

Niching For Hippies Week Five Call

Welcome to everyone just dialing in. I know we have Francis and Carla here. Who else is here? I know some of you are just calling in. I'm going to put it on lecture so we won't have any background noise and we'll get started. The first thing I'd like to start off with is the first question at the top of the page there. Were there any wins this week? They can be successes, high moments, realizations, or anything. Let's just take a few moments to reconnect with the group and share what's going on in terms of any great things that are happening.

This is bragging rights time to share the good things going on. We'll just take a couple of minutes for that. I would also love to put up any appreciations that you have or if you want to put up an appreciation for someone else in the group, or an insight or a comment. It doesn't have to just be a general appreciation. If there's anything specific that you'd like to lift up that they helped you see, that would be great.

Michael says he finds that the idea of niching is filtering into every area of life, narrowing down, being clear, finding the center of the target, who you're really talking about. I tend to filter a lot of things through that, which helps me understand things better.

Someone else is enjoying the little circles and exploration.

There may be a ton, and the little circles are a lot more manageable than big circles in terms of niche management, which we're getting into this week. It's great to have a bunch. You can try it and if you don't like it, you have more options.

We have someone saying that after going back to the drawing board three times in four days, they're a little closer.

Sometimes that's the process, just spiraling inwards. You can do a bunch of rewrites without it even feeling like you. Sometimes that happens where we rewrite, then bring ourselves back into it, and it's both clearer and more authentic for us.

Josh was saying that he realizes Alex has his niche already.

It's a really good sign when there are other people doing what you want to do. If there are other people in the business doing what you want to do, that probably means there's enough of a market out there. It also means you can probably learn from each other. Josh, I would suggest that Alex may be a potential joint venture partner for you because, my guess is that what you do and what he does are similar, but you have your own take on it, your own twist on it.

You see the world in a way that he doesn't. You can help particular people that he may not be able to help as well. Sometimes it's really useful to realize that someone else is doing the same thing generically that you do, but how do they do it? What's different? You get to celebrate and appreciate the differences, and if Alex knew that you are really great with one kind of business, he might refer people to you, and vice versa.

Someone says, "I've been going back to the drawing board a lot for my big circle because of what the little circle is bringing up."

That can happen too. I wish it was easier, like you explore a couple of things and create your little circle and big circles and start a project. But it does tend to be the spiraling thing, where people get a big circle that feels pretty good, then get a little circle and go, "That changes my big circle."

They go back and change the big circle, then try a niche project and realize all of that was terrible, or a little bit off. They have to refine the big circle and refine the little circle. It becomes this ongoing process.

Jacquelyn is saying, "The entire class experience has given me some amazing confidence negotiating with new corporate clients for my own artwork in a very different arena of my work." That's great.

Someone else says, "I'm starting to see how all the pieces fit, but where to go after this?"

Hopefully this class around the niching is going to help a little bit in terms of figuring out how all these things fit together. This week and next week, I think you'll really start to see the benefits of clarity around the big circles and little circles. You'll start to see where all this work really begins to pay off.

The thing I would lift up is story-telling, which is a really powerful way to do this. One of my friends shares her story really honestly about what was going on for her, and the symptoms she was experiencing and all that. That's something people in those situations can relate to. She doesn't necessarily frame it as a problem, she shares it as an experience that people can relate to.

I just want to lift that up, because some people say, "I don't want to talk about the problem." What they strip away then is any empathy, because they don't want to frame it as a problem. I'm not saying that I've seen this in this group, but it can happen a lot. Even in conversations with people, you can tell if they're not getting it and how much it really hurts that person.

Even though we may not want to see it as a problem, we can see it as an opportunity. I think we should all share our experiences and empathize with people. Everybody seems to be feeling sick today. I'll be gentle.

Jacquelyn was saying, in terms of negotiating her art with corporations, she said, "I really zoned in on whether this client was a perfect fit for me, or out of my values and ethics of my work. I'm not so hungry for work that I will compromise."

Thanks for sharing, everybody. It's great to reconnect with you. Of course, the next question is this one: where are you feeling stuck? Where do you need help? You can comment below that. Where are people stuck? Where are people struggling? Where can you use some additional love, support, or insight? Let's take a couple minutes.

