

Week Three Call

Tad Hargrave: Hey there everybody.

Carla: You know what, Tad, it's still just me, Carla.

Tad: Man, where to start? Well, what a week! You're homework has been so amazing; I read through most of it. I'll answer the rest of it this afternoon and tomorrow -- but so inspiring! I was just amazed by the stories that you were all sharing and the things that you've been through and the gifts that you all have to give to the world. That's super incredible.

I was so very inspired by everyone that I know. Some people were having trouble in the last week, which feels pretty normal. These two weeks are really not about getting everything crystal clear. To me, these two weeks -- last week and this week coming up -- are really just about taking time to unpack things, to explore and to begin to sift and clarify.

And, again, fill up the Big Circle. It's not about honing everything and Little Circle together exactly right. We're just getting a starting point, that's inspiring for us, that's "do the most important thing." We're taking a look at it through a few different angles, mostly the angle of our story and what you've been through.

So don't worry if it doesn't feel like a totally perfect package. We've got more weeks to hone into some things to experiment with in a more specific way. The goal is just to see if we can find something a little deeper, truer, richer, more inspiring for us, and, again, we'll hone it as we go.

A good metaphor that I want to put out, I got from my colleague, Bill Baren is this idea of "dating your niche," and that it is understandably stressful to think of having to pick one niche and commit to it forever, which is definitely not the point of this whole program.

The point of this is just that we get to start to figure out what kind of person might we want to date, and then begin to date them. Not get engaged, just explore; that's what the niching projects are that are coming up.

So if there's any feeling of stress, "Oh, my God! I'm not figuring this out; it's not totally done," don't worry if six weeks are done. And, again, the point of the six weeks isn't about finding your life partner, it's about getting clearer and taking some steps, which I think is a process -- just makes more sense and works better.

Because I find when people try to figure out their niche right away, it often doesn't work. But then what will happen, people will either say, "I need to

pick something right now,” or they just get immobilized and do nothing because it feels daunting and overwhelming.

I found the best way to really -- in reality, in the real world -- figure out your niche is to try things -- to get as clear as we can, and then we try things. So we're really building the six weeks up to this idea of having a niche project that's as clear as you can get, right now, in trying something.

And from that real world feedback, that will help clarify it a lot more than any of the exercises that we could do here. And then, you go back inside and you clarify and you go back out and you try something.

A few things in terms of the Big Circle, some of you, you're realizing your Big Circle might actually be a Small Circle, so that's an interesting realization that the circle that you have right now might actually just be one of the groups you work with, but there might be others. So something to pay attention to because you may realize, “Well, more generally, I'd like to work with a...”

You can kind of chunk up a bit, “I'd like to work with these types of people, and this group is one subset of it,” so you may realize that. Just pay attention to it. Keep track of it as best as you can: what feels like it's a Big Circle, what's like sort of true for every client for you, and what's just going to be true for a particular group of clients.

The only thing I'd say, some of you might be finding like, “What if there was a question, if I had multiple Big Circles?” If you have multiple Big Circles, I would define a different Big Circle as a whole different business.

If it's different enough to be a different Big Circle, not like a Smaller Circle within your Big Circle, at that point it's a different business, so for this program, I'm going to invite you to pick one Big Circle to focus on, and we can hone it down to as many Small Circles as we want, but stay within that Big Circle. Yeah, so that's something I was thinking about.

And one of the big thoughts I just wanted to say is, how important it is, I think, for all of us to give ourselves credit and give each other credit for the incredible things that we've overcome in our lives.

You all have not been sitting on your ass, just wallowing in your wounds and self-pity for your whole life. You've been working and you've gone through some extraordinarily difficult, painful things some of you, and overcome them and that's amazing.

So I'm inspired by you, and I just really want to lift up that there are other people in the group who are super inspired by you, and people who are part of

this group who are inspired by you and who envy you and how far you've come.

You are, right now, without changing anything, without any more growth, without any more learning, any more courses, or any more skill sets, you are, right now, where a lot of people want to be, which might be a shock to your system. But it's true; you are, right now, where people want to be, so I just want to give everyone credit for that because that's amazing.

So, before we dive into the next steps... Okay, it seems like people are doing well. There are two things I'd love for you to do to add to your Big Circle. Some of you have already added it, some of you haven't, but I want you to open up your Big Circle documents.

Go to that on the Facebook page, open your Big Circle document to edit, and there are two things that I'd like to take a couple of minutes for you to add. This first one, this is going to be really useful for us to just be able to keep track of each other, see who is needing the love.

And so there's two pieces to this: one is for us to keep track of each other; one is just, I think, will really help refine the ideal client from a slightly different angle.

So, the first thing I want you to do, now that you have your Big Circle document open in front of you: Is in brackets, at the end of it, I want you to write a number from 1-10 how inspired are you feeling right now by your Big Circle? So a 10 is like "I'm totally inspired. Oh, my God, if all of my clients fit inside this Big Circle, I'd be thrilled. I'd be overjoyed!" Yeah?

So this is the Week One homework, here, the Big Circle. And keep it in the format in all capital letters: BIG CIRCLE: Tad Hargrave – (Conscious Entrepreneurs) 10, or whatever the number is, so I'll put this up, just so you can see the format, and I'm a bit of a formatting nerd just because this makes it so much easier for us to support each other, so I just posted that so you can see.

So I'm going to invite everyone to just take a minute and do that, and update your Big Circle so we can know where people are at, and that will help me, too, because I'd really love to know where you're at from 1-10 in terms of inspiration.

Because if you're at a 2, I want to give you a little bit of extra love; I mean, I'm supportive, I think we all would, you know that, but the kind of questions that might help you figure out what it is that would have you feel more inspired. Let's all just take a minute and do that.

I don't know. Some of you are on the phone, some of you are out in front of computers, but those of you who are math you do this right now.

So how do you find your Big Circle task where it is going?

Thanks for asking. Go to Files, and up at the top it says "Niching for Hippies," and "About," "Events," "Photos," and "Files." If you click on Files, all of the files are right there, so all of the Big Circles, and that should be easier to find than just a scrolling through, so yeah.

So Skyler, thank you, 9.9 -- very nice.

Mike, eight out of 10, excellent... perfect... and, again, let's put it right in the title, not in the document, but in the title itself. So Beth and Yvonne, if you could add it right to the title so people can see it, that would be great.

Right, and Skyler's saying once you go to the files, you can search for your name. Thank you, excellent. Catherine great. Excellent. Excellent. Okay. So just give one more minute for that. Okay, Pedro, I know when you get home you'll be able to add that in. Wonderful. Okay, so thanks for that.

The second thing I'm going to invite people to do -- and I want to give just a few minutes here -- is for you to go to your Big Circle and I want you to add a paragraph. I've suggested this in an email before, but I want to make sure we have time to do this, is to finish this sentence: The qualities that make them such a great client, or what it is that makes them such a great client.

