

Niching for Hippies

Niche Projects

It's Tad Hargrave from MarketingForHippies.com. Again, here we are, week four. I can't believe the weeks are flying by so fast. This is the week that is in some ways the whole point of this whole time, this idea of niche projects. That's what we're going to be talking about.

Slow Marketing

One of the overall concepts I want to toss out here, and there's a blog post that I wrote about this I'll find and put up, is this distinction between fast and slow marketing. It's interesting, I recently wrote a blog post called "Slow Marketing."

<http://marketingforhippies.com/slow-marketing/>

There's the slow food movement, slow fashion, slow sex, slow everything. This book was written called In Praise of Slow by Carl Honore. His notion was how we have this fast food culture and we need to slow down, enjoy our food, enjoy the company, and all that.

I've had a similar feeling about marketing for a long time. We need to slow everything down a bit and give ourselves a break. There's so much hype and so much wanting us to get everything done immediately, right away. Even though six weeks is slower than a weekend workshop might be, it's still fast in a lifetime to try to figure out some of these issues.

If you're feeling a little behind, it's not that you're behind. You're right on track. This course is just a little fast, that's all. This notion of slow marketing, like when you irrigate a field, the slower you drip the water in, the deeper it goes into the field. Sometimes, when we go to fast, it's the illusion of productivity but it actually isn't when people go through niching too fast.

That's why we're doing a little circle and niche project as opposed to niching your whole business. When people prematurely do that, it often ends in disaster as we talked about with Lisa Cherney and she was mentioning the challenge with premature niching. It can really cause problems down the road because you invest so much, then it doesn't feel authentic.

Slowing down is important in our marketing. The challenge with slow marketing, as wonderful as it is, because slow marketing is a lot about building relationships, letting people get to know you in a safe way, you build your container, your Web site. People can really check you out. Slow marketing is what I've been doing for the last bunch of years.

There's a real beauty to that. The challenge is sometimes, you're broke and you need money. For Americans, living in a country without health care, money becomes even more important. Sometimes, we're in a crisis and the option of slow marketing isn't really there.

Fast Marketing

We want to look at fast marketing.

<http://marketingforhippies.com/fast-marketing-vs-slow-marketing/>

Fast marketing is different. Slow marketing is a broad approach where we build our container, our Web site, work on our bio. We work on a lot of that background material that will make us very safe to approach. We do all that.

Fast marketing doesn't require any of that. I'm going to send you an interview I did with George Huang, who created a six figure income in 72 days without doing any of the slow marketing stuff. When we look at fast marketing, the keyword here is focus which is what we're perfectly on track for around the little circles.

You pick a particular group of people with a particular problem. You offer them something. I'll tell you the short version but I've written it up in a blog post. The short version of what George did was instead of spending years building a Web site, doing social media, building a platform, his presence, and all of that, he had a clear sense of the small circle he wanted to work with, working with entrepreneurs, around business success and stuff.

He just did a presentation and offered a half hour consultation for people. In that pre-consultation, if it felt like a fit, and it did for most of them because the workshop was pretty well focused, he offered them a \$1500 a month coaching package with a year long contract. I think seven, eight, or nine people said yes to that, which equals a six figure income.

That sounds pretty basic and simple but notice it was very focused. There weren't a lot of steps to it. In marketing, there's this notion of the **sales funnel**, which is very important.

If you go to an **ice cream store**, you can get the pink spoon, the little sample size, you can get an ice cream cone, you can get a bucket, you can get a cake, and you can become a part of a monthly ice cream club.

There are all these different levels. The funnel is broader at the top and narrower at the bottom because there are more people obviously who will try the free things.

If you go to a yoga studio, you have your free drop-in class, where you have a free pass someone gave you for a drop-in class.

You have the ten pass or the month pass, you have weekend retreats, and you have teacher training, all those different levels. With slow marketing, you can really build that funnel up. It can have so many different levels and different tangents to it so that people can really take their time.



Figure 3: Multiple Streams Ice Cream Journey

You can have ten levels in that sales funnel with different products, services, programs, and group programs but with fast marketing, we want a very small sales funnel. I'm talking two or three levels. It would be like intro, workshop, free call, coaching program.

You want it very small and very focused on a particular group. If you're wanting to make income quickly, that's what you need to do. Doing all the slow marketing approach, building the container and platform, going for clarity and all that will over time, it's a much more solid foundation to build from.

If you add a fast marketing approach to the slow marketing base, that's the most solid but I get how sometimes you just need money. We need money, you have focus, and you've got to hustle but focusing and hustling without any clarity, or trying to hustle without focus is really hard.

Then it's like the person saying, "Come to my healing workshop!" They're trying to hustle that. Maybe they'll fill it. But it doesn't make sense when there's no little circle, there's no journey. It's much harder to do.

With the little circles we have, it makes everything so much easier. I want to talk about niche projects as an idea because I've seen so much in marketing around the whole "build your empire" everything, besides having issues with the metaphor of empire in general, that's ultimately a slower approach. You're building this whole community, this whole scene around your business.

<http://marketingforhippies.com/empire-vs-village/>

Projects are small things that we can try out and test. Depending on how clear and passionate you are about the small circle, the little circle you have, and depending on how much time and money you have, how much space you have in your life will depend on the size of the project. It can be something very small to something really big.

We're going to be giving a ton of examples of different types of niche projects. I really want you to check in with yourself and be taking notes during this call. Takes notes and notice which ones resonate with you as potential niche projects you're going to do.

The homework from this call is going to be, once you have a little circle that works, to pair it with a particular project that you could do where you can experiment. There are different goals for a niche project. It might be to make money but it also might be just to get exposure or to try something, depending again on where you are.

Niche Project Benefits

Niche projects is one of the most liberating and practical ideas I've ever had on how to deal with choosing a niche. It's inspired directly from my colleague Alex Baisley of BigDreamProgram.com. There's so much to talk about in the marketing world about building these huge things. I think that can feel intimidating for people.

It can be like being asked to marry somebody before you've even dated. The niche project is a way that you can date your niche and explore things. What does that look like in business? In essence, it's about creating these niche projects before you consider even creating a niche business.

Ultimately, a niche business is powerful. If you have a whole business that's really focused around one small circle, everything gets so much easier in your business and is so much more profitable ultimately. But here's some logic behind the niche project - there are some clear benefits to them.

BENEFIT #1: A niche project will take less work than niching a whole business but it can open doors to a niche business.

BENEFIT #2: Niche projects can give you a real world experience with the niches you're considering. It's easy to theorize that a niche could be great but you can't actually know until you've interacted with them directly.

BENEFIT #3: niche projects can allow you to explore new landscapes without having to move there. You can work with a niche group without having to become trapped in a reputation of only working with that group. Obviously, when we're looking at a niche for a whole business, that is one of the criteria. Are you willing to be known as the person that works with that niche? Are you willing to be known as a person who delivers that particular result to that particular group of people?

BENEFIT #4: doing a niche project might just open some doors for you into new ventures and connections you never would have imagined. My dear friend Alex Baisley who I mentioned has this provocative notion that our big dreams, the things we've always wanted to do are not luxuries; they're doorways.

