

## Niching for Hippies 2013 – Week One

Hey everybody, welcome to Niching for Hippies. I'm Tad Hargrave from Marketing for Hippies. I'm excited to have you all here, people from all around the world, certainly all around North America, Europe, and Australia. I'm happy to have you all a part of this.

I did this course last summer. I felt like I learned so much myself about niching from just being a part of it. I'm so excited because I've really been thinking a lot about this. I feel like I've had a lot of distinction since last summer and have been taking the material to the next level. I'm so excited to send you the workbooks after this call. I think you'll find them really easy and fun. I think you'll find this call easy and fun.

We'll get started on a good solid footing. I want to give an overview. Most of you hopefully are part of the Facebook group. If you're not, it's really important to join that. We'll be keeping it open for the rest of this call just as people go in. After that, we're going to be closing it. You'll need to email me and we'll need to arrange a time for you to join it.

If you haven't joined the Facebook group, please do. I sent you an email that should have the link to the Facebook group that you can check out. I also want to make sure you get to check out the Cohort page because the Cohort page is where you're going to see the photos and bios of everybody permanently.

People have been introducing themselves here but that's going to disappear quickly into the feed. There's the Cohort page that I want to make sure you have a chance to check out. I'll post that in the Facebook group so you can all see that, as a way we can all get to know each other.

In terms of how we're going to be using this Facebook group, it's basically like you use Facebook. When you want to comment or ask a question, you can just write a post and I will see that. I have the Facebook group open in front of me like I suggest you all do. I'll be noticing it and commenting on it after the call, and between calls.

One of the things that makes this type of an experience so much better than just me talking is the support and insights you can give each other. I happen to know a number of you who are a part of this program. There is some incredible, brilliant insights and life experience in this group that I couldn't be more tickled and delighted to have.

I know you're going to be getting a ton of feedback from other people which I know is going to be a big help. To set the tone, Martin Luther King, Jr. talked a lot about this need for both unconditional love but also uncompromising truth. I want to bring both of those qualities into the conversation, both a lot of encouragement and support. This is really vulnerable stuff.

There's going to be a lot of shame over not having figured this out or feeling like everybody else has it and we don't, which is definitely not true but there can be sensitive ground. Let's know that and bring that culture of appreciation, uplifting, and encouragement here.

Also, let's bring our honesty here. That's what's going to help each other get better and a little more clear. Other logistics, there's the Facebook group. There's also the homework page. The homework page is where you're going to be able to see a lot of the homework materials. That's where I'll be uploading them. It has the links to pretty much everything.

I want to go over the flow of the six weeks. I think it's important to give you a sense of where we're going. This first call, we're really focusing on this idea of the big circle, setting a really clear foundation of generally what kind of clients do we want to work with. The next couple of calls, we're going to be focusing on that idea of the soil because that's really the foundation.

This first call, this work is actually pretty easy but the soil stuff I think requires and benefits from a little bit more time. The second and third call, we'll talk about the soil, who you are, and what's a good fit for you. In the fourth call, you're going to be learning a bit about little circles. We'll be exploring that and choosing a little circle.

In the fifth call, we'll be talking about niche projects. In the sixth call, it's an open call to catch whatever gets missed and a chance for you to ask questions, and catch up. There is going to be a ton of bonus stuff that's going to be coming as well. That's the general flow of where we're going to be going for these six weeks.

Here's something that is going to help you get the most out of this program. This is really vital. If there's nothing else, do this. Get a buddy. It might be somebody in this group. After this call, I may be doing my best to help arrange that but whether it's somebody in this group or just somebody who you live with.

It could be your romantic partner. It could be a friend or a business colleague. It could just be a friend who is open to meet with you once a week for an hour or two to help you through the homework. It makes a huge difference to have somebody else ask you the questions and write down your answers, and ask clarifying, deepening questions.

Something happens when it's another voice asking the questions rather than the voice in our head that sometimes, it's primary job is to foil our attempts and holding us back from getting what we want, our own gremlin. It can be really helpful. If there's one thing you do that's going to help you get more out of this program, it's going to be getting a buddy that you can meet with over the phone or in person once a week.

I'll be doing my best to facilitate that but feel free to reach out to each other already. If you do buddy up, please post that on the Facebook wall so we can know. I'll post a little comment here. Who is your buddy?

I would love you to write down who your buddy is. You can do that during this call or after. Let's start keeping track of that. If it's somebody in your life, at home, please list that so we know that you have a buddy.

It's really important for me that each one of you has somebody that you can be reaching out to and even have to support in between calls. There will be a ton of support in this group between calls but there's something about having one person's focused time and energy on a regular basis. I can't overstate the importance of that.

I may be sharing everybody's emails with each other as a way that you can, if you want to be buddies, reach out to each other. In doing that, it's very important that nobody adds anybody to your own lists without explicit permission and that email list is not used for promotion.

