



Niching for Hippies

with Tad Hargrave

EXERCISES!

Basic Sources of Material for
Your Big Circle

"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 an umbrella 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 ideas 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 often a part of the following scenes and communities . . .

Things they worry a lot about or struggle with are . . .

The main 'track' their symptoms lie in is (health, money, relationships, spirituality) . . .

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 . . .

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

What stage in life are they at?

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

Your Big Circle in a Page:

Name Them: Although I enjoy working with a variety of people, the people I seem to be able to help best and enjoy working with the most are people I'd call UMBRELLA LABEL.

From the outside they seem (*insert: aesthetic, appearance, dress etc., where they hang out, what they love to read, watch and enjoy listening to, food they love and scenes and communities they're a part of*).

Name their issue (*INSERT: their main symptoms they struggle with, the main 'track' their symptoms lie in is (health, money, relationships, spirituality), the Chakra they're stuck at, level of Maslow's hierarchy, 'stage of life, and what they're craving, and what is happening in their life that has you know they're really ready for you*)

I love these people because (*INSERT: the qualities you most love in them that bring out your best, the kinds of conversation they're fascinated to have, the things they do that make them such great clients and the quirky things you love about them*).

BIG CIRCLE
WORKSHEETS!
(to dig a bit deeper)

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?

Lisa Cherney poses a powerful question:

“Which Client Do You Want to Clone?”

“Who do I want to clone?” If you’re just starting out, imagine, as if you were in a daydream or meditation, who those clients might be. Don’t worry about narrowing it down too much. There’s an abundance of business for everyone! Even if you decide you want to work only with divorced women over 40 who are changing careers, that’s an acceptable “Ideal Client” because this is your authentic desire. Your authenticity will attract these women.

Take some time to journal the answers to these statements. It will help you connect with your heart’s desire:

When I am with my “Ideal Client,” it increases my energy to work with _____ (kinds of clients) ...

I am reminded why I do the work I do after I’m with _____ (name of favourite client) ...

If I had my way, I’d only work with...

I want to help people who...

What kinds of people do you have a special place in your heart for?

Which kinds of people seem to be naturally drawn to you and keep showing up?

Who brings you the most money and the most happiness (list their names & the types of people)?

Which clients rave about you the most (list their names)?

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?

Past Clients:

Favourites

Think of your five of your 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 five of your *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?

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?

Quirks

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

Here's an example I love from 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 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/backpackers
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

(you totally don't need to do these but they might be useful)

Weaknesses Worksheet:

What quirks, kinks, qualities, foibles and weaknesses do you have that they'd have to be okay with or even enjoy in order to enjoy working with you? Are there certain things about you and the way you work might never change? And what if there were people who were into that and actually thought those quirks were cool? (*e.g. You're always five minutes late, you never return your phone calls, you're really sensitive/brash, you're incredibly intellectual, you have a need to make terrible puns and play devils advocate, being super shy, being really intense etc.*) 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.*)

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.

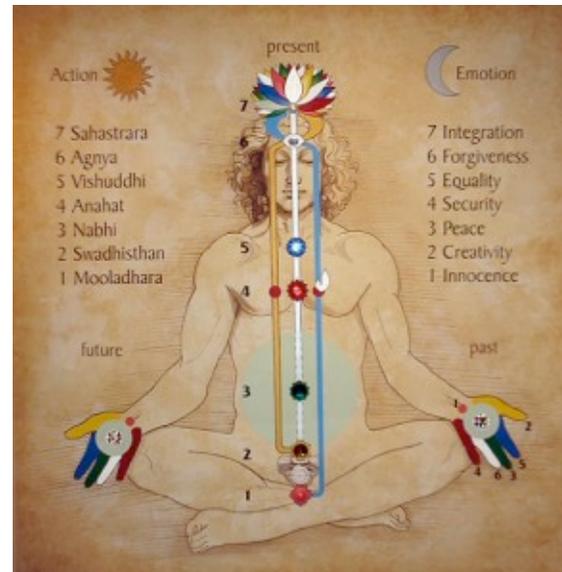
Solar Plexus

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?