Sometimes, just by taking five minute to explore something on the Internet could change your life. It did for me. I remember I got really interested in learning Scottish Gaelic. I just went online to Google to see if I could find some tapes on how to learn Gaelic. But in searching online for the tapes, I found across St. Francis Xavier University in Nova Scotia where they have a Celtic studies program.

I was somebody who had never gone to university in my whole life and kind of pooh-pooed it. I was literally jumping around my apartment. I was so excited about the thought of doing Celtic

studies. I let it rest for three years. I was still excited. I went. Then that took me to the Isle of Skye in Scotland where I went to a Gaelic college there.

That got me connected with a Gaelic community in Cape Breton which had me costar in a Gaelic movie called The Fiddler's Reel a couple of summers ago from five minutes of searching on the Internet. These niche projects can seem small but don't be fooled. A very small thing can open up big doorways.

BENEFIT #5: your niche project might just turn into your main thing. Again, I think I shared an example in the intro call when I started the youth jams project in 1999. It was a one-time side project with this group I was working with. Now, that project has basically become the core work of the organization.

Your little project might turn into your whole thing. You never know. This idea of a niche project is going to be a fit for you if, number one, you get that having a focus would be helpful rather than trying to just do what you've done, and number two, if you have some idea for niches, like these little circles, but you feel scared to commit. That's where these projects can be particularly useful.

Niche Project Criteria

There are some criteria of a good niche project that I want to toss out.

CRITERION #1: Number one, the niche has got to meet the criteria of a good target market. It's got to be a really clear little circle. That 11 point checklist of criteria, you want to be able to give a pretty solid yes to most of them and soft yes to all of them.

CRITERION #2: you should feel really excited about the project. The thought of doing it should have you really jazzed, not a sense of, "Uh, well, it's a test. I guess I'll do it." If you don't feel pumped about it, if you're not thinking about it before you fall asleep, maybe having dreams about it, if you're not really excited about it, it's probably not that great.

CRITERION #3: it's either a very small thing that's ongoing, that doesn't take much effort. Maybe it's like, "I'm just going to tweet once a day about it." That could be a project. That could be fine. It could be a very small commitment over time or usually, it has a start date and an end date and is finite. It doesn't last forever.

CRITERION #4: it's something that if it works out could be repeated on a regular basis, monthly, quarterly, once a year. When you think about whatever project you want to do, you want to think about not something that you could only ever do once but something that you could probably do again and again and again. As you design it, you might want to have that in mind and be thinking about the way you design it to make it easier to do the next time if you want to.

CRITERION #5: it's got to benefit you in some way in addition to just being a chance to learn. That could be either building your list, making money, or it could be getting clients. I would really think through the benefit of it strategically. What are you trying to get out of this niche project? If you're not clear, it's going to be a lot harder to get.

I know a guy who spoke at a conference. Speaking at a conference could be a niche project. There might be a particular conference you're like, "I want to do a talk at that conference about this small circle. That would be a cool project to wrap my head around." I know a guy who did that. He spoke at a conference. He was rated the highest thing at the conference, even better than the big sessions and keynote speakers. It was super interactive, super engaging, and he got no clients.

When I talked to him, I said, "What did you offer them at the end of your talk?" There was silence. Nothing because he hadn't offered them anything. "You can still email them later." But he hadn't even gotten their emails or contact info. He didn't really strategically think through what he wanted from that talk and how it could have benefitted him.

CRITERION #6: it's got to benefit your niche in some way, whether that's by inspiring them, educating them, or connecting them with each other. Whatever the project is, obviously it's got to be of use to them. That's my rationale behind niche projects. I hope that is useful and makes sense.

Niche Projects Case Study Brainstorms

I have a list of 28 categories, different types of niche projects. I want to share it with you. Each of them has a bunch of examples underneath it.

Here's what I'd like to do instead of just jumping into that because we have a bunch of little circles here. I think there's some ways that we can help each other. I'm going to, in the group, post something. I'm going to post the name of one of the people and the summary of their little circle, which I hope they won't be appalled by.

I want you to go to the group and underneath that, I want you to post your ideas of what are all the different types of cool projects, interesting ideas that that person might be able to take in working with their niche. If I were to post and say, "I really want to work with permaculture people, help them with their marketing." Get creative. Get out of the box with these ideas.

You might say, "It would be cool if you hosted a potluck, a local food potluck, and you teach marketing at the same time. Or you could coach people while they're gardening. You could do a project where you take the major permaculture principles and show how marketing relates to those. That could be a project and you could do a talk about that.

"You could do a teleseminar. You could do just a webinar series like you're doing here, a six week thing but for permaculture people." Just get creative and think about all the different ways that you could be helping them, that would be useful for that group. I hope that makes sense.

Niche Projects Case Study Brainstorm #1: Colleen Lowe - "Women Struggling To Get Over A Breakup"

Let's try the first one, Colleen Lowe. Her target market, if I had to sum it up, are women struggling to get over a breakup, that just had a marriage or a long-term relationship that ended somehow and they're devastated. They even get social anxiety. They want to go out and be social so they can start their lives again but they just end up staying at home.

They feel terrible about themselves for staying at home. They're at that point where they need to do something to get a life. They're in that place where they're really open to using that as a springboard to create an even more amazing life than before.

The Brainstorm

Organize meet-ups for the group in great bars, restaurants etc

Sensory self-care meeting, where they symbolically use your soaps to wash away their past relationship.

support group with a fun focus. Surviving a break up is a really dark place and I feel the gatherings sometimes need to be light, silly, fun.

Walking club.

Women's circle, celebrating empowering the possibilities of freedom of choices....

I feel like a good start would be gender selection; are you getting women together with women to get over it, or male/female mix?

Organise picnics where each person invites a friend or two

if you know several women in this situation, organize a gathering with them and give them something concrete like tips and things like that, to give them a taste of what you offer

A walking and talking weekly group

create a boot camp course for these women to get their anger/aggression then follow with a group discussion to create a bonding atmosphere amongst them

maybe a wine and cheese party at clients home with her best friends, and you and each person gets a chance with you- 15 minutes, one questions

memento burning gathering with wine

if it's not in person, could do a conference call where people get some support and pair up in buddies with structured homework modules

Focused self-improvement....dealing with resentment, expectations, etc.

4-week one-hour a week educational teleconference that describes the physical, mental, emotional and spiritual ramifications of heartbreak, with email or FB contact between calls.