I share it because already, you'll have each other's Web sites. You could get these on your own. I just want to make it a little bit easier for you to be in touch with each other, and something that's not Facebook. Sometimes, email is easier for people. Again, very explicitly, absolutely no adding people to your own email lists without their own permission. No using it for promoting your own stuff. I am extremely hard core about that, which I think you'll appreciate.

Before we dive in, I'll open it up to see if there are any questions that would help you feel more ready or clear about what's going on. Josh is asking, "How soon will the recordings go up?" Recordings are going to go up probably within 48 hours of the call. I have to send them to be transcribed. There's often a bit of turnaround. You should have them within 48 hours is the intention.

The buddy thing, somebody got cut off. It's important to have a buddy. You can get a buddy in the group or you can get a buddy at home, but just somebody who can help you through the homework and exercises, which will be very clearly laid out. It will be very easy for them to do.

Time commitment to the buddies, I would say a minimum of an hour a week but if they're willing to give you three hours a week, basically, it could be over the phone. The ideal situation, if you can get together in person, that's cool but just somebody who could sit you down for an hour or two, maybe three if you want to make a dinner or an afternoon of it, who just asks you questions, and be there to hold space, to let you work through some of this stuff.

You can have more than one buddy, by the way. It doesn't have to be a monogamous situation. We're all open minded people here so go crazy. Skylar was asking, "Any good suggestions for what makes good buddy compatibility?"

I would say someone who really loves you and cares about you, who is genuinely curious about what's happening inside you, who can really ask you good, curious questions. They could be business savvy. They don't necessarily have to be super business savvy, but someone who is really good at holding space, someone who is good at not giving advice and just listening, and drawing it out of you rather than starting everything.

Mike has a question, "I'm interested in doing several income projects, poly niching. How do we integrate this idea of niching and a different niche for each project?" We'll be talking about that when we get to niche projects. Sometimes there is a very different niche for each project.

There are questions about hosting a meet-and-greet for us to meet each other online. I don't know if that's going to happen, if we'll have enough people. If there's enough interest, we might host something or schedule a time. You're also welcome to do this. You have this conference line. You can do it without me.

Note you have the bios page for each other where you can read about each other, and learn a bit about each other in that way. Amber Armstrong is saying that she uses Google Call rather than Skype and it works the same but it's more reliable so you might want to check that out. You can use whatever technology you want to call in. I know Skype kicked me off my own conference call yesterday, how rude. You don't have to find a buddy this instant but feel free to.

This is from Philadelphia, Judy Wicks. I think it sets a really great tone for what this is about. At the heart of it, for me, my work, to quote Judy Wicks, is about maximizing relationships, not maximizing profits. Broad based ownership and democracy, not concentrated wealth and power; sharing not hoarding; life serving not self serving; partnership not domination.

Cooperation based, not competition based; win/win exchange, not lose/lose exploitation; creativity not conformity; a living return not the highest return; a living wage not the minimum wage; a fair price not the lowest price; being more not having more.

Interconnectedness, not separation; inclusion not exclusiveness; community and collective joy not isolation and unhappiness; cultural diversity, not monoculture; biodiversity, not mono crops; family farms not factory farms; slow food not fast food; our bucks not Starbucks; our mart, not Wal-Mart; and a love of life, not a love of money.

If you're on board with those things, you are in the right place, very happy to have you all here. We're going to start talking about niching now. We want to start by talking about the big circle. In these calls, they're going to be pretty low on content and theory because you're going to get a lot of that read but I'll go over enough. There are videos you can watch on my Web site that you've gotten a link to.

I want to make sure that we use these calls in a way that's going to move you forward most during the call because I know our time is precious. When we talk about the big circle, there's that metaphor of the flower pot. It's the container. It's the general sense of who we want to work with that all of our clients would tend to be these types of people.

I like to think of it not just as a flower pot but also as a filtering process, a mesh, a net that allows water through but also filters out the junk. It allows the good, pure clients that are fit for us but keeps us from working with clients that aren't a fit for us.

That's what we want to talk about today, generally, who our best clients are. In the homework and even during this call, but certainly in the homework, there are a lot of questions to consider. Some advice from clients from my last one is that you may find it better not to answer all the questions at once in the homework because that can sometimes turn this process into a shutting

down, cerebral exercise rather than a curious opening exploration that can help bring things forward in your clarity.

Think of steeping a bag of tea. Sometimes it's really good to sit with these which is one of the biggest reasons I created this as a six week program. When I started in my weekends, I used to spend an hour on this, and two or three hours. Suddenly I was spending two days on niching and still finding it wasn't really getting there because people just need time to steep.

Mulling things over is really good. When you get frustrated, just step away from it and sit with it. You can read the questions over. Go do something else. Just let yourself sit with it for awhile. Often, clarity will come when we're not trying.

There's a real balance in all this. Try and then don't try. Having a notepad with you during these six weeks, or your iPhone, something you can jot down ideas because they will jump out at you out of the blue. Also in the homework, look for the questions and parts that jump out at you. Trust your own instinct.