Let's dig in. Skylar is asking, "If you can answer positively to all eleven niching criteria in your little circles, is that as small as the circle needs to go." I would say so. The truth is it sounds like a big circle and a little circle, but even within the little circle you could drill further down and benefit. Just because it meets all the criteria doesn't mean you couldn't go smaller if you wanted to.

You could have conscious entrepreneurs as the big circle and then holistic practitioners as the smaller circle, but within that small circle I could have three more smaller circles of body work, energy work, and diet-related stuff. Then with diet stuff there could be smaller circles of vegan/vegetarian, raw food folks, cooked food macrobiotic stuff and primal diet. You can keep drilling down and the more specific it is, the clearer the hubs are going to be. It's a big win.

There's no right answer to the right level, but you may find that you're not getting as many responses as you need, so you have to get a little more specific. Or you might have gone so specific that you need to chunk up a bit and go to a bigger circle. I might say my target market is people in Edmonton who are big Dr. Who fans who have all the Dr. Who action figures and all the books to buy my authentic replica David Tennant costume. Then my target market would only consist of me, so I would need to go bigger.

Jacquelyn was asking, "I have still to finish the reading, but what was Island C versus Island B and Island A?"

That's a good question. It's good to get clear. There's some overlap. I wish these things were more cut and dried. Island A basically is their symptoms, what they're struggling with, what they're living with, the symptoms as they experience it. It's the idea of a headache versus dehydration, or back pain versus hips out of alignment.

Island B is what they're craving, the things where they can't get to sleep at night because they're thinking about how much they wish they had it. They really wish they could find

their soulmate, or they wish they made more money, or they wish they were healthy, or they wish they could have a guest role on Dr. Who. These are the things people are craving.

Island C is the things that are possible for them that they're not even aware of. They're not craving it. Island A is their lawn looks terrible and they're embarrassed, their neighbors are always looking at it, etc. Island B is they wish their lawn was more beautiful. Island C would be the permaculture of a food forest, where we're going to tear up the grass and plant indigenous plants and species that produce food for you without you ever having to water it or weed it.

Nobody is craving a food forest unless they already know about it. Sometimes the Island C that we're offering is a new possibility that people haven't considered yet. That's Island C. Island A is "I'm hungry." Island B is whatever is on the menu. Island C is like a secret menu they don't even know about yet.

Nicole is saying she feels exhausted by all the emotional process work involved in this exploration and needs self-care. How do you take care of yourself but also get the most out of this course as possible? The balance can be difficult.

I hear you. There's a real importance in this balance of trying and not trying, focusing and letting go. Sometimes the best insights come to us when we stop trying. It's like the crazy story about the guy who discovered the benzene ring. I can't remember, but I think it was carbon atoms. He was wrestling with it for so long, and he went to sleep and had a dream about six snakes in a circle, each eating the tail of the one in front of it. Then he realized it was like the benzene ring in a carbon atom.

It was this really big moment in science, but it came in his sleep. Sometimes, we try and we don't try. We focus and we let go and we explore. It's like working out. If you just did weights every single day and you never gave your muscles a chance to recuperate, muscle growth would actually not be as big or as dramatic as if you gave yourself some rest. The muscle doesn't grow when you're pushing it. It grows in the rest period afterward. I think that's also true emotionally for a lot of stuff.

Here's another one: I'm feeling stuck with putting people into categories and groups; my mind doesn't work that way and I don't like when people put me in that group, so how do I niche without putting people in groups?

The thing I would say is that people tend to have ways to identify themselves. Some see themselves as a mother, some see themselves as a hippie, or whatever. People do tend to have groups, even if that group is people who don't like to put themselves in groups. If I were to write an ad to you that said, "Are you tired of people trying to put you in groups?" you would be like, "That's me."

I think we all have groups we associate with, but the important question is, do they associate with that group? Would they use that language to describe themselves as the kind of person they are. If they don't, they're not going to notice your marketing piece. They're not going to respond to it because they feel they're not that kind of person.

Finding the right language can be tricky because if you get the wrong language people can get offended or just ignore it because it doesn't make sense. This is part of the empathy, putting ourselves in their shoes, instead of looking at it through our lens. How do they see their lives? How do they identify? What are the terms or the labels they might use for themselves? Everybody's got them, I would say. That's my take on it.

