



Niching for Hippies

with Tad Hargrave

Week Two:
The Soil, The Wounds, The Story

Exercises in Uncovering Your Wounds

DON'T ASK YOURSELF
WHAT THE WORLD NEEDS
ASK YOURSELF WHAT
MAKES YOU COME ALIVE
AND THEN GO AND DO THAT
BECAUSE WHAT THE WORLD NEEDS
IS PEOPLE WHO HAVE
COME ALIVE

CORE EXERCISE: Write Your Story to Your Niche or Write The Story of Your Niche

I'm going to invite you to do one or two exercises on clarifying the connection between your life story and the story of your ideal clients.

Exercise A) You'll write a letter telling your story to your ideal client.

Exercise B) You'll write out the typical story of your client.

Do The Pre Work: Fill out the Wound Sheets in the coming pages and then weave that material back into this page. For more perspectives on this - make sure to read the The Soil Theory book from this week's class.

Build On What You Have: It's going to build on much of what you've already come up with in the Big Circle work.

Keep It Short: In writing it, do your best to be concise and to the point. See if you can't keep it to two pages or less in size 12, Times New Roman.

Write It To Someone In Particular: You can imagine any scenario you like with this - perhaps you overhear a phone conversation of a random stranger and decide to write them a note of encouragement, or it's to a younger family member or friend who wrote to you asking for advice. But, as you write it, really try to picture the person you're writing it to and write it to them specifically.

It doesn't need to follow this exact format but consider this a helpful guide you can use to start by filling in the blanks.

The goal is to have your ideal client read this and say, 'Wow. This person totally gets it.'

EXERCISE A - The Story Letter:

Hi there,

I'd like to tell you a story.

My name is NAME and like you, when I was younger I was also a NAME OF BIG CIRCLE and went through WOUNDING EXPERIENCE. It felt NEGATIVE FEELINGS because what I was really needing was LIST UNMET EMOTIONAL NEEDS but all I got was UNHELPFUL WAYS YOUR FRIENDS, FAMILY AND COLLEAGUES BEHAVED. It was like VIVID METAPHOR OF HOW IT FELT.

I don't think anyone ever really realized how QUALITIES YOU'VE COME TO KNOW ARE CENTRAL TO WHO YOU ARE THAT WEREN'T HONOURED I was. I remember thinking, "LIMITING BELIEFS, STORIES AND IDEAS YOU HELD AT THE TIME." More than anything, I was craving THE CRAVING I remember thinking that what was in my way from getting what I most wanted was THE BARRIER.

I believed the lie that THE LIE YOU BELIEVED ABOUT YOURSELF, OTHERS OR LIFE.

I can recall one particular time where it was really bad - when I hit bottom. STORY OF THAT TIME.

The kind of support I was craving was SPECIFIC THINGS YOU WERE REALLY WANTING THEN and when I reflect now I can also see that what I really needed was THINGS YOU'VE LEARNED SINCE THAT YOU KNOW WOULD HAVE MADE A DIFFERENCE. I really wish I'd known someone who DESCRIBE YOUR IDEAL MENTOR/WHO YOU ARE NOW.

In going through that time, I got very good at SKILLS, QUIRKS, KINKS, ABILITIES, MASKS AND TALENTS YOU DEVELOPED AND HONED AS COPING AND COMPENSATING MECHANISMS. And I learned a lot about DARKER SHADOWY ASPECTS OF YOURSELF, HUMANITY & LIFE YOU LEARNED ABOUT and BEAUTIFUL THINGS ABOUT YOURSELF, HUMANITY & LIFE YOU LEARNED ABOUT.

For years, that would show up in a really unconscious way where I would WAYS YOU USED YOUR COPING MECHANISMS IN WAYS THAT WERE DESTRUCTIVE OR UNHELPFUL IN YOUR LIFE. And the impact of that was WHAT HAPPENED WHEN YOU BEHAVED THAT WAY.

But, now that I've matured and learned, I'm finding that I can use the same skills and abilities to WAYS THAT YOU'VE TURNED YOUR QUIRKS AND COPING MECHANISMS INTO ART THAT HELP PEOPLE.

In struggling to overcome this all I have learned a lot about THE MOST IMPORTANT IDEAS THAT HELPED SHIFT THINGS FOR YOU

I can also remember the turning point for me when I stopped feeling defeated and started to have hope again that something else was possible. STORY OF THAT.

The superpower it's all given me is THE THING YOU CAN DO THAT VERY FEW OTHERS CAN.

And, as I look back, I can see that a primary question that my whole life has been circling around has been THE QUESTION. My whole life I've been struggling to weave together THE THINGS YOU'VE STRUGGLED TO WEAVE TOGETHER.