We're talking a lot about how to make our business more attractive to people, more attractive to us. Part of that focus is on the homework and questions that are most attractive to you. A big frame I also want to lay down here is the importance of starting where you are clear. There are some things you are already clear about.

Especially in this first call, that's what we want to focus on and in all the calls that come as well. It can be easy to think, "I'm not totally clear, I don't get everything," and feel ashamed of that but there are things you are clear about. We want to build on that. We can't build on what you're not clear about but we can build on what you are clear about.

Just like yoga, it's important that you don't push yourself. If you push yourself, you'll injure yourself. Just notice where you're clear. As you clarify what you're clear about and you articulate that, and you've honed that, it will naturally grow.

Clarity begets clarity. With that, know that this is a process. We want to become aware and get honest with ourselves about who is a fit for us and who isn't. That can take time. This isn't just going to happen immediately. It's a process.

Here's one of the first things I want to start with. I'd love to hear from you. You might want to close your eyes for this. We'll be doing a few visualizations during this. This first one, I want you to really sit with and notice where you are feeling uncomfortable still about niching. What are the resistances or fears that are coming up?

I invite you to sit with that and notice it by yourself. Don't write anything yet. Just notice where you are feeling resistance. Where do you feel scared? Where do you feel that part of you that does not want to engage in this niching process at all? I think it's important we give that voice so we can move forward.

I invite you to sit with that. You might want to make some notes privately. Think about where you are resistant. Where do you not want to do this niching thing? What comes up for you? I'm going to post a comment. I would invite you to comment underneath that comment on the Facebook page of what's coming up for you. Where do you feel resistant?

What are the parts of you that don't want to do this? I promise you you're not alone in this. By the way, with groups, we tend to break Facebook. There are so many comments that happen so get used to that. Honestly, where do you feel most resistant? What parts of you don't want to do the niching thing?

It's okay to be honest. You don't have to be rational about this. You don't have to be reasonable, just honest. You might want to read these over and see if they stimulate any others for you. If they do, don't rewrite it. Just hit like on it, give it a ditto. Also, by the number of likes, I will see what the real heat is for people.

It also might help you feel less alone and know that you're not the only one going through these things. Thank you for being so honest. I want to go through these. A lot of these, I've already addressed. You may or may not have seen these.

I put up a bunch of videos. There is about half an hour where I speak directly to these sort of niching myths that keep us back and keep us stuck. I really want to encourage you if you're really struggling with this to go check those out. There are parts one, two, and three. I'll post the link to it.

Let's go through these. If there are new ones that aren't addressed in those videos, I'll address that. Otherwise, I'll direct you. Debbie said, "Not wanting to limit something so unlimited." I totally get it. There's this infinite potential in a way with what we do. We could be working with anyone doing anything. How do we make these choices?

That's something I definitely speak about in the videos. I would check that out. Just know that it's an illusion, the freedom of doing anything. It actually shackles us. By trying to reach everybody, it's its own set of fuzzy shackles where it makes marketing hard. It's impossible to come up with a strategy.

Amber said, "I'm worried about not finding people who truly understand and desire what I have to offer." Here you are with this thing that's really unique, different, and special, and so connected to you. What if nobody gets it, nobody wants it? That's a real concern. That's why I'm so glad you're a part of this if you have that same concern. That's a legit concern because maybe there isn't anyone. That's possible.

We do want to be possible about the way we niche. Sometimes you might niche so narrow that maybe there aren't enough people to sustain you. That's a really important question. That's a lot of what we're going to be covering over these six weeks.

Carla says, “I want to discover my niche but I’m afraid I won’t like it. Perhaps I’m most qualified to do work I won’t want to do.” That’s so beautifully honest. What if you discover that you’re so good at this thing, and everybody wants you to do this thing that you secretly hate? We’ll be talking about that in the next couple of weeks in more detail.

I really do think there’s this overlap of there are your strengths of things you’re good at. There are also your interests and passions. I also want to make a distinction, at least the way I see it, between your strengths and your gifts. Your gifts are the things you’re born with, you’re inherently really good at.

Strengths and skills are things that we learn. Sometimes we adapt to survive in life. I think your gifts, when you’re engaged with those, those are entirely fulfilling. There is total joy in expressing those versus your strengths. We want to be building this niche around your gifts not just your strengths if that makes sense.

Also, I think the work you’re qualified to do has a lot to do with your wounds and your own struggles, the things that you’ve had to overcome in your life. Often, working on that is inherently really fulfilling.

Autumn said, “Afraid to invest in the wrong one again, get excited about finally having a successful business and then feeling like a failure.” Yes, what if you invest all this effort? That’s the big reason in this six week program we’re not talking about your niche for your whole life.

We’re talking about niche projects, something very small, something very manageable that you can do. If it doesn’t work, it’s a small thing. You tried it, it didn’t work, and you learned from it. You’re wiser, smarter, and you’re actually going to be a lot clearer for your niche for the next attempt.

Tracy thinks, “Scared that working with my true niche will demand too much of me, make me too vulnerable, being too naked and seen.” That’s a really good one. What if it really asks you to step up in that way? It might.

