

Niching for Hippies – Week Eight

So hello, everybody. Welcome to our final call, week eight of Niching for Hippies, and so good to have you here.

For the call today, I kind of just want to dig deeper into the content in the Niche Project. I think I've gotten most of you. There are a few more I need to comment on, but I've been really inspired by what I've been seeing -- such cool, creative, niche projects -- a joy.

I just read your's about the characters, the living character's workshop, and it just sounds really exciting, and sounds like you're really excited, yeah so it's very exciting. It's exciting too because with some of these projects I can just see the ways that they could grow and expand.

So, yeah, this is really exciting to see that, so going to start off with the usual, any sort of wins and all that, so let me just post this. All right, so let's just comment below. Any wins, ah-ha moments, successes, the sweet things that you want to share?

This is your bragging rights time. If you had a sort of a distinction about something that helps you move forward, just something you want to share and celebrate, or is something you think might be useful for other people in group or realization you had, this is the time to throw it in, so you can comment below. I just put the comments right below the call-in details at the top.

And let's just take a couple minutes to share and catch up with each other, and see how the last week has been.

All right, so Autumn did her first medicine woman support school. So Autumn, can you tell us just a bit about how it went? How many people came, what happened, what was the vibe?

We'd all love to hear how that went because we've all been watching and waiting, and it's very exciting to know that you got it going, so yeah, please tell us.

Oh my God, Skyler got three new clients this week "All from people telling people about me and my work. That's a good sign." That is a good sign, yes, very good. Nicole's been doing a lot of hub research. Awesome, that's great.

Oh, Joy, this is so good. Joy said: "The hub thing is coming alive for me with this Characters Workshop, and hub leaders are being so helpful in promoting and being excited about the whole cross-pollination of artist idea. I'm charging at my higher rate and not collapsing and getting paid." Yay! Hurray for you!

Oh, Francis, this is so beautiful. Francis: "I realized that I don't think of my story as a miracle, but as an example of how we are unlimited, so I feel more comfortable without platform." That is so powerful! That's so brilliant. Man, really getting the wording, and what it is for you, and what

it isn't for you. That's really powerful. I would encourage you to keep writing more about that, and making the distinction.

Like what is the difference in your mind between a miracle and just how we're unlimited, and to keep exploring that, and articulating that, and drawing those distinctions between like what's the difference between like just a remission, versus a miracle, versus just chance or whatever you might contrast it with.

Because I think that might help you get even clearer, and it sounds like that's going to be a really core point part of your point of view, so that's powerful.

Mara was saying: "Feeling quite confident in my niche, that it's something that is authentic for me and something that will be well received because of the need for it. My confidence let's me sleep at night and is letting me approach the branding with peace. Slowly the Web site will come."

Yes! It feels so good when it feels right. Yeah.

Ah! Yvonne and Debbie, it sounds like good progress, too. Ahh! And Autumn, "Missing two women came to her first circle, but they were a perfect fit. The niche feels really good." That's so great. You know, and I think, Autumn, all of us would say this. Some of these things start so small. All of us start at somewhere, you know?

Man, the first weekend workshop I ever did had three people at it, and one of them left on the first day because it was terrible. There were two. It was so brutal, but it got better, you know? It gets better so. Boy! Starting with two. That's a perfect place to start, and it will just grow over time, you know? Just keep it up. You're on track.

Tisha said, "I got the nerve to ask Tia ... she said, 'Absolutely yes!' Meeting was around Friday." Oh, Yvonne! I'm so glad for you.

Nicole is saying: "Ah-ah moment, so far in my research I haven't found anyone else specializing in highly sensitive women, within the highly sensitive realm." That blows my mind. That's incredible, if that's true. That's wow! That actually does blow my mind.

So Stacey said: "Just increased my income by \$15,000 this year, from niche client support project and could easily go \$20,000. Who knew this extra support could be so welcomed?" Wow, Stacey I'm so curious to hear more about that.

So Autumn you said: "I've done bigger workshops and things. Does what you said apply to doing the is work in the new niche?" I'm not sure I understand the question. Maybe you'd like to move that question over to... Let's just see. I'm going to refresh the page, see if there's anything else.