I just wanted to take a moment to write and let you know that you're not alone. And that things get better. It was such a painful thing to go through but When I look back, I can even feel grateful for all of it because DESCRIBE THE HIDDEN BLESSING OF IT ALL.

with love, NAME

EXERCISE A - EXAMPLE: Tad's Letter to a Younger Version of Him

Hi there,

I'd like to tell you a story.

My name is Tad and like you, when I was younger I was also a high pressure sales person and went through the incredibly painful experience of feeling it change me (and not for the better). It felt awful because what I was really needing was affirmation that my instincts were right (and a different approach to sales entirely) but all I got was encouragement to try harder and learn more (about the same failed 'Always Be Closing' approach). It was like my sincerity and genuineness were dripping out of me a little bit every day.

I don't think anyone ever really realized how sensitive, artistic and community loving I was. I remember thinking, "If you just work more hours, make more calls and practice your closes, get better at NLP and overcoming people's objections. If you just communicate more certainty then more people will buy." More than anything, I was craving to be seen as being just like Tony Robbins. I remember thinking that what was in my way from getting that was more pushing myself and reading just one more book and listening to one more audio program.

I believed the lie that, if you were skillful enough and sneaky enough that you could make anyone do anything. But since, in reality, I couldn't . . . I felt like a failure.

The kind of support I was craving was to get some private coaching with someone like Tony Robbins and when I reflect now I can also see that what I was really needing was an entirely different approach to selling. I really wish I'd known someone who could show me how to have genuine conversations with people to figure out if there's a fit vs. coming up with sneakier, more compelling pitches designed to get them to 'say yes'. Someone who could have shown me that the entire system we were using didn't work.

I can recall one particular time where it was really bad - when I hit bottom. I was trying to raise \$9,000 to go to a Tony Robbins seminar in Hawai'i and so I called up a family friend and proceeded to pitch him on the benefits of this seminar. The conversation got more and more awkward until he snapped, "You don't need to wheel and deal me!" And that hit me like a tonne of bricks. I was totally trying to 'sell' a family friend on helping me. What had become of me. I felt so ashamed.

In going through that time, I got very good at learning how to focus and work hard, how to track my time, how to build rapport quickly with total strangers, how to deal with getting rejected constantly. And I learned a lot about how terrible it feels to relate to others with hidden agendas, the ways we can deceive ourselves into believing that people need to be manipulated to be helped. I learned a lot about the exciting rush of learning how to manipulate people by appealing

to their values hierarchy, speaking in the correct metaprograms and sensory modalities . . . and how ultimately hollow, ineffective and disconnected that felt.

For years, that would show up in a really unconscious way where I would be really slick with my friends and family and feel like I needed to ‘sell’ them on my plans and ideas in order to get support. Scared that if I didn’t walk into a situation 100% prepared I wouldn’t get what I wanted. And the impact of that was that my friends began to back away from me and point out how ‘slick’ I was being.

But, now that I’ve matured and learned, I’m finding that I can use the same skills and abilities to help people find a way of marketing their work that feels genuinely wonderful to both sides.

In struggling to overcome my own slickness I learned so much about the power of having the truth as our only agenda, the ‘slow marketing’ approach, the importance of having a clear platform and niche, a lot of safe ways for people to check us out and lots of easy ways for people to find us. It feels so much better than just working harder inside of a broken system.

I remember the turning point for me when I stopped feeling defeated and started to have hope again that something else was possible. I was on a coaching website and I saw an add for something called ‘Reverse Selling’ by Ari Galper (now ‘Unlock The Game’). And he named every single piece of what had felt gross, fucked up and wrong about the sales approaches I had learned. It’s hard to describe the relief I felt in knowing I hadn’t be crazy or lazy. That my instincts, which I’d entirely over-ridden, were right. And that there was a way to have a conversation about sales without sales pressure. That I could be genuine and honest and still explore my nerdy fascination with sales. It was like I was suddenly able to take off a suit that had never fit and put on my hippie clothing again confident that I’d still be able to pay my bills.

It’s given me the superpower of being incredibly aware of and allergic to inauthentic marketing practices combined with a profound and detailed insight into what specifically is fucked up about it. I’m immune to it being used on me and I can see, like with X-Ray vision, when it’s being employed with others.

And, as I look back, I can see that a primary question that my whole life has been circling around has been the question of how to have right livelihood - how we can sustain ourselves while following our passions and giving our gifts to the world in a way that feels wonderful to everyone. My whole life I’ve been struggling to weave together my nerdy fascinations with marketing, human behaviour and my desire to be a part of the broader movements for social change and environmental sanity.

I guess I just wanted to take a moment to write and let you know that you’re not alone. And that things get better. It was such a painful thing to go through but, when I look back, I can even feel grateful for all of it because you don’t need to go through what I did. Because I spent the years

exploring the dark side good people like you can get the kind of help that I so wished I had had when I was young.