The thing I would invite everyone to know is you are totally at choice of how much you want to step up. You are totally at choice of how much you want to be seen and be vulnerable. That’s absolutely up to you. There’s no marketing dogma around how vulnerable you want to be.

Like yoga, just be where you are and trust that that is going to have its own appeal for people. At some point, you may or may not feel ready to take another step. I don’t know if anyone is 100% authentic or 100% vulnerable all the time. Yet they still go. Even if you’re not, you can just be where you’re at and this can still work.

It may also, I would offer the opportunity, you might actually make yourself really vulnerable and be really naked, and let yourself be really seen in front of people. If it’s the right people, they’re going to love me which is why to me also niching matters so much.

There's that old Biblical saying, "Don't cast pearls before swine." Sometimes we make ourselves vulnerable in front of the wrong people but when they're the right people, these are the people that that kind of vulnerability will make them swoon and make them trust you so much more. I think that's part of it.

Dabne says, "I'm afraid I don't have adequate training." You might not. That's a possibility. You actually might not have enough training but a few things here. First of all, if you're niching around your wounds, if you're niching around the things you've struggled with and overcome, you probably have enough real life training, just street smarts. There's that.

Also, this is why picking an authentic niche matters so much. If you pick one that you're really passionate about, that feels really authentic to you, you will be passionate enough to do the training and have that be something that's really fun for you and exciting. But if it's just a niche you randomly pick, you certainly will not be that stoked to get more training.

Stacy says, "I have more than one business, more than one group I serve and love. What if I'm wrong and put all my eggs in one basket, and focus on the wrong group?" The big thing I say is you don't have to do that. You can have multiple businesses. You can have multiple niches. That's totally fine.

You may at some point find that it's overwhelming to do that but even within your niching, you can have multiple groups if they all fit within the big circle which we're going to be talking about today. Stacy, for you, this week is probably really important in terms of just defining generally who the big group for you is.

Debbie, "Making decisions, so many choices on who I can work with, especially since I'm bad about making decisions." Here's an interesting thought about decisions. In some ways, I would invite you not to make any decisions for the six weeks. Just notice what decisions you've already made.

If you're really honest with yourself, you've probably already decided you like certain kinds of people over others or certain qualities are more important to you. I really wouldn't worry about making any big decisions over these six weeks. Just notice what's already a decision that's been made inside of you. Notice what's already true for you. Start with where you're already clear and build on that.

Francis, "Choosing the wrong niche." This is why we're doing the six weeks and taking it so slow, so you can do it step-by-step. Debbie, "If I get specific, a greater chance of failure. Don't want all the eggs in one basket." Good one.

If you get specific in an extremely small town where there aren't enough people, there is a pretty strong change of failure but if you have a big enough geographic reach, I would say your chances of failure are stronger if you stay general. If you pick a real particular group, it's much more



likely to succeed. Again, you may have multiple small circles. You may not need to go beyond that.

Our group is now top secret. Anything you post in this group will now stay in this group. Autumn was saying, "I'm afraid I'll have to pretend to be someone I'm not." Thank you for saying that. That's awesome if you're in marketing. We'll have to sane and posture, and pretend, which is a really scary place to be. It's so scary to feel like you're going to be discovered at any moment. It's scary to be a fraud. This is the opposite of that. That's what we don't want.

Just notice what's true for you, what's coming up for you. This is based on the presumption that there are people out there who are actually not just looking for somebody like you but looking for you in particular. That's the presumption we're basing this on.

I don't know if that's true or not but I've experienced it to be true a lot of the time. This is important because if you pretend to be someone you're not, you're going to attract clients that are drawn to that mask, to that pretense, to the posture you've put on. Eventually, that posture is going to slump. The mask is going to come off and they'll be disappointed.

Just from a business standpoint, that doesn't help. It's not a long term strategy for success. The most long term authentic, sustainable strategy is really being yourself and having people be drawn to that so the more they discover, the more they love you as opposed to the more they discover, the more chinks in the armor they find.

Kelly said, "I'm feeling resistance to the idea that I may have to rework my bids/site/offering again, so resistant to the idea of this being two steps backward and using up more precious resources." I hear you totally. You've already spent so much time and effort probably coaching and money to do all this.

The thought of having to redo it, ugh. Again, this is where we really want to focus and emphasize the importance of niche projects not niche revamps. You want to start with something small. In my experience, if you start with something tiny and it works, you're going to be exited to expand it naturally versus trying to reboot it when you don't know if that's going to work yet.

Exhale. Relax on that when you don't need to rework anything. You can start small and do tiny things. That many naturally over time expand in its own way organically, in a way that will actually feel really good for you without any kind of overwhelm.

Joy says, "The introvert in me panics that I won't be able to manage my time if I draw more clients to me, or if I go to larger groups and I don't know how to go about that technology wise, and a general fear of being seen in a bigger way, and ready for it at the same time." I hear you, that mix of I'm ready for it, bring it, ugh, I'm terrified.