Okay, thanks everyone. That was really great to get a little bit of a catch up, so. Okay, now I've just posted. You can comment below, where you're feeling stuck with questions you have. Let's see where everyone's at.

Mike is saying: "I just discovered that in exploring teaching how to teach, it's easy to get pulled into the diagnosis of how to fix workshops and fix teachers, so their workshops are better, but it doesn't really get to their Island A and B."

That's so important. You know, it might be that they're looking at their workshops, being like: "Ah, my workshop isn't very good, and I want to make it better." But it also might be just that they want more people; they want to make more money there.

It's really about the right lively skills. Actually about they're not that excited about the skills of teaching. You know, learning how to teach better.

Oh! "They're bold, but revolutionary. I realized that my partners and I have been spinning our wheels with our special events. Our copy was fine, but I wasn't being read and presented to warm clients. I'm seeing the hubs everywhere I go." Yeah.

Man, thanks to Dominique Canterbury from Seattle who introduced me to that whole idea. And it is true, it's so simple. It's like, I really don't understand why it's not [0:11:11 audio drops] courses, because you can have the best sales copy in the world and literally like, but if it's not being seen by the right people or presented by the right people, holy crow, so yeah.

"Hubs are totally everything." So that's so great. I'm so happy you have been seeing it because I see it too, wherever I go -- it's just hubs, hubs, hubs. The other thing that's really useful about hubs is, if you can't think of any hubs and you can't find any, it's really usually the best sign in the world that you're niche is fuzzy.

So it's both like a very useful thing in terms of marketing your stuff, but the notion of hubs is also so useful in just a check of, "Hey, is this a really solid niche?"

Okay, so I just want to give a couple minutes for people to reflect on where you feeling stuck? Where do you need help? Let's just take a couple minutes for that and go figure it out. Write down your thoughts and just comment below the comment where you're feeling stuck, what questions you have.

Okay, so let's dig into these stuck places, so Beth was saying: "I didn't get a chance to explore the hubs in my work yet. I'm still focusing on the content." That's great, and sometimes by focusing on the content it helps because it flushes out the rest of the platform of your point of view, sort of why you're doing it and all of that, kind of should give you other ideas for hubs.

So that's great. It sounds like you're on track. Amber said: "I just want to do it. No more research, no more improvements, just do. Is this a promise for failure?" It's a promise for feedback -- real fast feedback of what is working on not.

Yeah, there's a certain point where we do just have to do it or something, which is why I'm so excited about the idea of niche projects because it's something small that you can do and get feedback, and I think that kind of real world feedback is a much faster way to learn, than all the thinking and reflecting.

There's the balance; it's the yin and the yang. You know, we reflect, we think, we ponder, we plan, we sit with that, and then we go out and we do something, and we try it and we implement and then we reflect.

So simply, you're just itching to implement, so yeah. It's not a promise of failure, it's a promise of feedback, and that feedback will just make it better, as long as you're committed to going the next step. And if it feels basically good, if you feel like, "Hey, this is on track," I'd say, you know, generally go for it.

Stacey is saying: "I think we could go virtual and really big this year, and it scares the crap out of me. I'm afraid of losing control over my life, I think." Boy, that's a really good fear to pay attention to. I would really sit with that, because that may inform the way you structure your business. That may inform the business plan that you have.

Ari Galper who is the Web site, UnlocktheGame.com -- so brilliant, his stuff on sales -- and the traditional model for business or sales trainer is to, you tour around, you do a lot of talks, and you speak from the front of the room, and then you sell your products at the back and a good sales trainer makes just a ton of money on that stuff.

And he didn't want to do that. That lifestyle just felt so appalling to him like to be traveling around all the time, and he's like, "I just want to be at home with my family." He had a son born with Down syndrome, and he just wanted to be home, so he built his business entirely virtually.

Alex Baisley is such a genius at this BigDreamProgram.com helping people build their business around their lifestyle, so that's something to pay attention to if your like, "Oh my God, this could get so big, and I could have an impact," to really think:

"How can I build this business model so that it works with the lifestyle and actually helps to foster the lifestyle I want, instead of taking me away from the lifestyle that I want."

