

## Niching for Hippies – Week Four

**Tad:** Well, let's get started. I think we've got the core of the group here, so we'll get started. Everyone make sure you've got the Facebook page open. I'll mute it so we don't hear any background noise. I guess the first thing I want to start off with is that you can comment under the post I'm about to put up. The question is—

### **What are your success stories? What's been happening?**

Feel free to post that. It will be the second post on the page that has the dial-in info at the top just so people can see it, but any success stories? What's been happening in the last week since we talked last on the phone? What's been going on? Are there any success stories or, also, aha-moments like oh, my gosh, I just had a big realization about myself or about marketing, about my big circle? Any breakthroughs or anything you think would be useful for people? Maybe you sort of came up with a way of seeing this or a metaphor that you think might be useful to the group. Let's just take two or three minutes to invite people to share. You can just comment below the post I put up saying 'Success stories?'

These are great. Keep them coming, people. These are great, everybody.

Dabney was saying she had a client find her online and contact her to schedule a discovery session and she is her ideal client in every way. Hooray! What's great about this is that is going to happen more often for all of you, I would imagine, because that might have been just a random coincidence, like a happy sort of reaffirmation from the Universe, because Dabney might not have actually changed anything in her website or her emails. She might not have actually put anything out in concrete terms to the world that would have made it clear that that person was an ideal client. Once you start doing that, once you actually change your home page, your sales letters, your bio, once you create workshops and niche projects that are specifically designed for those people you will be shocked at how many more you get – a lot. So that's great.

Frances was saying at the beginning of the call, for those of you that are here, realizing that it's okay to have these kind of letters focused on each seed, each little circle, rather than the whole circle and that's totally true. In fact, that's what a sales letter is, really. You have a specific program sharing your own story of why you're doing that program or what your credibility is, how you've gone through the same thing is essential. That's really powerful and important. We're doing the big circle as sort of just a general thing, but I think you'll find those letters get easier to write and have more power even when we get really into the little circles, which is this week, which I'm very excited about.

Joy was saying she had an aha-moment, realizing that she, in yoga classes, prefers to work with beginners, but in her field work she wants to work with people who have already done a lot of the inner work and are further down the road on their journey. Wanting to work with graduate students, which is so important. Again, knowing the moment to enter their lives, knowing that particular place on their journey, because sometimes it's like well, this person fits all my criteria, but it doesn't feel like a fit. They seem like an ideal client and it might be the right person. So that's a great catch. Good job.

It seems like your buddy calls have been amazing. It sounds like you've been reaching out to each other. Good work, team.

Joy was saying she loves that community support. That's a note, I think, for everybody. I think most of our clients would probably love some kind of community support, so consider how you could weave that in from your own work. Joy also said I'm getting clear on who I want to work with as a preference. Oh, great.

You know what I've been thinking about? I thought about this a year ago of like how a lot of marketing is just about getting really honest about ourselves and about what we actually like, who we're actually really good at helping and who we actually prefer to work with. It's easy to say well, no, I just prefer to work with all people equally, but my experience for most people is that's just not true in reality. We don't want to work with everybody equally. There are people who we're drawn to. We have favorites and it's just better to get real about that.

Alex was saying she's behind on the work, but is feeling pickier about clients and that feels good. Yes. Here's the great thing, too. When we get pickier about clients, I don't know, but there's a really nice sense of self respect that comes from that and people feel that. We come across stronger. We come across more solid. Also, being pickier there's just way less chance of coming across salesy or pushy because we're actually not trying to sell anybody.

So often, I think, we're afraid of coming across as pushy or need in sales, like I'm going to be leaning on them. I need people to work with me. Will you please be my client? But as we start to really hone in on who we want to work with there's this like well, I don't know. Do I want to work with you? Instead of it becoming trying to convince them that we're a fit for them, it becomes this mutual honest relationship of feeling each other out and having a real conversation, like are you a fit for me, am I fit for you, neither one of us walking in totally convinced. That's probably a pretty healthy thing that's more likely to get you clients that are a real good fit. So, nice.

Ah, Beth had a really great session. Congrats Beth.

Yeah! Chelsea is just feeling more authentic and Scott, in general, has got a couple more clients. Wonderful!

Joy was saying, I had a new client that I decided I don't want to work with and I understand why. That's so great. Another thing that's great about this whole idea of coming up with your own big and little circles and just really clarifying who it is you want to work with is you have a place to put all these understandings. Because sometimes what will happen ~ and this happens all the time ~ is you have a client and it doesn't fit and it doesn't feel good, but sometimes just because we're desperate, we're stuck and we need the money so we keep working with them or they leave, but we never really record and track what was it about that person.

Now with your big circle you have a place to keep refining, to keep taking all of that information that you're getting, even in subtle ways. You'll have a client and you'll be like you know that client feels like 90% a fit, but 10% something feels off. Now you have a place to record that and to put that and to track it. So your big circle over time just gets so finely tuned and that, of course, helps everything in your marketing.

Richard is saying I'm seeing more of how I might be able to create my life and my practice. How I'd like to be rather than have to follow some prescribed route. Yes. Hooray! Wonderful! That's so great. Totally!

Nichole was saying I stopped pressuring myself so much to get it on target fast. Good. It can take time. We just have to start where we are. We can't pretend we're further along or more clear than we are. We can, but it's painful.

Debbie, your buddy sounds brilliant. Debbie was saying appreciating my buddy for reminding me that whatever the canvas, all I value or find most important will show up and the limitations are freeing. I've been totally thinking about it and a good reminder. Limitations are freeing, that's the irony and the funny reality of life.

Ah, Kenton, who lives in Edmonton where I live, came to my potluck dinner the other night and I was thinking it would be so great if all of you could have been at my potluck. I'd totally love to have you all over at my place for a potluck so we could all meet each other and hang out in person.

Lee said he met some contacts to start reaching a niche, administrator types at U of A. Wonderful!

Joy is still getting the metaphors from the brainstorming. Wonderful!

Ah, Dabney is saying, I realize the more authentic I am the more people trust me instead of my fear, which is that if I air my dirty laundry people will judge me for my

trials and struggles. Instead, the opposite is true. So affirming. Yes. May that be a lesson for all of us.

Some wounds and stuff are coming up for people. Boy, if it's coming up I trust that it's coming up to be healed and to show us all something. So, I hope you're all tender with yourselves through that and getting the support you need.

Mike is noticing a sort of looping, like get something, travel around through the next loop, coming back around and then getting something again and again. I think it's this spiraling. You know your spiral around and you go back and it looks like you're at the same place you were in the beginning, but you're actually just a step almost imperceptible. Then you spiral around again and you come back, but now you're one more step in. It's hard to notice, but we keep moving closer to the center of what's true.

Wonderful! Ah, great everybody. Thanks so much for sharing where you're at. I'll just see if there are any more that people want to share. Oh, yes, a few more here. Just so great, everybody. You're all doing great.

Skylar is saying, I'm definitely understanding the power of creating community around a vulnerable topic. Yeah, people want community and support. They want to know that they're not alone. See, even when it's something that you're not totally past yourself sometimes you can still create community around that vulnerable topic and be one of the participants in it. You don't even have to facilitate it. You could have somebody else do it, but you can still benefit from it and get healing from it. Potentially, if you coordinate it, you could even make money from it. So, yes!

Ah, Lola doesn't have a buddy. Well, Lola sounds amazing and I think you should all jump on that and be Lola's buddy because she's clearly wonderful. So if anyone doesn't have a buddy or you want a second or third buddy, Lola is still needing one. Thank you for speaking up. If anyone doesn't have a buddy, please post it on the wall so people can know.

Dabney said I turned down a client who could only see me after 6:00 p.m. or on the weekends. That work for me and I held my boundaries even though I could use another client. Dabney, that's so awesome. It's so funny. When we say yes and take on things that aren't really a fit that takes up the space for things that could be a fit. So, yes.

Frances was saying that a metaphor she came up with released her from limbo, which is great. Limbo also being another metaphor.

Yeah, it just sounds like the buddy work is going so well and you're all being able to see things in each other that you can't see in yourself, which is great.

Ah, Joy was saying, I've given myself permission to take time for this class giving value to it and looking at my income for the year, not for this month. Great, it will pay back many times.

Okay, well that's great. Thank you, everybody, for sharing where you're at. I'm glad to hear it. So the next question, of course, is—

### **Where are you feeling stuck?**

I just put up a new comment, so let's take a couple of minutes and just share. Where are we feeling stuck? Where do we need some support and some questions? Again, I'll share my reflections, but everybody be reading these because you may have some insights, some brilliance to share with a person who's struggling with something they just can't see themselves. So let's just take a couple minutes to share that.

Okay. Thank you, everybody, this is great.

Autumn is saying I don't know whether to weave this new stuff into the website business marketing I already have or launch something brand new after this course. That's a good question, something to sit with. Yeah, sometimes through something like this we realize oh, my God, I want to do a totally different thing, totally different niche. Sometimes we can weave it in, so just keep sitting with it. You'll probably have a clear sense by the end.

Genevieve has been procrastinating on finding good metaphors. Stop that or, if you're stuck with that, reach out for help maybe in the group. You can ask people and say hey, what's a good metaphor for this and have a jam on it.

Beth was saying where are you feeling stuck? Money. I'm not sure I understand where you're feeling stuck with money, but if you want to say more that would be great.

Mike is saying, I keep going back to my big circle and avoiding my letter. Sounds like the perfect time to start writing your letter.

Autumn is saying I don't know if I should be moving forward now or waiting until I get more clarity to launch new marketing. My instinct would be to wait a little bit, at least a few weeks to sit with it some more, but check in with yourself. If you feel 100% clear you might go ahead. I'm just a fan of slow marketing. Take your time and sit with it, really feel into it. Good for you. At least a piece of it feels solid, but trust your intuition.

Frances says her computer went nuts, but she's clearly having issues naming the big circle. So, I invite people to go to Frances' big circle and take a look at it after the call. Just make a note to yourself to look at that and see if you can help her come up with a name.

Jacqueline is saying, I'm struggling with the language that identifies the ideal client to themselves without it sounding like a laundry list of negatives. Here's the thought on this, a really good thing to wonder about. Sometimes we're scared about sounding negative and here's the thing. This is a tricky balance because you could be infomercial style where it's like hey, are you struggling with this and this and this and do you feel this way about it and it can come across kind of salesy and kind of negative.