Yvonne is having trouble finding time to delve into this. I'd say this six weeks is really an exploration, given a map, some language and a ton of examples and a whole lot of support. It's an opening of a door and a walking of a path, but it can take years for some people to find their niche. We're trying to condense it here to find a really solid start to it and come up with a niche project that you can experiment with, that can be a really good beginning.

It can just take time. If you feel that you're not getting it in the six weeks, that may not happen and it's totally okay. I think you're going to find you're a lot further ahead in the process than you would have been had you not done it. I wish we could say we're in control when we figure out our niche, but I just discovered we're not. It's just like planting. You can take care of the soil, but there's a certain amount of things that are out of your control.

Someone was wondering if the little circles thing is mainly for our own inner clarity. That's a really good question. We'll get into that more in next week's call, but I would say the big circle is largely for you. The big circle is mostly for your own internal clarity, in terms of the person you want to work with. Even with the big circle, when we get clear about what kind of person we want to work with, what they can do that will bring out our best as a client, that's the kind of stuff that you might have in an agreement with your client.

Or you could set up a workshop, where you say, "If you're interested in working with me, let me describe my ideal client so you can know if you're that kind of person or not."

Patty Lund the dentist will just sit down with people and say, "Before we begin, I think it's important that you understand what you have every right to expect from me; and let me explain what I expect from you as a client."

You can frame it as the expectations of your client, which I feel is wonderful and legit. It gives you solid boundaries. The big circles tend to be mostly for us, but also part of the

filter. The little circle stuff is certainly for our own clarity, but it is also profoundly useful in our marketing. When you come up with a write-up for your niche project, a sales letter, that is the heart of it. That is going to give you so much information, and you can draw from the big circle.

In terms of writing sales material that people are actually going to respond to, the clarity gained in the big and little circles is huge. With the little circles, when you're building a business or project around a particular little circle, it's used everywhere. There's nowhere it's not used, I would say.

We have Dabney saying, "I think my little circle is actually a big circle and I need to continue to focus." Maybe so. Sometimes you can start small and widen. I've seen a number of my colleagues do this. Mark Silver with heartofbusiness.com, he started just with Reiki practitioners, which is so specific. Then it has grown to heart-based entrepreneurs.

The benefit of starting really narrow is you really build a reputation in a certain niche. You build a following and a loyalty and you build financially. The word of mouth will spread naturally from there. It's the same with my friend at the Thrive Academy. It used to be Rejuvenate Your Practice; they just rebranded. They really focused on life coaches, holistic practitioners, those types. Now they're expanding to more just conscious entrepreneurs.

Sometimes it's easier to start narrow than to start broad. Healers could be a little circle within a bigger circle of conscious people, one of which is healers, but there are levels. The important thing is to find a level of that little circle that meets all eleven criteria and that you feel really excited about.

Chelsea is wishing she could be faster. It just takes time. I invite everyone to be gentle with themselves. You can't rush it. You can't go faster than you can go with this. If it's bringing up your stuff, that's all part of the process. That will ultimately help you get clear.

Skylar is saying, "At what point do you lose the benefit of drilling down? When do you stop?"

I would say part of it has to do with your own inspiration. If you drill down so specifically that it's not inspiring or it's such a big circle that it's not totally inspiring for you, then it's not a good fit. Your own inspiration is one part of it.

Also, inspiration in terms of the ideas you're getting is important. If it's too specific or too big it's hard to get good ideas for it, but the main thing I would say is, are there enough of them? If you start drilling down so specifically and you find there aren't

enough clients to sustain you, or there's no hubs for them with not communities built up to a point where it has a hub, I would stop. Or you could decide to become the hub and build up that community, but just remember that's a really long-term process with a ton of hard work.

Someone says they are loving the recipe for market research. We're actually going to talk a little more about that today, and there is something about it in the workbook you're going to get. I haven't quite finished that yet, but I'll finish it this afternoon. I love it.

That's actually not something I'm an expert in. If any of you know someone who's an expert in market research, send them my way because that's not something I'm good at.

Petra is saying, "I feel like the little circle that I'm feeling closer to now doesn't really relate to the wound story or feel real to me. Maybe it's okay, maybe I need to rewrite again to find the connection. I'm a little confused."