Most people, I think, start with: "Well, let me succeed in business and make enough money so I can retire, and then have the lifestyle I want," and Alex Baisley's philosophy, which I just feel so aligned with, is: Start with the lifestyle that you want, and then build your whole business model around that. So if you're feeling scared, Stacey, I think that's a good sign to pay attention to.

Ma says: “Feeling nervous about how I would approach hubs.” So, boy, that’s a good topic. That is something I want to talk about today, so we’ll get into that in just a little bit, I’m just going to make a little note here.

So I think we talked a little bit about it last week, but let’s go into it some more. Skyler is saying: “Ted, you have a schedule or checklist you’d be willing to share about the lead up to this course?” Skyler, are you talking about the marketing and sort of promotion checklist, or checklist in terms of just how I got ready for it? I’m not sure I understand the question.

Yeah, Attan, I just like get how exhausted you’re feeling. Yeah, when you’re that exhausted and weak, if there’s a way that you can be, sometimes just getting a job, you know, get something where it doesn’t require so much of you, where you can rebuild and start to build on the side so it doesn’t have to be so stressful.

You had one: “The need for income is urgent. It's hard being an entrepreneur because the fast money thing is really hard, and it often comes at a tremendous cost, which is we need some reserves to deal with it.”

It sounds like you don’t have reserves, so I just want to invite you to look for where you have support in your life, where you can get supported financially in a way that’s going to be sustainable for you, and it's going to help you at least get a foundation so you can begin to build this other thing.

Because sometimes it's too much: it's too hard on our systems financially health-wise to leap from where we are to where we want to be, and sometimes we have to kind of build that. Instead of just jumping into the water, sometimes we have to build the raft first. So I hear you, it's hard and frustrating. Yeah.

“What’s the recommended timing for approaching hub?” Let’s talk about that when we go into the approaching hubs. Let’s make a note of that. And Nicole is saying: “I’ve chosen ‘highly sensitive’ as my niche, but I haven’t read any solid stuff about it. Feeling a little frog-like, claiming this is my Big Circle. Possibly I just need time to grow into it?”

A couple thoughts: one is, my guess is your whole life is experience. You know, most shamans, have they read all the books on shamanism? You know probably not, they might not have even read any books on shamanism, and yet there they are, so.

Yeah, I wouldn’t be too concerned about that, and you’re using a very specific term that was coined in a book, so I think it would be good to read the literature, so you’d at least know the lingo. My guess is if you read a lot of stuff that you haven’t already, it’ll just resonate with your experience, and you may find your own way to say it, and I think this is a lot of it.

The “highly sensitive niche” thing, that’s a particular Island A and Island B, so part of the next step is really clarifying and articulating your point of view about that particular journey from Island A to B, and really clarifying the rest of your platform around it, and there’s something I want to talk about at the end.

I’ve got a new program I’m thinking about doing around a platform, which sort of delves deeper than the niche, but you can’t really do until you have a clear niche. And just the basic idea is, the Island A and Island B is one part of it, but those of you who have done other workshops with me know, there’s other parts.

There’s our point of view, the Why, there’s who we are, there’s all that, so yes. So Nicole what I’m hearing is like, the niche is feeling pretty clear for you and who knows, it may clarify more over time, and now there’s just, yeah, there’s growing into the rest of your platform and honing and clarifying that. But that can just take time, but it sounds like you’re on track overall.

Yvonne is saying: “I’m feeling a bit fearful that this is so much bigger than me. Can I do it? Lots of sleepless nights thinking, ‘Oh my God, what have I done?’ Yeah, it’s so funny because it’s not overwhelmed with obligation, but overwhelmed with insurmountable opportunity.”

Yeah, and Yvonne, you know a similar thing I feel like is whenever we feel like, “Oh my God, it’s so much bigger than me, and what I can do?” I mean two thoughts: one is to really just clarify like what is the structure? What is your sales funnel? What is the business model that’s going to work for you?