Remember, if somebody is struggling empathy is so important and this whole idea of nonviolent communication where they talk about empathy before education. So creating that space where a client really knows that you get it, I think that's the main thing is that people feel the relevance. It's like oh, this is useful for me and this person gets it. If you can do that in very few words, perfect. If it takes more words, that's great. Sometimes it's just the right example or the right metaphor and it's like ah, that's totally it. It's just like that and you don't need to go on for pages and pages and pages. So keep sitting with it, you'll figure something out.

Anne is saying, stuck on weaving back into my big circle. Okay, good. What you may be realizing is your big circle is actually the little circle and you need to chunk it up to make it even a bigger circle or you may be realizing that you have different things, different big circles in terms of like whole different businesses. So I would sit with that and what the implications are. If you're struggling to weave things back in there may be something there for you.

Dabney, you're saying in too deep. Need to be a doctor to do what I want to do. Can you say more about that?

Nichole is saying, reigning in the big circle. It still feels very expansive. Nichole, it's cool that the big circle is expansive. Again, I can say I'm being a hard ass on everyone with their big circles, just because I want to help challenge and push you, but it's really okay if the big circle is big, huge and expansive. With the little circle if any of you think I've been at all a hard as so far you just wait for feedback this week.

This is where it starts. I'm going to be a little more firm and consistent about how it needs to be, but the big circle really doesn't need to be. With the big circle the most important thing is when you look at it you're like yeah, those are the kind of people I want to work with. Even if it seems so big and so broad it's cool. That's what the big circle is for. The big circle is the catchall for all that stuff.

Chelsea was saying I'm so resistant to the buddy connection and support. This is something I encourage in my clients though I am the one resisting. I'm feeling overwhelmed, a little paralyzed and digging into the wounds is really tough. I've told myself I wanted to take a month off just to work on this course and last night sprained, hopefully didn't break, my elbow ~ Oh, no! I'm so sorry - so I won't be working for a little bit anyway. I hear you, Chelsea. This stuff is scary and hard sometimes. Totally, I get it. Everyone, let's all reach out to Chelsea. It's inevitable, you should get support.

Chelsea, it's good. It's probably perfect that you're getting to experience this thing that you're asking your clients to do and to really notice how hard that is. There's probably something there. This fear you're having about this is probably the exact same thing your clients are experiencing, so I would just treat it as that. This is good medicine for you to notice and understand it a little bit deeper. So, wonderful! Perfect!

Dabney is saying, a little circle is already emerging and looking forward to guidance there. Great!

Autumn is saying, so scared after this course I'll still feel muddy, hoping to have a clear direction. You'll probably still feel muddy in a lot of cases and I think you'll have clear direction in some cases. My guess is there will still be stuff that feels fuzzy for a lot of you. That's the nature of it, but hopefully overall it will feel clearer and you will have something very specific to work on.

Kelly is saying, still stuck with the wounds and how to weave those in in a compelling way without sounding bitter, resentful or rantalicious. Rantalicious, first of all, nice word. Good, keep focusing on that. Keep sitting with it. It's not that we need to weave the wounds in. It's more that the wounds give some direction. We don't need to recount all the details of the wound. It may just be the spark that sets us in that particular place.

Helen is saying, I've done the exercises and readings and written the letter in the big circle, but there are aspects that aren't clear and that frustrate me and feel authentic when I write them and then either completely unrelated or a big, fat lie in some fundamental way. Yeah, man, that's this work. It's it funny how hard this is. It would seem so simple just to be well, here's what I want. Here's an ideal client. That would seem like a really simple thing, but there's a lot of getting really honest with ourselves about what we actually want in reality and what's really a fit with people. It seems so simple. It seems like such an easy thing, but in reality it just doesn't seem to be that simple. I get it, yeah.

One of the notions I've gotten around niching is that you can't do it just by sitting there. We need to act. There's this balance of the reflecting and the acting, reflecting and acting. Sometimes we're not clear about things until we work with enough different kinds of people and experiment with some niche projects to get some real-world feedback because through that we can look at it and say okay. Something about that particularly was off. What is it about that?

Sometimes it's in the writing of something. In our head we can be like yeah, I have a sense of who I want to work with, but when we try to write it down it actually isn't so clear. We're like you know, this part feels great and that part should feel great, but I actually don't care. That's totally flat for me. So, yeah, it's good if this is coming up. I think that just means you're making progress.

Debbie was saying, going deep finding words or metaphors for real touchstones. Keep coming back to fear that I'll have to convince or persuade folks that what I offer is of value or be translating what seems clear to me in vain. Ah, I get it. I think what you'll find, Debbie, is there still is translating and there still is not a convincing of sharing, but there's a sharing of your boat so it will be attractive to not just you but also the people who would want to get on it. So there is that and that's a whole other conversation, but what I think you will find is that the clearer you get about who it is, the easier this becomes.

The most convincing and persuading happens when people are really unclear about their niche, when they're just trying to sell their boat and trying to tell people oh, but this boat can help everyone with every problem. I find that's where the multilevel marketing happens. That's when a lot of holistic practitioners are like no. You have to try this modality. It's perfect for everyone. Versus somebody saying hey, I work with people just like you. Then suddenly there's this real open conversation and it's less of a convincing. There's no pitching, there's just a conversation to see if it's a fit.

Joy is saying I'm stuck in narrowing down Island B thinking. It's easier if I think of it for a particular event, example, small circle, but harder if I think what's on island B for my general practice, so it feels hard to narrow down what I do. Yeah, I get it. Island B and Island A - and you'll all probably see this - will feel immediately clearer once you get into a small circle. It's usually much easier to name and because of that everything else gets much easier.

Sometimes the big circle is a little harder, but again, it's okay if the big circle is really broad. The big circle could genuinely just be Island B is their health. On Island A they're stressed and on Island A they feel more at peace. It might be that broad for the big circle and when we enter the little circle it gets a little easier. Some of you your big circle is a little smaller than other people's and some of your big circles are really huge.



That's just the nature of the game. But, yeah, I wouldn't worry if your big circle still feels vague. The most important thing is it inspiring for you.

So, Eleo, great question. Still not so clear what the point of the big circle is. I know it's to hone down to 10%, but I can't understand if it's just for us. Do we post of this on our site or marketing materials? That's a good question. Part of the big circle is it gives us a container, at least a direction, in terms of the kind of clients we want to work with. Here's what I've noticed. Here's where the big circle came from, Eleo.

I'd be at marketing workshops and I'd see some of these people say my target market is somebody who is stressed or somebody who is going through big transitions in their life. Everyone would say no, no, no, that's not clear enough. It felt really deflating for people I noticed and I thought well, you know the fact that they're stressed or going through transition is not the clearest thing in the world. It's pretty fuzzy, but it's still important. That's a part of it.

So the big circle is where we just kind of put all the general stuff and it's also a place where we can put the qualities of the ideal kind of people we want to work with where we can get a general sense. I find if we don't do the big circle work it's very hard to get to the smaller circles, to the little circles. In terms of what you do with it, the name for the big circle might be something you'd put on your website for sure. Sometimes on people's website there's the About Us tab where it's like your bio, the person on the website. I have my About Me and it's my own bio, but then you could also have an About You as a client. That's where the big circle could go in a tactical way on your website.

The big circle also will help you figure out who are some of your hubs, will help you just be a repository for like what kind of people do I want to work with. That can show up in your conversations with clients in terms of the agreement that you have with them. It can show up in a lot of different ways. I don't know if that helps, but the big circle is one of these things that because our niche is so central to everything we do it really ends up showing up everywhere.

With a little circle, one little circle might be people who do yoga, another one might be single moms, and another one might be vegans. It's like they're three different little circles, but they all have an overlap. So if you think about it like a Venn diagram ~ three overlapping circles - your big circle is kind of the container that holds them, but there's also that one point where all three circles overlap. I think of that as like the heart of your big circle, too. It's the thing that all those little circles have in common. We kind of go back and forth between little circle and big circle because you'll come up with your little circles and then from that it will be hey, you know what all three of these have in common is this and I hadn't thought about that, but it's a part of my big circle.

Alex was saying, partially, it's that I haven't had time to get the changes to my documents that I need, but I'm feeling a little stuck on both my big circle and my letter, my letter more so. I have to find a way of incorporating the wonderful insights from Yvonne Smolders into what I've written and then just feeling stuck on how to incorporate this into my website and marketing plan. Perhaps some of that is still to come. Yes, down the road. The whole conversation of how to weave this into your marketing is a very big conversation. I'll be giving you some resources, though, that I think you'll find really helpful. Yes, there's a much bigger conversation to have about marketing then we can get into in this course, but we will give you some direction on that.

Megan is saying, using the big circle template leads me to describe myself detail after detail, but the people I love working with are not really like me. Maybe some aspects of myself, but a whole new unique beings I look forward to getting to know and were a mystery to me. So, I'm stuck on defining the big circle. I can do the little circles better now, though. Great! So, Meagan, I would use this as a meditation. What is it about the clients that are similar to you and the journey you've been through and what is different. I would really sit with that and use that as a practice to start refining because it may also help give you information about who you are, but also who they are. It sounds like you've defined your own homework there. That sounds perfect.

Debbie, some great questions. My new niche of those in chronic pain is based on the Atlas Balancing technique I'm about to learn. I have no experience with chronic pain, no wound and with the work here I'm just starting to feel guilty perhaps and only after the money or just want to be special being one of only 28 people in the U.S. who does this. I really want to help people, but I always want to be on the moral high ground, so questioning my motives and authenticity. Thanks for doing that and questioning that. Yeah, it's a good thing to question. I would ask yourself, if you were one of 10,000 Atlas practitioners would you still be so excited? It's good to really check in with that.

If you have no pain and no experience with it it's true you'll have a little less credibility and you might want to check in with your life of have you had chronic emotional pain, perhaps, if not physical pain. Have there been times you've struggled and you've felt totally helpless and hopeless. That may be a way that you can still connect with people, even though it's not physical chronic pain.

Beth is getting tendonitis from all this writing and emails. You're welcome.

Simon ~ The big circle is no longer resonating with me and struggling to narrow down the key area to pinpoint and focus on. Simon, I'd say great. This is good. By the way, this is why we take six weeks and we don't try to do this in one weekend where you come with a big circle that's exciting for you in the moment and you redo your website

and create a workshop based on that, only to discover three or four weeks later that you're not into it. So, there's a reason we're taking this time.