Warmest,
Tad

EXERCISE A - EXAMPLE #2 - The Micro Bio:

from <http://marinammedia.com/blog/the-wounded-healer/>

Here's Ricardo's Bio, below. It's a story, with a beginning, including an 'inciting incident' –the reason the rest of the story kicks off. Then a middle, the journey, with hurdles to overcome. Finally, the end, what he's offering now.

Ricardo, was burnt out after years of feeding the creative beast in a top ad agency in Brazil. A massage for a cricked neck gave him the first bit of relief in months. Enough of a wake up call to know he needed to relax and take care of his body. And take a break.

It was on holiday in Rishikesh, India, that he discovered how powerfully meditation helped him not to worry about the future and stay in the present. A massage course also helped him get in touch with his body, which for so long had been pushed aside by his very creative mind. He needed balance. For the next few years, he worked less and less at the agency, and took more and more courses, searching for just the right massage modality. Finally Ricardo settled on Thai Massage and the power of Chinese Medicine and Acupuncture.

Ricardo qualified in Acupuncture at Grant Mackewan, Edmonton, one of the most demanding courses the University offers. Ricardo's Edmonton Clinic offers massage, Chinese Medicine, yoga and advice on nutrition, meditation and lifestyle.

Why does a bio like this work?

- Ricardo's story is more **engaging** than a list of qualifications, which often don't mean much to ordinary folk. Leave the credentials for the bottom of your bio. In bullets.
- Build in some **high stakes** in the beginning of your story. Ricardo was burning out. I as a reader can relate to that, and I want to know if he's going to make it.
- Most of us can related **emotionally** to being stressed out like Ricardo, so his story means he'll relate to ours if we go for a session. Many of us have also hit relative rock bottoms in our lives, and **we're looking for people we can relate to**, who won't judge us because they've been through it too.

- Ricardo also **did something** about his rock bottom, he changed his life. He didn't continue suffering and moaning about it, or taking it out on others. This isn't to say everyone needs to become a massage therapist but we do all need balance, whether we know it or not.
- Write colloquially. If you write too 'corporatey' it's not engaging.
- And please, a big mistake many therapists make is to write in a really 'new agey' way, using all these big words about metamorphosis, transformation, angels and aliens. Keep it real and keep it simple

So, give it a go. Re-read your bio in your brochure, website whatever, whether you're a healer or not...does it engage people? Re-write it and test it out on friends. And ask them for honest feedback. Really honest feedback.

EXERCISE B - Writing Out Your Clients' Typical Story

Stories are powerful in marketing. In fact, they can do a lot to make marketing feel less contrived, 'try hard' and gross. They're engaging without you trying to be convincing, if that makes sense.

Here's an example of a 'micro story' (from a colleague [Milana Leshinsky](#)) but one that is still incredibly compelling and hits the nail on the head.

Four important things to note about this story:

- **It's in the third person.** Which I love. In the marketing world, there's a sense that everything needs to be in second person. Meaning, "*Are you overwhelmed with things?*" Using the word 'you' a lot. This can be powerful. It can also feel contrived and extremely leading. It can feel warm at times but it can also feel like a feigned, faux warmth. It can be experienced as you trying to create a sense of intimacy vs. actual intimacy. You likely see this on ads where they say, '*are you struggling to make enough money? are you overloaded with debt? are you stuck in a job you hate?*' And sometimes it feels really 'salesy'. Or worse – invasive. Some people have such immense shame about their situation that to name it and speak to it directly or invite them to identify themselves directly is too scary. But a story in the third person, about another person is like a safe invitation. It lets you connect where you see the fit. A story is an offering – it doesn't demand anything.
- **It nails it.** This story is so common! This story demonstrates a keen empathy and understanding of the situation of many of her clients and potential clients. Now this one is about money. But the same thing could be written about relationships, health of spiritual angst. So many people would read this story and say, 'wow. that's so me!' Could you do this with you clients life experience?
- **What else have they tried?** I love this question. Ask yourself, 'what other tools, routes, strategies and approaches have my clients tried before coming to me? And how do they feel about that?' If you can acknowledge the road they've already been on . . . well that feels really good.
- **It's so short!** I love how short she made this. I'm not very good at short. I want to coin the term 'micro story'. Coined!

EXERCISE B - EXAMPLE #1 - The Micro Story:

Once upon a time there was a business owner who wasn't making any money. She tried to publish an e-zine, submit articles, learn about search engines, and host teleclasses.

Her colleagues told her to do more free consults with prospects, but she had very limited time and, frankly, wasn't really good at it.

Her coach told her to get out and speak to networking groups, but she had two children at home and didn't want to travel.

Her husband told her to lower her rates, but that only attracted "nightmare" clients.