That’s going to feel really good for you? And what’s the timeline that you’re giving yourself on that, that would feel really good for you to design it in a way that it can help sustain the world, but also help sustain you financially time-wise while you’re doing it?

The other is, when it’s something that big, it may also be a sign that it’s something that you could be invited other people into. There maybe a bigger thing that you could be creating that’s even bigger than you, that caveat being just as long as they act and also still support you.

Because we could all just throw ourselves into another project that doesn’t pay us anything that’s really fulfilling, and we want to make sure that we have at least something in our life that’s something to sustain us, too. Yeah.

Okay, Francis is saying: “Can you have a blog title that doesn’t match your Web site name, for example, a blog title: ‘Life Unlimited,’ the church already has the domain name attached to my ‘Mountain Vision Life Coaching’ Web site.”

Okay, so you could, for sure. Here’s my opinion, I think the blog should absolutely be a part of the Web site, not a separate thing from the Web site, and there’s a lot of sort of logic and

reasoning behind that. The biggest being that blogs will rank high in search engines because it's new content all the time and Google really likes new content.

So if you have your blog separate from your Web site, your blog gets traffic, but it doesn't necessarily go to your Web site, and your Web site is probably going to be a better sort of engine for converting people to clients than a blog would be. And you can change the domain name by the way. You can change the name of your Web site to something that feels more clear as to what it is.

Right now, I would honestly say, "Life Unlimited" is, I would not go for that as a blog title because it feels really broad. It feels really... I don't think that's going to grab many people. That seems very, very Big Circle, so I wouldn't use that as a blog title myself, but sometimes there maybe need to change your name.

You know, it's like my business used to be "Radical Business," but the Web site was TadHargrave.com, and nobody really knew my business was radical -- sort of -- but it wasn't like well known. Then I got "Marketing for Hippies," and I just changed everything. So you might keep sitting with it because you might find a name that really grabs people or resonates.

Yeah, so I would keep sitting with it, but I'd make sure your blog is a part of the Web site, because it will lift up traffic on your Web site. It will drive more people to your Web site, get more people on your email list, etc.

Okay, so Ma is asking, sort of she's saying: "I've tried working with you on the studios before. Kind of like his hubs. And even when giving him a generous percentage and having done a lot of free promo for their events, they didn't do anything for me. What's the best way to inspire your hubs? Maybe not to do free promo for them for a year before asking for their help?"

Possibly, let's -- so we'll get to that when we get to this hubs question. Joy said: "I get challenged with how much do I hire support, such a blog or coaching versus doing things for myself? Sometimes I give my power away, and can do way more than I give myself credit for."

Yeah, I think I understand the question. I think it's like hiring support for administrative things. Some things that free you up to do the things that only you can do, it's really useful and important. What I've heard of people like, you know, they hire other people to write their blog posts, or other people's content for their newsletters, pre-written stuff.

I'm so against that because I just feel like "Doesn't have their voice." It doesn't, you know, etc. So I'm not sure I understand, but generally I'd say for people: Yeah, hire people for things that can free you up to do what you're best at, but never ever hire somebody to be communicating your message for you or trying to write that.

Unless -- possibly -- and this can be a powerful way to do it, I'd had a friend, Tom St. Louis, who was a marketing coach, and he worked with a law firm, and he would get content by doing like a 90-minute interview with him over the phone, and then he would transcribe it, and he would turn that in [0:28:23 audio drops]. He was just packaging it [0:28:26 audio drops] ...

Okay, Debbie Lyngale was saying: "I would appreciate [0:28:40 audio drops] ... activities. We've been posting on one, but what if we're really wanting to do three for example? Any particular strategies you'd recommend?"

So the first thing is to make sure that the Big Circle is clear, that the Big Circle really contains the Little Circles. So you know, for me, here's Big Circle [0:29:00 audio drops]. The practitioners, life coaches, those all fit pretty clearly inside that Big Circle.

Sometimes people ending up having their Little Circles are actually three Big Circles or three separate businesses and that's important to know. Are these three different businesses or are they Little Circles? And if you're wanting to focus on multiple, it's fine, as long as they're sort an umbrella, and again, this gets the bigger, rest of the platform kind of helps with this a bit.