So, Simon, first of all, I would trust that more clarity will come and if this isn't resonating with you it can be used as contrast of like okay. What is it about that that isn't resonating? Which I know you already get, but my thought is, also, sometimes it may just be that you need to start trying certain things and the little circle may help in terms of giving you something to actually try and then see what it is about them that resonates or not where you make your best guess and you try something and get real-world feedback. It can just take time.

Yolanda is saying, concrete having results, but maybe there's no need with more subtle, oriented clients. Maybe, and I would question that. Here's the pitch I hear from holistic practitioners that is like a really non-compelling pitch for me. I don't know, maybe it's different for other people. It's like you're going to lie down on my table and I'm going to do this energy work. It's so subtle you may or may not experience anything and the results may not show up for three or four weeks. Then how do I know the results are from the session? Maybe they're actually from something else and the practitioner is just claiming credit for something that was the result of some other thing that I did with my own work and not them.

Sometimes when the results are so fuzzy and it's like yeah, you may feel better or you may not, it's not that compelling, even for the flakiest, most new-age woo-woo people. That's not that compelling, but with the big circle you don't need to worry about that as much. With the big circle it's okay if you're talking about more subtle things. When we get into the little circle I think we do want to start being a little more concrete, a little more specific with the results that we're offering for sure.

It's just the more specific and concrete it is, the more believable it's going to be, the more people are going to want it because people live in the real physical world. Even people with emotional sensitivity, they're feeling that in their physical body in this real physical world. So people want results in this world at this moment and we need to know what that is we're offering.

Nichole said feeling scared that I won't take the growing dream forward into tangible ongoing action after this course for a long, long time, making it real and not just an exciting concept. So, Nichole, that sounds like your homework. What support do you need to make sure you really take this dream forward? I would take that really seriously if you have that concern. If any of you have that concern, I would take that seriously and start now.

Dig your well before you're thirsty. I would start now and develop the support that you need. Maybe you're going to need multiple buddies. Maybe you can have a dream

that's with you buddy of let's keep this going after the thing. Maybe you can set up locally some support for yourself, but do it. It's your fear and it may be true. You might just totally flake and if you don't want to get the support.

I'm just going to refresh and see if there's any new stuff. Oh, my God, everyone is so prolific. Okay, I'm not going to go through all of these. This is great. Nichole is scared of me being a bigger hard ass. Oh, you should all be scared. I'll look over these after the call, but whatever you wrote down as a concern that's also your homework. Whatever is your concern, make sure you get the support that you need to deal with that. Thank you, everyone, for being so honest about this, but let's get into the content.

Actually, before we do that, one thing I want you to do is go to your big circle right now and give it a rating from 1 to 10. That might have changed. It might go up, it might go down, but here's the format I want it to be in. This makes it a lot easier, honestly, to find it and to make sure we can all find each other's stuff. I'll type it up. Okay, it will look like this. So, BIG CIRCLE: (all caps, colon) your name (dash) - name of the big circle, then (in brackets) [10, 9, 7, 4], whatever the number is.

I'd love for you to update that because I really want to check in to see just where everybody is on their big circle, see what number people are at. If people are struggling I want to give those people extra support. I think we all would like to notice who is struggling and give them some extra support. So if everyone could just take two minutes and make sure that your big circle title ~ not in the document, but the actual title of the document ~ is changed or is in that format, that will be great. Then we're going to start moving into little circle stuff.

Alright, while we're at it, I just wanted to make sure that your big circle is fresh in your mind, so I want you to just think of that right now. You might want to kind of reread your big circle, but I want you to take a minute or two and just reflect on your big circle, your ideal client, the kind of clients, generally, that you'd want to work with. I want you to take a minute and just reflect on that. Sit with that and kind of get a picture in your mind of those people. So you might want to reread your big circle. I know you've been working on it so much, but just really ground yourself in that. Take about a minute to just connect. You might to close your eyes and just picture them, but take about a minute to just connect with that big circle.

Alright, here's the next step. I'm going to invite you all to get comfortable and we're going to do a little visualization. So if everyone can get comfortable, whether you're sitting or standing. You might want to sit for this because I'm going to invite you to close your eyes. As you get comfortable take some nice deep breaths. Just turn your attention to your breathing. Not trying to change it, just noticing it rise and fall. As you continue to breathe I want you to imagine that you're back in that living room

that we started with on the first call where you invited the people in and you represented your ideal clients.

I want you to imagine this beautiful living room and just the fireplace or whatever kind of living room it is and that you're inviting people in who represent your big circle. So, now, three weeks later, here we are with a little bit more of a refined sense that the people who represent your ideal clients, your big circle, are the kind of people who would behave in the way, you know they'd show up on time, they'd pay on time, all these kinds of people, people who've struggled in the same ways maybe that you have. I want you to imagine your living room full of six or seven of those people.

Just take a look around the room and one of the things you may notice is even though these are all kind of your people, even though every single person in this living room fits inside of your big circle really beautifully, every one of them would be an ideal client for you, there are still a lot of differences between them. They're all at different points in their journey maybe. They might be different ages, gender, different demographics. They might all be struggling with slightly different issues.

I'm going to give you a couple of minutes and I just want you to go around the room and just notice what is different about all these people. You may want to write some things down and take some notes. But even within this big circle, what are the different kinds of people who've shown up here. Each one of these people could be a little circle for you, but what's all the variety within your big circle that every single one of these people fits in your big circle. Just take a moment and look around the group. Take a couple of minutes and just notice what you see. You might want to write down any inflections that come. So, just take two minutes.

Now, you may notice who's in the room. What's different about each of these people? Even though they fit inside your big circle, what are all the differences there? Then we're going to take a couple of minutes and I'm going to invite you to invite the people in your living room to have a little sharing circle, do a little go round to check in. The question is, what is it that's keeping you up at night? It's like 3:00 a.m. and you can't fall asleep because you're thinking about what? What is the issue that's really most alive for them that they would most love your help with?

Take a minute and go around the circle with all these different people. You've noticed they're all dressed differently. They're all different styles maybe within the same big circle, but take a minute with each person and really hone in on each person and let them tell you what is the issue that they're struggling with the most that they would like your help with. I'm going to give you three minutes for this, so take your time going around the group.

About two more minutes and, each person, asking them what is it that they're most struggling with that you could help them with. Take notes on this.

Alright, you can begin to wrap that up. I want you to notice out of everyone who shared in that visualizing, knowing you can always come back to this living room later to continue this, but out of everyone who shared who are the people you felt most drawn to, the ones you were most curious about, the ones you most wanted to help and support. Who were the ones you were most drawn to?

I'm going to invite you to take a minute to pick three of them. Take three of the ones that you felt most connected to and most drawn to and just make a note about who those three were. There may be very subtle differences between them and that's okay. Pick three if you can just by yourself. You don't have to write them down on the Facebook page, but just by yourself write them down. Who were the top three? Take a minute to do that.

Do not be posing on the Facebook wall right now. You'll be able to do it after the call. I invite you to participate in the visualization in the living room. I can see when you post. So you only picked three. Who were the three that feel the most resonate with you?

Once you've got those three, maybe you have two, maybe you have one, that's alright, but I want you to interview them. I'm going to give you about three minutes. You can have a minute per person and I want you to ask them, given that you're struggling with this, what is it that you're craving the most? What is it you most want? It's likely to be something really simple like I want to be able to sleep at night. I want better relationships. I want to have more money. I want to have clearer skin. Whatever it is, but what is it that they're really craving that they really want. Maybe it sounds really selfish, but from their hearts, what are they craving most right now? So take three minutes to ask each of these people what are they craving. What do they want most? Three minutes.

Take notes as they share. What is it they're craving?

And as you get your last thoughts down, knowing again you can go back to this visualization after the call to dig a little bit deeper.

I want you to see if, out of these three, there's one that you feel the most excited about. Not as a lifetime commitment - you're not getting married to the niche, not as a - you're never going to change, but a group that you might be excited to do a little project with, to experiment with as a short term thing, just to get to know them. To go on a few dates with them, to see if they might be a fit.

Is there one of them that you feel really excited about? That feels like a low hanging fruit, really easy and effortless – you just feel a natural inspiration about supporting that person. See if there's one of the group of those people who are all represented in the big circle. See if there's one of them that jumps out as the one that's most exciting for you.

Then I invite you to take a couple of minutes and just make any notes or thoughts that come up about that little circle and that person. Who they are, what's Island A for them, what's Island B for them – you know, anything that you can think about. Take a couple of minutes and just articulate anything that comes to mind about those people, but in particular that journey from Island A to Island B. Who might they be?

Again, you want them to be somebody that's like an eight or above in terms of inspiration to work with. Somebody that you're just like, "Oh, this would be the most exciting!" Ideally, you want them to be a 10, where it feels like "Yes, this would be a great fit."

So think about who they might be and take a couple of minutes to take any notes down.

I'm going to invite you to share what you came up with, but first I'm going to post something, it's a little circle exercise and you can comment below.

This is going to be the homework for this week, by the way, just to pick one little circle and sum it up into one sentence. It seems a little easy but it can be a little tricky, but if you get it, perfect – you're going to have a light week and you can keep digging into stuff, deeper and deeper. If you're having challenges, we'll help out.

So it's going to look like this. I'm posting it now, I'm going to pin it so it stays on the top. So it's a little circle exercise, and fill in the blanks below. "You know how 'blank' kinds of people struggle with 'blank' kinds of issues?" You know, what's on Island A? "Well, what I do is help them get 'blank' results," or Island B. And then there's the number of how inspired you are from one to ten there, yeah?

So I'm going to invite you to post that below. So I'm going to give you about three or four minutes, because I know it might take a minute to write it down. Just write down your little circle number. We're going to talk about them and I'll give you some feedback, specifically, on each of yours if you post it, to give you some direction.

Then I'm going to give you 11 criteria to measure your little circle pictures by, and then I'm going to give you what the homework is, specifically and tell you about the materials you get this week, which are so bad ass and I'm so excited to give them to you.

So let's just take three or four minutes right now for everyone to post what you came up with. Begin.