Nothing she ever did generated much business, so she continued to struggle.

Then one day she discovered a marketing strategy that changed her life. She started selling thousands dollars worth of her coaching products and programs, top industry leaders wanted to work with her, and she no longer worried about money.

To get the rest of the story and learn about how a struggling entrepreneur turned into a thriving one, go to this website and get her [free videos](#).

EXERCISE C - EXAMPLE #2 - The Extended Story: A Common Story: Jane the Practitioner (in seven chapters)

Chapter 1: The Itch

Jane looks at the lives of her family and friends and shudders. Many of them seem to be trapped in jobs and relationships that don't inspire them and, more often than not, drain them. They eat foods that she knows are hurting their health. She doesn't want that kind of life.

She wants to feel alive. She's not quite sure why she's so unsatisfied, and can't put her finger on it . . . or even clearly articulate the alternative she's craving. But something feels . . . off. It's like a vague itch that she keeps trying to scratch but can never quite reach.

Chapter 2: Inspiration Strikes

But then it happens.

A friend introduces her to a holistic healing modality or perspective that makes a huge difference in her life. She is skeptical at first but the more she looks into it – the more 'sold' she is. And, as she applies it to her own life – she begins to notice changes. Her health improves, her relationships get better, she's better able to set boundaries and she is feeling more and more at peace.

And then a light-bulb she goes on. A lot of people seem to be making it as holistic practitioners and coaches . . . why not her? She could do this for a living!

So, she does some research and decides to get certified in the technique or modality.

She spends years (and thousands of dollars) doing this. She spends years learning the philosophy and practical applications of her craft. And the more she learns, the more she loves it. It's implied that once the program is over she'll have everything she needs to run a successful practice. "If you build it," she tells herself. "They will come."

Eventually, she graduates.

Chapter 3: Reality Strikes Back

And immediately feels overwhelmed . . . "how do I start a business?". She has no idea. So, she looks around at what everyone else is doing. And spends even more money on a gorgeous logo, business cards and flyers. And she tells all of her friends.

But a few years later – despite her best efforts – she still finds herself struggling to attract as many of the kinds of clients she is most wanting to work with. She places a few ads in the local new age magazines but gets an abysmal response on them. Each day she checks her voicemail and email hoping to find it full of bookings from people who saw her flyers or ads or posters at the local organic food store but . . . they never seem to come in at the levels she's hoping for.

She has never made more than \$20,000 per year (on her best year).

And a lot of the clients she works with don't seem to want more than a 'bandaid'. They don't really seem willing to take full responsibility for their own healing. They just seem to want her to 'do her thing' on them. And then when she successfully helps them heal . . . they don't need to come back. So, she waves them farewell and is struck by the need to replace that income. Somehow.

And then there are the disappearing clients . . . Some people would come in for a session or two, seem very happy with it, even tip her and then . . . just . . . vanish. And Jane is left wondering, 'did I do something wrong? What happened?'

And the worst part is . . . she has no idea why she's still struggling.

Chapter 4: A New Hope

Then she realizes what the problem is: she's only offering one modality. So, she goes back to school (and spends a lot more time and money) to learn some new modalities and techniques to offer her clients. Some of them seem thrilled – others don't seem to care.

But then she starts to see a problem it's created. Instead of just being able to say, "I'm a massage therapist" she now has three or four other modalities to express and so she finds herself saying, "Well, I do a unique combination of shiatsu massage, traeger, reiki and quantum touch." And now people seem more confused than ever by what she does.

Chapter 5: The Dawning Realization of the Missing Link

She feels clueless about marketing. She wonders why she never learned this at her school. She learned how to do what she does – but not how to market it, articulate it or sell it. Often when she tells people what she does she notices them glaze over and not 'get' what it is that she really does.

She knows she needs to market her business but when it comes to actually talking about her business to people – she can't bring herself to actually ask people to come in for a session without feeling pushy.

Her friends tell her to 'go online' and so she spends even more money and time to create a website – but gets little to no business from it. She realizes she has very little ideal of how to make the most of it. Great. A website. Now what?

And hell . . . maybe the people she wants to reach aren't online. Or . . . maybe that's just another 'excuse' she's created with regards to her business. Argh!

Secretly, she dreams of someone else showing up and just handling all the marketing for her. If only she could just show up and help people and other people could send her the clients. If only she didn't have to worry about setting her fees.

When she tells people her fees, she often sees them flinch as if to say, 'that's way too much . . .' and so she often just offers them a deal and drops her fees. After all, if she loses them there are hundreds of others who offer something similar to what she does.

She feels like a commodity some days.

Her friends encourage her to stay positive. Some of them even imply that her feelings of doubt are what are manifesting the shaky results in her world. 'Maybe', she begins to think, 'this is about my self worth . . .'