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

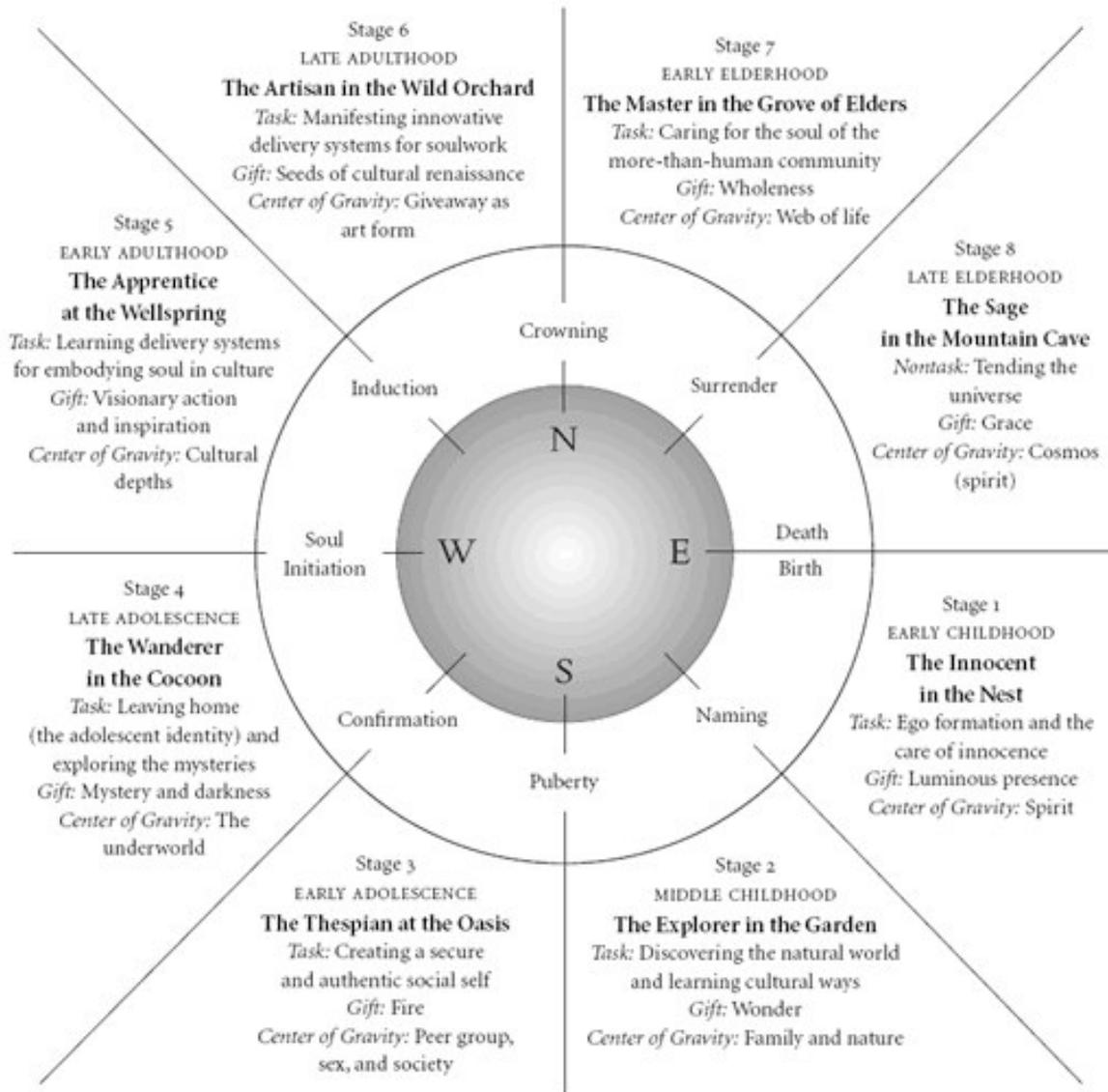


DIAGRAM 3-3: THE EIGHT SOULCENTRIC OR ECOCENTRIC STAGES OF HUMAN DEVELOPMENT

Maslow's Hierarchy of Needs:

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