Debbie has a question: which would be traumatized – animals or owners? Working with traumatized animals. Absolutely owners. The little circle is always whoever pays you. Good question.

Yeah, that's a classic blunder. People say, "I want to work with kids," but really it's the parent that pays so the parents, or one of the students, but it's the guidance counselor, the principal, that is paying to hire them so really the target market is the principal. It's two kinds of target markets in a way, but primarily – they need to pay you, so you need to make the decision.

Sometimes you're going to have a split, but in this case I would focus on whoever pays you. So this looks great.

Some of these are coming in, but I'm going to give you a couple of more minutes of silence so you can focus, but this is great. Good work everybody, keep them coming.

These are so great, everybody, keep them coming.

Good work.

Okay, I'm going to give one more minute and then we're going to start going through them. One more minute.

Okay. So I know they're still coming in, so thank you everybody.

Here's what we're going to do, is – I want to share with you 11 pieces of criteria, and you'll have this in much more detail in your little circle theory workbook. So I'm going to recommend going through this, because it's worth nothing.

I got a bunch of this from Bill Baren. He and I shared some ideas, but he had a seven step checklist, and I added a few and some of them were things I'd already thought of. So, kudos to Bill Baren for really starting me off on this, and this is an 11 step niche checklist.

So I wanted to be looking at what you've written, and consider how many of these things are true, how many of these things you could sort of check off and say yes to.

The first criteria with a little circle – with a big circle, we can let it get a little fuzzy and it's okay. With a little circle, it really needs to be very clear who it is, and what problem



they have. Meaning I should be able to picture them. I should be able to go, “Oh, I know somebody like that,” or not, you know, if I don’t.

I also know immediately if I’m in that group or if I’m not in that group, if that makes sense. It should be an immediate, no fuzziness. If somebody in your target market were to read this, they’d be like, “Yes, that’s me.” So that’s criteria number one.

By the way, each of this criteria is in order of – there’s a sequence to these. So the order matters here.

The second one is there are enough of them who can afford to pay you full price for your products or services. Yeah – basically, there’s enough of them who can afford to pay you in an amount that can kind of sustain you. There’s some market research there, which I’m not a genius about, but it’s an important thing to consider. If it’s so narrow, there’s not enough. That’s possible.

So, number three – are there particular places where they congregate and hang out? This is one of the easiest way to tell, by the way, if the little circle is really clear is when you look at it. If you’re not immediately thinking, “Oh yeah, they hang out at these and these, and these and these places.” If that’s not immediately clear, there’s a good chance that it’s not a really clear little circle.

Number four is very important. Can you honestly say you care for, respect and even love this group of people? If you don’t have a real love in your heart and respect for these people, if you don’t care for them genuinely, obviously this isn’t going to be a sustainable thing, which is why we do so much of our work around the wombs thing, or the big circles. Like these are people that you would really love, because if that’s not there nothing’s going to last.

Number five – do you know what the result is? What your tribe would be willing to pay for? When we did the visualization, I asked, “What is it that they’re craving?” This is the result that they’d be willing to pay for. What is it that they’re craving? What’s on Island B, and do you know what it is?

So when we say, “You know how these kinds of people struggle with these kinds of problems? Well, what I help them do is get ‘blank’ result.” This is number five. Do you know what Island B is? Is that very clear?

Number six – are you passionate about delivering that result? That’s a really important question, because you might know what the result is but when you think about doing it, it’s like, “Eh, I’m not like super stoked to deliver that result.” So that’s an important one.

Number seven – do you want to be known for delivering that result? That’s also a very important strategic question. Imagine if you were at a party and you overhear someone talking about you and they say, “Oh, that’s the person who does ‘blank!’ That’s the person who helps people get ‘blank.’” Would you be happy that they were saying that? You know.

For Bill Baren, he was at a party for service based professionals, life coaches, you know, holistic practitioners and stuff. He helps them get more clients. He’d be really stoked if he heard people say that about him, so would you be excited if you were known for that result?

Number eight – do you have the expertise or the desire to commit to being the expert for delivering those results? This is another big one, because when you’re saying, “I’m going to help you get to Island B,” that’s a really sacred promise on your part, and if you don’t it’s really going to be disappointing. You don’t have to pretend to be an expert at all, you don’t have to say you can do more than you can, but can you deliver on what you promise?

And do you have the desire to know any more and to learn anymore? If you’re not passionate about learning more about this topic, it may not really be the one.

Number nine – can you identify other players who are creating a successful business serving this market? Because – what some people say is, “Oh, lots of people are already doing this, so I won’t do it.” I’m like, “No, that’s not true!” If there’s a lot of people doing it, it means that there’s interest, it means that there’s demand. There’s a market. Just find your own way to do it, your own point of view, your own take, your certain way of doing it.

If there’s nobody else doing this thing, it probably means there isn’t a market, or it’s just a brand new one, but if there’s nobody else doing it that actually might be a warning sign. So, something to think about.

Number ten – are they aligned with your bigger Why? Are these people, do they share the passion about the bigger causes that you are also passionate about? You know, if you’re passionate about LGBT, kinda lesbian, gay, bisexual transgendered questioning, you know, about people’s rights, and somebody who’s virulently anti gay marriage is not going to be a fit, clearly.

So, if the heart of your work is your passion, about optimism and women’s health, social justice, men’s issues, local food, etc, if that’s what you’re passionate about, are these people passionate about that too? If not, that may not be as great a fit as it could be.

And number eleven, that they agree with or at least align with your point of view. You know, you see things in a particular way, a particular map from Island A to B, and do they jive with that map? If they don't, they may not be a fit.

Again, you have all of this criteria in your notes, but I wanted to just share that because I think – if you're not getting at least ... I mean, really, you should have eleven out of eleven on this for it to be a real fit, but if it's not at least a nine out of eleven, I would not be moving ahead with that little circle. You want to find a little circle that ideally means every one of those criteria.

So, let's now review yours and we'll talk about some specific feedback.

Alright, back to the beginning.

Okay, Amber said, "You know how women struggle with getting out of the house to spend quality time in nature? Well, what I help them do is spend a weekend in the wilderness, camping, cooking foraged food over the fire, storytelling, exploring and discovering new connections with nature, and/or women like them."

I really like that. That's interesting. "Women struggle with getting out of the house to spend quality time in nature." I think you've got it. I think – I don't know if "struggle" is the right word, even though I know it's the word that I gave for fill in the blanks.

I think that is good. I think the language could probably be a little more compelling and exciting, and emotional for them. But the picture you paint of women getting together, with storytelling, exploring, new connections with nature – I think a lot of women would probably resonate with that, so that's great. That's really awesome.

Autumn: "You know how mystic women suddenly realize that all of the shit they've been through has actually been calling them to be a healer, but they have no idea what that means, what direction to go, who to ask for guidance or what kind of training to get. Meanwhile, they've still got a lot to heal themselves. What I do is guide them in initiating themselves onto the path of a healer and to learn to tap into their own inner guidance, and to work through their own healing." Beautiful, I love it. It's great.

Francis: "You know how people with hysterics, getting medical diagnoses and struggle with fear and worry? What I help them do is get peace." Wonderful, really simple.

Francis, the thing I might tag on that is "what I help them do is get peace, even if they don't get better," or something. Just to acknowledge that. What you're not doing is curing the disease, "but I help them find peace even if ... things don't get better, or even if, you know, they're still sick or still struggling with it."

Daphne: “You know how emerging healers struggle with their energetic boundaries and trusting in their gifts? Well, what I help them do is gain confidence, community and tools necessary to fulfilling their dream of being in service to the world.” Nice work.

So here are some questions for me around this one. “Young, emerging healers” – I think... Sort of giving your talking like ages, like maybe in their 20s, probably, but maybe not, so sometimes clarifying age can be useful but it’s probably fine.

So, “struggle with their energetic boundaries.” My – that’s one of those things I would probably say is your diagnosis of what’s happening, is they’re struggling with their energetic boundaries. They probably don’t experience it like, “Huh, I’m really struggling with my energetic boundaries.” It’s more likely something’s very specific. “I’m having a hard time saying no.”

They find themselves over committing all of the time. They have a hard time asking for money, those types of things. So I would really hone in on three specific symptoms of that, so you can still say “they’re struggling with their energetic boundaries, like yadda yadda dah.” Give some specific examples that will help them ground it.

And if there’s a particular energetic boundary that you’re really excited to work with people around, for the sake of this whole game that we’re playing, with the little circles and the niche projects, I would hone it down to one issue. One thing that is just the most burning issue for them. It’s like, “God, I just can’t say no. People want healing and I have to heal them and say ‘yes.’ I resent it.”

Also, with “trusting in their gifts,” I don’t understand what that means. It’s a bit vague, so I would really hone in on like from their eyes, like in their experience, what does that mean? That they don’t “trust in their gifts?” Does that mean that they want to start being a healer, but they haven’t started yet because they don’t trust themselves? That’s a big question to me.

“So what I help them do is gain confidence.” So, “lack of trusting in their gifts,” okay, “gain confidence, community and tools necessary to fulfilling their dream of being in service to the world.” So the question has me just wondering: are you being a business coach for them? Are you just like a life coach, helping them feel confident so they can actually step into business?

It has me puzzled in terms of your niche. What’s your particular place that you’re occupying in their lives? That’s pretty gray. Generally I get a sense and I think it could be clearer.

Jacqueline: “Passionate, mature women...” Okay. “So you know how passionate, mature women lie to themselves but struggle with expressing it outside of the kitchen or garden? What I help them do is paint large, colorful expressions that express a soul signature or something of their own to hang on their refrigerator, and most of all, I like making the sandbox that we play in.”

Okay, so ... so this has me wonder if you're ... so, is it specifically to hang on their refrigerator? Are you doing painting coaching? Is that water colors? Are you actually having them physically paint something that they can put on their refrigerator? Or could it go on their living room wall?

Why the refrigerator? “Large, colorful expressions.” How large are we talking? “And most of all, I like making the sandboxes that we play in.” I don't understand what the sandbox metaphor is representing in that case.

Okay, Nicole: “So you know how highly sensitive people struggle with the feeling that they're gently love for the depths of their sensitivity, and how deep they experience the world?” Okay Nicole, so I'm wondering if it's actually “highly sensitive people struggle with the feeling that they are not gently loved for their sensitivity and how they experience the world,” or if they're shunned for that, because it sounds like, “Ah, I'm being gently loved for the depths of my sensitivity, and I'm struggling with that.”