Especially the figuring out what your Why is: What is the bigger uniting theme that weaves all these together? can really help, but even just within the Big Circle. It's the same process for each of the Little Circles, so we've been going through here.

For each of those Little Circles, I come up with a niche project and as long as there's some connection to them, I think people will come off and see like, "Oh, I see generally share through these types of people, and here's a thing specifically for this." Yeah, so I don't know if that helps, but feel free to ask me any clarifying questions on that.

Mike is saying: "Yes." "[0:30:29 audio drops]... workshops really had more to do with marketing, wanting referrals through word-of-mouth based on kick-ass workshops for the person who loved it so much, they just rave about to their Circles."

I'd say so. Yeah, I mean if I was an entrepreneur and I was like, "Oh!" and I could not only do what I had loved, you know, but I can teach it and I could make money on that. I mean, there's going to be multiple outcomes. Part of it will genuinely be just be like, "I want to share this! I love sharing it, and I love making your difference. For some people that will be the more real thing.

For a lot of us, it can be like: "Oh my gosh! I can make extra income," and not just through the workshops, but by doing the workshops "Oh my goodness, more people are caring about my work ..." [0:31:05 audio drops]

There was a carpenter or a woodworker, and they make all these custom things, and then one day they're like, "Why have I not been [0:31:14 audio drops]"

... teaching classes, and I find it really satisfying for them, but then -- and they're making money through teaching it [0:31:24 audio drops] ... And it's good money, and then the people in those classes tell their friends [0:31:30 audio drops] ..., which makes more money.

But they also are just -- they really come to respect, and "I appreciate this woodwork," and then they start talking that would work her up more to their friends and colleagues, and pretty soon that woodworking scheme or business, because they were doing the workshops and were [0:31:42 audio drops]

So, just, it is so important to think about what is it that they want from what we're offering? Because otherwise it's like: "Hey, come to my workshop. Learn how to be a better teacher of your workshops."

They may think they're already great teachers of their workshops, so that may not even sort of be an issue for them or they may "Well, it's good enough." They may not totally get the impact that that can have on them and their marketing, so we have to really think about it: "What is it that ... [0:32:15 audio drops] maybe it's ... [0:32:17 audio drops] ... grow their business.

They want to do workshops or they're already doing workshops, but they haven't really made the connection that these workshops could help, and there might be even better ways to do it. So an approach of going to them and being like: "Hey, can I help you teach your workshops better?" may not get much traction.

Benefits like: "Learn the seven secrets that can turn your workshops from just fun events into things that really impact people and drive word-of-mouth through the roof for your business, because your participants love it so much or read about it, etc."

And then you can touch on some of the marketing things that the whole premise might be like: "Look, the things that drives word-of-mouth is people having good experiences. When people have a really great experience, we won't be marketing tactic and trickomantics."

This is true. More than any trick or tactic in marketing, it's just that people have such a great experience. They want to tell everyone they're so delighted, and so if your workshops are good, that's fine. You know, Tony Robbins talked about this and it's like: If you're good, you tend to get poor rewards in life and it's super-unfair. If you do a poor job, you get punished.

If you do good, you get poor rewards. If you're excellent, you get good rewards, but if you... He talked about there being this level just above excellence called "outstanding," and where it's just an inch, where you just put a little more heart, a little more effort into it and that level is where all the rewards are.

So it's like if your workshop is good, you're just going to get poor rewards. But if you really design it well and your class as well, that's where all the rewards could be, so yeah.

Just one second. Oh gosh. Sorry about the audio everybody. How is the audio right now? Is the audio okay? Okay, it seems like it's okay right now. So I'll try to speak up a little bit, which might help. Sorry if the audio gets crazy sometimes -- these Internet things. But yeah, if it gets really bad please just ping me and let me know.

Where were we? It's so weird. Yeah, I've been on Skype for all the calls and it's been all right, but sounds like today it's being a little more challenging. If it keeps going in and out, let me know because I'll hang up, and we'll call back in and that may help.