And then, I want you to type in what are the specific things you would like as a client. You know, they show up on time, they pay you well; happily, they refer other people. They drink water in between sessions. They do their homework, et cetera.

So I want you to take just a couple of minutes, and I want you to add that part to the bottom of your Big Circle, the way you have it written now, just so you have a really clear sense of what it is that they could do as a client that would bring out your best. You know, what could they do as a client that, man, if all of your clients did these things, these specific behaviors -- that they showed up in these particular ways -- it would be just like "Ah! Oh, my God! This brings out the best in me that makes me so inspired to work with them."

If I'm realizing that's a big part of the inspiration that doesn't necessarily connect to our wounds or any of that in our own life story and struggles, that just helps bring out the best, and I think, naturally, would have us feel more inspired. So I'd love for people to go to their Pages and work on that.

And [0:12:48 inaudible] and [0:12:40 inaudible] Lisa, on yours, again, you can put that grade right in the title. Not at the very top of the document, but in the title itself. That would help. Excellent, Stacy, thank you. Jacqueline great.

So I invite people to add those qualities. What is it they're wanting in a client? What's that client do in working with you that would just thrill you and delight you? So take just a couple minutes on that.

All right, just another minute or so. Just add anything that's coming up. We'll dig into this a bit more, but I just wanted to get you started on your own. What is it that a client could do that would really inspire you -- that would really bring out your best?

Great, Francis, thanks for the grade, awesome.

Okay. So now, let's do a little bit of a group brainstorm. Actually, you know what? Yeah, let's start off this, why not. Yeah, let's do your brainstorm. I'll type this question here. Okay, the question is, what are the things that the client can do that could bring out your best?

So I'm just posting that there, and then I'm going to invite. Let's have a little bit of a group brainstorm here, so "brainstorming below." What are the things the client could do that would bring out your best? What are the qualities specifically that you want in them as a client?

Not just a sort of a person, but as a client? And let's just take a couple of minutes to brainstorm and feel free to steal from each other if there's somebody -- somebody writes something that's really inspiring for you and add that to your Big Circle document, yeah. So let's take a couple minutes and go. These are great, everybody. Keep them coming.

Keep them coming, and be as specific as possible. When I see Stacy said, "They're deeply respectful and appreciative," how would that show up? What might they do? They're curious, how would that show up? Enthusiastic, how would that show up?

You say, "They're direct." About what things would you most want them to be direct about, in what way? Do you want them to say that in person, send you an email? Let's get it as specific as possible about what you want. If they're in touch with their feelings, how would that show up? Let's get it as clear...

"Specifically bringing your little presents."

Nice. I like your style, Debbie.

"So they do the homework I give them." Great.

“They’re teaching me something new about my process or life.”

Wonderful. These are great. Keep them coming, keep them coming, and feel free -- again, read other people’s stuff. Brainstorm. Build off it. Maybe, it will inspire something that you have.

These are great. These are great. All right, here’s another twist on this, I’m going to put out. What are your expectations of them? There might be some deal breakers. What are your expectations for them as a client? That might be another way to look at it.

There are certain things that can bring out your best, but there might also be things you just expect, and it’s just like, “Wow... If they’re not meeting certain expectations,” you would probably just let them go because that’s not a fit, yeah? So what are your expectations?

What do you need from them for this to work? You know, there are certain things that if they don’t bring them to the table, you’re not going to be able to do your best work. It’s not going to happen.

So what are the things that it’s like “Look, if this is going to work out, here’s what I need from you... This is what I expect from you as a client, and if you bring that, that’s going to allow me to do my best work? So let’s take another couple of minutes. These are really good, what you’re coming up with.

That’s great. About one more minute, and, again, read back through and see if there’s anything else. Sorry, Joy, you’re right. It probably wouldn’t make it to start another post, but we’ll just keep this one going.

What else? Read back through what other people have written. See if that inspires anything else, or a slightly different twist on it that might be an important differentiation for you. What else?

Wow, 87 posts everybody! This was really good. Let’s see if we can get 100 -- see if we can get 13 more. Look back, see if there’s anything else. Can we get 100 things that we would love from clients? Don’t be afraid to be unreasonable.

Don’t be afraid to be really, just honest about what it is you want; what it is that brings out your best. This is the center of the bull’s eye. This is like our dream. It doesn’t mean every client we get is going to have every single one of these qualities, but it does mean we know, with clarity, what a real good fit for us is.

Ninety-five, 96! Just three more! Ninety-eight, 99, 100! Ha, ha, ha, ha, ha! Awesome! So you can keep brainstorming if you want. These are great.

I would really recommend going back through these and reading these and seeing which ones of these you can take and add back into your Big Circle, so you can really have some sense of clarity. “Here’s what brings out my best,” and knowing that is so powerful in terms of our attractions with our clients. It's a great filtering tool.

So as you look at that and maybe add some more, again, I want to go back to something we talked about in the first week. All of these qualities are things that... it's important for you to be bringing and embodying. Whatever it is you're wanting from them, I would really ask yourself, “Am I really bringing those things to the table, and, if not, how can I do that? What support can I get in my own life so I'm really bringing that to the table?”

Number two: these are all qualities that you want to make it really easy for them to bring. You want to help foster these qualities, because if we just walk in going, “I expect this from you and damn it, you'd better deliver and show up as this kind of amazing client,” that could be a real burden on people.

But if we want people to be direct and honest -- that's a really great thing to want -- then how do we do that? How do we make it safe and easy for them to share directly and honestly? How can we show them that, that feedback is actually wanted?

You know, because sometimes people are like, “I really want my clients to be direct and honest,” but whenever the clients are direct and honest, they get defensive and they shut down, or they kind of yell at them or whatever, and of course that doesn't foster that kind of honesty.

So that's just a reminder from the first week that we want to look to embodying these things, but also drawing these qualities out and encouraging them making it easy -- or awarding them when they show up, and appreciating them and acknowledging them, and giving credit to them when they do show up.

Yeah, so that's something to be thinking about, and you might, when you add it to your Big Circle, I would notice if it changes the number for you. Maybe you're at like a five, but when you add those, it's suddenly like, “Oh, my God. This would be a seven or an eight.”

So hopefully, that's something that can help make those Big Circles a little more inspiring for everyone, even if the total core of it isn't exactly clear yet. So that's something I just wanted to kind of pick up on from last week.

Let's see if there's anything else. Mary is having trouble getting in and just sent a post the dial in again. Beg your pardon, everybody. Great. Okay, that's

really excellent work. So now, next question is just a quick sort of check-in with people. I think I'll post this, and you can write your comments below my post here.

And the question is this: Are there any best success stories from this week? Are there any victories, any "Aha" moments, anything that that you want to share with the group? Any clients that showed up that were just totally your ideal client, fit the description, and you really "got it" because you'd gotten clear about it?

So I want you to take a couple minutes. I'd love for people to share. Are there any victories or success stories? You might inspire other people.