So yeah, I'm just a little curious actually about what the issue is there. So, “I help them have communities that gently loves them for all of their sensitive ways, along with helping them gently love and fully accept their own amazing sensitivity.” Great.

And so, again with that – you'll notice with the little circles, details matter. This is in writing, too. When you're writing a book or a piece of fiction – details always tell the difference between “he drove up in his car,” versus “he drove up.” Versus “he drove up, in his car.” Versus, “he drove up in his red car.” Versus, “he drove up slowly in his, you know, 1952 cherry red Camero.” You know, something like that.

Those details really help you picture it, and with a little circle you want people to feel like “that's me.” You want them to picture it. So when you're saying that they're struggling with, like, not feeling gently loved for the depths of their sensitivity, I'd love a few examples of how that shows up specifically in the real world.

Like the three most common symptoms. This is a thing I'll come back to a lot – what are the three most common, real world symptoms of that issue? Yeah. Like where does it show up that they aren't being loved? How do they know they're not being loved? Et cetera. And how did that feel for them, to not be loved for that?

Skyler: “So you know how solo owners of client based businesses want to make a difference and struggle with attracting more clients? What I help them do is communicate what they do authentically in a way that’s still attracts the right clients.” Great! I think that’s pretty clear.

“Client based businesses” – I might give three examples again like, is that life coaches, permaculture herbalists, holistic practitioners – I’m not totally clear what a client based business is. I think you mean service based, that’s how I’d interpret that. But I might give some examples, that will help clarify for people.

Okay, Beth: “So you know how perfectionist people struggle with being shut down? Well, what I help them do is welcome natural flowing love into their lives so they can open up to speaking from their true heart.”

Okay, so Beth, this is an example of a couple of things. I kind of get a sense of what you’re going for, and as “perfectionist people,” to people there’s a question of “do these people know that they’re perfectionists or not?”

When you say “struggle with being shut down,” I’m having a hard time picturing what that means. So if you can give, again, paint a picture of what that looks like when they’re shut down.

“What I help them do is welcome natural, flowing love into their lives so they can open up to speaking from their true heart.” That, in my mind, would be an example of Island C, not Island B. I just wonder if they’re actually craving – again, the question of Island B is “Are they lying, or honestly being denied?” “I only wish I could have this.” They’re craving it.

So that’s my sense of, that’s what you think they need – is to welcome natural flowing love into their lives and to speak from their true heart. That’s your diagnosis of what they need. I don’t know if that’s what they’re craving. I’d sit with that and wonder what is it that they’re craving, you know. Like if they could do that, if they could, you know, have that natural flow of love into their lives, if they could speak with their heart, what would that give them? What would the impact of that be? Because that’s probably more to the point of what they’re craving.

Okay, so we’re out of time. I want to go over the homework and I’m just going to keep going through that and you’re welcome to stay on the call. But I want to give you your homework now.

The homework is basically what we’ve just done. I want you to write up a small circle and I’m going to give you a little bit of a tweaked format on it and adding something, I want it to be just something simple there. But basically this: you’re going to come up

with your little circle and a sentence, just like you did your big circle, but it'll say "little circle, colon, your name, the name of the little circle" – I want you to name it, and then I want you to number how inspired you are it, too. So exactly the same as the big circle.

When you do the writing ... yeah. So, basically it's just one sentence, once small – or not one sentence, but one short, very short paragraph. I'm going to invite you to read the theory book this week. There are so many examples, you're going to get over 100 examples, well over 100 examples of specific little circles, which I think will inspire you and give you a sense of what a clear little circle looks like.

I really want the little circle for you to be an eight or above, so you need to make sure that you pick something that is genuinely inspiring for you. There's also some additional homework of creating a little circle profile. You're not going to post that in the group, so it would just be way too big and too long and just take over everything. We don't need it for the whole group.

But I do want you to do it for yourself. I want you to do the full profile on whatever little circle you come up with. You know, see what it is. It's a ton of questions that digs even deeper than we did with the big circle on that little circle. Magazines I read, where I hang out – so many questions, and it's my collection of the very best questions that I know of, that I've gathered over the last decade or so of doing the marketing work and hearing what the other marketing coaches ask people.

It's a really amazing collection of questions that will help you get so crystal clear about this group. So I will ... yes, so do that, because it will also inform the short paragraph that you write.

And, so I'm going to have you post that again and the way to post it – this is really important, because it makes it easier for all of us – is you click Files, and then you'll click Create Document – not Upload File. Don't click Upload File, because when you do that, it means you uploaded the document and, Teresa you did it, so if you could reload it with Create Document. Upload File means we have to download it to read it. If you Create Document, it's just kind of posted there and we can read it right on the Facebook page or comment below it, which just makes everything so much easier.

So, Teresa if you could redo that. You basically do that. You're going to put a little circle in all caps, colon, your name, the name of the little circle, and then your rating from one to ten of where you're at in inspiration. So that's basically the homework, that's where we're at.

If there are any questions, feel free to put those here. Any questions about the homework?

I think it should make sense when you get it. I'll respond on Facebook, but I'm going to keep going through these brilliant, brilliant little circles that you're all coming up with.

Okay. So Debbie said: "You know how people who experience childhood trauma struggle with intimate relationships, trusting others and feeling safe? Well, what I help them do is find the subconscious emotions from that childhood trauma and harmonize them, so they can trust themselves, the environment, and their choices."

Okay, so Debbie, this is actually a great example for people to hear. So that first sentence I think is really clear and strong: "So you know people who experience childhood trauma..." My sense is people would know if they'd experienced that. You could put some examples, but you don't have to, I think that may be clear enough.

"Struggle with intimate relationships, trusting others and feeling safe." I think that's a really great summary of Island A. "So what I help them do is find the subconscious emotions from that childhood trauma and harmonize them—" I would just cut that, because that's starting to talk about the boat. That's talking about what you do, and at this point we don't need to talk about what you do at all. In fact, sometimes it's a distraction in the little circle when you're summing it up.

So you can cut that, because the real thing is "what I help them do is trust themselves, their environment and their choices." That's the real Island B that you're offering. You harmonizing their emotions? That's the boat. So it would just be like "You know how they struggle with feeling safe? Well, what I help them do is trust themselves and their environments and their choices." I would go back to that feeling of safety. Like "they trust themselves, their environment and their choices, so they can feel profoundly safe wherever they go." So they can feel safe and strong, even in an environment that has triggered them in the past, or something like that.

You know, there's a parenting coach I know, and her line was like, "You know how a lot of parents struggle with being either too authoritarian or too permissive? Well, what I help parents do is figure out parenting strategies that feel authentically right for them and help them stay—" and this is the kicker, this is such a great articulation of Island B "—help them stay loving, calm and centered, even when their kids are testing them the most." So, so good.

There was another one I saw that was like, "Here's exactly what - if you're going through a divorce, and you don't want to be going through a divorce, here's exactly what to say, even if it seems hopeless," which I thought was a really powerful thing.



So, Kristen: “You know how teenagers struggle to discover how to shine in their own sense of beauty? Well, I help them define what beauty and style is to them, and then how to achieve that.” So Kristen, this is a question – if what you’re doing is ... if the teenagers themselves are making the decision to come and see you, then I would be speaking directly to them.

If they are not coming to see you of their own volition – meaning they’re being sent by parents, by their teachers, you’re having to go through the school – then I would rewrite this to be about the teachers, the guidance counselor, the parents, the principal, whoever it is that’s making the decision and paying, that’s who I’d be writing this to.

A second thing I’d say: “You know how teenagers struggle to discover how to shine in their own sense of beauty?” I doubt teenagers would articulate it like that. I would question about whether they would say that they lie awake at night, saying “How do I shine in my own sense of beauty?” I think that’s your sense and articulation of what they need, but I don’t know if that’s their actual experience that they would articulate.

So, “I help them define what beauty and style is to them, and how to achieve that.” That’s cool. I do think there may need to be a rewrite. I just wonder how many teenagers are craving that in particular the way you articulated it.

It’s interesting. I think about young teenager dudes, I don’t think they’re talking about how to shine in their own sense of beauty. It might be more of teenage girls, so there may also be a refinement in terms of “You know how teenage girls really struggle with this?”

Then again, if you were to redo it for the parents, it’s like – “You know how parents of teenage girls see their daughter struggling and how to shine with her own sense of beauty, and don’t know how to support her? Well, what I do is help parents figure out strategies that can help their teenagers find their own sense of style and beauty without coming across as, I don’t know, a pushy parent,” or something like that. Et cetera.

Or, you know, if it was a school, it’d be like, “You know – do you notice how teenage girls can be so vicious and cruel to each other when they’re trying to discover their own sense of self? Well, we have a workshop that helps them to discover that sense of beauty and style, in a way that they all uplift each other.” That’s just off the top of my head, but I hope you get where I’m going with it.

Debbie said: “You know how people deciding how to deal with their land, they struggle with getting information on their estate planning options, doing the right thing, and then getting support and talking with their families and communities. Well, what I help them do is clarify what they want to do with the land, facilitate an

authentic and supportive conversation with others about their choices, and create an action plan for following up on their decisions.” That’s great!

I think that’s pretty clear. I still wonder what the Island ... hmm, that’s interesting. So, my question Debbie, would be – so once they’ve clarified what they want to do with the land, they’ve had a really authentic and supportive conversation with others about their choices and they’ve created an action plan for following up on their decisions – what do they have then? What is the impact of that?

I’m just wondering if we might be able to go a cut deeper and truer in terms of the Island B. And it’s – the wording of it, is a little confusing in that first sentence so I might try to clean that up.

Alex said: “You know how conscious, expectant and new parents struggle with feeling empowered during childbirth, and the integration of a new baby into their family? Well, what I do is help them find the information, fulfillment and support that they need to find and use their voice.” So, this is great, I think this is really good.

So in terms of “struggle to feel empowered during childbirth,” I would give three examples of that. You know, it’s like maybe they’re not speaking up enough after their doctor, or their parents have opinions, or whatever. What’s a particular way when they’re struggling with – they’re not feeling empowered and they’re struggling with that? How is that showing up? What are the specific symptoms for them?