Blog about getting over breakups

Meet ups where as a group you help a charity... gets them out and thinking of others

"small step challenge" ... list of one new small step to do everyday instead of big ones

Conversation circles around constructive Ideas in books women learn together.

organize an actual outing for them, like going dancing together or something fun to get them out of the house in a way that is supportive for them

Full moon gathering of women by a stream

On line circles

Burning is great. You could do a full on art party of building an effigy; the Temple at Burning Man is a pretty good base.

help them develop lots of varied hobbies-- discover passions that weren't pursued during partnership

creative sessions to express their feelings. Making mandalas, painting, anything!

a 'find your goddess' experience

Group healing's where they can share and receive healing from a group of energy workers

yeah, like the ritual idea - have a ceremony circle to help release, and then invite new steps

Buddies or 3 some weekly met ups

Organise a yoga group for these women. Go for coffee after.

making effigies of their ex's

Maybe even a class on creating healthy boundaries

90-minute intro where you address the most common results of heartbreak - loss of sleep, distrust, etc. - that leads to a longer commitment of healing and transformation

art class ... paint out your frustrations

Combine the organics with REFRESH after a BREAK-up, make the FUTURE clear ...

Physical expression is so good...building a group to channel that frustration into another set outlet. Even a community garden for women who are annoyed with their ex would be such a positive outlet. It doesn't have to "follow", really, just be there.

you lead a game where friends help friends with dreams at the party in her home. couple them up, and each asks the other- what I need help with is.... and the other person offer all the crazy ideas they can in one minute. Then the couples switch

have a break up shower where each woman brings a gift that represents their unique gift they bring to relationships

new love or love yourself event

Create a daily e-mail of tips for getting over breakups

some free sampling of experiential exercises then offering of a package or something

build a garden together.

Niche Projects Case Study Brainstorm #2: Bob Ogilvy - Unemployed College Grads and Young Professionals

Next, we're going to move to the amazing Bob Ogilvy. Bob's situation, here's his little circle. You know how some college grads and young professionals struggle to find work in their chosen field because they don't have any experience? Then they feel frustrated and depressed because they wind up unemployed or underemployed.

Sort of the how can I get experience if I don't have any experience yet kind of thing. What he says is, "I help them combine their skills and training with something they're passionate about so they can make a living without a job to develop a successful career doing something that they love."

Unemployed college grads and young professionals are struggling to get a thing. Bob helps them figure out some new thing to weave all those skills together. Four minutes, what are some examples of fun projects he might do?

The Brainstorm

workshops on campus	set up a speaker series of cool, hip, young people who are making a living w/o a job....to inspire the potential clients
Do a speaking engagement at a local college	
Meet-up strategy sessions	Finding the hidden job market
take a booth at a career fair	Intro phone call which addresses emotional issues and gives them tips on how to "think outside the box"
meetups at a pub or club	
millennial brainstorming parties- and facebook group	Outward Bound is also a fabulous experience
Resume strategy	target community organizations that help people get employment, you can offer them workshops at low prices and build your reputation and get referrals and more clients from there
Host a re-pack your backpack project where they replace their books with things that represent what they love to do	videos on Facebook
occupy movement gatherings	do a weekly roundtable at a popular coffee shop where these young people hang out
Interview practice day	
talk to freshmen as well as seniors and grad students. l	Have a contest for free services send in application for winning by email send information to all who entered
Meet at a bar for a drink and some good inform about possible solutions	entrepreneur clubs, financial clubs (on / off campus)
Your life is waiting pub crawl	

wilderness experience where you give workshop the info

get them together to brainstorm their perfect job... what they love doing

Full-on vision quest. I can say that when I came out of college in that position I had no real grounding in the world or my place in it; time to reflect and settle into the harsher realities of life off-campus with guidance would have been valuable.

Workshop at a career fair

'bring a friend' promo

Teleconference where they explore what they are passionate about and how they might leverage that passion in \$\$

Create something like Green Drinks where the unemployed and the potential employers come to meetup.

talks in the library system to get exposure

community college - graduated and unemployed "party" and "now what?"

Read Chris Guillebeau's book 'The \$100 Startup' for ideas.

Create a couple of testimonials for the videos.....so they know you're safe and trustworthy

"not your parents" life planning service

Informational Networking for the Out of the Loop Novice

Create a trade services group to train each other all steps in creating and delivering services.

<http://oneweekjob.com/documentary/>

During the One-Week Job Project, Sean's best friend and filmmaker Ian MacKenzieA Think Outside the Box workshop with experiential excercise.

Help without lectures.

a promo mailing through the lending institutions to those who have outstanding student loans

"How to Get Rich Slow" Seminar

Go to work with a friend day

a viral video - these unemployed young adults are our Future!

hire a young, hip promoter

telesummit of young entrepreneurs

Connect with local farms and WWOOF communities to show how you can make an excellent life with or without much of a living.

Create a seminar on the NEW entrepreneur - not your daddy's entrepreneur

Games...this population like games

have them each help the others create a project

Niche Projects Case Study Brainstorm #3: Heidi Wilson - Migraine Sufferers

Next one, Heidi Wilson works with people who are suffering from chronic migraines where they tend to feel at the mercy of it. It keeps them from participating in and joining family or social functions, at work or at school. They want to move forward with their life but it's this unpredictable thing that keeps showing up and is an obstacle.

They get angry, frustrated, confused. They don't know why it's happening to them. They're afraid of other people looking at them as slackers because they don't understand the conditions so they feel lonely and isolated. They desperately want to feel normal, to have that not be an issue. She helps them get relief from that by helping them understand what it's about, getting relief, and moving past it.

You have four minutes again to brainstorm. What are things particular to migraine sufferers, what are types of projects that Heidi might be able to do, that would be small, that would let her connect with this group, see if it's a fit, possibly make some money, etc.? You have four minutes. Go crazy.

Again, read back through what other people have written, see if that sparks ideas. Build on other people's ideas, migraine sufferers, people that feel these migraines are crippling them. What could be a cool, fun, interesting, engaging, different project? Think outside of the box. There's some typical stuff. Maybe there's something fun that could happen.

The Brainstorm

An e-book of home remedies

workshop at home

Local health shows

Host a online teleseminar and share some ideas, but more importantly, find out what these peoples need are.

Free 15 minute consults.

A free online guided meditation so they can close their eyes and listen in the dark... and then an offer for a package.

money back guarantee

partnerships with doctors and alternative health providers

create an online newsletter about what you do

e-book showing possible causes/triggers and options to treat

Provide educational intro that addresses the emotional cost of migraines so your clients will know you really "get" them, then follow up with a webinar or teleconference.

"Migraine interrupters" -- I had a healing client cancel once...because she had a migraine! They need relief NOW.

Create a blog sharing your knowledge and success of clients.

work with employee assistance program providers

create mini spa packages or meditation retreats to gather this community of sufferers

migraine blog leading into one-to-ones or e-course

look for a women's health conference and give a presentation

webinar, meetup groups, farmers markets, holistic health fairs

an opportunity for them to bond together with others who suffer along with a couple of examples of people who have done the work Heidi is offering to share the benefits, possibilities of getting through their condition.

Start a Facebook or Meetup Group where potential clients can share and support each other. Provide great content.

Offer a workshop on your craft with some meditations to relax the mind

have a weather tracking- migraine party repeatable

Make a survey for sufferers as to their needs and put up at health food stores getting emails

something around diet-- gather a list of restaurants that can make food free of triggers, create a recipe book...

start a support group where people can share their experiences, what works/doesn't, and provide mutual support

Weekly walks in the park. Just time to bond and have friends who share the experience.

introduce different kinds of meditation - singing bowl, etc.