Again, it could be just a realization that you had. You were like, "Oh, my gosh! You know, I just realized this about myself -- or about my ideal client and my niche, and I realized this is the way I was looking at niching, which was holding me back and I had to shift and now I see niching in a different way." It could be that kind of thing.

Great. Beth is saying, "I had two ideal clients this week. Nothing like what I wrote about."

That's so awesome.

This is why the whole idea of niche, the projects and experiments -- yeah, where we tried something in the real world, and we get real world feed back -- so Beth, it sounds like you got some real world feedback. You got some clients that you loved, and yet they didn't fit your description.

So in terms of Big Circle, I would just be looking at that like, "Well, what is it about those people, and how could I weave that into my Big Circle, so that my Big Circle is actually more inspired for me based on something in the real world not just theory?" So great.

Nicole is saying, "I'm feeling more authentic in my sessions with clients. They have more powerful flow."

Wonderful. Wonderful. So, Nicole, I'm curious what it is about what you've been going through in this course that you feel is contributing to that?

Ah, Betty! "In working with my buddy, she noticed something I missed -- that I may have a subconscious issue with taking money for being of service. It was subtle, but definitely something to think about."

Nice work, buddy! Ah! Really best buddies for each other. Good job.

Simon was saying, “I need to put the dream work aspect up front, rather than hide it away.”

Great, that’s really wonderful.

So Dabney, her last one was, “I tell the truth about my story, my gift. I get nothing but enthusiasm and support everywhere. I leak it out timidly. Overwhelming, positive support -- yay, universe! -- hopefully, you’re all finding it too.”

Wow! Elia was saying, “I’m just seeing the wound as the key to the healing. The wound isn’t pointing the way, it is the way -- often the case.”

Yeah, often the case.

Now, Jacqueline, “Better discussion with partnering with organizations about service opportunities.”

Jacqueline, I’m curious how this process has helped that unfold.

Carla is saying, “The more I’m seeing myself as an expert at something, the more others seem to consult me for my expertise. How I view myself, influences how others view me.”

True.

Mike was saying, “I put out my second Big Circle version about the idea of supporting non-teachers to teach, and the very next day, a friend who’s a tech entrepreneur approached me, asking me to do exactly what I wrote.”

Nice.

Kentrin was saying, “At a moment where I realized what I wanted everyone wants, but I must see the reality is: Only when the student is ready, the teacher appears.”

True.

Marian was saying, “I gave a workshop on compassion fatigue and got some real world input about the organizational on personal stresses -- inspiring.”

I’ll bet that was really useful. And this kind of thing, when we actually start talking to people, and this is why the niche projects will be so helpful, as you just engage with people in the world, you start to get this feedback, and it’s like they will write your marketing materials for you.

They will tell you what Island A is like, so when you go to write your sales letters and marketing material, it’s like done. Because everyone -- the people

you've worked with and talked to in real life -- have actually written it for you by telling you what their life is like and what their craving. So that's great.

Autumn was saying, "I realize that my wound have brought me to being able to help people now, with room to grow as I go through more healing journeys. I am, however, feeling 'in the air' about my boat."

Autumn, if you're feeling in the air about the boat, I would check out Alex Basile's stuff, for sure. I think we'll get to it in the niche projects, but BigDreamProgram.com.

Ah, Yvonne said, "I've worked at my apartments and branches with the word "wounds," which is allowing me to go forward."

That's great. Yeah, sometimes isn't that funny? It's like how we sometimes maybe hear the same thing in a different way, or from a different person, and then we get it. So I'm glad you spoke up.

Joy was saying, "As I was working on my letter, because I was on Facebook I got a message that somebody posted my name about a recommendation for someone, so I got on it, called the person. This was the client that I'd wrote about, that was my letter to a T. Bam!. Also, I got a commission for art."

Nice work, Joy.

Wow, these are wonderful. Sounds like there's been some real stories, and if it feels fuzzy for you, it's okay. It's good that we know your number, and we're all going to rally to help you. So thank you, that's really great to hear, everybody.

And I'm curious... just a quick question. Let me post this. So the question is: How was it reading other people's stories and letters? I'm really curious about that. How was it reading other people's stuff, because I know some people, there's a lot of insecurity and nervousness and vulnerability in sharing some really real stuff from people's lives.

And so, I know some people are feeling a little vulnerable about that, but I'm curious, if you could just share, what was it like? What was it like to read other people's stories, to read their letters? You know, I can say for myself in reading them, reading your story in your letters, I all of a sudden "got" what you were doing in a whole different way.

Your credibility in my eyes just went through the roof because I really saw that you got it, that you'd been through it, and it really made sense to me why you were doing what you're doing. Yeah, I'm curious if there are any lessons

that you got from that, from reading other people's stories and letters. Yeah, we'll just take a minute to share.

This is great. Keep them coming. It's really good. Carla just said something I think is really brilliant, she said, "I saw that we cannot help all people with all things. I saw super clearly why it's so important to spell out specifically what we can help with, and why and how."

I felt, "Oh, my gosh!" I'm so glad, here, she does that for people because I wouldn't know where to start helping others on that topic. I felt gratitude for the diversity of help. So true, yeah, it is such a relief.

So here's one of the things I want to invite you to notice, too. The word "inspiring" has come out powerful, humbling -- oh, Yvonne is saying, "Many times reading this thing, 'Wow, that's me!'"

The trust building, feeling appreciated -- so all those words that you're putting up, first of all, I'd like you to take those in and know that you're story was part of contributing to those responses.

Yeah, so get that, that your story evoked that response, but here's the main thing I want you to get and why I asked you to do this is, the response you're getting right now, to having shared your story -- the response you've been getting in what you've shared so far -- is the same response you're going to get from the world at large, almost certainly.

It's very likely the same response you're going to get from the world, at large, and what Yvonne said, I think, hits the nail on the head. When the people who are an ideal fit for you read that kind of thing, they're going to have that same response of "Wow! That's me." And consider what a powerful response that is to have.

People, you know, I get how allergic a lot of us are to marketing and the push, and hype and all that, and there's this feeling that that's how marketing is. But marketing can also just be telling stories, you know? When we talk about marketing, Robert Milton has this idea that of how marketing is like baseball, and how there's the different bases and homerun is, obviously, they pay money to hire us.

The first base is clarity: they "get" what we do; and second base is trust, that they, you know, "I like you, you're my people and I trust you can help me on this journey."

And get that just in telling your story, you've already got to second base, maybe, even third base, which is they're really excited and like leaning in, and

would like to work with you, in particular. Just telling stories can do so much, and yet it's so gentle and it's so safe.

And the power of stories is people can find themselves in the stories -- instead of us pushing and trying to pigeonhole them into something. So just get, even if we stopped, right now, and you just found ways to incorporate these stories and letters, and the Big Circle and all this into your marketing, it would be really powerful for your marketing.

You would start getting these responses, even more, from your clients, so get that: It's really these kinds of stories -- largely, honestly, at this stage -- it's useful just for your internal work, right, to wrestle through your own stuff and sort of tie things together for you.