You know, the more specific you can be, the easier it’s going to be to understand. So “find the information, fulfillment and support that they need to find and use their voice.” I have a question about the impact of that – if they use their voice, like how do they feel? What’s the impact of using their voice? Do they just feel more powerful, do they feel stronger, et cetera.

Marilyn ... Marilyn Edwards says: “You know how highly sensitive people defend and struggle ... how highly sensitive people defend and struggle with speaking up about what they really feel. Well, what I help them do is find the authentic voice of their heart.”

So, I would question if “the authentic voice of their heart” – that seems to be like an Island C thing, I don’t know if they would articulate it like that. So ... and I’m curious why – “You know how highly sensitive people defend” – I’m not sure I understand what that means. So again, some symptoms of that might help, and just wondering why defending is a problem. Maybe they’re defending when there’s nobody attacking them?

“And struggle with speaking up about what they really feel.” What’s the impact of that, when they don’t speak up for what they feel? How does that actually impact them and their lives? What’s happening as a result of that?

Here’s a bit more about the Island A. “What I help them do is find the authentic voice of their heart.” You know, I feel like something more true for them in terms of Island B might be something like, “What I help them do is find a way to ... speak up and share their truth in a way that leaves everyone feeling wonderful, everyone feeling supportive. In a way that’s uplifting for everyone.” Just like they can find a way to speak up in a way that’s going to actually feel okay and not feel like they’re hurting people.

You know, find a way to speak up without causing more damage. I’m not sure, but I would keep working on the articulation of the Island B, yeah.

Alright, Teresa: “You know how people who want to feel more connected to a higher power struggle finding a spiritual practice? Well, what I help them do is a system to find a way to communicate with God that works best for them, specifically.” Okay, that’s really great. I think that’s a really good start, Teresa.

So ... so, okay. “A struggle finding a spiritual practice, or practices.” Is that a struggle to find one that feels right for them, that fits in their schedule? So I think it’s a bit more about Island A, about what that process is like. “God, I want to feel more spiritual, but none of the practices I find feel right, or they feel too dogmatic, or there’s just something off about them.”

I’m curious a bit more about that and how that feels for them. Maybe they feel frustrated, maybe they feel disheartened, or whatever. “What I help them do is to find a way to communicate with God that works best for them, specifically.” Yeah, that’s great.

Yes, so I think I would love to see more feelings woven into this, and that’s a piece I’ll be weaving into the homework specifically. But – so they want to feel more connected to a higher power, but they can’t find a practice? How does that feel for them? How do they feel the impact of that on them to not have that? And then, if they were to have this practice of communicating with God, how would that feel for them? What would the impact of that be for them, yeah?

Okay, so Simon says: “You know how creative types struggle with getting consistent inspiration? Well, what I help them do is find where their inspiration comes from in such a way that they can always find their way back to the source.” Okay, so “creative types?” Simon, I would probably put like three examples, because that could mean a lot of things.

It could be actors, could be graphic designers, could be pottery makers, could be – it may be all of those, but put the three that you’re probably most excited about, or at least refine it in some way so that people when they hear it will be like, “Oh yeah, I know what you mean by that. I know somebody like that.”

“The struggle with getting consistent inspiration.” I might even put something in there like, “They struggle with getting consistent inspiration, even though their livelihood depends on it, and they need to pay the bills if they’re not inspired.” There’s a real consequence – I might put something in there about that.

“Well, what I help them do is find out where their inspiration comes from in such a way that they can find their way back to—” I might say something like: “They can find their way back to its source consistently, reliably, even when the pressure’s on,” or “even when ... something like that.

Joy: “You know how couples struggle with issues of emotional and/or sexual intimacy or struggle with resentment and anger in their primary relationship? Well, I help them find a cohesive balance in marital bliss.” So, cohesive balance, I’m not sure that’s the word that grabs me the most. “Marital bliss?” I like that.

So, when you say “issues of emotional and sexual intimacy,” I would love some examples of what that is specifically. Whenever we say “I help them struggle with issues around this,” I’d probably name some of the issues. That’s for everybody.

Yeah. So I do think some more details could help there, but I think that that’s a really great start, Joy.

Chelsea: “So you know how people who are getting pretty darn good at health, growth and learning struggle with taking the next step up and going from good to great? What I help them do is create a loving relationship with themselves by committing to a serious upgrade in self care.”

Um... Okay. So the Island A feels like there’s not a lot of urgency. This is one of the things in the little circle – when we start talking about the problem, there’s a certain criteria. You’ll read it in the theory ebook. There’s seven criteria of the problem, one of them is it’s urgent, and what I don’t feel here is any urgency, necessarily.

So, they’re doing pretty good. “And they struggle with taking the next step going from good to great.” It just feels a little vague to me in terms of “good to great” in what aspect of their life? In what area? What if they’re like, “Yeah, my life is great. I want to go from good to great in terms of – oh, Quickbooks. I’m only good at that, but I want to be great.” Is that what you help them with?

So I'd be very specific if you could about what that means, "going from good to great." Like what is the decision of great in their lives? And – is this general life coaching that you're offering? It doesn't seem like – this is obviously a good thing.

And it had me wondering, so they're on an island. And they'll be like, "It's good, but I want to go from good to great." So what's the pain for them? What's the struggle in that? What's the – because if there's no place that they're dissatisfied. If they're like "It's good, I just want it to be great," most people aren't going to invest a lot of money to just do that. So it had me wondering: what is the impact on them?

Because, you know, a lot of people are like, "I'd love it to be great," but my guess is you're – the people you're wanting to work with are people who are finally at a point where they're going to be doing something about it. What I'd love for you to do is really explore and explain what is that moment for them. What is that moment where they move – they're like "I really – this is no longer a should, it's a must. I'm not satisfied with settling for good anymore."

So what does that look like? I'd try to paint that out.

Oh my God, there's so many!

So, Emma says: "You know how a yoga teacher can struggle with healing after a break up, and the nature of yoga doesn't embrace any emotionality? Well, what I help them find—" Okay, there's some wording here "—so what I do is I help them find the spiritual path of love and loss, and help heal their broken heart."

I think that's a really great start. I think I generally get it. Yeah, I think the wording could be tweaked, but I bet you a yoga teacher who was struggling with this would totally get it, so yeah. I would dig a little deeper, but that's a great start.

Kelly: "So you know how multi-passionate, holistic entrepreneurs struggle with making a living healing and helping others? I help them get clarity in their unique and precious purpose, and design a prosperous business doing what they love." That's great. The only thing is I think "multi-passionate, holistic entrepreneuring" is a bit of a mouthful and jargony, and I don't necessarily know if that means practitioners only, or what that means. So I would give some examples.

"So you know how multi-passionate, holistic entrepreneurs—" Such as dot-dot-dot-dot-dot "—struggle with making a living helping to heal others? I help them get clarity in their unique and precious purpose, and design a prosperous business doing what they love." I think that's great. I think that's a really good start.

You know, the thing – actually I would love to invite you to explore more on – is – I just said “moron” – is to depth more into what is that struggle in particular. They struggle with making a living? Why are they struggling? Is it they’re struggling because they don’t have a market? Is it they’re struggling because they’re procrastinating? Is it they’re struggling because they don’t believe in themselves? What is the specific nature of the struggle that you help them with? Et cetera.

That struggle should connect to the island, and be ... so is it that struggle because – reading it now, I would imagine their struggle is because they’re not really clear about what their unique and precious purpose is.

Like they want to make a living healing and helping others, that’s the “doing what they love” part, but it sounds like your sense is that they’re fuzzy. Here’s the challenge, then, is the question is – “Are they clear, are they craving to get clear on their unique and precious gift?” Is that what they’re craving in particular?

Because if I were to really just truncate this down, I would say, “You know how a lot of these holistic entrepreneurs struggle to make a living healing? I help them to design and prosper – to make – to help them design a prosperous business where they get paid well to do what they love.” That’s kind of how I’d say it.

Because again, clarity on the “unique and precious purpose” – it’s sort of your map, your diagnosis, your take on how to make that journey. The heart of it is really – sounds like it’s about the money and helping them design a prosperous business while doing what they love. So I’m just curious as to the “multi-passionate, holistic entrepreneurs” takes away from it, and if getting clearer on the “unique and precious purpose,” if that’s helping at this point. Even though later, I think it might be super vital, unless they’re craving it – the clarity of their unique and precious purpose.

But then, it’s probably not the Island B, but if it is, then I would lead that back also to the Island A. Like if they’re struggling with – they know they have a unique and precious purpose, but they don’t know what it is and they feel fuzzy and they feel lost, they don’t know which direction to go in terms of moving forward. They know they want to be a healer. They know they want to help others, but they don’t know what form yet. That’s really fuzzy for them.

Does that make sense? Yeah.

So Richard: “You know how divorced, middle aged people can struggle with numbness like the meaning in their life, facing the inevitable permanence of life and the ending of things? Well, what I help them do is to connect more deeply with themselves to go into the numbness and face the emptiness of existence, and in doing

so they discover peace and OK-ness, and the ability to look timely at the meaninglessness of life and the inevitable permanence of things.”

Okay, so that’s great. I would just cut the Island B thing. The Island B for you, really, is they discover peace and OK-ness. So I might change the wording a little bit to, like – “divorced middle aged people,” boom. That’s really clear. “They struggle with numbness, lack of meaning in their life.” This feels a little bit clinical so I think there might be a way to write it in a more street talk.

Where it’s like, “You know how people who’ve – middle aged people – who’ve gone through a divorce can sometimes feel so numb and fee like ‘What’s the point of anything?’ And here they are, halfway through their lives and they realize, ‘Hey, I’m going to die,’ and that’s unsettling for them. Well, what I help them do is find this sense of peace and OK-ness, and the ability to smile, even if, you know, life isn’t permanent and they don’t know the meaning of it.” Or something like that.

That’s my thought on that, but I think basically it’s okay. The part I’d probably cut is “I help them go into the numbness and face the emptiness of existence,” because I think, again, that’s your map. That’s your process, and I don’t know that you need to say that here. So that’s a very important thing to share later, because the heart of it is – they’re feeling a sense of meaninglessness and numbness, and emptiness, and you help them get through it.

The side effect of that is a sense of peace and OK-ness, that’s the basic journey and that’s what we really want to talk about.

Catherine says: “You know how people who have never manifested their gifts may struggle with a fear of self worth? Well, I help them to learn to relax in that place of uncertainty and find their strength to do the journey into their gift.”