Others tell her that she just needs to keep trying. To be more persistent but . . . the truth is – she's exhausted and overwhelmed. She wants to spend time on her marketing but . . . it always seems to slip through the cracks. With spending time with friends and family, doing sessions, time for herself and her creative pursuits, tidying, doing the books and more . . . she never seems to find the time. And even when she does, she feels daunted. She has no idea where to start. She doesn't know if she has any more effort or energy to give.

And secretly she feels incredibly inadequate. She tells herself that if she were more enlightened and healed she would just 'know' where to go and what to do and that it would all feel easy. She begins to suspect that her lack of business success is a reflection of her own lack of inner growth.

And she sometimes feels like a hypocrite or a fraud for not being perfect. She talks to people about living a balanced life but here she is – overbooked and not having time for a balanced life herself. She gives out a lot of wisdom and advice about how to live more healthfully but doesn't always apply what her own advice.

And then there's the marketing . . .

She knows she needs to learn how to 'sell' what she does – but has no idea where to begin or how to 'sell' in a way that doesn't feel pushy, inauthentic, slimy or insincere. She feels shy in social situations with new people and hates the idea of tooting her own horn or meeting people just to 'convert them into clients'.

She knows she needs to get better at articulating what she do – but she feels too close to it. She can't see the forest for the trees.

She knows she needs to articulate what makes her unique but . . . she hates the old-school notion of competition. She wants to see the other practitioners succeed too! How does she express what makes her different, without slamming other people who do what she does?

She finds herself wondering, "How do I market while maintaining integrity? How do I paint a picture so that others can see what I see? How do I teach people that herbal medicine doesn't have to be "alternative", but instead "normal" health care? I feel so overwhelmed by all the marketing advice...do this, do that...I feel so torn...what do I do first? And what next? And how do I stay focused on my passions and do marketing at the same time...I don't want my marketing to distract me from the work I love."

She looks at her brochures, flyers and posters and knows they could be much better – but doesn't even know where to begin. She's told to create an email newsletter (that's the golden secret!) but she's on a bunch of them already and doesn't read 10% of them (and hardly likes 10% of the ones she DOES read). She does not want to spam people. She's tried posters but they don't seem to work at all.

She finds herself 'avoiding' marketing. She distracts herself. Does anything except marketing! She goes for walks, plays bridge, tidies her office, surfs on facebook . . . but doesn't. do. marketing.

Her practice is going nowhere fast. She does pretty much what others have done and their practices have flourished (or so it seems). She's beginning to think this is not what she's supposed to be doing.

She started with such a passion for her work and such clarity that she was doing what she came here to do – but as she looks at her bank account and stacks of bills she finds herself wondering if it really is . . . did she make a big mistake? Maybe she should take a full time job for a while. The financial instability is beginning to take a stronger emotional toll than she'd care to admit. And yet – her finances feel overwhelming and out of her control. Even the thought of developing a budget or 'tracking' her finances feels like an impossible mountain to climb.

After all, she needs to do everything in her business – and there's a neverending to do list. She has to return all the calls and emails. She has to set up and clean up. She has to do the accounting and taxes.

She finds herself Avoiding doing promotion because it's so much work to find clients. She's got no sounding board or support. She's getting more last minute cancellations than she'd like.

And on top of it all she is noticing that she's losing passion for the core modality she started with.

Chapter 6: Resentment & Helplessness

She finds herself beginning to resent the very work that once brought her alive. She resents putting in so much effort and getting back so little.

Her life begins to feel imbalanced but she still can't seem to find the time and energy to take care of herself, in order to do her healing work from a balanced place. She knows that healing or therapy work, don't work as well when she's burnt out and frazzled.

And it makes her secretly feel like a bit of a fraud – who is she to offer others healing when she's still struggling at such basic levels?

And she feels “wrong” for not knowing what to do. Her friends tell her that since what she offers is so great, she should simply be grateful and “attract” her clients. “But how?” she thinks. “By osmosis?!”

In the end, she has to take a part time job (in addition to going to school and spending a fortune to learn another modality!) all of which prevents her from having the time to do any of the marketing she should be doing

She even notices herself start to see her clients as the hydro bill. She finds herself falling into the trap of counting how many clients she's seen that week or month and comparing them to the bills, “one more and I've got the rent!” She feels horrible when she catches herself doing that.

She wants to make it work but, after thousands of dollars, and years of effort, still has no idea how. She feels lost, alone and helpless and sometimes, ready to just give the whole thing up.

Chapter 7: Everything Changes

One day she has an important realization.

The skills she uses to help people heal are different from the skills she needs to grow her business. She realizes that she has spent years learning how to help people get better but

almost no time in learning the skills of how to grow her business. She realizes that she has spent years working IN her business but very little time working ON her business. For years, her practice was more of a hobby. But now she knows she needs to get serious about learning about business and marketing.