Partnerships with other groups that have migraines as symptoms..i need more time and reflection on that

body/mind awareness workshops

Provide a "spa" day for clients/potential clients.

Not looking to "fix" it, but just time to hold space with one another and feel supported and understood.

I think Margit's idea is a good possible venue for the meeting above.

gather client testimonials and drawings, images after sessions

Create a brochure for restaurants that offer food that is free of triggers.

Offer a massage party

Perhaps a migraine sufferers picnic with all the food that helps alleviate the symptoms along with a few exercises/games

phone hotline membership

"Relief--or your pain refunded!"

laughing yoga

partner with a yoga teacher who's worked with migraine sufferers, too

Create a blog with resources

Maybe partner with other wholistic doctors ...

Do a demonstration of treatments, get names emails, offer a package special for attendees who sign up at that meeting.

partner with a yoga teacher and do a sample

Tips on what to do to get relief NOW

teach neck stretching, or instant energetic instant relief (like acupressure points) they can do in a group while hosting a pot luck with foods that can help with the condition.

Niche Projects Case Study Brainstorm #4: Donald Mitchell - Distance Energy Healers Struggling to Market Online

Next up, we have Donald Mitchell. Donald Mitchell, God bless his thoughts, works with energy healers who do distance healing who are struggling to market online. These are people who do remote distance healing. They don't get the online thing. They don't want to know all about it.

The thought of learning the target market and telling their story, Web site, Web hosting, pay per click, SEO, newsletter, landing pages, auto responders, marketing automation, order processing, etc. just makes them want to tear their hair out. Donald is helping them figure out how to market online and working with them to support them on that.

What are projects that Donald might be able to do that might engage and let him experiment with this? Feel free to ask any clarifying questions on Donald's. Read through back what everyone else has posted. See what you might add. You're doing great. What might be a small thing that Donald could do that would help connect with that group, help build his reputation, etc.?

The Brainstorm

An on line meetup group

create a mini web site/ content contest amongst this group

in person kick-off weekend where they focus and get content up

How to videos

Free "tips" call, followed by offers for more in-depth services

Have current clients put a link on their website to you

a free conference call presenting what you offer... connecting with other healers as well as you

Intro which addresses frustrations and provides "tips" for most common problems, such as a lack of a niche. This leads to a more intensive, longer webinar.

Do a distance energy healing for your business

Put them together with a tech head, create a site, make it easy and fun, for them to list themselves

Question - I'm not sure why the struggle?

create a portal for these kind of owrkers and collaborate

Have a booth at a local Health Show

small steps, weekly goals, break it down-- hold their hands a bit

find a partnership with a different type of healer and market to their clients

do a short workshop on only one media - e.g. a Facebook power project

creating a hub, working from that group as a collective.

PDF opt-in with "basic starting tips"

weekly support groups (either one-on-one or in a group) in person or phone

an online hub I mean.

"White paper" on the most common challenges faced by this niche and tips for solving those problems.

create a way that they could build their own online resource center for their energy healings

An online one time news letter

at a training or workshop where these people go have a short, interactive opportunity for them to see what it's like to work with him

start a forum or group in places where customers gather

Create a Facebook page to create community. They offer each other support and advice as well as receive great help from you.

build mini directories for target energy healing types

Case studies of healers he's helped, before/after

I like the idea of an energy circle where the gurus get to visualize the perfect blend of their healing and technology to have a greater impact on the people they serve - without being responsible for doing the tech work.

On-line call where they can play on-line without pressure, see how easy it is!

do a prototype

I feel like getting the awareness to potential customers that distance energy healing is something that actually works is a big hurdle...I know I would struggle with that if I was

marketing distance healing. Maybe not as much of a thing as I think? but it seems like that would be a big part of the service you offer.

small tele summit featuring remote healers who have successfully done internet marketing

Start a blog that provides great content without a sales pitch.

look for publications where you can write articles online or on paper so that more people get to know you

HAVE Prospective clients do a distance energy healing on you and give them feedback as to your experience of it

really get their 'language' and use it and embody it

Advertise in the different schools which teach this craft

host a teleconference of 3-5 heavy hitters

Write a piece for spirituality magazine giving a few intro tips

Start a collective of Long Distance Healers on Facebook

create videos of testimonials to post online

DO online tele seminars and share some of your ideas; get feedback (Q&A) and hopefully clients.

Reflections on Niche Project Brainstorms:

I want you to reflect on what you learned from doing this. You had a bunch of really clear, in my mind anyway, little circles and we just did a brainstorming. What was it that came out? I'm going to post this so you can put any lessons under this new post. What did you learn? What did you notice from doing that brainstorming thing?

Notice how much easier it is when we have a really specific little circle to come up with ideas when it's specific. Imagine if they had said, "I help people get results, people with problems. I help people with problems get different results in their life."

Or even if they had said, "I help people who are unhealthy get healthy," how much easier it is when it's a really particular group of people with a really particular struggle. Second, how much easier it is to do this for others than yourself, a few of you mentioned that. I mentioned that during the intro call, which is why we have this Facebook group that we can all be supporting each other.

This is why I so encourage you to be talking to other people and getting other opinions, talking to people in your own target markets to get ideas. It's so much easier to see it in other people's situations. If you feel stuck, it's not because you're stupid or crazy genuinely. It's just that we have limited points of view. When we can get more points of view, it seems to work better out there.

I really want to also invite you to look back over what everyone wrote for everyone else because there may be some really great ideas for you, things you could twist or modify a little bit differently. Asking for feedback is a powerful thing. It's amazing what happens when we just ask.

Categories of Niches Projects

Now I want to share my list of what I have. Some of these that I'm about to share will overlap with some of the brilliant things you came up with. In my mind, there are 28 categories of niche projects. Part of the benefit of niche projects is that when we have a really particular niche, at least for that project, it's a little bit easier to become an expert in it.

CATEGORY #1: WORKSHOPS & TALKS

Number one, this is the most basic one, host a workshop or talk on the project. This is the most common one. We see it around a lot. I know of a hypnotherapist in Edmonton who targeted folks around sales issues and did this workshop but really picked ten of the most connected business people in town, invited them to this workshop, and offered them all a free 90 minute hypnosis therapy session around sales and just to show them what he could do around hypnosis.

I'm not actually sure if the therapy sessions were on sale but he was showing them the impact they could have. That little move, that little project filled his practice because he really focused on that group, connected with the most influential people, the biggest talkers, the most connected, the most respected people. They had a huge, huge role in him filling his practice.

I was just talking a friend of mine in Edmonton, Canada. She and her friend Harmony are thinking about starting a store, a retail space around birth. You could have workshops, buy baby products with the natural, holistic bent to it. They said, "What do you think?" They're both new moms themselves.

I said, "Well, you're new moms. You might have kids again soon." They nodded. "That's a lot to take on in general, retail. With that kind of overhead, it's incredibly stressful. My take would be instead of trying to start a whole storefront which is going to take ten times the effort and money that's going to be so much more than you think it's going to be right now, why not start with some niche projects?"