But yeah, Mike. So basically I guess what I'm getting at is that, yeah: "Is the framing of what we do, so vital?" So yeah, keep exploring that. You know, there was a... either it was an ad that I saw awhile ago, and it was an old, old ad and they did three rounds. It was for a public speaking course, and the first round of the ads was, it said: "Public Speaking Course."

That was the headline, and they redid it, and they got a much better response and this one was: "How to Speak Confidently in Public" -- much bigger response. Because that's more the Island B of what people want -- they don't want to just learn techniques, they want to feel confident.

Yeah? And then... Okay, thank you for letting me know. Okay, you know, everyone, I'm going to hang up because it sounds like it's been really bad, so I'm going to call right back in so everyone just hold on. I'll be right back.

Hey everyone, I'm back. I hope it's a little bit better now. Oh yeah, so they did the "How to Feel More Confident" and that worked better. The third round was: "How to Get Enthusiastic Applause Every Time You Speak, Even a Standing Ovation."

And that headline got a much bigger response. Because people didn't just really want to feel confident, they wanted a great reaction from the crowd. That was why, of course, they were signing up for the course. So to keep sitting with like: "What is it that they really want?" and then "How do I deliver that for them?" You know, that's so huge, so yeah, keep going.

Christian is saying: "I'm stuck on the name of my business -- a name for my business or a metaphor for what I do. I'd like to do something that's cool, 'Niching for Hippies' or 'Yoga for Round Bodies.'" Cool, thanks. Yeah, keep sitting with it and keep talking it up. Keep chatting about it with everybody because you never know who's going to have the most brilliant ideas.

You know, I've mentioned my colleague and friend Graham Stone who worked with doing body work and also was a yoga teacher, and one of his friends said randomly one day, he said to him, "Sounds like you work with broken yogis," and he was like, "Oh!"

That's the name of his business now BrokenYogi.com. He's just getting that up, and it just came from a random conversation, so if you feel stuck just talk about it with everybody. You never know what's going to come up.

"If we're going to get language help in the future," Debbie says, "Any recommendations for where to go?" I'm not sure what you mean by language help. Maybe clarify it?

Francis, so he said: "I like the 'Life Unlimited' platform because it frees me up to write about more than just the health aspect." I love the idea of you being freed up to write about more than just the health aspect and I would just say, for me, the words "life unlimited" sound so broad. Like, it's like the... yeah, it just feels very broad.

It doesn't feel like in that name, I don't get any sense of the niche. I don't get any sense of your point of -- a little bit of sense of your point of view, I guess. But I don't get any sense of the journey at all and who it's for. So I'm just noticing that name doesn't resonate with me, and I think there may be something better, but there may be something better that still expresses that same thing.

Yeah, it's just because that sounds like a very generic, personal growth workshop; whereas, I feel that what you're offering is just so special and so unique, and so I'd love to see you have a name that had that.

Chelsea is saying: "Time management strategies and encouragement to keep moving forward with this work instead of getting stuck and overwhelmed." Yeah, boy I hear you, and if you're needing support with that I just so encourage everyone to get the support they need.

Because, you know, it can be easy for us to, again, beat ourselves up and say, "Oh, it's just I'm no good at time management," and feel bad about it. Maybe we're just not good at time management. That might just be the truth. I mean, then it's like, "Okay, well, what strategies do I need that could help encourage me and support me in moving forward?" Yeah.

So, yeah, so Francis, I know you want input on the name, so what I recommend doing is inviting a group brainstorm here in the group to share like: "Here is my idea of what I want the business to be about. What names come up for you? What can you see calling it?" Let's all pile on to support with that. Say let's... Yeah, everybody figure out the names. It could take awhile. It can be hard. Sometimes you just brand around your name for the first bit.

Sometimes it's just all that's TadHargrave.com, and that's what you put up, and that's fine -- branding around your name is just perfect. There's nothing wrong with that. Sometimes it's the best thing, until you can figure out something that's really clear and strong for you.

Okay, and Skyler's just: "I'm curious about any sort of -- guide us around this sort of a thing." Yeah, I don't really have anything written. I don't know if I showed you the best promo possible for this.