I would just keep sitting with it. It doesn't always have to relate to the wound story. I find that the most usual thing, and it may not be. You may find a little circle that is just fun for you to explore that doesn't directly relate. I imagine there's somewhere in your life where you feel like you can relate to those people. It may not be the biggest traumatic dramatic wound you've had in your life, but you may have been where they are at and can relate to them.

Keep sitting with it. It's interesting when you notice the contrast of your core story and theirs. They are probably different, but there may be some relationship there. Just keep sitting with it.

Josh is saying, "I question how I will bring something different to the table in my niche. How will I position myself as unique? I know I will be different because I am different, but how do I express my uniqueness and my value clearly and articulately in a way that people connect with?"

I'm going to post this because it's for everybody. I want to do another course on it because it's a different topic that delves deeper into all of this. Some of you know my work in terms of Island A and Island B, but there's also the point of view of why, of Island C which we've talked about. This course really focuses on Island A and Island B because everything else seems to be built around that. I'm going to post this at the top of the page.

I'm kind of hesitant to post this because it's a whole different level of work. I would say if you're feeling super clear about your little circle and you're really on fire with it, your big circle feels strong, then I would check this out. If not, you really don't need to. It's called Your Platform in a Page.

Josh, the real question is, what are you going to be known for? There are six or seven things that you can be known for and they're in this Platform in a Page thing. Here are the questions you can ask. How to articulate what's different and finding it out I think starts with these questions. What may differentiate you is your boat, how you do the work, your take on the work you do. It might be the bigger why, the purpose behind it. It could be the Island C thing. It might be who you are and your own life experience.

Hopefully that will help you, but I really would advise you not to get into that if you haven't figured out your niche, because it will just confuse the hell out of you. Everything in it is based on the journey from Island A to Island B, having a really clear big circle and little circles. Josh, that's for you and anyone else who feels clear and ready to take that step. There's so much in this course already, so be gentle with yourself.

Francis is saying, "I like taking people to Island C. I guess I have to get them on board for Island B so I can take them on a little detour."

Often, yes. Sometimes you can just go to where your people are hanging out and offer them Island C and inspire them. You can skip the Island B if you know where to find them. But you still need to know what Island B is for them. You may not want to offer Island B, but I think you need to know what it is for them, and what Island A is for them, because that will tell you where to find them.

You might just go to an event where all those people who are your ideal clients are hanging out, and be like, "Here's Island C, check it out."

Skylar is saying, "Tad, can you give us an example of how you've created a partnership with someone who does a similar business to you? How did that conversation go? How does it not feel competitive?"

Maybe this will be useful for someone else too. I feel like there are so many examples, because nobody really does exactly what I do. I have my own take on things and vibes. I think what's closest to what I do is Mark Silver at heartofbusiness.com, in terms of just working with heart-based entrepreneurs in a fairly general sense around their marketing.

I'm more political than Mark is, I would say. I'm more hippie, he's more new age. I feel like we have a different vibe. When he has programs coming up, I love to share them with my list because he's fantastic. I also think he's better at working with clients long term, having monthly coaching sessions, walking people through stuff. I tend to be more of a gypsy kind of person. I work with people one-on-one, but it's like "Here's your homework, talk to me in three months when you're done."

I don't necessarily have a whole system at this point. When clients are like, "I really need a coach to help me delve in deep," I'll work with some people, but I tend to send them to Heart of Business. Alex Baisly, who I talk about a lot, helps people figure out what their passions are, how to weave those income projects or niche projects. Once people figure that out, I help them with the marketing.

A lot of my colleagues end up doing very specific things, like the Rejuvenate folks, who are now the Thrive Academy. They really focus on helping people develop info products and public speaking and workshops and building a business around that. They specialize in that way more than I do.

Callie Rush specializes in helping people grow their business through workshops. My colleague Nancy Jeton is doing a workshop in Seattle helps people with their bios and telling their stories. She's going to be joining me for an hour to do her thing with the group.

This is the interesting thing with niching: when you really figure out who you are and what you have to offer, I almost don't see anybody as competition. I never really have.

Corrine Gordon Barnes with youinspireme.co.uk, I invited her to come and do half an hour at my workshop. She really does very similar stuff to me. She even uses my Island A/Island B thing, but she has a different style. I know people get different things from different people. There's enough out there that there will be enough for me. We just promote each other. The conversations are just about how we can promote each other to our people, or suggestions on what might be of interest to our people. It never feels competitive to me.