One of the niche projects we came up with, and as soon as I said it, their eyes lit up, was the idea of doing a workshop around the 12 toughest decisions that every natural mother has to make. Doing a workshop talking about, "Do you homeschool or take them to school? Do you vaccinate or not? Do you breastfeed? For how long? What do you feed your kids?" all these questions.

It doesn't have to be a workshop, and this is an important thing for a niche project, where you're like, "Here's the answer." It could just be, "Here are the questions and the different factors. You can make your own choice. I have my own opinion but you've got to make your own." That could be a really cool project.

I was studying nonviolent communication for awhile. I started doing a bunch of workshops for free in my living room. That was a way that I could learn and get better at it but also start to build an email list of people I knew would be interested in nonviolent communication so if I got to a

point where I felt strong enough to lead a workshop I could charge for, I would have that list, more of an investment in the future. I just did them in my living room for free. That's a project.

Naming Your Workshops

When we're talking about topics of workshops, here are some potential titles. In fact, let's do a little bit of a brainstorming on the Facebook wall because I bet you've been to so many workshops, and you've seen some titles. Some of them are probably great and some of them not that great but template things.

This workshop title thing is going to be useful for the rest of the project because some of them are teleseminars or other things. What are the best templates you can think of? Here are a few:

The five biggest threats facing _____ (industry/type of company) (e.g. The five biggest threats facing law firms).

The five biggest blunders that _____'s make when doing _____ (e.g. The five biggest blunders salespeople make when making cold calls, or The three biggest mistakes that holistic practitioners make that keep their wallet empty).

How to _____ (e.g. whatever the result is, how to play the piano, court women, give a solid high five).

_____ for _____ (e.g. yoga for depressed people, yoga for addicts etc.)

The three hidden causes of _____ (e.g. three hidden causes of migraines)

Or just naming the result you help people get (e.g. sold out seminars, or how to fill your workshops with ease).

Figure out what's stopping you from _____,

Three steps to achieving _____

The joy of _____ing,

Uncover your _____ in five easy steps, (e.g. whatever the result is that they want. Maybe uncover your sexual power in five easy steps or uncover your confidence in five easy steps).

Why you don't _____ and what you can do about it (e.g. Why you don't exercise and what you can do about it)

Five tools to help you _____

How to cure _____ in _____ minutes a day.

Five tips that can help you _____ (e.g. Five tips that can help you overcome burnout).

Do you want to be a blank? (e.g. Do you want to be a professional artist? insert the profession or thing that they might want to be).

Fail safe ways to _____.

Do you want to _____?

Five ways to discover your _____.

We can pause there, those are great. Of course, very importantly, let me say the name of the workshop is not enough to fill the workshop. There are other strategies that need to be employed. You can't just have a great title for a workshop and have it fill up. There are a lot of other things. We'll talk about those more in the next call.

But having a really catchy clear focus for your workshop that speaks to people's journey is very important. That's the first thing, hosting a workshop or a talk on a particular topic can be a great project.

CATEGORY #2: PARTIES, POTLUCKS OR GATHERINGS

Number two, you can host a party, potluck, or a gathering for people and/or hub in your niche. For example, a yoga studio I know hosted a mixer for the whole yoga scene in Edmonton. It was a summer picnic for anyone interested in yoga, or yoga teachers, yoga studio owners. It was so great, such an amazing gathering which helped them connect to other hubs in their scene who can be helping them.

They could find new teachers. It builds their reputation as a scene, very useful overall. If they had done it additionally with people outside of the yoga scene, it might have been a different thing that would help in a different way.

Another yoga studio I know hosts a goddesses night out where they have a two hour event for women, and the men are allowed in afterwards, a super fun party. Whenever I do a workshop, I often host a party on that Saturday night for the participants but not only the participants but my favorite clients, local hubs. It's super fun. There's a whole info product I'm probably going to create around how parties can be marketing.

You can host a party. That can help you reconnect with people or just connect with new people who might never normally go to your workshop. I can tell you frankly most of the hubs who would be really beneficial to you are not going to go to your workshop.

They're not going to work with you one-on-one necessarily but they might come to a party. At a party, they can meet you, build a relationship with you. That can be enough to spark a conversation about them endorsing it.

CATEGORY #3: HOST A TOUR

Number three, hosting a tour of things relevant to your niche. I think I mentioned this example to some of you during a call. There was a woman in Ontario who is very passionate about straw bale homes. She didn't know anything about building it which is a hopeful thing when we're talking about niche projects.

She went to all the people that owned the homes and said, "Can I host a tour and bring people to your homes so they can be inspired to see what's possible?" She just organized this tour. People would come. They were so excited to go on the tour. She did it once a month or so.

Again, it's a project. It's kind of like Alex Baisley talks about as income projects, just a small thing that makes a little bit of money. It's not enough to totally free you from your nine-to-five or whatever but it buys you a bit of breathing space, brings in a bit of money, breathing space that you can then put even more focus on the business and transition over.

You can tour wineries, yoga studios, do a tour of relevant resources for new parents in town, a green home tour where you actually visit green homes and go inside them to really get a feel of what it's like. Tour places you normally can't get in to, little known places, photography tours for photographers are a thing that happens.

You can tour organic grocery stores where you explain products, for people wanting to get healthier with particular conditions, like a gluten free tour. You rent a van, drive people around town, "Here's how you live gluten free in style in this town." A tour could be a project.

CATEGORY #4: HOST BIG NAMES & CELEBRITIES

Number four, hosting celebrities; if there is somebody who is big in your scene that you're passionate about, when you think about the little circle, there might be somebody, maybe not, in that scene who is big and everybody knows about.

If they're coming to your area, why not host them? You can host a talk or even a movie screening or a reading of a book. You don't need any expertise for this. In one move, you'll be connected to the core folks and hubs in that scene if you host one of the leading people.

I know a woman in Calgary who built her whole career, her whole reputation by partnering, doing partnering talks where she would host these big name speakers and she would open for them. Then she's in front of her target market, building her expertise and reputation, really smart.

CATEGORY #5: HOST A MEET UP GROUP

Number five, you can host a meet-up networking group for a niche. If your niche is local, maybe it would enjoy having a local monthly get-together that's a social thing. If nobody is hosting, it could be great. You might have heard of Green Drinks. It started in England where they noticed that the green, eco scene was fragmented.

As the nonprofits, you had the activists. You had the green business people. But they wouldn't talk to each other. They never hung out. The initial thought was, "Let's do a conference that brings them all together and figure out how to do this tri-sector," whatever, boring. They said, "Why don't we just get together for a beer once a month?" so simple.

Now it's in over 600 cities globally. A small niche project grows into this global movement. Green Drinks is an example.

Last year, in January, we started hosting an event in Edmonton at a local raw food place called Indigo Drinks about bringing together Edmonton's holistic scene. We had 100 people at the first one.