I'm not sure it'll be relevant for everyone, but maybe we can talk privately or with a session about that because I don't have like any checklists or systems per se, but I have opinions.

So Joy is saying: "Still struggling in my Homepage -- a lot of you remember this -- and Big Circle for my Web site. I love small niches and projects. I'm great with diversity.

How do I keep my Big Circle clear, especially since I'm changing and growing constantly like my new direction with Living Characters, it wasn't even first included in my Big Circle? Do I focus on what I've done, or where I'm moving forward as it rapidly changes?"

Yeah, I mean, all I can tell you is do your best to keep up and keep your Web site as current as possible, which can be hard sometimes because sometimes you change so much, and you look at your Web site like, "Oh my God, this doesn't represent me at all."

So, yeah, so just do your best to keep up. I hear that. It's hard, but it's a kind of truing process.

Yvonne is saying: "Yeah, the business name that no longer fits for him. Going, it's very confining. Could we discuss how to transition to the new direction without alienating the followers you already have?" You know, the main thing I'd say about that is I think it's just good to communicate the transition of what it's about.

You know, to write up a big blog post or send a nice email to people, being like: "Hey, you know, I used have my business be called "Bith," and I'm so excited because I've been growing and now it's moving into this. And this is kind of the direction it's going, and I'm really excited about it. So I feel like just sharing it and letting people know what it's about."

Why you're making that particular change, can make a big difference, and I'm curious how your concern with that would alienate people that you already have? Maybe there's a specific way you're concerned that would happen.

Right. Yvonne is just feeling like so many people I should want to get involved with her work and her project than offering helpful suggestions, and she's like, "Whoa! Slow down." So, Yvonne, there actually are a few practical suggestions I have with this. One is to create a capture system and this is actually for everybody, I would say.

So my brother did standup comedy, and the thing that separates the professionals from the amateur is the professionals write down their jokes. Whenever they think of a funny thing, they write it down, and they forget about it.

The best screenwriters, you know, it's like every day you hear stories of like funny things that happened to people, funny moments that just seem too crazy to be true. Like there was -- I can't remember which movie, maybe it was "When Harry Met Sally," or what was it?

There was a movie where a bird gets stuck in this woman's hair, and she has to go to the vet or get the bird removed. And that was a true story that came from a real life moment, and that's how somebody wrote it down and captured it.

So in business this is true too. We often have so many ideas, and people will give us suggestions, and then if we don't capture them there are two things that can happen. One is, we feel like we just go after this idea: "I have to do something with it right away," which can feel quickly overwhelming because each idea just brings more ideas.

The other thing that can happen is people don't write it down; they forget about it. So to me the happy medium is to create a capture system to have a place we can get all these ideas down.

I recommend it on your computer somewhere, your iPhone, a journal, somewhere where you can write it down guilt-free and forget about it. And have it organized and categorized. I use this app called "Things," and it's by --the company is called Cultured Code -- but it's called "Things" for getting things done.

You can create projects, and it's a to-do list manager, but you can organize different projects and timelines and everything, and that app has changed my life -- like \$70 for your computer, \$10 for your iPhone -- and it's the greatest thing I've ever used for sure.

When I have ideas for blog posts, like at this point I probably have over... I probably have 1,000 specific ideas for blog posts. Like not just general ones, like really specific ideas for blog posts. But I've got them all captured, and I don't feel a particular pressure to get them down at any point.

So I think part of it is giving yourself a system to just capture all this stuff. So you don't have to do anything with it right away, but when somebody has an idea, when somebody is offering help, to have a capture system be like: "You know what? I'd love to have you involved. Let me get your name and email and everything."

And you put them into a little spreadsheet, and you "capture." That's just like "Okay, this person would love to help with this and this and this. I'm not doing that yet, but when I do, it's in my system and I can reach out to them. This person has a great idea for a workshop. It's not the right time right now, but I'm going to put that in my workshop ideas thing," and you just start keeping track of it.

For like, you know, Yvonne, you know about the LocalGood.ca, which is this network that's all about trying to support people living in more local green, sustainable, simple, slow lifestyle, and

every time I just took to connecting and celebrating what's here -- and there are, of course, so many ideas.