Ann is saying, "I feel like I have to start all over again with my big circle. I don't think the problem is urgent enough for people in the big circle to pay me."

That's a really good thing to notice. For the big circle it might be okay. I would worry about that more if it was in the little circle. In the big circle the problem doesn't have to be urgent. It may be hard because it's general, but when you get to the little circle, you can find the urgency of that particular problem.

I wouldn't necessarily say you need to rewrite your big circle. I don't know your situation exactly, but I'd focus on that more in the little circle. If you get into the big circle and it's really clear and urgent, that's great. This is something for everyone to think about: is the problem urgent enough that people want to deal with it now?

There are so many problems where people are like, "I'll deal with that someday." They probably never will, because it's a 'should', not a 'must'. In terms of just getting people in the door and connecting with people and people wanting to spend their time working

with us or make time in their schedule or pay us, I think there does need to be some level of urgency for people. Trying to sell people on prevention is usually a losing battle.

Yvonne was just commenting on how we're moving from a competitive to a collaborative model, which feels very true for me. Nicole is asking me to post some of those colleagues and services. I will put them on my website at some point. I really want to pull it all together. Thanks, everybody. It's good to get a little caught up with you all.

Here's the next thing I want to do in the call: I want to take ten minutes to do a little work party, where we're all going to be commenting on each other's little circles. To find them, just click the files tab and you'll see people's little circles. If you want to work on yours, that's fine or you can comment on others'. If you don't have one up, this is your time to put one up right now. If you already have one up, I would encourage you to comment on other people's.

Read them, give them your honest feedback, appreciate what's really clear, ask questions about what doesn't feel clear to you. Let's just do our work party; ten-minute blitz on everybody's stuff. Ten minutes and I'm just going to mute it and go.

Great. I see people's little circles going up. Just for formatting, I'm going to invite everyone in the title to put Little Circle first in all caps, then your name, then the group. When people are scanning it, you don't want them to miss yours. Please put your number of how inspired you are at the end of it, just so I can have a sense of where you're at and who's needing help. Just take a few seconds to make any formatting changes, add how inspired you are and then we're going to continue.

We're going to continue, so I'm going to pause the comments, but you can post after we finish the call. We're moving into this conversation about niche projects. I've written a lot about this, and you'll get a lot more of the logic and rationale behind it, but I think you get the idea that it's important to start small. I think it's also good to recognize the difference between fast and slow marketing.

I'm a big proponent of slow marketing, building relationships, taking our time, not rushing, not using fake urgency and pretending we only have so much of something when we have more. It's a genuine, honest relationship. That being said, I'm not discounting fast marketing. Sometimes slow marketing is great, but you need money today. That's more of the fast approach.

When we're looking at slow marketing, it's okay if it's broad and not as focused. When you're looking at fast marketing, if you really need money and results today, then at that point you really need to focus. The more focused you are, the faster you can go, the faster the results are going to show up. That's the first thing.

This is where the little circles come in. If you were to try build your business based on the big circle, it's not like you can't do that, but that's the slow marketing approach. The truth is there are a lot of little circles implied in that big circle and you get word of mouth and over time that could grow to be a really sustainable thing. You don't necessarily need the little circles, but the little circles make it happen a lot faster and a lot easier because they are so focused.

There's this idea of a sales funnel, and this will be in your materials. If you go to an ice cream store, you can get little free samples of ice cream, you can get an ice cream cone, a bucket of ice cream, an ice cream cake, you can join the ice cream club for a bunch of money where you try outrageous flavors of ice cream that most people never experience.

If you go to a yoga studio, there's a free drop-in class, there's a month pass, a weekend retreat and personal training. There are levels of things. You have things that are free, things that are more expensive, things that have no risk and things that have more risk to do. When you're trying to do a sales funnel for your big circle, it's hard, especially because there's a ton of steps.

When you're looking at the fast marketing approach, we're looking at a very focused little circle, and we're looking at very few steps in the sales funnel. We're not looking at six levels; we're looking at probably three levels at the most. It's very quick. An example might be you do an intro workshop; if people think it's a good fit they can sign up for a 30-minute coaching session where they get clearer about where they're at, and you offer them a coaching package that's \$1000 or \$2000.