So she does a huge tidy of her office space, and sits down with a pen and paper. But she's stuck. She doesn't know where to start. She knows she needs to handle her marketing but has no idea where to start.

So, she goes to the bookstore and buys a [book](#), does some googling and finds more resources. One day she hears about a [marketing workshop](#) in her area and goes to that. And then, she does what would have been unthinkable before – she [hires a business coach](#).

They talk once a month and she gets assignments to do and she really applies herself. And things start shifting. Slowly at first but within a year – she is astonished to find that she has more than doubled her practice and also raised her rates (with far less drama than she'd imagined).

She finds herself attracting a better and better quality of client – people who are conscious and genuinely open to change (rather than looking for a quick-fix, bandaid solution). She feels more and more excited about her work every day and, because she's making better money – her heart feels totally free to just be present with her clients. She's no longer worrying about paying her bills.

But the best part is that she is now able to help her friends who have lived through the same story. She finds herself sitting them down and revamping their own marketing plans – and is delighted when they start seeing results too.

Her life is filled with a sense of freedom as she feels an incredible sense of clarity about how to articulate what she does and how to attract more perfect clients. It no longer feels like a mystery to her.

Identifying Your Core Wounds:

I invite you to block off a couple of hours either by yourself or with a close friend or colleague and reflect over the different stages of your life and look at where your hurt and struggled the most. Go through each age range and jot some notes of those moments that were defining moments or personal tragedies for you.

Identifying Your Wounds Timeline

Age Range	What were the most pivotal, life changing, impactful, traumatizing, painful moments during this period of your life?
Ages 0-5	
Ages 6-10	
Ages 11 – 14	
Ages 15 – 17	
Ages 19 – 23	
Ages 23 – 30	
Ages 30 - 40	
Ages 40 - 60	
Ages 50 - 60	
Ages 60 - 70	
Ages 70 – 80	

now **circle the five moments**
that stand out as the most
meaningful for you. And
explore them more deeply on
the next five pages.

Your Top Five Moments

Moment #1: _____

How did this experience feel? What happens and how do you react when you remember it? (This is how your niche is likely feeling right now which is useful when writing descriptions of what you do). CONSULT THE “FEELINGS INVENTORY” at the back of the workbook.

Which needs of yours weren't met from this experience? (These unmet needs are the heart of really understanding your niche and crafting offers for them) CONSULT THE “NEEDS INVENTORY” at the back of the workbook.

What did you learn from that moment about yourself, others and life? What disempowering beliefs might you have adopted from this experience?

What special abilities, skills or talents did you adapt to get through and cope with this experience?

How might those abilities, skills or talents actually be a blessing to the others and to the world?

If we were to pretend that everything in life happened *for* you not *to* you, and that the universe is a friendly place conspiring to wake you up to the truth – what else might have been the hidden blessing in this for you? What kind of work might your life have perfectly prepared you for?

From this, what types of people are you drawn to help? Who else might have gone through a similar emotional landscape that you could feel drawn to supporting on their journey? They might not be the exact same situations but let yourself think with an open mind.

Moment #2: _____

How did this experience feel? What happens and how do you react when you remember it? (This is how your niche is likely feeling right now which is useful when writing descriptions of what you do). CONSULT THE “FEELINGS INVENTORY” at the back of the workbook.

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From this, what types of people are you drawn to help? Who else might have gone through a similar emotional landscape that you could feel drawn to supporting on their journey? They might not be the exact same situations but let yourself think with an open mind.

Moment #3: _____

How did this experience feel? What happens and how do you react when you remember it? (This is how your niche is likely feeling right now which is useful when writing descriptions of what you do). CONSULT THE “FEELINGS INVENTORY” at the back of the workbook.

Which needs of yours weren’t met from this experience? (These unmet needs are the heart of really understanding your niche and crafting offers for them) CONSULT THE “NEEDS INVENTORY” at the back of the workbook.

What did you learn from that moment about yourself, others and life? What disempowering beliefs might you have adopted from this experience?

What special abilities, skills or talents did you adapt to get through and cope with this experience?

How might those abilities, skills or talents actually be a blessing to the others and to the world?

If we were to pretend that everything in life happened *for* you not *to* you, and that the universe is a friendly place conspiring to wake you up to the truth – what else might have been the hidden blessing in this for you? What kind of work might your life have perfectly prepared you for?

From this, what types of people are you drawn to help? Who else might have gone through a similar emotional landscape that you could feel drawn to supporting on their journey? They might not be the exact same situations but let yourself think with an open mind.

Moment #4: _____

How did this experience feel? What happens and how do you react when you remember it? (This is how your niche is likely feeling right now which is useful when writing descriptions of what you do). CONSULT THE “FEELINGS INVENTORY” at the back of the workbook.