But also, you could just take a lot of what you wrote and put it on your homepage, and have a real powerful response. Or put it on your Bio page and have a real, powerful response. I think there's still polishing to do, but even as it is, it's great, so nice work, everybody. Okay, and so, here's the next question. The big next question is: Where are you feeling stuck?

Because you're doing some homework, and though you've done it, some of you haven't had a chance to yet, I know you've all been sitting with these questions, and your Big Circle and the journey you've been on: the struggles you've overcome, the things you've learned that, you know -- that's a lot!

And I'm just curious, where do you feel stuck right now that we can speak to and address and help support each other through? You can comment under the post I just put up. Okay, Carla is sharing, "going public" with a story of her rape when she was younger and "the fear of backlash from the family."

So, Carla, that's actually something I'd love to talk about with the group because I think you're not the only one with that question of having real, personal-specific details about things you're not sure if it's useful to share.

Debbie was saying, "I think Nicole is saying, I'm feeling scared of my big, bad-ass self."

Oh, you've got a lot of people who are going to be very excited about you being your being your big, bad-ass self in this group, and who are not going to let you off the hook on that, so yeah.

Debbie is saying: "I'm still not sure I want to focus on trauma victims all the time. I struggle to wonder if I can stay in that jewel all the time. It's difficult to stop, even with the boundaries."

Yes. So, Debbie, that might be a Small Circle for you.

You might realize that the trauma stuff is one of the circles, but it's not the only circle that you want to have, so it might be really important. So you might chunk up a bit and kind of look into the Bigger Circle and say, "Okay, well, that's one of the groups I definitely want to work with, but I also want to work with other groups, too." So that's a good noticing.

Yvonne: "Now writing my story, after a week of feeling stuck." Cool. Awesome. Stuck in the wounds questions... cool.

Mike is saying: "Still working through the Big Circle. We've even got ground. Finding it's a process of distinguishing [and] not understanding, so it takes time: Totally read, doing exercising tract, and ah ha! And then nothing, and then back to the..."

Yes, and forever, for the rest of your life, for sure. We're just trying to condense that period of time in which those "ah ha's!" and distinctions, and things can happen, but yeah, this is a life-long process.

"I don't really understand why I want to do what I want to do, justifying is hard." So, Amber, that is an assignment, I would say, for you and your buddy; to invite your buddy to support you in really honing in on like, what is this about for you? Why do you want to do this? Yeah, I would pick that as a focus.

Ah! "I'm still a little curious as to how we'll use all these parts at the end of the day," says Skyler. You're not telling me yet, so there. But it's all going to come together.

Okay, Illia, the question: "How personal to get? How much muck to share?" So, yeah, Carlo had the same question.

I see Autumn says: "It seems like I'm getting in touch with my lifelong niche. I'm having dreams about starting a permaculture retreat center where women can come to heal." Yeah! Oh, my God, that's so great! "But this vision, I will take years as I work towards that. What boat do I use now?"

That's all about niche projects. You're going to get a ton of examples and ideas for that, and it will hopefully get clear as the niche in a Small Circle becomes clearer.

Okay. So, Beth, you're saying: "I'm feeling stuck with the streams of my work. I paint. I do healing work. I make essences. I teach creativity classes. I can't narrow anything down, and I don't feel like the universe wants me to, so I'm trying to find a way to speak to it all, very hard. My wounds are varied, too."

Then, maybe you'll take more sitting with it. There are two things, I'd say. One, I would talk with Alex Basile, BigDreamProgram.com. He's really brilliant at tying things together.

Second thing I'd say is, sometimes there's the mistake of like we think, "Well, how do I use all these boats? I've got this boat of creativity classes, and the essences and the healing work, how do I tie them all together?" and there's a couple thoughts. Number one, sometimes it's all around the same journey.

You know, one of my dear friends, and clients and mentors, Erica Ross, in Toronto with DanceOurWayHome.com. It's all about helping women be empowered, but she uses poetry, creativity, dance, creative expression, visualization -- community building.

She uses so many boats and modalities, but it's all about the same thing is about helping women bloom into their fullest selves. So sometimes it's that and sometimes, sort of similarly, it's about the bigger "why" that ties them all together.

Sometimes it's like Apple is; their big thing is "think different," and that ties all the different things they do together, which Dell won't get away with and Xerox doesn't get away with. Dell makes computers. Xerox makes photocopiers.

That's kind of what they're known for, and Apple makes all these different things because they really focused on the "why," so I would consider that something, Nicole, a similar question to Carla.

Richard: "So identifying the 'umbrella' label of my Big Circle and choosing a group or type or problems that I don't get bored with?" Yeah! Great. "I'm worried that I might get bored with work. It might just be the idea of work, though."

Good question. Yeah, that's why we're taking all this time. I hope you get why we're taking all this time, these first three weeks to focus on even just this big step, this big general picture, before getting too detailed and trying to nail everything down, and do a few words, and coming up with projects and trying to re-niche your business because this takes some sitting with.

Yeah, Richard, I don't want you to be bored either, so it's good to sit with it. It might be that you have, you know, there's the Big Circle and you might have three different level circles that gives you enough variety. Or you find that you get your variety from the different ways you go about working with those same niches, so good with that.

So, Simon: “Very stuck with how to incorporate dream work into the Big Circle. I’m wondering if the Big Circle wealth aspect is more of a Little Circle?”

It might be, and you might find, I would say, that the dream work is not a part of the Big Circle at all. Your dream work will circle, the dream work is a part of the boat, yeah? And it might be an important part. It's like a room in the boat -- seems like a pretty important room in the boat, that people are going to be on this boat in this journey. So that’s an important distinction. It's not the Big Circle.

And what I’m getting is that people in the Big Circle probably need to have some openness to the dream work. You know, they can’t be somebody that just never has dreams, doesn’t believe in dreams and just totally closed to that entirely. And there maybe things they may need to be open to around the unconscious, around the spirit world, however you see dream work.

So that might be something when you look at it, “Okay. Dream work is an important thing. My clients need to be into this or open to this.” Like that may help form the type of person you most want to be working with or drawn to, and you might find they’re totally closed to it; and you would love working with those people, too, that notice there’s something there.

Kelly: “Feeling stuck and essentializing or narrowing down my story to the five biggest jewels to share, and also how much to share?”

It's a little heavy, and we’ll get to this next.

Joy. Same question as Carla. Kirstie, what I want to make my niche about have to be the trauma aspect?”

It may not be. It's, again, when we’re niching, it's not about going back to the wound, sort of re-traumatizing ourself, and then being about this specific thing that we went through.

It may just be that, wow, we went through some trauma and some bad things, so we can help people who’ve gone through similar types of things, even if it's not the specific kind of abuse that we endured, and it may just be that it gives us more compassion.

It's something to sit with how this is going to tie into you niche, because you may not want to have it at that specific thing. But you might ask yourself, “Well who else is ...” -- and we’ll do another exercise; it might actually help with this, in this call -- but like, who else has gone through something similar that I might be inspired to help? And they may not be the exact same kind.