It's very quick. It's not like you build a relationship, they follow you around on your blog, they go to weekend workshops. It's not a long labored process. It's very quick. Because it's so focused on a little circle, it's easier to come up with offers that are going to be more appealing to them, more relevant to them, you'll be more credible, and people can sign up faster.

That's a whole conversation to have, but I bring it up because niche projects are such a great way to start experimenting quickly and get results fast. If you try to do niche projects for your big circle, it's probably not going to get a lot of response. One from your little circle will most likely get a much bigger response.

When we talk about a niche project, we're talking about starting small, we're talking about building the birdhouse before you build the house; instead of building a whole farm, just a little garden in your backyard to get to know things. There are seven benefits to this that I want to go over quickly.

The first one is that a niche project will take less work than niching a whole business, but it can also open the doors to a whole niche business. It's less work. It might become the whole thing you do. You never know.

Number two, niche projects can give you real-world experience with the niches that you're considering. It's really easy to theorize. A niche can be great, but you don't know until you actually interact with them directly. Real-world experience is important so you can just know.

Benefit number three, niche projects can allow you to explore new landscapes without having to move there. Again, instead of rebranding your whole business, just go visit and see if you like it. You can come back if you don't.

Benefit number four, it might open ventures you had never even considered at all. It might be a doorway into some new and totally different things. I started learning Scottish Gaelic. I literally took five minutes, went online and looked for tapes. Through that Google searching for tapes, I found there's a program at a Scottish University. Through that I went to the University three years later. I connected with the Gaelic community and went to a Gaelic college on the Isle of Skye, came back, and because of connections with the Gaelic community I met a filmmaker and I ended costarring in the second Gaelic film in Canada. It was a little 15-minute movie.

Going from this little niche project of just getting some tapes to learn Gaelic ends up with me starring in a movie in Gaelic. Just consider that these niche projects aren't luxuries, they're doorways. They open things that you might not have even imagined.

Number five, a niche project can help build your confidence in working with a new group of people, which is really important. You can just start to experiment.

Number six, it can earn you money right away; not all of them, but depending on what you do and how you do it a niche project can actually make you money while you're experimenting.

Number seven is just pressure-free growth. Even if you're 100 percent clear that this is your niche and you know where you're going, it's not like you're looking for new possibilities or doorways to things, you know what you want to do, it can still make sense to start small so you can grow organically.

One of my friends cofounded the People's Grocery in west Oakland, and their vision was to create a non-profit grocery store, but that's a huge thing, starting a grocery store. It's a lot of money and skills they didn't have. Instead, they got an old mail truck and renovated it so it became a mobile grocery store and they drove around like an ice cream truck and sold organic food in the hood.

There are a lot of benefits to this, but when you're looking at picking your niche project, there are certain criteria that I want you to keep in mind. There are seven pieces of criteria here.

Number one, it's got to meet the criteria of the target market. You've got to go over that eleven-point checklist and be like, 'This is solid.' You want a solid yes to most of them and at least a soft yes to all of them, or I wouldn't move ahead with the niche project. Each of those pieces of criteria matters, for their own reasons.

Number two, you should feel excited about the project. The thought of doing it should have you jazzed. If you don't feel pumped about it, if you're not thinking about it before you fall asleep, if you're not scheming about it a lot, having dreams about, if you're not stoked about it, it's probably not that great.

Number three, it's either a small thing that's ongoing that doesn't take much effort, or it's just a tiny discreet little thing. It should be a very small commitment over time or a very small commitment in the moment. Either it doesn't last forever or it's like you're writing a blog post once a week. It should be a small commitment that allows you to experiment and get feedback.

Number four, if it's something that works out, ideally it's something that could be repeated on a regular basis. This isn't something you have to have, but it's something I would absolutely be thinking about. Think about your niche project like, 'Could I repeat this if this works?' You might change it and make it better. The thing that kills so many entrepreneurs and businesses is they keep reinventing the wheel. They keep coming up with new workshops and new projects all the time and it's so much work.

If you do a new workshop, it's a new sales letter, it's a new signup form, it's new content, it's possibly new hubs. It's so much work. But, if you have the same workshop and you just repeat it, you've already done almost all of the work. Think about that as you're thinking about your niche project: could you repeat this?