It sounds like there are some things that may sort of fit outside of the niching thing but in terms of managing your time and boundaries. It might be useful to get coaching on that. Somebody in

this group might actually want to help Joy with that, or your buddy. You might actually want to talk about that in your sessions.

The technology question, that's a really important one because I know I found it where if you don't understand the technology, it's so daunting. You can feel scared. If you spend sometimes an hour or two getting coached on that, suddenly you feel ready.

Sometimes, when we feel scared, it's actually a real wise sign from us that we're not ready. We're not prepared. When we get prepared, we learn how to do it. It's easier. I totally get that fear of being seen in a bigger way. You're ready for it but you're not ready for it. You're probably more ready than you think you are if you really get discovered in the right way.

Chelsea, "There's a scarcity or a lack of the right kind of people for me out there. People don't want to commit. The ones I want to commit won't but I haven't sealed my wounds enough to bring value to others in that area." That's so honest, I love that. It might be true.

That's why we're going through this process step-by-step to see if there are enough people. Here's an important thing. If you feel like you're not qualified, you haven't healed enough to help, you may not be enlightened. You may not have made it all the way home but you've overcome something.

The important thing is as long as you're not overpromising a ton, as long as you're not promising more than you know you can deliver, you're okay. Over time, down the road, you might discover that you can offer more and you feel more comfortable stepping out.

I know when I first started, I was really explicit on the marketing and I didn't talk about anything personal growth related with people because I didn't feel ready. Over the years, I've felt more and more ready. I've trusted that that was going to happen. I started 12 years ago. I was 25, young, and I knew that.

I knew I was young and I knew I didn't have a lot to say in terms of life experience. As I get older, I find that I feel more comfortable stepping into that kind of a role and talking about people's personal things rather than just the marketing. My guess is you're right exactly where you need to be and that there are people who will be so excited to work with you exactly where you are, even though that might change and deepen over time.

Autumn, "I'm afraid I don't have the proper training and certification." That might be true. In my experience, when you really find the right niche, they often care very little about your certifications and all that. What they care about is your life experience, if you've been through it, overcome it, and have a clear perspective on it.

Skylar is saying, "I don't want to be nailed down to something that cannot be changed or forces you to have to start all over again." Again, start small, niche projects. "I have trouble saying no outside my niche. I'm afraid I won't find a niche that pays, not liking my niche after I've selected it." That's the whole process.

It is hard to say no. You don't have to say no. It can be explicit without being exclusive. That's okay. Dabne, ooh, I love this one, "I might get a lot of pushback because my message is radical." You might but that's actually great. Part of a niche is you find your nest, your place in the world. That's not going to be somebody else's.

You're taking a position that might be different than somebody else's position. That's fine. That's okay. In fact, it's great. If you don't have people criticizing your point of view sometimes on pushing back, you might not be being radical enough.

If you have people disagreeing with you, that's actually really great. It shows you have an opinion. You're taking a position. You have a point of view. You probably will get pushed back. Dabne, if you're getting pushback, it's a sign you're probably going in the right direction because there are people who will love your radical message.

Personally, I love the fact that you're radical. The more radical my clients are, usually the more excited I am. You're going to find that with your clients too. Some will be more turned off absolutely, and some will be like, "Finally, someone who tells it like it is, somebody who is radical like me."

Marianne says, "Struggling to find the words that make sense," yes, we will talk about that over these six weeks. Debbie, "Determining if there are hubs for my circles." Yes, figuring out this perfect circle and realizing there's no where they hang out. We'll be talking about that when we get to niche projects. We'll be doing some great exercises around that.

Petra says, "My belief is the island where I live is small and everyone talks about prices so I want to help anyone I can and not miss out on business from anywhere." Right, there can be that feeling of panic, like, "This person needs my help, and they're not a great client really but they're money so I'll take it right now."

You don't have to drop all those people immediately but I would make the intention to start making more space in your life for the kinds of clients you want bit by bit, slowly. You can go cold turkey if you want, if you can afford that, you have a strategy but you can also phase it in. Have that intention.

Sometimes what keeps us from really doing that is we actually haven't made that time to make that kind of clarity. Because we're not totally clear about the clients we want, it's harder to say no if that makes sense.

Autumn says, "There is a voice inside me that is saying I will have to hide who I am as a whole person and be someone my potential clients want me to be and I'll feel resentful of my clients." Great realization. Mike, "Fear of limiting myself, missing out on clients."

A lot of these, go watch the videos on the niching myths because I think that will help. Joy, "Not knowing where to start first can be overwhelming." The first thing is clarity. Often, as we get clear, the next steps will show up.

Due to time, we're going to move on. Thank you everyone for being so honest. I really do invite you as homework to sit with these things, to sit with these fears and resistances and see what they show you. Here's a compelling thought that I want to put up for you all to think about.

Whatever you wrote down as a fear about niching, I want to invite the possibility that that fear is the exact same kind of fear that your clients are struggling with themselves. I'll say that again. I want to invite the possibility that the things you wrote down are also maybe a doorway into your niche. They're a way to actually learn more about your niche.