Which needs of yours weren’t met from this experience? (These unmet needs are the heart of really understanding your niche and crafting offers for them) CONSULT THE “NEEDS INVENTORY” at the back of the workbook.

What did you learn from that moment about yourself, others and life? What disempowering beliefs might you have adopted from this experience?

What special abilities, skills or talents did you adapt to get through and cope with this experience?

How might those abilities, skills or talents actually be a blessing to the others and to the world?

If we were to pretend that everything in life happened *for* you not *to* you, and that the universe is a friendly place conspiring to wake you up to the truth – what else might have been the hidden blessing in this for you? What kind of work might your life have perfectly prepared you for?

From this, what types of people are you drawn to help? Who else might have gone through a similar emotional landscape that you could feel drawn to supporting on their journey? They might not be the exact same situations but let yourself think with an open mind.

Moment #5: _____

How did this experience feel? What happens and how do you react when you remember it? (This is how your niche is likely feeling right now which is useful when writing descriptions of what you do). CONSULT THE “FEELINGS INVENTORY” at the back of the workbook.

Which needs of yours weren’t met from this experience? (These unmet needs are the heart of really understanding your niche and crafting offers for them) CONSULT THE “NEEDS INVENTORY” at the back of the workbook.

What did you learn from that moment about yourself, others and life? What disempowering beliefs might you have adopted from this experience?

What special abilities, skills or talents did you adapt to get through and cope with this experience?

How might those abilities, skills or talents actually be a blessing to the others and to the world?

If we were to pretend that everything in life happened *for* you not *to* you, and that the universe is a friendly place conspiring to wake you up to the truth – what else might have been the hidden blessing in this for you? What kind of work might your life have perfectly prepared you for?

From this, what types of people are you drawn to help? Who else might have gone through a similar emotional landscape that you could feel drawn to supporting on their journey? They might not be the exact same situations but let yourself think with an open mind.

Weaving Together the Wounds Exercise:

List the top five special gifts and abilities that have come from your wounding experiences.

What kind of support or resources (material or otherwise) might have made the biggest difference in helping you when you were struggling through these wounds? What might have made your healing process shorter, sweeter and gentler?

Describe the kind of mentor or adult support you were most craving/needing at that time. You needed guidance on what? How to do what? Isn't that who you've become or are on your way to becoming?

In what ways have you already become the very person whose help you needed when you were younger?

There are those who want to be where you are. Who do you think might actually envy you? And why?

What are all the other groups of people might feel the same way or use same metaphors/share same emotional landscape in their situations?

Who are the people you most want to know they're not alone?

List the top three groups of people you feel drawn to work with out of this exercise.

What's the role you want to play in their life?

Metaphorically, what was this journey like for you while it was happening and when you got free?

Feelings Inventory

Feelings we may experience when our needs are being met. The following are words we use when we want to express a combination of mental states and physical sensations. This list is neither exhaustive nor definitive. It is meant as a starting place to support anyone who wishes to engage in a process of deepening self-discovery and to facilitate greater understanding and connection between people.

EXERCISE: Circle the Top Ten words that you believe best describe how your clients feel in relationship to the problems you’ve identified. If the pain is a small one you likely wouldn’t circle high intensity words like horrified, but if the issue is a serious one with very powerful implications you likely wouldn’t circle a word like “irked” or “miffed”. Circle words that you believe accurately reflect how they feel on a regular basis about their problems.

AFRAID	ANNOYED	ANGRY	AVERSION	CONFUSED	DISCONNECTED	DISQUIET
apprehensive dread foreboding frightened mistrustful panicked petrified scared suspicious terrified wary worried	aggravated dismayed disgruntled displeased exasperated frustrated impatient irritated irked	angry enraged furious incensed indignant irate livid outraged resentful	animosity appalled contempt disgusted dislike hate horrified hostile repulsed	ambivalent baffled bewildered dazed hesitant lost mystified perplexed puzzled torn	alienated aloof apathetic bored cold detached distant distracted indifferent numb removed withdrawn	agitated alarmed discombobulated disconcerted disturbed perturbed rattled restless shocked startled surprised troubled turbulent turmoil uncomfortable uneasy unnerved unsettled upset
EMBARRASSED	FATIGUE	PAIN	SAD	TENSE	VULNERABLE	YEARNING
ashamed chagrined flustered guilty mortified self-conscious	beat burnt out depleted exhausted lethargic listless sleepy tired weary worn out	agony anguished bereaved devastated grief heartbroken hurt lonely miserable regretful remorseful	depressed dejected despair despondent disappointed discouraged disheartened forlorn gloomy heavy hearted hopeless melancholy unhappy wretched	anxious cranky distressed distraught edgy fidgety frazzled irritable jittery nervous overwhelmed restless stressed out	fragile guarded helpless insecure leery reserved sensitive shaky	envious jealous longing nostalgic pining wistful