It can be work to keep people coming and to keep it fresh. Now I've passed it onto someone else who is very excited about being a hub in the holistic scene. In Toronto, there's an event called Foodie Drinks for foodies, people into local foods, slow food movement, supporting farmers, animal welfare, etc. They can come together and meet each other, people who are passionate about that issue.

Helen Goldstein in Toronto hosts a party called Buddha Groove. It's a really cool classy and funky mixer of folks in the holistic scene. It's not as regular as an Indigo Drinks thing, once a quarter, maybe twice a year. Prana Yoga in Edmonton Bhakti Boogie. Every time they do their events, they get 100 to 150 people out to their parties. They have a DJ, yoga class before.

CATEGORY #6: SUPPORT EXISTING MEET UP GROUPS

You can support an existing meet-up group for your niche. Maybe your target market is folks working in the green scene. You might consider if somebody local is hosting a Green Drinks event, and see if you can support it.

Easy, you don't even need to make anything up but that can be a project where you just approach somebody, "Hey, you host this regular mixer for folks who are in my niche. I have a vested interest in connecting with them, a vested interest in this whole scene being strong and well connected. Can I support? What can I do?"

In one move, they might even eventually, you would be shocked, people are like, "Do you want to take this over? I'm tired of doing it." They might just want you to take it over and suddenly, you have a group, amazing.

CATEGORY #7: HOST A CO-PRODUCTION

Number seven, host co-productions; could you get together with businesses that offer complimentary products and services and create a special co-produced event? For example, I was in Nova Scotia doing a workshop. There was a woman who ran a cloth diaper company.

She was like, “I can’t do a workshop on cloth diapers. You’re either into cloth diapers or you’re not.” That’s true, probably people who are not into cloth diapers are not going to go to a workshop on the joys of cloth diapering but I said they’ll probably go to an event on natural parenting with lots of experts in other areas, like how to make baby food at home, how to deal with a colicky baby, breastfeeding, infant massage, parenting coaches, etc. where you get a bunch of people all on that topic.

Everybody wins and you can insert your cloth diapers on the unsuspecting masses but probably winning a lot of them over because you know as well as I do that some of what you do is kind of woo-woo or out there but if you had a chance to sit down with somebody, talk to them, or present for half an hour, they had to listen to you, a lot of them would be convinced or at least they would be more open minded. They’d move one step closer. You could do a co-production like that where you get other people.

You could try a PechaKucha style event. Most cities actually have this. The format is they have 10 speakers doing presentations around a core theme, loosely around a theme. They get 20 seconds per slide. Each presentation is about six and a half minutes of just goodness and brilliance.

You could first of all present at one of those in your city which I’d recommend but you can also host your own in that type of style. I wouldn’t call it PechaKucha obviously but you can host an event on that topic. Let’s say it was migraines. You can have ten speakers who have six minutes to give their best thoughts around migraines and their particular take on it.

You could have an energy healer, psychologist, a doctor, etc. It’s super fun, and again, everybody wins. Another example is MoonDance Painting. This is an excerpt from a book called Marketing that Matters, which I so recommend, by Chip Conley.

He was talking about MoonDance Painting. He said, “It’s the first nontoxic, low odor painting contractor in the Bay Area. When they founded it, they knew that lots of customers would prefer an environmentally sensitive painting contractor yet few of those customers would actively search for a company like theirs because they simply didn’t even know it existed.

“They knew that their company success was predicated on making sure that the eco-friendly customer knew that MoonDance existed but their marketing budget was small so here’s what they did. They got in touch with the local Whole Foods Market community relations representative and suggested that the store could sponsor a green home series in which a green designer, builder, landscaper, and painter would

come in and make presentations on how people can green their homes. The end result, they were able to connect with their perfect niche of customers all without spending more than \$100 on marketing. Of course, each speaker in the series endorsed the others during their talks,”

So simple, so easy. Host a co-production.

CATEGORY #8: HOST A RETREAT

Consider hosting an overnight or a weekend type gathering for your niche. The retreat could be about something you specialize in but it also could just be something you're fascinated by and you want to convene people to discuss and explore together. People will pay money for that, too.

You don't have to be the expert giving the answers all the time. Sometimes, just a space to explore and build community around interests people share is what people want. Some examples, Erika Ross, one of my dearest friends and colleagues in Toronto hosted her Bloom Retreat, for self employed Toronto goddesses.

She had done dance and movement stuff but she wanted to focus on entrepreneurs. It was a little niche project. She got some Toronto entrepreneurial goddesses and did this retreat where she focused on their business using her movement stuff.

Another colleague of mine, Alla Guelber hosted the meaningful work retreat to explore the question, "What is meaningful work? How can we create it and sustain ourselves with out?" You can check it out actually at MeaningfulWorkProject.ca. Again, she's not doing it to be like, "Hey, I'm the expert." She's doing to say, "Let's talk about what does this mean." She brought in experts, people like me and other folks.

CATEGORY #9: PUT ON A SHOW

Number nine, you can put on a show or a presentation. Why get stuck with the same old boring stuff? Can you put on a play, a comedy show, an art show on the theme that you're passionate about? Couldn't that just as easily connect you with your crowd in a fun way?

CATEGORY #10: TOUR

Number ten, take your show on the road. Could you do a bike tour like Otesha.ca? You can do a cross country motorcycle tour. Could you make a project of a road trip? Could you tour your workshop to different cities?

One of my friends who you actually will be hearing from on I think Monday, I'm doing the interview with Rebecca Tracy, she just moved into a van and she travels around and builds her business mostly from the road.

Alex Baisley, who you're going to hear from on Friday, he's so great. You're going to love him. He's going to share a bunch more stories of niche projects. He packed his kids in a van and just drove across the country doing workshops. His kids loved it. His wife was thrilled, six weeks with no kids, no laundry, amazing. She was ecstatic, took it on the road. Why not do that?

CATEGORY #11: HOST A LIVING ROOM SESSION

What if you hosted a craft group, a circle for moms, a host concert to raise money for a cause that's related to what you're about in your little circle, something small in your living room? It doesn't have to always be big.

I think sometimes it can be easy to look at what some of the marketing and business gurus are saying and assume that we have to pack a room with 2000 people. This is the niche project. Start small. Start easy. That's how sometimes some of the best things start.

CATEGORY #12: HOST A SAMPLER EVENT

So Dee Dusseault in Toronto hosts something called the New Moon Soirees.

<http://marketingforhippies.com/new-moon-soiree/>

It's a monthly event where you can come. For \$20 at the door, you can sample as many different holistic modalities as you want for \$20. Maybe somebody is doing reiki, maybe somebody is doing hot stone massage. Maybe somebody is just doing regular old massage.

You pay \$10 for the experience. It's a 15 minute kind of experience. Each evening features six or seven practitioners all offering this variety of things. About once a quarter, she does a bigger one with even more practitioners, a cool thing, a little sampler event. She makes a bit of money from it. She also builds her relationship with these practitioners. It builds her identity as a hub in Toronto. She's now moved to Vancouver. You can host a sampler event.

CATEGORY #13: HOST A LIVE CLASS

Number 13, you can host a live class. You can make a bit of money teaching people how you do what you do. It could be a one night class, over six weeks, it could monthly but a live, in-person class.