Number five, it's got to benefit you in some additional way beyond just being a chance to learn. That could be that it's building your list and your following, it could be that it's making you money, it could be that it's making you clients. I really do want you to think about it strategically. This isn't just something you're doing for the benefit of the community that's an experiment to see if you like these people. Also, think about how this can nourish you and feed you.

Again, that may be in the long term, but it's building your list. In addition to learning, think about how else it can benefit you.

Number six, it's got to benefit your niche in some way, obviously. This isn't just about doing some research in a way that they don't get anything out of it. Ideally, it should benefit them as well, whether that's by inspiring them or educating them or connecting them with each other, helping them get clearer about where they're at.

Number seven, it should have a back end. I don't know if this is a must, but it's really worth thinking about. If you do one project and there's no follow-up, if you do a little talk as you niche project and people really love it but there's nothing for them to sign up for, there's no list to join or any additional thing they can get from you, I don't think that's going to be as useful for you as if there is something coming after it.

When you're designing your niche project, it's also good to think about, 'If they love this and they want more, what could I offer them next?' These are the criteria that I would use when evaluating a niche project.

Let's just do a quick brainstorm, and I'm going to post this here. The question is this: what are all the different ideas that you can think of for a niche project? Let's take three or four minutes and just brainstorm some ideas for the possibilities they could use as a niche project.

It could be doing a workshop, doing a talk, blogging. I've got a ton of them, but let's see if we can come up with some new ones. Then we're going to do some brainstorming on specific niches for people. We'll do the brainstorm and then I'm going to invite you to look at what other people have posted, see if there's anything else. Let's take three minutes and see what we can come up with.

I hope you're getting how many different things there are that you can do. There are so many options. Now we're going to move into something a bit more specific. We're going to go through four of the people in the group, four minutes each on a brainstorm. I picked four niches that I think represent four different tracks. We have relationships, health, spirituality, and money. I've got one for each of them, so I thought that would be some nice variety. I think these are all really clear.

I'm going to invite you to comment below. The way I think about this idea of the niche project is that it's a gift for a certain community. It's like you're creating a really beautiful gift that you'd be so excited to give this community. Oftentimes, I feel like people don't want to sell what they're doing, they don't want to push it on anyone.

It's interesting because when we come up with a little circle that we really love and we really care for these people and want to help them, coming up with the offers is like we're wrapping a gift for Christmas. The more exciting it is for us, the easier it is for us to share it with them. It's really exciting to do it. Instead of feeling like you don't want to pitch, you can't wait to tell them.

Sometimes we're so close to our own business that it's hard to come up with ideas. I wanted to give four examples where we can brainstorm for each other of what those might be. I think they may also inspire you in what you're doing. Instead of doing the generic thing, with a lot of Webinars, special reports, radio shows, workshops, we want to take those and translate them specifically into this niche.

What could the title of the workshop be? If there was a retreat, what could they do on it? Let's come up with as many ideas that would be really exciting, specifically for this niche. Take whatever the generic form is for a niche project and translate it into this niche. The first one I'm going to post now is in the track of relationships. It's for yoginis struggling to commit to their spirituality (non-attachment, celibacy) with their craving for a relationship.

You can read the little circles if you want to and look at the files to get more. That's the basic idea. You've got these yoginis, these female yoga students and practitioners who are really committed to the spirituality of yoga. They are really loyal to their practice, but they also want a relationship, so there's this real earthy relationship piece they're craving, and they're trying to balance that.

What she does is help them use that path of seeking a relationship as a spiritual path. That's at least how I understand it. I'm going to invite you all to just pile on and brainstorm. What are all the ideas we can think of? Let's get as many details as possible. What could she do? What types of specific projects might she be able to do so these yoginis will find exactly what they're looking for and exactly what they need? You've got about four minutes.

Go back and read over other people's posts because they may actually inspire you. These are amazing everybody. Here's what I want to lift up: we've done this for four minutes, and we have sixty-three specific ideas, specific things that she could be doing. That's a lot of ideas. It is much harder to do this for a big circle in any way that's meaningful.

If we were to do a big general umbrella term for big circle ideas, you could do a workshop, but you wouldn't have the title of the workshop. It wouldn't be a very exciting idea. It would just be a boat, a very generic form of the idea. Yet, here we have sixty-six ideas that were really easy to come up with, so this is the benefit of having a really clear little circle.