Needs Inventory:

CONNECTION	HONESTY	PLAY	PEACE	PHYSICAL WELL-BEING	MEANING	AUTONOMY
Acceptance Affection Appreciation Belonging Cooperation Communication Closeness Community Companionship Compassion Consideration Consistency Empathy Inclusion Intimacy Love Mutuality Nurturing Respect / Self-respect Safety Security Stability Support To know and be known To see and be seen To understand and be understood Trust Warmth	Authenticity Integrity Presence	Joy Humor	Beauty Communion Ease Equality Harmony Inspiration Order	Air Food Movement/ exercise Rest / sleep Sexual expression Safety (protection from life threatening situations) Shelter Touch Water	Awareness Celebration of life Challenge Clarity Competence Consciousness Contribution Creativity Discovery Efficacy Effectiveness Growth Learning Mourning Participation Purpose Self-expression Stimulation Understanding	Choice Freedom Independence Space Spontaneity

Whose Guardian Angel Are You?

A peaceful, powerful way to find your true business niche

by Corrina Gordon-Barnes of <http://youinspireme.co.uk>

Welcome to this journey of the imagination.

Bring yourself comfortable and whether you're sitting or lying, feel the ground beneath you. Feel the connection to the Earth; even if there are chairs or beds or floors below you. Know that the Earth is there, solid.

Feeling your body, however it is today, and bringing your awareness to your breathing - again however it is today, no need to change your breathing or judge it, simply noticing how it rises and how it falls. And when the thoughts come and go or when there's noise, gently bringing your awareness back to your breath and feeling yourself becoming calmer.

We're now going on a journey of the imagination. I want you to imagine that you're in heaven. You're an angel and you're sitting in a circle with a number of other angels. There are other angels playing here, there and everywhere, doing angel things, but you're in this circle of angels because you've chosen to be here for a specific purpose, and the purpose of this gathering of angels is to decide: when you're on Earth, who do you want to be a guardian angel for?

But this is not about being a guardian angel for one person, but rather for a group of people. You have such a unique blend of talents and care and passion that you are the perfect fit for a particular group of people down on Earth. They need you. You have a way of working that they need and so they're calling to you.

The invitation, as you sit in this circle of angels, is that you become aware of that call. You realize that there is a group of people on Earth for whom you are the most perfect guardian angel.

In this circle of angels, one by one, when moved to do so, one angel and then another declares their group, out into the circle. There is no push, no effort, no trying. It's simply an acknowledgement that, "Ah yes, these are my people, these are my group".

So, one angel might declare "new mothers" and one might declare "people with chronic fatigue" and one might declare "unfulfilled Lottery winners" and another might declare "busy London professionals". As you witness the other angels declaring their groups, you smile. You feel no

pressure. There is no panic or sense that you have to know. You simply witness that when the time is right, you'll have a strong and peaceful knowing of who your own group is.

As you look around the circle of angels, you also see, with delight, that there is no competition. Each angel is simply taking a stand for their slice of the world, their group to take care of. You smile and your heart feels content as you notice the great safety in that. You also feel a great sense of relief – that you don't have to take care of everybody. You don't have to be available to help everybody, because here are all these other angels playing their roles. And not just here. This is just one circle of angels, there are many more gathering at various points, in various places.

You also notice that there's no finality. These declarations feel strong but you recognize that they could also change and that is fine. For now, there's a level of clarity that feels fresh, that feels freeing, that feels useful.

So, take a moment to notice if a particular group is calling you now... or if they've chosen to wait a few days or a few weeks to give you that message. Tune in and be open to hearing the call, whenever it comes.

You may notice you have absolute clarity. Or you may notice there's absolutely no clarity at all. Anywhere on that range is perfect because now that you've been part of this circle of angels, whatever you need to know about this group of people and who's calling you will come to you. Over days and weeks to come, you'll be calmly alert, open to noticing. You will remain part of this circle, an angel committed to hearing the call.

It's now becoming time to take leave of your fellow angels. In some way, acknowledge them. You might simply nod and smile at the other angels around the circle. You might notice you're holding hands with them, and decide to give a loving squeeze. You might bow and say "Namaste". Whatever you choose, know that you can return here anytime you want and check in to this place. These other angels would be delighted to help you gain clarity.

Now, taking a deep breath and realizing that you are back on Earth. You are back in your human body, feeling the ground beneath your feet, fully present. Notice that the smile may have remained on your face. Wriggle your toes, your fingers, take a stretch and a sigh.

Whatever level of clarity you have, the question of "whose guardian angel you are?" is now with you and will stay with you and what you need to know will come easily to you.

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