The things that are true for you, that are so personal, are probably because it's so personal for you and you want to work with clients that are a fit, there is probably some resonance in there with the kinds of clients that you most want to work with. It might just be true. Think about what you wrote.

Could it be true that these things you're struggling with are actually the exact same thing that your own clients are struggling with? That might actually give you a real ah-ha or key into how to help them and who they are, probably not the whole thing but it might be an interesting doorway in.

I'm going to post a blog post that I wrote about this a little while ago. Whatever you're fearing, I think it's really important not to ignore that. It can be easy to, "Well, I should just niche because it's strategically important," and ignore it. I want to suggest that even beyond not ignoring it, it's important to look at them as doorways that can show you more about who you are and what to work with.

At the heart of all this, everything we're going to talk about, all the core steps, all the different things you're going to learn over these six weeks, it really comes down to a very simple question. The question is who is the perfect fit for you? Or conversely, who are you a perfect fit for?

Who are you a perfect fit for? Who are these people that you would love, and who would love you just the way you are? This is really based on this radical idea that there might actually be a lot of people out there who would love you for you and be grateful to find you, and the radical idea that we could describe them so clearly that they would read their description, the description of them we wrote, and they would say, "Oh my gosh, that's totally me."

That's the radical idea. The big circle is where we start with that. It is both a flower pot. It is also a filter. Think of it also like a lighthouse, where we begin to describe the quality of light but we're not the searchlight desperately searching for clients, a lighthouse that draws people in. Remember, people run away from search lights.

Here's the challenge. When we start trying to define and get clear about who we want to work with, it's really easy for us to collapse, tolerate, or settle. What I mean by that is, we think, "I

know who my ideal kind of client it.” Then when it doesn’t work out or somebody comes who is not quite a fit, they say, “Please no, work with me,” and we just collapse and give in.

We start to settle in our lives for clients that don’t really bring us alive and that aren’t really a perfect fit for us. We then start to just tolerate them, even though it’s driving us secretly nuts. We just tolerate it and put up with it.

I want to suggest that all of that drains so much energy from your life that you can’t even begin to imagine. When you get rid of that, as you work more and more with clients who are a perfect fit for you, you will be shocked by how much more energy, inspiration, and creativity comes into your life.

You will feel better and better as you are more and more composed and clear about this. Let’s start with what’s clearest from your own direct experience. This is important. Your body knows what’s true. When you get chills, when your hair stands up, you’ll get little signals that something is really true for you.

I’m going to put something on the Facebook page. I want you to first of all, take a minute or two by yourself. Take a pen or paper. By yourself, I want you to brainstorm generally, what are the qualities you most want in clients, generally?

If I were to say give me the top ten qualities you want in a client, what would you put? What are the things that are most important for you? If a client showed up with these qualities, I would be hitting home runs, that would totally bring out the best in me. What are those qualities that would bring out the best in you?

I’m going to post on the Facebook group wall. I’m going to invite you to comment below it. Write down whatever you come up with. Feel free to be inspired by each other, and riff on what each other are writing as you’re doing this. Take three minutes to write down a good list. What are the qualities you would most love to have in your clients?

What are the qualities that would bring out your very best if your clients had these qualities? Take about two or three minutes to brainstorm. Let’s get this out. This is where we start with what we’re already clear about. Go.

Don’t worry if these are realistic at this point. Don’t worry if these are things that you think are even possible to have. Just be honest about what would bring out your best. What are the things that would absolutely have you thrive, if all of your clients were like this, or dream clients? We just start with the clarity. That’s the most important thing, whether or not it’s realistic.

Go back over each other’s. Like the ones that really resonate with you. The more honest you are, the more it helps everybody else in the group because you might name some that somebody was scared to name or didn’t even think about but actually might become the core of their big circles. Your honesty here is really helpful.

Feel free to keep going. You guys are good. There are two things I want you to think about with whatever you wrote down or resonated with, with other people. The first is kind of a homework question. What can you do to support your clients in embodying these things? How can you make it easier for them to be these things?

How can you help them cultivate these qualities? Perhaps there are some clients that aren't ready but are there ways that you could actually help them get ready? Maybe there's a program that you could create that could actually help them get to a point where they're an ideal client for you.

Maybe you could be referring them out to somebody else who does that work to help them get ready. For me, one of the things that is really important in terms of a fit is somebody who, when people come to me with all these gifts or skills and I don't have any kind of thing, I don't have a boat, any idea for a project at all.

I say, "Go see my friend Alex Baisley with [BigDreamProgram.com](http://BigDreamProgram.com). He'll help you get ready." Once they're ready, they can then come to me. Maybe there are people you could be referring them to who could help them get ready. You could have a reciprocal relationship where they help those clients get ready for you, send them to you and maybe you offer them some money for that.