CATEGORY #14: HOST AN ONGOING PAID GROUP

Host an ongoing, paid small group. What if you just worked with the same people over an extended or ongoing period of time, or potentially forever? There are some things where people get in it, they pay once a month, come, and it's just that ongoing every month, they do that group. There could be an end to it, it could just be an ongoing thing where it's a small paid thing over time, with the same group where you have to go deeper and deeper, and deeper, like a men's group, or small business circles, that kind of thing.

Liz Garrett in Edmonton does this and her clients rave about it: http://harmonybydesign.ca/?page_id=355

CATEGORY #15: HOST A WALK SHOP

You can cover the same content as in a workshop but you're walking and talking at the same time. You can take people on a walk, on a hike, pause every once in awhile, share some ideas, tie that into your surroundings in some ways, or just walk to a park, etc.

CATEGORY #16: GIVE AN AWARD

It's interesting, so many businesses are hoping they might get some kind of an award for their business but what if you actually decided to be the one giving the award? What if you decided to acknowledge people in your niche who you admire with an award? Who doesn't like getting an award of some kind? Maybe you can bring a little panel of people together, select folks, and give it some legitimacy.

Or you can do an informal award, where, "I'm going to give out the awesome person award on my blog. Every month, I'm going to pick somebody to feature in some way," or you can give an award that has money, or a little trophy statue. Of course, the more formal, the bigger the prize, the more exciting but you can start small.

CATEGORY #17: DO A RITUAL

Could you host a ceremony or a ritual to honor this important transition that your client is going through. Ceremony or ritual doesn't even necessarily have to mean you've solved their problems. It's just really honoring that you're going through this transition, and people feeling seen and acknowledged for that transition that they're going through. Sometimes, that is the medicine. That is the healing, them just feeling seen and having that honor so they don't have to fight for attention anymore.

CATEGORY #18: HOST A COMPETITION

Competitions can be such fun, brilliant niche projects because instead of spending your energy trying to get awards, you can be giving them away. Competitions that have a beginning and an end are excellent for encouraging some fun behaviors.

For example, there was a woman who was teaching writing classes in Toronto. It was a very friendly competition but it was a love letter competition where she invited people to submit love letters that they had written, either in the past or for the competition. They were so beautiful. She had a panel of writers to help her choose the top six.

There was no big prize but it was wonderful. I secretly participated in it and submitted a letter. It felt so amazing just to be honored and acknowledged for that. That kind of a contest can also help bring attention for what you're doing.

<http://www.fireflycreativewriting.com/love-letter-eclass/>

Especially if it's not quite so anonymous as this love letter thing, people might be really excited for everyone to see their writing and this amazing thing. If it was a not-so-secret kind of writing contest, could benefit even more.

Another kind of competition, Linda Claire Puig hosted her best newsletter competition where people applied to have their newsletter featured in it and be judged. Her business is about helping people improve their newsletters and helping them get ready-made content. <http://nexttopnewsletter.com/>

All these people are submitting themselves and other people they know for who is the best newsletter. She's getting all these examples of really great newsletters that can help her not only grow her list, because all these people submitting, but she's learning more about the topic.

Another example, YEG Wood, a friend of mine was selling these wooden sunglasses. YEG is the airport code for Edmonton, YEGWood.com. They had a party at a local café for these sustainable wood frame glasses. At the launch party, there was a photographer who took the picture of people holding or wearing the sunglasses.

Then those photos are put on the Facebook page for a magazine that was one of the sponsors. The person who got the most votes on their photo, they had a particular application they were using, whoever had the most likes on their photo won a pair of sunglasses with some kind of artwork etched on the side, a totally original pair of salvaged wood sunglasses. It was really amazing. I hustled for those glasses. The magazine got a lot more people liking their page, hundreds more people just because of me being involved.

CATEGORY #19: HOST A 30 DAY CHALLENGE

I love this as a niche project. Whereas competitions pit people playfully against people, it's funny by the way, because the person who was second place in that YEG Wood competition wanted those sunglasses so bad he was phoning his friends, telling them to vote on Facebook. He was posting it constantly. But he doesn't have 5000 friends on Facebook like I do so I crushed him and he's still bitter about it.

Anyway, whereas competition playfully pits people against each other, a challenge joins people together in a common goal. There are a few great examples of this. A lot of yoga studios will host a 30 day yoga or meditation challenge where you commit to doing a practice for 30 days straight.

I know a business consultant who actually felt like the most important thing for business was people really getting in touch with their own source of guidance on a daily basis and making space for that. For 30 days, every morning, she was hosting a call. I think it was a 30 minute meditation, some of it in silence, some of her guiding it, but just inviting people to really clarify what felt like the most important thing for them to do in their business that day.

Can you get the power that that would have for people, everyday if they did that kind of meditation and checked in with a focus on their business? It's brilliant and so amazing. Of course, because the yoga and meditation ones are in person, it developed a particularly strong kind of community and they have a little celebration at the end. It's a little more difficult if it's virtual.

Another one, BodyForLife.com. You may have seen these, a body building or weight loss challenge where people took a before photo and after photo. They had 12 weeks of this intensive exercise and health regimen they were given, checklists, schedules, and all sorts of things to make it really easy for them.

The results are honestly staggering. People think the photos are Photoshop-ed and they're not. Ten winners are chosen every year. The winner gets a free sweet car. I think it happened because Bill Phillips, who was running it, was feeling frustrated. He wanted to see more people get in shape.

He saw how many people were being so held back by these physical challenges. He wanted to see more fitness. He had this really sweet red car that he was so proud of. On a whim, he said, "I'm going to do a contest. Whoever wins it gets my car."

That car was so motivating for people. It's a mainstream example but really powerful. So many people have done this competition now and it's transformed so many people's lives. It's genius. Those are some examples.

CATEGORY #20: IN PERSON MAKEOVERS

Have a limited number of in-person makeovers. What if instead of doing a typical workshop, you offered a really limited number of people a one-on-one intensive workshop for a special deal? Might some people be interested and excited to spend a whole day with you, having an intensive makeover in their fashion, their business, health, relationship, Web site, social media strategy, etc. where they get together with you live, in person, and/or over the phone?

Actually, I just literally got an email from a friend of mine who had talked to this guy, Andy O'Bryan, AndyOBryan.com. He's a copywriter, marketing veteran. She had a free half hour consult where he looked over her Web site and gave her a lot of suggestions and appreciation for what she had already done, pretty brilliant, doing that kind of a makeover.

Of course, there was a way to tie that in, to actually getting more clients. One of the benefits of these makeovers is you can, especially if you're starting, get a lot of experience too. That's an example of a niche project.

CATEGORY #21: IN FIELD COACHING

Related to the makeover idea of you being with them while they do something or helping them do a makeover is being with them while they do something new and giving them live, in-the-moment feedback. Some dating coaches will do this where they'll actually give in field feedback.