Dabney: "I'm not good enough -- haven't done enough work on my own yet -- not ready. Self doubt."

I love your honesty. I love that you're willing to question that. Yeah, thank you for the integrity of that of being willing to "Do I have the chops yet to do it?" Let's get a realistic look at that, and I notice that we're often way harder on ourselves than other people are. You know, we're so close to it that we notice every little thing.

You know, I'll be on stage doing improv comedy, and I get off stage, it's like, "Oh, what a crappy show!" Somebody else is like, "That's the best improv show I've ever seen. You were brilliant!" You know, it's like, "Wow, I didn't... You know, I could hit that ball a little harder, but..." you know.

So thanks for being willing to check it, and I think you may notice that the more you get in touch with your story and what you've gone through, that may begin to lessen a bit.

And Dabney, I would say, with your partner, that's some homework. That's an exercise to really sit with that good enough question to see if she can notice anything about that.

And again, this stuff where you're feeling "not good enough," that may be the exact place where your niche is struggling, too, so any clarity that you get about that might also help you reach them. Wow, so many great things here!

So Jacqueline: "The alternative nature of my therapies and getting people to realize its value for them where other things are not working, or is that a bounce?"

Right, so you're doing something that's alternative and different, and have you helped people realize the value? It's a really good question. It's not something that we're going to go into a ton of detail in this course, but that a great question.

I'm glad you're noticing that, and that is something you could brainstorm with your buddy, what could you do to help people realize the value of it. I think sharing your story and having to look here at the effect of telling you, will do a lot for that.

Yeah, you hit the bottom of something. He called them 'stepping stones' -- loved it." I think you actually used that term. Yvonne was just saying that, "she reviewed her wounds" sounded like terrible things in the past that will hold her back; that "stepping stones" sounded like, yes.

That's true, so you might want to look at the really significant emotional moments in your life that often felt wounding at the time, and like how those have been stepping stones -- brilliant.

Right. Catherin is saying: "Getting over the fear of moving ahead with my fledgling business. Others in this class make me realize where my business is not at yet."

And Catherin, I would say that there are others who are intimidated by you and super impressed by you in certain aspects. I'd say we are all strong in some things and not in others; and just get that there are people in this class who are kind of intimidated by you, probably, in some ways.

So yeah, and it's good to notice where we're not, and what work we have to do. It can take years. So I wouldn't be too hard on yourself; you're right on track

Kirsty: "Working out what I'm really offering people."

Yes! Both -- I'd imagine in terms of the intangible sense -- not only what's the journey I take people on, but also what's the boat they're getting on specifically? Good question.

Yeah, I think Kentron was saying: "Those in my immediate life who don't get it."

I hear you.

Megan: "I still have the title of the Big Circle. I'm seeing the often Little Circles more and more clearly."

Which is awesome, and I want to backtrack a few that share and overlap against that feeling of not wanting to leave any one out. Well, definitely, weed people out, but I hear you on the name of it. A colleague, a client of mine, a friend in England, Graham Stone, we talked about this for years and he never kind of honed it down, like the Big Circle title.

Finally one of his friends, just in a random conversation, was like, "Uh!" because he does that physio work and kind of massage, body work, physio, and teaches yoga and works with a lot of people with head injuries in yoga.

And his friend was like, "Oh, so you kind of help broken yogis?" I was like, "Oh, my God, broken yogi!" I was like, "Book it, BrokenYogi.com. Get the Twitter account, get everything, you know." So sometimes it will come randomly at some point, but say open. Keep the conversation alive, and it will come faster.

Ann: “I don’t know how my story ends.”

That’s the important thing, just to notice where you’re at in your story. That’s the only thing. That’s the only thing that we can do.

“Woo, I read the thing, I feel like I’m going in a 360 degree circle, and I’m wondering if this is what I’m meant to be doing?”

Really good question; I would talk about that with your buddy. Really, honestly engage in that. Maybe yes, maybe no. You know, sometimes in this kind of niching work, we do start to spiral around, but I would invite you to just consider that it might be a spiraling in, not a circle.

With a spiral, it looks like you’re at same place you were, but you’re actually one step in, and then we circle around again. It kind of looks like we’re right back where we began, but we’re actually one step in every time so it might be a circling. But it also might just be that you’re imperceptibly closer and you’re not seeing it yet.

“Big Circle,” Francis is saying: “Getting clear ideas about how I want to work with my clients. They’re not clear on who they are.”

Yeah, again, I would talk with your buddy about that. Keep exploring.

Right, Joy, that question of how transparent to be about our life experiences.

Ah, so Autumn is saying: “Not knowing if I can even talk about post-traumatic stress disorder, without the back-brand as a therapist, how do I acknowledge this part of my past and the past of my clients, and acknowledge I’m not a therapist?”

Who you question... I think it's just important to acknowledge “I’m not legally a therapist,” but my life has prepared me for this in a way. I think it's really important you can name that.

If you’re nervous about that as a disclaimer, but what I noticed is most people just don’t care that much about the degrees and certifications. They just want: “Have you been there? Do you have a clear prospective and point of view on it?” Have you helped people, and, if so, then there’s trust, yeah?

Stacy is saying: “I’ll watch in detail. The picture is unfolding, but I’m unsure what to keep in, what to take out. “

Yeah. I think for a lot of you, we’re probably at that stage where you’re cleaning your room, and you have unpacked all your drawers. You’ve take out all this stuff out. You’ve thrown it all on the floor and the bed to just figure out

what's there. And now it's the repacking it in a more beautiful way, and tidying your room, and if you stop now, it just feels like shit.

It's terrible. It's nauseous, but this is the part where it's probably the muddy middle of a lot of group processes, which happens where it just gets fuzzy and unclear because we're starting to think in new ways.

We're asking ourselves questions we've never asked before. We're doing exercises we've never done before, and it starts to stir things up. It's like stirring a pot with silt or something on the bottom, and it gets muddier before it re-settles and clarifies, so you're probably right on track.

So, Kentron: "The idea of business. I don't want to deal with money, administration, Web sites and the true icky stuff."

That's good to notice. You might want to get clear on what it is specifically about those things that bugs you, and to find maybe there's a way you can do those things that would feel good to you, to have a Web site that would actually feel awesome to you and not icky.

So I would, for homework for you, Kentron, I would just be noticing what is it about each of those things, and what feels icky and what feels uninspiring because you may need to get other people to help you with them.

So, Mary, she was saying: "I'm finding it difficult to give actual examples from memories of events I can remember and finding the words to express what I want to say."

Right. That's why we're here. That's what this work is about.

Pedro: "I'm feeling in and out of my niche, I think, more and more who I want to work with about that, but then I think that actually my Big Circle is much bigger than I'm describing. I feel like I'm being too specific."

You might have a Small Circle, right now, and you just need to step back a bit, so I would give yourself that permission to know that what you have may be just a Small Circle.