Or you can refer clients to them who come to you that aren't quite ready yet. There's no money exchanged but you just refer clients back and forth. Can you help them get ready yourself or could you be referring them to somebody else? I really want to invite you to think about that.

It's important that the clients that come to you really have these qualities. It's okay to have standards on the kinds of clients you want to have. Not everyone is going to be ready. Because of that, are there ways you could actually profit from that? Maybe there's a program that you could create that is all about helping people get ready, a group program, info product, or online product, something that helps people get to that point where they could hire you.

Maybe you just don't want to do that. Then you could find other people who that's their whole thing, helping them get to that point where they embody those qualities, amazing. That's the first thing to think about.

The second thing to think about is the other mind twist. Whatever you wrote down or whatever you resonated with, you need to be these things for your clients. Whatever the qualities you're wanting, you really need to be that. Also consider this homework. I'll talk about this again at the end.

My guess is if you're not embodying these qualities as much as you'd like, there's probably some more support that you need in your life. This is where we need to be humble and admit that we have limits, and that we probably need more support. By the way, that support may mean you need to hire somebody.

It might mean you need some more down time. It might mean you need to get out of certain commitments because you're overcommitted and you need to just give yourself some space. It might mean that you need to get off your butt but you need support with that, so you need to hire a trainer.

You need to tell all your friends, "I'm going to exercise now." Really ask yourself, will you look at those qualities that you want so much from your clients? Be gentle with yourself. Say, "If I could do better, I would be doing better by myself. Clearly I'm not so what is the support I need that could really help me take those steps?" Consider that some homework to think about.

Here's a deeper task on this. I'm going to give you a minute. I want you to think about who are the clients that you already have that you most want to clone. Think about one or two clients that you're like, "Man, if all my clients could be like this person, I would love it." I want to give you a minute to identify who those clients might be.

Then I want you to continue to post. Think about that client specifically. What are the qualities that those clients have? See if there's anything you want to add to this list, the qualities of these clients you love so much, the ones you want to clone. Is there anything you would add to that list of qualities already?

Keep commenting. See if there's anything else that comes up. Sometimes, when we think in specifics, specific people, it can help us really get clear. Take two or three minutes to think about that person and write down the qualities about them you love so much.

Here's something to consider about what you wrote about those ideal clients. Those qualities that you wrote down that you love most about your favorite clients, those are the qualities they probably love most about you. This might give you some insight into yourself.

All those things that you've written about your clients that you'd love to clone are the things that that's why they come to you probably, because you embody those exact same qualities. That's why you admire them. That's why you're able to see it in them, because you have it in yourself.

Whatever you're writing down, know that those are the qualities that you may want to radiate outwards more. You may want to shine a little brighter and really step into those, and own that that is true about you.

Joy wrote, "That they trust me so deeply." My guess is you trust them really deeply too. That's why they love you so much, and you probably trust life really deeply. They really resonate with that. Whatever you wrote, know that that is probably you.

This is also the groundwork for a visualization I'd like to lead you all on. Get comfy and close your eyes if you feel comfortable. You may want to have a pen and paper handy so you can take notes because there will be a lot coming up. You may want to jot some notes, and after the call, you can write some more down and really capture it.

I invite you to make yourself comfortable. I want you to imagine, your eyes closed, that you're sitting on a couch in your living room, or a living room you find particularly comforting and beautiful. You're feeling so excited because you have some wonderful people coming over.

There are going to be six or so people available in your living room. They're all about to be filled, one at a time, with your ideal clients, the kinds of clients you would most love to have. These could be people you already know or they might be imaginary people.

I'm going to invite you to reflect on some things. Feel free to write notes as you go through, then close your eyes, and go back into it. As the people begin to arrive one by one, they're so happy to be there and you're so happy to receive them.

I want you to notice what are they wearing? Just notice that. What do they look like from the outside? What kind of people do they seem like? As you greet them, conversations move to where they were before they arrived at your place. Really listen to it. Where were they before they arrived at your place? Wherever they were, it was something important and relevant to them.

What are the labels that they give themselves? How would they refer to themselves? They say, "I'm this kind of a person. I'm a blank. I'm a hippie, I'm a businessperson, I'm a mother, I'm a corporate dropout." What are the ways they might refer to themselves? It might be different for each person but really listen to what each person has to say about that.

Then I want you to notice what communities or scenes are they a part of? What are the communities or scenes that they seem to be a part of? Maybe they're part of the folk music community, the rave community, the corporate community, the downtown community, a certain geography, a neighborhood, a vegan community, a Christian, Muslim community. Take a minute and ask them, "What are the communities that you're a part of?" Go around the room and listen to what they have to say.

Then the conversation turns to what's going on in their lives. They begin to confess to you things that they don't normally share with other people about what it is that keeps them up at night, things they're struggling with, that they worry about. They can't sleep because they keep thinking about these things. They're really worried.

As you go around the group, they begin to confess and share what those things are. Fears might be irrational. They might not make sense intellectually but they're still things they're scared about. There are things that they struggle with on a daily basis. What are those things they're struggling with most?

