitive Body Expression sessions to reconnect you with your body's creative intuition.
- We design a program that serves your needs for both now and later; you provide feedback at monthly or bimonthly follow-up visits concerning response to treatment.



at the center of  
your being  
you have the  
answer; you  
know who you are  
and you know  
what you  
want.

lao tzu

Jann 2009



DONT GIVE  
UP WHAT  
YOU WANT  
MOST,  
FOR WHAT  
YOU WANT  
NOW.