Whoop! Awesome, everybody! Thank you so much, so here's the next brainstorm; this has come up for a number of you. For those of you for whom this isn't the thing, you may have some real wisdom from the outside, so I'm going to post this, and this is the question.

So let's say, you have a real vulnerable part of your life and you don't want to share it because you're scared of the backlash. Or it's so vulnerable, you're not sure it's that useful to share.

You know, you were raped, you were abused, you were beaten; you had family issues with specific people, like you had issues with your mom. You're not sure you want to share it because your mom is going to find out about it. So here's the question and this is what I love to do to brainstorm on this, and you can post below that comment.

What are ways or approaches that we can take to this? Because I'm really interested to hear what you have to say on how do we deal with this without sharing the details?

Let's say you were like "I don't want to share any of the details, but it's still an important part of my story, and so it feels like it's an important part of the marketing and explaining what I do. It's just a part of my story; I need to share it, but without the details."

So let's just take three or four minutes and just invite a group – branch them. What are all the things that we could do to share without needing to share any of the particular details? Yeah, let's begin that.

You're really great everybody. Let's just take a couple more minutes on this. This is going to be really useful for some people in the group, and it might be useful for you, too. So yeah, thank you everyone for your thoughts.

All right, one more minute. Let's just get any last thoughts that we have. Thank you everybody for sharing. I know there are some people for who this is a huge stumbling block in having some specific strategies and ideas around. This could really just help unlock things and move them forward.

Okay. Thanks everybody. It's really great. Now, here's something that Yvonne brought up, and I thought... so yeah, when you can't hear it, it's just me unmuting myself so you can all work. So, Yvonne brought this up, and I thought that it is probably something that a lot of you may be wondering, too, is -- we'll be finding out in a second.

She was saying: "I don't feel like a healer."

A lot of people in this group are in that place of being a healer. It occurred to me that, that metaphor may not actually be the best metaphor for you; that may not be the one that works for you.

So I'd love to invite you to share and post below this, what is a metaphor for what you do, if not a healer? Maybe healer works for you, then maybe there's a slightly different word -- and there's a point to the exercise -- that maybe it's like... oh, more like a shepherd.

Or, “I feel like a facilitator.” “I feel more like a coach.” “I feel more like a mentor.” “I feel like I’m a crone.” “I’m a storyteller.” “I’m an ass-kicker,” I don’t know. What is the metaphor that might describe what you do, if it’s not healer, because I know for a lot of you it is that. So, you can post below my comment there. Let’s just take a couple of minutes.

Okay, so Beth says: “I feel like I give guidance, so I’m a guide.”

Great.

So what is the metaphor for what you do?

Mike, great: “Fire poker.”

“Trail guide.”

Oh! I love these, and they’re so creative. Let’s take a couple minutes on this.

Awesome. We’ve got some midwives here. Whoa! Museum docent. Catherine, I like your style. I don’t know what it means, but it sounds classy. Best supporting actor, catalyst, shaman, pointer, guide, mentor, crone, holder of secret states, holistic practitioner, visionary catalyst. Cool. These are great.

So first of all, I invite people to look through whatever anyone else has written. You might want to steal one. They might be really great, one that really fits for you. Awesome.

So here’s why I had you do this. One, I think it can be useful to have a term that feels right for us because I know this is a group of healers and sometimes, you know, like we can use those titles when people are not connecting, so there’s that.

But the other reason is when you’re writing out your story, when you’re writing out your letter, the whole point of that story and letter should be about sort of making the case and showing people “Here’s how my whole life has prepared me to be this.”

So, Yvonne, you said, “Enabler.” So that’s what I’m curious about in the letter and the story is like how has your whole life prepared you to be a perfect, amazing, enabler of people, in the permaculture context? Yeah?

If you’re a river guide, what is it about your life that was like a river that’s helped prepare you to be a river guide? If you’re a facilitator, you know, facilitator comes from the Latin roots *facile*, “to make easy.”

So what is it about you that life has had you make it easier for people? What is it about you in your life that's prepared you to be somebody who can make it so easy et cetera?

I think you got the idea. So I just put that out because when you're doing your story, when you're doing the letter, it's not just that we're just sharing "Here's a bunch of things that happened in my life," in a random way. We're making a case. We're sort of telling a story that had a beginning, middle and an end to it, and there's a point to it.

There's a moral of the story, there's a, you know, there's a journey that a character's going on and the journey is, "Hey, man, I've struggled" you know, but now my life is really prepared me to be this kind of a person.

So I would invite you to take that back to your Big Circle, to take -- or not your Big Circle -- your story, the letter, whichever one you're doing, and see if you can weave that in more. See if you can have your story -- if you can tighten it -- make it a little more concise, a little clearer, a little more to the point.

And it's even about making it shorter necessarily, but making it clearer of how this journey has helped facilitate this for you, if that makes sense. Wow, you guys are going on these titles. I love it. Awesome! So you can keep brainstorming with those, but those are bad ass, everybody. You're awesome.

Okay. And now here's something else that might -- a few more shares -- and I can't believe the time is going so quick. A couple more things that can be useful in articulating your story, but also the story of your client in writing your letter; this kind of thing can be very potent in marketing as well.

What is it, do you ask? Well, let me... All right, so... Okay, so here's the question, and the question is this: What is a metaphor, and what it feels like for your ideal client being on Island A? What is it like to be stuck where they are? And you can ask yourself, the same question would be: What was it like for you, as a metaphor?

So I give the metaphor of Island A, that's my metaphor. They're on one island, and they want to be on another, but it's like there's this huge ocean of water in between where they are and where they want to be, and it feels so terrible, you know.

So... or it might feel like they're drowning. It might feel like they've got a noose around their neck. It might feel just like they're totally numb and on drugs and disconnected. That's a metaphor, so we're not looking for it so,

Carla wrote prison, great. Yeah, so depleting -- I like that you spelled "depleting." It's like you're taking "plete" out of genes.

It's a prison, walking in the dark. Oh, good! So we're not suffering. We want to know what kind of suffering? What's the metaphor? What is it like? Paint us a picture. We want to be able to see it visually. What is it like?

Does it feel like they're falling, they're in free-fall? Does it feel like they've just jumped out of an airplane without a parachute? Does it feel like there are little hoses pumped up to their body that are siphoning out their energy? What is it like?

So Simon, you're saying: "Disconnected."

So paint a picture, what is that like that feeling of disconnection? What might be a metaphor? Give us an image, something we can see that we can work with, something from the real world, yeah? A real world, tangible thing they might go through and be like, "Oh, it's just like that."

Or that, you know, maybe they haven't been in prison, but it's like yeah, that's kind of what it feels like. It feels like being in prison.

So Carla: "Soul-sucking emptiness."

Again, that's a sort of quality of what it is. Well, okay, but if it's like they're having their soul sucked out of them, but having your soul sucked out of them by what? And through what orifice, is that soul being... like give me -- paint the picture. Is that like in Harry Potter, you know, you might say it's like in Harry Potter those -- what are they called?