Okay, so for me this is a bit of a circle thing. I’m not – Catherine, I’d invite you to see if you could find a more specific subset of this to delve into. So, whenever I notice – whenever ... one of the warning flags in terms of a little circle is the word “people,” or “folks” or “persons,” or whatever, because “people” is everybody.

So when you say “You know how people struggle,” that’s sort of everybody, so it’s a bit general.

“Who have never manifested their gift.” Again, I’m not sure what that means, “manifesting their gifts.” So if you can pick a specific subset of manifesting their gifts, that would be really helpful, or give some examples there.

“They struggle with a fear of self worth.” Are they afraid of feeling self worth? Or is it that they don’t fear self worth? I’m curious about the connection between fear and self worth, because I’m imagining they don’t fear a sense of actually being self, like having self worth. I’m guessing, unless I’m wrong.

“Well, I help them to learn to relax in that place of uncertainty.” So again, helping them learn to relax is that place of uncertainty maybe your map or your process. We may want to cut that.

“So they can find their strength and do the journey into their gift.” So okay. So if they’re finding their strength, that’s part of your Island B, then that seems like something of Island A must be about weakness in some way, not feeling strong enough. I like that, so I might weave that into Island A to the journey into their gift.

Again, the journey into their gift, I’m not sure what that means, exactly. Yeah. So keep playing with that, because if it’s that – you know how there are people who – and this is a question too. I’m wondering “Is it they know what their gifts are, or they just haven’t manifested them? Or is it part of why they haven’t manifested them, because they have no idea what they are?”

Do they even know that they have any gifts at all, or do they suspect they have gifts but they don’t know what they are? So I’m just a little curious about the particular place they’re at.

Joy: “You know how people hold onto resentment in parental relationships? Well, I help them find peace of mind and healing in their relationships.” The question here is – is it resentment in their relationships with their parents, and will I help them find healing in those relationships?

That sounds pretty clear. I’d probably, again, add something like “peace and healing – peace of mind and healing in their relationships with their parents, even if their parents never change and say ‘I’m sorry,’” or something like that.

“You know how couples who need help with their relationships struggle with feeling unmet, understood and supported by others in their communities?” Okay.

“So you know how couples need help with their relationships and struggle with feeling met, understood and supported by others in their community. What we do, what we help them do is get involved in the group of other couples so they can feel supported in their struggles, and embraced with love and understanding by a larger pool than just themselves. We guide them towards getting the empathy they deserve, and the empathy they can get.” Okay.



So, Julio, I feel like the Island A is a bit of sort of NVC-speak and jargon. I'd see if you can translate that into a bit more street talk.

“So you know how couples who need help with their relationship—“ I might give some examples of why they would need help. Like what is it they're struggling with in the relationship, like the top three symptoms, that might be useful.

“You know how couples - they're struggling in their relationship, and yet when they tell other people in their community, they get this kind of response. Like they tell other people in their community and they don't feel like people get them at all, and they don't feel like they're getting support, and their friends take sides and it's just not helpful, so they don't even want to share with the community. But they need support, but they don't know where to go.”

It's okay to ramble a bit if the thread is really clear, but that's kind of how I'm hearing it, anyways.

“So what we do is help them get involved in the group of other couples, so they can feel support.” I think that's great, and in this case I think sharing the process helps, because you're showing a real tangible process, and I think that helps me understand what it is and gives me a sense of trust in it.

Although I would say that the ... so this is interesting. We really want to hone in on what is the Island A, what is the Island B, and in very simple terms. Part of it is what is the Island A, is these couples are struggling, yet feeling sort of alone and unsupported, I guess, and like unable - there's something about, they need the support for something, right?

So they're struggling and they need the support, and so they're feeling unable or incapable of handling it, or they're scared their relationship's going to end. Is it like - I'm just curious. What is the impact of them not being supported? What, how is that showing up in their lives?

It could be the journey, and that feel alone as a couple. They feel like, as a part of the community, as a couple - that might be the journey. The journey might be that they feel sort of unqualified or incapable to deal with the struggles in their relationship and the journey to the other side. They are actually incapable, unable to deal with the issues that are coming up.

It could be that they just feel, “Yeah, like nobody gets it.” Other people get it, so just think - is the journey you're taking them on, do they just feel understood, even though their struggles are still there? The journey that you're taking them on a place of, like, feeling unskillful and unready to deal with those challenges, to be like, “Wow,

we can really handle things when they come up, even when it's hard or when it's testing us."

They feel stronger in it instead of collapsing? So I think the heart of the journey could probably be refined and clarified a bit.

**Mike:**

"You know how entrepreneurs struggle to teach what they love in a way that people really get it? I help them teach their passion, so it really sticks and makes a difference in people's lives."

Mike, the question I have here is this. There are entrepreneurs who struggle to teach what they love so that people really get. This has me questioning why they are struggling and what that struggle is about specifically. It sounds like people are not getting it and it makes me curious as to how that is showing up, how they know that people are not getting it.

It also strikes me that there is a fundamental question around the journey, the track it is in. Is this in the meaning track? Are people saying, "I really want to make a difference because I love this, I am passionate about it, and I want to be more effective at it," or is it because it is about making the money. If they are better at it, their classes will fill and they will make more money, or it will help their business grow and they know, if they are more effective at teaching it, the people will use their product or service more and they will make more money.

I am curious about that. What is the real Island "B" for them at the end of the day?

It strikes me that your ideal client is going to be an entrepreneur who is teaching probably regularly, not somebody who is teaching just once a year. They are probably teaching regularly and they are probably teaching to enough people.

"There is something about this where the stakes are high enough for them that they really want to do it and hire somebody like you. To hire somebody like you is probably going to be an enormous investment of time and money in order to work with you.

"If they are feeling like, 'My teaching is basically good; it's all right,' they are not going to be motivated to spend money on you. I am curious about what this particular entrepreneur is and the particular situation they are in that makes them a perfect fit for you.

"For the coming weeks, I am going to invite you to really hone in on that. You might want to pick a particular kind of entrepreneur. It could be service-based entrepreneurs;

it could be permaculture people; it could be retail shop owners and so on. You might want to really focus in because it is going to make it a lot easier as we move forward.

I think there are more specifics as to the type of entrepreneur and the particular place they are in and the particular moment that is best for you to enter their life.

**Megan:**

“You know how people in relationships of all ages struggle with being heard and feeling deep connection and authentic, loving communication with their partners so that they do not feel taken for granted?”

“What I do is help them get into resonance with each other, learn the art of exchange through dancing with rhythm and harmony, dropping fears and defenses through lovingkindness.”

Megan, here are a few thoughts. First of all, it seems like the core thing on Island “A” is about the feeling of being taken for granted. There is a bunch of stuff I would just cut from here because I think it is extraneous.

You know how people are in relationships. When you say “all ages,” they could be black or white; they could be male or female. It could be any age. I would just cut it because it doesn’t add anything to the clarity because it is everybody.

You know how people in relationships struggle with being heard and feeling deep connection and authentic, loving relationships with their partners. This is a bit of a mouthful. It is a little bit “jargony;” it sounds a little bit clinical. I am hearing that they are craving authentic, loving, intimate communication. I am hoping so, but it seems like the most real thing I read there is “being taken for granted.”

I would shorten it to “you know how people in relationships sometimes feel totally taken for granted by their partner even though they love each other?” Then with this part “getting into resonance with each other,” I feel like this is a bit of your point of view, your process. It is a bit “jargony,” so I would just cut it. I don’t think it helps add clarity.

“Learn the art of exchange,” I think is a really meaningful term for you, but I don’t think it will be for others, so I would cut it.

You say, “...through dancing with the rhythm and harmony...” My question is, “Rhythm and harmony” of what?” I don’t understand it. I would probably just cut it.

You say, "...dropping fears and defenses through lovingkindness..." Again, this is your process.

Here is the question I would pose to you, Megan. My question is this. If you really did help them get into resonance with each other—they learned the art of exchange, and they danced with the rhythm and harmony dropping fears and defenses through lovingkindness—if they did all of that, what happens at the end of that? What is the impact of that? What is the result? That result is what they find on Island "B."

Here is how I would phrase it: You know how people in relationships sometimes feel totally taken for granted by their partners? What I help them do is whatever the opposite of "being taken for granted" is. Play with that.

**Genevieve:**

"You know how women with chronic anxiety struggle with fear, panic, and apprehension of the future? What I help them do is identify natural modalities to transform the fear into calmness and trust in life."

I get a pretty good sense of this, of what this is. I think it is great.

I notice you said, "...identify natural modalities..." which has me thinking this is probably the kind of woman who has chronic anxiety but does not want to be on drugs. I would put that on the Island "A" thing.

"You know how women with chronic anxiety struggle with fear and panic and apprehension of the future." It is a little bit repetitive. I would like to have a few more specific examples of what it is like to be struggling with that kind of fear, apprehension, and panic. What specific things come up? What are the top three examples?

It would be something like, "You know how women with chronic anxiety just struggle with this constant fear and panic. They are nervous about the future and they do not want to be on drugs. They want to handle this situation, but they do not want to be on medication for the rest of their lives." I feel like that is part of the issue here.

"What I do is help them identify natural modalities to transform the fear into calmness and trust in life." The "trust in life," I think that is sort of your languaging. If they are craving to trust in life, I would put it. If on Island "A" they are just really feeling that they do not trust life, I would put it.

Otherwise, I would say, "I help them feel calm, centered, and peaceful, even in situations that would have triggered them in the past."

“You know how women with chronic anxiety struggle with this constant, debilitating fear and panic, and yet they do not want to be stuck on medications for the rest of their life. So what I help them do is find (I would say “find” instead of “identify;” always use the simpler word) natural (not modalities; again, big word) ways to transform their constant fear into a sense of calm, centered, strong peacefulness, even in situations that would have triggered them in the past.” I think that would be a lot better.

**Kenton:**

“You know how teachers with a vision for making the world a better place struggle with the educational system? What I help them do is reconnect with their vision, empowering them not only to be the change, but also to spread the change they want to see in the world.” That’s awesome. I basically get it.

“You know how teachers with a vision for making the world a better place struggle with the education system?” I would not give three specific examples. Just paint more of a picture of where they struggle. What is their biggest, single struggle, if you can find it, with the educational system? I get that they struggle, but what is the struggle exactly?