Often, with the man, they'll take the man out during the day and just be like, "Great, is there anyone who you're attracted to, who you want to approach?" They just will watch. When they come back, they'll be like, "Here's what I noticed. You got really stiff when you went up," they'll help them with that.

It could be that but also public speaking, real live feedback. I'll have people, that's their thing. They'll watch people do public speaking and then give them feedback after. That kind of feedback, because it's so tailor made and precise is extremely powerful. It's not just generic speaking advice. It's like, "You say um a lot. You have this one gesture you do all the time. It's driving people crazy and you don't notice it," live feedback.

Or gardening, "I'll watch you garden," or stage performance, whatever it is. Maybe there's something in your clients' life where you can actually be there while they're doing something and give them feedback that would be useful for them.

CATEGORY #22: HOST A DEBATE

I really like this idea. Every community, every niche has issues that are contentious. There are questions that are at the core of community, the struggle, to balance different elements. What if you were to host a fun or even a very serious debate between two or three people to explore that issue?

I think you might be able to get a nice crowd out to listen, ask questions. What if it was about vaccinations for kids, yes or no? You might have a big crowd come out, people wanting to hear both sides, or nuclear power, an example, is it good or not?

The thing about your little circle, there is some sort of issue that is debatable in that. Use the provocative nature of the topic and the controversy to gather some attention but also build your list and expose people to some new ideas.

CATEGORY #19: HOST A WEBINAR OR TELECLASS

Most of you are part of this because you went to my free webinar that I did, the little teleclass thing. What if you put together, it could be 30 minutes, 60 minutes, 90 minutes. Here's the key.

I did it basically just for my list. Ryan Eliason, God bless him, also hosted one. Howie Jacobson hosted one. I was too lazy and late to reach out to a lot of my significant hubs but you could reach out to the people who are the biggest hubs in your scene. Say, "Will you host this webinar or teleclass for your people to introduce them to me?"

This is where those topics, those workshop titles we came up with earlier are gold. I do this Niching 101 for Hippies. I might rename it if I do it again, like the Six Biggest Blunders or something but I get them to host it for their people.

When Ryan Eliason hosted my Niching for Hippies free webinar for his people, there were 660 people who signed up. That means that 660 new people joined my email list. I didn't make any money but my email list grew and a bunch of you are on the call who paid. Ta-da! I think by the way it was 10 or 12 people from that list. You get the sense financially even what a little thing like that can do.

CATEGORY #24: HOST A TELEGROUP

A telegroup is an ongoing group of people who you work with over time, anywhere from a few weeks to forever around a core set of issues. It could be focused on you giving them content. It could also be supported in them giving each other feedback, a bit like we're doing in these calls, sharing their best practices with each other.

Of course, with a telegroup, because it's going to be ongoing, you really want to pick carefully who is going to be a part of that group. If you check out SpiralTable.com, you'll see my friends Rob and Miriam. They bring together leaders in the organic food and beverage industry to share their best practices to make commitments to each other and share progress.

They facilitate a nine minute call every week. They send follow-up notes, do research on key issues for the group between calls. It's not cheap to be a part of it but it's real gold for the people who are in it.

CATEGORY #25: WRITE SOMETHING

You could write a book, ebook, white paper, or special report. Just write something substantial that can go a long way to establish your expertise in a particular niche. What if you were to identify the key pain point and struggle of the little circle like a lot of you have already done and write a paper on it? It can give you something free, relatively inexpensive that you can share with people. It's also an amazing chance to refine and structure your own thinking and point of view.

CATEGORY #26: INTERVIEW LEADERS IN YOUR FIELD

You could record interviews with leaders in your niche. You could record a series of interviews on a particular topic of interest to your niche. Think the little circle. It's pretty obvious what you'd interview them about.

What if you were to identify again that key pain point and struggle in your community but then interview the smartest people you could find on that topic? You could even sell that as a product. You could give that away for free. You can do a lot of things with it.

My colleague Tom Buford has created a program that teaches you how to do just that:

<http://interviewseriesprofits.com/system/>

CATEGORY #27: HOST A DAY OF HOT SEATS

You can host a day of hot seats. Instead of feeling like you need to be the expert, you might just host a day of hot seats where you bring together five or six carefully selected, very smart people in your niche and facilitate them in giving each other feedback. I recently started doing a workshop.

I've done it maybe five times, called the Hot Box. If you go to www.MarketingForHippies.com/events/the-hot-box, the basic format that I used and seemed to work really well was to have a maximum of five people, five participants. You can have more people but they just won't be hot seated.

They each get five minutes to express their issue, say, "Here's what I'm struggling with that I want feedback on." Actually, even before that, at the beginning of the day, we would spend 20 minutes each where they get with a partner. The partner was important in really honing in and clarifying on what the issue was that they wanted feedback on.

Then they got five minutes to express what that issue was. Then there would be 30 minutes for the group to ask clarifying questions or just reflect what they're hearing but no advice allowed, 30 minutes, which is really hard for people. Then there's 10 or 15 minutes at the end where people could give feedback and advice.

As people were listening, they had a piece of paper. They divided into four with a circle in the middle. In the circle, they wrote the core question or issue of the person. In one of the quadrants, let's see if I can remember this, just appreciations of the person, things that they noticed, "Wow, you're really passionate."

In another quadrant, they would write ideas and actions like, "Here's what I would do if I were you," and resources. In another one, they wrote, "Here's how I can help you personally. Here's what to contact me about." I think the other quadrant was just open for them to take notes I believe, but really useful. They all got those pages at the end of the day.

CATEGORY #28: ONLINE CARTOONS

You can create online cartoons, zines, comic strips, etc. A lot of you have seen my Marketing Bears cartoon. If you go to a Web site called XtraNormal.com, you can create cartoons. I've been into comedy for awhile so that came pretty naturally for me but I just created these two bears talking to each other.

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

You can do cartoons if you're an artist. That could be a project.

In Summary

All of these are examples of projects, plus the things you've shared. There are a ton of examples. Here's the downside of niche projects. Some of them can be a lot of work. There's the whole sales funnel idea. Part of the challenge is if you haven't thought about the back end, if you haven't thought of a bigger package you can be offering people once they're exposed to you, it's going to have a limited impact.

They'll still be added to your list. I did these nonviolent communication workshops for months and months for free with no definite backend, with no, "And here's the coaching package," at the end of it but that was okay because I felt like I was apprenticing. It felt appropriate. I knew long term it would pay off.

It's a lot of work. Every time you do them, sometimes, you'll need to reinvent the wheel, which is why you want to think about something that could be replicable. You're going to have to create sales material or promotional materials for them. You've got to figure out new hubs. If you do a different project for a different niche, then you have new hubs, new materials you've got to write. You've got to create maybe a new webpage, new posters, all that.

There's the downside if people keep switching but I think you'll see if you'll keep it, if it's something you'll be doing again and again, it actually gets easier and easier every time and gets more and more profitable.

There you go. Those are your niche projects. Here's the homework from the call. Keep refining the little circles. Some of you are done. You're basically there. I would still keep refining it if you can. Clarity is power. A confused mind says no. The clearer it is, the better.