Gosh, you probably all know. This is how un-cool I am with ghosts that suck the souls out of people. You might say it's like that, you know, that's how they feel like. Or, they might say it's "dementors" -- thank you everybody. So you might say it's like everyone in their life, or their family are like "dementors" they just suck -- or like vampires.

You know, you hear about that, the metaphor of "energy vampires." So what are other metaphors, and what is it like for them? "A haunted house with no exit," oh my God, Carla. Damn!

"An inner tube with constant leaks." Right, and so what is it like for them to ride on that inner tube with constant leaks?

"At the bottom of an empty well." Oh Joy, let's see what's in there. Down there, so thirsty, you can't get out. Right.

“So that this is the question: Lost at sea with no maps; with many maps, but no shore in sight.” Ugh, that would be the worst.

Ha! Kentrin: “They feel like they’re in a dance which they know, and they don’t know any of the steps. It’s going round, but they don’t know how to stop or how to get in sync.”

Yeah, that totally: I remember as a kid riding on a horse; I was 12, and I was out of rhythm. I kept hitting my ass on the saddle and it was really painful, so maybe it feels like that to them. Think about what is it like? You guys are just nailing this. These are really great.

“Walking through a city, changing much for the better. They have a direction but their map is folded in a spiral and they can’t use it.”

Okay, interesting. So you’re going through a city, but they can’t use their map. Maybe the way it’s folded, they can’t see it, so they’re lost like that. Maybe it feels like they’re in a city, and they have the wrong map and it doesn’t match the territory, and it’s really frustrating.

Yeah, everyone’s giving them advice saying, “This is what it takes to be happy,” and they give them this map to happiness, and they try that map and it doesn’t work. And they don’t recognize anything from the city because it’s not a real map. It’s a bunch of lies.

“Miscarriage of the soul,” ugh, Dabney! Gosh, killing me. They’re killing Voldemort looking in the mirror in the morning. Wow! These are so good. So here’s the thing -- this is a bit of homework -- is to keep digging into these metaphors, because these metaphors will help with the story telling a lot.

They really make stories come alive, but they also can really help you articulate your point of view on how you work with people and help people understand what you do exactly, because sometimes it’s hard to explain what you’re doing. You have some of these from modality, some of your feelings.

But you can be like, you know what? It’s like... Stacy just posted: “It’s like you know you have that feeling when you’re in a labyrinth, and you think you’re on the way out, but it takes you deeper in and you keep getting lost? I help people get out of the labyrinth.” Boom!

I heard once guy say, he started his talk, he said, “Most people are in a game of chess with the financial institutions of the world, but they can’t even look at the board or can’t even see the pieces. Something like that, and it was just like “Wow, that’s a killer metaphor!” It’s like they’re using all these strategies against you to take all your pieces, and yet you can’t see the board, and how

unfair that is and that really, I think, got people. It was like, “Yeah, it feels just like that!”

So what is this metaphor? And I’d invite you to keep exploring this, and you might want to weave this into your story, into your letter, because if you can get a metaphor that just nails it and somebody is like, “Oh my God, it sounds exactly like that!” -- and don’t worry about it being too intense, because if it’s that intense for them, they’ll resonate.

But if you don’t make it more intense than it is, this isn’t about being melodramatic, but if you can nail it and really think about how did it feel for you? What was it like -- for you -- and see if you can paint that picture. It’ll help with the story, it’ll help you articulate what you do, it’ll help you articulate your point of view, and sort of how you help people.

And the other benefit of this, too, is it may help you actually switch up your Big Circle, or figure another Small Circle, because you can look at that metaphor then, you can say:

“Okay, you know let’s say I went through abuse, and I was beaten as a child, and as a result of that, it felt like this metaphor: It felt like I was trapped in a dungeon, with a terrible torturer or something. That’s how it felt metaphorically.”

Or it felt like I was at the bottom of this well and there was no water, there was no love, and you know, so then you can ask yourself, who else in the world might feel this same way? What are other groups of people that might feel the same way?

I can’t remember who said this, like “I don’t know if I would so want to work just with people in trauma. I’ve gone through that.” Well if you go correct on the metaphor, you can ask yourself, “Who else feels like this?” and there might be another group that totally is with you: that metaphor feels the same way, even though they went through a different experience.

I don’t know if that makes sense. You know, in their real life it was different, but metaphorically it feels the same, and even though you’ve gone through a totally different experience, you will still have a total credibility with them because you get it.

You know, you’ve been through that same metaphorical experience, and so you might find there’s a niche there that gets unlocked by looking at the metaphor. So I hope that makes sense to everybody. That’s something I’ve just been thinking about lately, so I hope that makes sense to you all, but that’s something to stay with.

Okay, and here's another question I would ask, and this connects to the metaphor, but it's also just a useful notion in general. But I'll post it, and we'll brainstorm and then we'll discuss. The question is this: What is the perfect moment, in their journey for you to show up?

Because I think that something that people have found is like, you know, a few people commented and it's like, "Oh, I'm realizing that I'm totally right in terms of the Big Circle, in terms of who these people are, but I may need to show up a little bit later in their journey for it to work.

You know there needs to be certain perquisites that are kind of in place in their journey, certain realizations they've already had: "They need to be over the victim thing before I can work with them."

Or, you might be the person that helps them get over the victim thing it's like, "God, if they come to me and they realize they're not a victim, there's no conversation they have, so I need to come a little earlier in their journey." So you can think about this in a real life form metaphorically, but let's think metaphorically and creatively.

Metaphorically, what is the perfect moment for you to show up in their journey? There might be a moment that's too early for you in their journey, even though they're the right person, which is interesting. You know, they can be the perfect description of your Big Circle, and yet you can show up too early, and it's not the right moment.

Or, you show up too late, and then they've already seen somebody like you, so what is the sweet spot in the metaphor? What's the perfect moment, and let's take three or four minutes to brainstorm on that.

These are great, keep them coming. So metaphorically, what is the moment to show up? What's the perfect moment for you?

So Richard, you said: "When they realize they're in this state."

So why metaphorically, what state are they in? So Petra, that metaphor -- walking in the city and being lost -- so when they've suddenly stopped walking, and they realize they're lost, and they've decided to stop helping other people all the time and actually ask for directions, and so they can get where they want to go.

So again, metaphorically, go back to the metaphor, one of the metaphors you picked, what's in that metaphor? What's the right moment for you to show up?

These are super amazing everybody, really awesome work. Take two more minutes. These are so good. I love it!

So here's what I invite you to consider with this metaphor, too, with this perfect moment. And this is sort of a down the road thing, but if I would plant the seed because it can be exciting, so you're starting to hone in what is that moment for you to come in? You may not have it exactly yet, but you're starting to hone it on it. When you figure out what is the perfect moment for you, what that opens up is a lot of business opportunities to be referring to other people. So, for me, my sweet spot is usually when somebody has something.