It makes it easier for others to have ideas for us. If I sit down with someone and say, 'Can you come up with some ideas for my business?' if my niche is clear, I could have so many so fast. If it's not clear, I just struggle like all of you would too. Here's the interesting thing: people are also tossing in websites or Facebook pages to check out. This is what happens.

When a niche is clear, other people can tell you, 'You should talk to this person.' It happens all the time.

Here's number two, and we'll do four minutes for this one. This is about women who have anxiety and panic attacks who want to deal with it naturally; they don't want to use pharmaceutical medications. It's a real thing for them and they need to deal with it. I'm going to post this one, and let's go crazy with it. You've got four minutes.

I should specify that she's an herbalist, but that doesn't really matter. Part of what we're getting here are really great partnerships. You might be able to do an event in partnership with other people or you could work on a niche project with people who work with people in the same situation. You're getting a lot of ideas for other modalities too.

Now, let's really hone in. She's an herbalist, she works with anxiety, what could she do that would help these people, that would fit in that boat? You've got two more minutes.

Remember, she's an herbalist, so is there a way that she could reach people with that in a creative, fun, low-impact kind of way? While you're doing that, I'm going to get the next one set up, so get in your last ideas while I set up the next one.

We have seventy-two, a new record. Let's see if we can do it again. The next one is in the money track. It's yoga teachers who want financial abundance with integrity but don't want to teach fifteen classes a week and travel every weekend. That's really great. Again, it's kind of a yoga teacher who is burned out and wants to sustain themselves and make more money, but not at the expense of traveling so much.

What are ways she could reach them? What are niche projects she could do to begin to engage with them, to explore working with them? What are some ideas for projects? You've got four minutes. Begin. Feel free to go back and read people's posts. What's a fun, simple little project that could be done?

Sixty-eight, we're doing good. We're at time and we'll go a bit over time, but for those of you who have to run I wanted to make sure you got the homework. The homework is basically to pick a niche project for your little circle. Hopefully you've gotten a lot of ideas just from this call, but I'm going to send you a workbook later today or tomorrow. There are a few more things I need to add to it, and I might add some things from this call.

It'll give you a ton of ideas. It's a little overwhelming, but you can just skim it to get a sense. It's kind of one project per page. There are sixty ideas or so for specific types of niche projects. It's super fun to read. It's really inspiring to see what other people are

doing in tiny little ways. Again, you don't have to read it all. You might just have an idea that you want to go with already, but that is there as a support to inspire you.

I was inspired writing it. There are so many cool unusual things you can do. That's the homework. There's one last one we are going to do, so get in any last comments on this one. We're going to do one more. By the way, there are also some bonuses you're going to be getting this month: some interviews I did, three different interviews, one with Alex Baisley from the Big Dreams, one with Rebecca Tracy, a life coach, and another guy named George Wong, who I think you'll love.

I think you'll really like that, plus I have some blog posts I think you'll like. If you're up for it you can look at it whenever. Hopefully you'll be inspired by it. We now have seventy-five.

Now we're going to do the last one. This is in the health track. The little circle here is basically intuitive and holistic people who have been diagnosed with a terminal illness who are in shock and feel terrified, they're reeling from that; they feel like they've just been thrown into a raging river, and they're just struggling to keep their head above water. The doctor is telling them to do this and they're just being swept along. The whole piece is about helping them come to shore, get dry, get clear and then build the strongest raft they can, so that when they get back on the river, they can do it with as much clarity and power and strength and no regrets because they know they're making decisions themselves.

Beautiful. That's a gorgeous little circle. I'm going to post that, and let's look at niche projects for that. By the way, while you're brainstorming, I know there's a bit of a question of how you get people to respond to these; if you do a workshop how do you get people to turn out? We're going to talk about that next week: how do we make these niche projects actually viable.

For this week I just want you to keep refining your little circle, keep getting inspired about what that niche project might be and next week we'll talk about how to get people to respond to it and all that. I just wanted to put that out there.

At this point I'm going to wrap it up. Thanks, everyone, for calling in this week. I hope the call was useful. Let's keep brainstorming and see if we can beat the record for comments. Thanks so much and I'll talk to you all next week. I'll certainly be taking a look at your stuff and your little circles and all of that. So, just keep brainstorming on that and I'll let you know how to post that niche project a little later. For now, just worry about coming up with the idea.