As you sit there, taking in their words, you may begin to notice this welling up of love and appreciation for them. I want you to notice as you look around the room, what is it you love about these people? What is it about these people that almost makes you want to cry, you just love it so much about them?



It might be qualities they have, it might be certain quirks and eccentricities they have that you just think are wonderful. It might be a way they see the world, a way they behave. What is it you most love about these people?

As you're appreciating them, they share with you why they came to your place. They came to your place, your living room, because they wanted to ask you for something. They want to ask you for your help with their struggles. I want you to really take it in when they share what it is they want from you.

What is it they want you to do for them? What do they have to ask you? They need some support and they've come to you for support. What is the kind of support they want from you in particular?

It's coming close to time for them to go. You all say your farewells. As the conversation goes, they mention where they're going next. Again, it's something important and relevant to them, this thing they're going to. Just notice the conversations as you overhear where they're heading next. Make note of that.

Then when you feel ready, as the last one leaves and closes the door, whenever you feel ready, bring yourself back where you are, listening to this call. When you feel ready, you can open your eyes and take a deep, refreshing breath.

That visualization is some grist for the mill for your homework. Here is your homework for this week. There are a few things. First of all, I invite you to watch those videos if you haven't, especially if you weren't able to make any of the intro webinars.

If you're really struggling with some of the fears, definitely watch the myth videos. You might want to watch some of the others. It might be useful recap. On some of them, it's more extended in the content than I was able to get in the webinar.

Second, how can you embody the values that you want to see in your clients more? What additional support do you need? Three, I invite you to really sit with your niching fears and look at the connection they might have to your niche. See if there's any corollary there.

Fourth, I'm going to invite you to go through a workbook that I'm going to send you. The homework here is to come up with and sum up your big circle in a single page. I'll walk you through what you're going to be getting. I'll be emailing it to you soon. When you get the workbook, you're going to find on page three a bunch of questions to answer. A lot of them are similar questions to the visualization.

After this call, I definitely recommend if you can, take some time to really capture and go back into that room if you need to. Really capture every little detail that you can from that conversation in the living room. You're going to have some questions that are going to help you. Go back and answer some of that.

On page four, it will say your big circle on the page. There are basically four things, four sentences or four paragraphs that I'm going to have you write and sum up in a page. Here they are. The first one is to 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 call blank.” This is where you can come up with some umbrella label, a vague term to define generally the kind of people you want to work with.

Second paragraph, “From the outside, they seem:” This is where you can talk about their aesthetic, their appearance, their dress, where they hang out, what they love to read, watch, enjoy listening to, food they love, the scenes and communities they're a part of.

Third, you're going to really name their issue, the main symptoms they struggle with, the main track that their symptoms are in. It's often going to be either money, health, relationships, or spirituality in terms of how they experience it, the chakra, the hierarchy, maybe the stage of life they're in. This will all be in the workbooks I'll send you. What they're craving and what's happening in their life that has you know that they're really ready for you at this point.

Fourth, “I love these people because,” and this is where you'll insert all the qualities you love about them, they bring out your best, the kinds of conversation they often love to have, things they do that make them such great clients, the quirky things you love about them.

I'm going to have you sum that up in a page. Really, the first four pages, that's all you need to do for homework but if you're really gung-ho and want to dig deeper, then there are a lot more things you can do. There are questions and additional things to look at. There are 25 pages in that. You can dig in as deep as you want to.

You really just need to start with the first bit. That page three, the list of questions would be a great thing to do with your marketing buddy, to have them ask you those questions and pipe out the answers. Write them down so you have them, so you're just free to think.

That's the deal. When you're done, I'm going to invite you to share that on the group. Here's the way to do it. You're in the Facebook group. You'll notice there's a place where you can write a comment. It says write post. It also says add photo and video. Go to files at the top. Niching, about, events, photos, and files.

If you click on files, you can create a document. I'll create a document so you can see what it looks like with your homework. That document is where you could put your big circle and a page, where you could put those four paragraphs if it makes sense to really sum it up.

The first ones to go up are probably going to get the majority of the feedback from the people but also from me. The ones that get up there first, there's an advantage because once we get to the next week, I'm not going to be focusing as much obviously on the homework from the week before because we're going to need to keep moving forward.

The ones that get in first have the distinct advantage of getting the most feedback. There you go. That's the call for today. I'll post the homework. I'll be sending you an email with some stuff to make it all really easy.

I'm going to post something here. I would love for you to answer what was the most important thing you got. Put a comment. What was the most important thing you got from our call today? Sometimes it's good once we go through these things, we can get a lot but it's nice to also distill it and really hone it.

Sometimes, you might share something that somebody else didn't really notice. That might help them get more value out of this call too, both for me, because it's warm fuzzies for me, also for you for really refining the clarity, but also for the other people in the class it might be really useful.

That's it. I hope this was really useful for you, everybody. We're just starting. This is just the beginning. I'm so looking forward to the next call next week and being in touch over Facebook over the next week. I love you all. You're great.