“What I help them do is reconnection with their vision, empowering them not only to be the change...” Okay, this is where it feels a little bit fuzzy for me. I think it is a bit fuzzy because the problem is a bit fuzzy. If the struggle is how to communicate with their principal and that is really the core thing—how to get their principal’s support—then the result you need to offer needs to be “what I help them do is figure out strategies to enroll their principal and administration in supporting and funding their programs long term,” or something like that.

If the struggle was more about getting the students excited about it, “what I help you do is help you figure out strategies to help get the students excited so they are demanding your program year after year.” Does that make sense? The nature of the struggle on Island “A” will define Island “B.” Right now we know there is a struggle, but we actually don’t know what it is. Nice work.

**Irene:**

“You know how people who age with grace struggle with losing their vitality and youth? What I help them do is cha-cha their vitality back by getting fit and eating healthy.”

Okay, so, “You know how people who age with grace struggle...” Irene, this is pretty great. I think the journey is really clear. There are people who are getting older and they want to be more fit and healthy.

I think this is pretty clear. They are getting older and their bodies are tired and then Island “B.” I get the journey. I would love to see you identify the specific age range you are talking about.

When you say “struggle with losing their vitality and youth,” we put the word “struggle” in just as a starter. I would love to have you paint more of a picture like, “Do you know how people hit their 70s and all of a sudden there are so many things they want to do, but they don’t feel the energy. They just feel tired all the time and they are looking around feeling sad because they can’t participate in these things,” and so on.

I would really just paint a picture of the impact of losing their vitality and their youth. With “cha-cha their vitality back,” my only question is are you actually teaching cha-cha? It is cute and I like it. It gives me the sense that you are going to teach them dance.

If you help them get their vitality back by getting fit and eating healthy, what is the impact of having their vitality back? What are the things they can do now that they couldn’t do before? With Island “A” and Island “B,” I am really looking for a few more specifics of the things they most want to do which their lack of vitality prevents them from doing.

**Ann:**

“You know how environmentally aware suburban moms struggle with fitting into their community and doing what is best for the environment and their children’s future? What I can help them do is feel that they are not alone and that there are steps they can take to live a sustainable lifestyle and feel comfortable fitting into their community.”

I get the general sense and I feel like you are pulling some punches. You could probably language this a bit stronger.

“You know how environmentally aware suburban moms struggle with fitting into their community?” Let’s paint the picture a bit more. Do their neighbors think they are a witch? Are they called the “eco freak?” In what ways are they struggling? You say they are struggling to fit in, but I don’t totally get how they are struggling to fit in, how it is showing up. What are people saying about them behind their back? What is going on?

I might language it like this: “You know how environmentally aware suburban moms struggle with balancing wanting to do the right thing for the environment and their kids’ future while also fitting into their community?” When you say “doing best for their children’s future,” it could mean so many things.

Does it mean they are composting? Does it mean they are doing a permaculture front yard? Does it mean they are recycling? What are they doing? I am not totally clear about the struggle. What are they doing and what is the response from the community?

Here is my other question, too. Is this problem urgent and painful enough that they are actually going to do something and would want to hire you? My guess with the way you have articulated Island “B” is no. You say, “...feel like they are not alone.” I don’t know if they would pay that much just to feel like they are not alone as a parent. They might become part of a network, but I don’t know if they would hire somebody and pay somebody to coach them or walk them through something.

You say, “...feel like there are steps they can take to live a sustainable lifestyle and feel comfortable in their community.” Part of me wonders if you might be able to be a bit more bold and say, “Working together, we are going to create strategies not only to make your home the greenest home on the block, but to make it so inspiring that all of your neighbors are asking you to help them with their homes,” or something like that.

I wonder if they might be inspired to take on a role of transforming their neighborhood and being a catalyst for that, being a hero in their community or something like that. It has me wondering, is Island “A” really about their reputation and about how they are seen? Is it, “We are going to help you go from being seen as the granola eco mom to the hero in the community,” or something like that? I don’t know if that is it; it is what came up for me.

I just feel like the journey from Island “A” to Island “B” could be clearer and more compelling. Right now it feels like it is nice, but I don’t know if they would hire you and pay you for that.

**Maria:**

“You know how women struggle to feel good if they have low energy and are gaining weight? They are doing all the right things food-wise, but nothing changes. The doctors have offered no help. I help them understand what is going on with their body and filter through the popular diets. I go through symptom by symptom and find the foods that will help them most.”

So, I would probably cut “you know how women struggle to feel good.” Also, I might cut the ages. I’m not sure if the age matters here.

“You know how a lot of women start feeling really low energy and they are gaining weight? They don’t feel good about themselves. Even though they think they are doing all the right things food-wise, nothing changes. The doctors offer no help, so I help them understand what is going on (I might put the word “exactly”) exactly what is

going on with their body and filter through the popular diets. I do through symptom by symptom...”

Okay, “symptom by symptom” has me wondering what symptoms you are talking about. Symptoms suddenly come out of nowhere there.

“Help them...” has me wondering if you are a dietician or a nutritionist and so on.

You are talking about your process of helping them filter through the diets and going through all of their symptoms to find foods that will help them the most. What is Island “B?” What is on the other side of that? Once you have gone through all the symptoms, once you have found the foods that will help them the most, what is the impact? That is what they are paying you for, the result you are offering. That is Island “B.”

**Marilyn:**

“You know how strong but sensitive people struggle with feeling overwhelmed from a world of too much information and feeling like they should do more? Well, I help them renew and find their authentic self by taking them deeply into the healing power of nature.”

Okay, Marilyn, this is great. It feels a bit like a big circle. The words “strong and sensitive people” feels like a lot of people. I would invite you to narrow down and pick an even smaller subset of these people if you are able to.

“They are struggling with too much information and they feel like they should do more.” I am curious. Do they know they should do more or do they feel like they should do more community activism or are they feeling they should do more for their family or just more for everybody? Is that connected with being too sensitive? I am not sure I get that connection.

Let’s say you take them out to nature and they totally renew; they find their authentic self in nature. What is the impact of that in their life? I am curious. What is it? They are renewed. They obviously go back into the world. What is different? What is the impact from working with you?

**Irene (another one):**

“You know how nutrition and fitness practitioners struggle to establish themselves in their own business? What I help them do is get on board with my association that creates different avenues of income as well as creating their own independence.”



Okay, your association is the boat, so you don't really need to name that. I think it is pretty simple: "What I help them do is create different avenues of income as well as creating their own independence." That is a little clumsily worded.

I might just say something like, "I help them enjoy independence by creating different avenues of income," or something like that. I think it is basically clear.

It has me curious in terms of "You know how nutrition and fitness practitioners struggle to establish themselves in their business." Yes, and I am curious about how they experience that struggle in particular. Is it because they are not getting out there and hustling? Is it because they do not know how to market? Is it because they do not understand business? How would they experience it from their side? I am curious more about the Island "A."

**Yolanda:**

"You know how sensitive, heart-centered women become drained and disheartened by negative situations and environments they feel helpless to change? I teach them how to heal their bodies and reconnect with their own needs, so they can find their energy and passion again."

Okay, I feel like I want to see you focus even more and refine the circle even more. "Sensitive, heart-centered women" will connect with a lot of women. That is pretty broad; it is kind of a big circle. Also, you have "drained and disheartened by negative situations..." Yolanda, I invite you to pick one negative situation that you think most drains and disheartens these women. I am going to invite you for your niche project to focus on that.

Give one specific symptom or one specific environment that they feel helpless to change and really focus on that, the one you feel gives you the most credibility to help them with, the most passion around. I am going to invite you to rewrite this with that in mind and see if the Island "B" changes because I think it will. Right now it feels a little bit general and I am not sure it is going to grab people.

**Joy:**

"You know how highly sensitive people can get overwhelmed by their environments being in large groups? I help them to strengthen their ability to tolerate stimulation without getting exhausted or tongue-tied." That is brilliant; that is really clear; nice.

I like that. You do not say you help them get over their sensitivity. They are going to be stronger to tolerate the stimulation which they may have to tolerate in their life. It feels very grounded and realistic. I like it.

**Richard:**

“You know how people in physical or emotional pain get preoccupied with the insistent pain signals to the point that it is disturbing their lives? What I help them do is be in less pain or free from that pain so they can go back to living their lives without worrying about the pain.”

First of all, let’s see if you cannot say the word “pain” as many times.

We want to always use the smallest words possible and write at a grade seven level. There are a few words here that feel pretty big that I might change.

“You know how people who are in physical or emotional pain...” When you say “get preoccupied with the insistent pain signals,” Richard, in this case, for the little circle pick either physical or emotional pain. I might pick a specific kind because I think it will help make it clear.

Instead of “getting preoccupied with the insistent pain signals,” it would be like, “You know how sometimes people are in so much pain and it becomes all they can think about is the pain? It starts messing with their life.” I would paint the picture of what that is like when you are so preoccupied with the pain that you can’t stop thinking about it. You notice it all the time. What is the impact? What is the Island “A” there? What is it like for somebody who just cannot stop thinking about their pain?

“What I help them do is be in less or pain free.” What I might say is, “I help them diminish or eliminate their pain so they can go back to living their lives without worry.” I would cut the part about pain at the end. “They can go back to living their lives without worry.”

I think there might be something more than living their life without worry. I am curious. If somebody is really in pain and you actually eliminate it for them, what is Island “B” for them? What are they craving? They want to be without pain so that what? What would happen? That may be enough, but I would invite you to dig a little deeper. If you get more specific on pain, that might help.

Marilyn did her rewrite:

“You know how highly sensitive people may hesitate to speak up about how they feel in situations that are important to them in their relationships and work? They may use their intuition to sense out what the other person wants to hear or they may use their intellect to protect themselves by showing how well-informed they are or they may not speak at all. I help them see the value of their real feelings and intuition. I find a way to

express themselves authentically without being afraid of rejection or the fear of hurting others.”

I think that is really great; it is really nice. Again, I might invite you to focus even more narrowly in terms of what type of highly sensitive people they are. Are they highly sensitive wives or husbands or people in the office? You might want to focus on a really particular, narrow subset for a niche project. Is there a more refined version of this, a more particular group than just highly sensitive people to focus on? Otherwise, I think that is pretty great.