They've got a boat of some kind, and they're trying to figure out how to market it. So when people have no idea on the boat, usually that's a bit too soon for me to come in. I usually refer them to Alex Basile to work with, or we'll work in conjunction, but it's usually best, yeah?

And then there are people who totally get the basics of marketing. They get this idea of hubs, and platforming container, and all these things I talk about. They already get it, that's usually a bit too late for me, because I usually just kind of work on the basics with people, the foundations.

So once they've got their foundation set, and they're looking for real nuts and bolts stuff, that's usually, it's just not my thing. I don't, you know, I have some ideas but that's not my strength. So there is the sweet spot. What that means is I can create business relationships with the people who can help out my clients before they come to me to get ready.

I can also figure out who to send them to afterwards, yeah? And some of them I do, I just share and all that, but you can also set up affiliate relationships and all this, and that's one of the biggest ways you can find affiliate relationships is: who do they see before you and after you, right?

That alone, that idea, if you really work it and think about it, can make you a lot of money. That one idea if you really work it, and obviously there's more to it, but that could add thousands and thousands of dollars. Like you could conceivably double the amount of money you make in the next year, if you really get strategic about setting up those relationships.

Some people, that's all they do is set up those relationships. So it's something to think about. The metaphor also could be a very useful thing if you've have details in the past that you don't want to get into. You just say, you know, I went through some really tough things, and it felt like this... and you can say I don't want to get into the details, but it felt like this. This was the metaphor.

And people who have been through that experience will get it. They'll be like, "Oh my God, that is totally what it felt like. This person gets me," without you ever naming a single detail, yeah? So these metaphors can be just so powerful,

and think about the metaphors, you know, that men are from mars or women are from Venus.

A simple metaphor that people “get” is so huge in people being able to spread the word about what you do, and people really getting it and understanding it, and you being able to teach it... And when I really got the metaphor of the islands, God bless my colleague Bill Baren for that. The idea of Island A and Island B and the boats, that clarified my whole ability to talk about marketing. It became a core metaphor of what I use: I talk about, you know, in my marketing workshops, the container being a leaky bucket.

The more metaphors you can use and what you do, is that the easier it will be to understand. People don't usually need to know the details of exactly what you do, yeah? So there we go, those are the exercises. So here's the homework, and I'll be emailing this out, either later today or tomorrow, but the homework is basically keep going, keep digging.

This call wasn't about sort of helping you hone it down, that's really, I just sort of wanted to stir stuff up even more -- and you're welcome. But keep sitting with it. Keep digging. Keep noticing what feels clear.

The other homework is if you haven't read the theory book on there -- the wound, the story and all the soil -- I invite you to read that. If you haven't done the exercises in the exercise book, I'm going to invite you to do those, that homework this week. You'll notice, some of you said, “Just all the sudden I was procrastinating, and all these things.”

If you feel a lot of resistance to doing this, that's juicy; if you feel a lot of resistance, there is a really good reason you're feeling resistant, and it's probably something that's just gold for you. It can really help in terms of a direction of your niche, so the more of this sincere feeling, the more excited I am for you to do it.

And I really invite you to really take a look at it; like schedule three or four hours. Schedule an evening where it's like that's what you're doing out with a buddy, or on your own or whatever works best for you, and if your wounds are really coming up, I just invite you to get support.

I invite all of us to have the humility to know that there are some things that are just hard for us to deal with on our own, and let others help you. Invite the self-care and support, and invite the care of others. Open up those conversations. Book a counseling session if you need -- make extra sessions with your niche buddy if you're able to do that.

Get more of them on niche buddy. You're welcome to do that, too. So it's just that, an invitation to keep sitting with it, and I invite you to see whatever you can do, to see if you can get your Big Circle to attend by next week.

What do you have to add or change or subtract to have it be so inspiring? Maybe you need to add more details about what they would do as a client? What are the details that would bring it to a ten for you? Let's see if we can get everyone there, and if you're struggling, reach out in the group. Ask for support, we'll all rally to help you.

Yeah, what would make it more inspiring? And if you want some extra homework, here's something -- I'll plant it as a seed -- is to find three examples of people who are working with your niche in a similar way to you, three people who could be role models. Just to notice, what do you like, what don't you like?

Sometimes the contrast of just being like others -- another permaculture teacher, there's another massage therapist, there's another life coach -- who are working with a similar kind of Big Circle to me. Sometimes just looking at what they do as a real world example will do a ton to help you get clear about what you want to do and how you would do it differently.

You can learn a lot from that. So that's basically the homework, keep going, keep digging; see if you can weave the metaphors into what you're doing in your story. Yeah! So as usual, let's end this off, I love to hear, we ran a little over that. I'd love to just hear how your big "aha" from the class... let me post this, one sec.

Okay, so yeah, what did you get from today's call, any big 'aha' moments? I invite you to share, and thank you everyone for participating and sharing so honestly, and supporting everyone, and brainstorming for people, so great. Really wonderful stuff that you've all done today, good work team.

So it's just another week of digging through the same stuff. Aren't you glad we're not jumping right to another thing? We've had another whole week to sit with all this stuff? Yeah. So, cool everybody. Yeah, I guess that's it.

So thank you so much for posting your, yeah. Jason is saying, "metaphors rock." Yeah, man, the more you can sit with metaphors, they're the best, because they're so flexible, they're so great.

Wow, I wasn't even -- it's funny, metaphors is just a thing that I just kind of threw in at the last minute, and I'm just so glad you all liked it so much. Cool. Anne is saying, "I love the metaphors I just came up with, and that others came up with."

Yeah, steal them! It's okay, there's plenty to go around. Yeah. Ah, you guys are doing so great. I love you guys. Anne was saying, "Are we still supposed to write about the guardian angel?"

You can if you would like to. I kind of see the guardian angel exercise as just a way of getting clear about the Big Circle or even the Little Circle, so you can write about that directly as a metaphor, but you don't have to, no.

Cool, why are metaphors written big, ahead of the call? I love that. That's so funny, it's such a random last minute add. Very cool. Yay! You guys are the best.

Okay, well... Ah, sounds like Mary is needing some love and support. So Mary, if you need support, come and suggest; post what specific support you're needing. If you need more than one marketing buddy, I bet you there's some other people who would love to have another session with somebody, so there might be more marketing buddies.

You might have some other colleagues and friends at the home. I totally get it -- the feeling of feeling dumb and unable to say what you really want to say and feeling stuck about it, and sometimes we're just stuck until we're stuck in it, so fucking frustrating and I get it.

So I get the feeling of resistance and anger, and I affirm that's exactly how you should feel right now, given where you're at and the perfect and zero judgment about being there. I get it. And then we all just want to help you, so yay!

Everyone, Mary, too, needs some love and support, so let's see what we can give her. And Mary, the more specific the question that you can ask for support of the best way we can support you, let us know so we can really give you the kind of support you're most needing.

Oh yay! Yvonne and Kendra are being buddies. Oh man, Alberta just got way cooler. Awesome. Okay, okay, I got to go. I love you. I love you. Talk to you later, bye.