There are 100's of blog posts we could be doing. There are so many people who want to be involved, so the first thing is just have a place to capture it, so that you can have the idea, let it go, and then relax because you know you've got it, as opposed to mentally trying to keep it.

And then second, it was just a matter of building systems up to involve other people, so we do these monthly green drinks events. The first one we did we just had to do all the volunteering ourselves, and it was really stressful because we couldn't even enjoy the event -- because we were doing all the logistics.

But now we realized there, I think there are like four main volunteer roles, and each of those roles we have a write up form, and the write up says: "Here's the outcome of this role." You know, you're the greeter: here's what you're goal is, here's why that matters, here's what we would suggest that you do. Let us know if we can help you.

So we've created that, then we're going to be creating systems for -- Stacey thanks for posting the things out. We're going to be creating a space for volunteer coordinator; we just brought on a social media person.

But when we're trying to grow things as more organizations for movements or project, it's really important to take the time to create the systems to create the space that people can get involved in ways that they can manage them.

Sometimes that just takes time to build the foundation to even create the space for that. Like you know, now we're getting a blog team together for the local good, but for that we needed to even have a Web site, you know, with a blog that people could use, that people could update.

So I hear you. I hope that helps, but that's what I found because, I mean, my thing was, you know, "to-do" as manager is filled with 1,000's of ideas. And I just know they're there, and when I get to them, I'll get to them, but it's made a big difference for me.

Yeah, Nicole, Nicole is saying: "Feeling pressure to step out there testing this out on real people, but feel I need to spend more time in the foundational stuff before I step up anymore." Yes! Then, that sounds perfect -- trust yourself on that.

Okay, let me just refresh. I think there might be a few more questions. Okay, so Debbie is clarifying with the language thing.

She says: "I get to talking to everyone. Will help with names, and appreciate though this group may keep going, but if we feel stuck on how to find language for islands and marketing

materials, based on your understanding of the marketing field what types of people are going to be our best help?"

Man! Your ideal clients, I would say. It's the initial thing, or hubs too, to really think like: Who are your ideal clients -- the ones you most want to work with -- and to review them and to chat with them and say, "Here's what I want to do."

And if you want to find a metaphor, just ask them: "What is it like being you? What is it like struggling on that journey from Island A to B? And they'll often give you metaphors that are really powerful, that might resonate with a lot of people.

But also the hubs in those scenes are very familiar with those communities, too, so they'll probably have a lot of insights. So those are, by far -- and more important than any marketing consultant, though they may be able to help you refine that -- I'd say those are some people.

Ma is saying: "Worried that I won't keep inspired without a hardass pushing me on." Aw. Well, I'm happy to be a hardass for you. Skyler, thank you for the resource on the time management stuff: LessDoing.com. Very cool. Oh, and Marilyn Edwards also at PomodoroTechnique.com/timer -- very cool.

Yeah, I mean, Debbie, I would definitely think copywriters and coaches, marketing experts can be helpful, but what's going to make it so much easier, if you can go to them and say: "Here's what I know, from my experience personally, from other -- you know, my ideal kind of clients from the hubs -- here's what we found."

Yeah, there is a point where some of those people can absolutely help you take that and refine that into something, for sure. So, Yvonne, I hope I answered your question about the transitioning, but feel free to clarify if I missed it.

Yes, and Joy, you were asking about the names of the things getting being done program? If you go to CulturedCode.com, Stacey posted that. Oh, Yvonne, yay! I'm glad the capture system works for you. Yeah, it's such a life changer everybody. Just give yourself a place to capture stuff, and don't forget about Evernote -- there's another great one. I don't use it, but I've heard great things.

Yeah, it's the best, because here's the other -- really the thing about the capture system. One, you'll have lots of ideas for niche projects. You can just put them away, but also -- so, you know, I just had a meeting last night with our social media coordinator.

I must have had like 20 specific things I just thought about like for social media for our project The Local Good, and I just throw them in there and forget about it. And when I knew this meeting was coming up last night, I took a couple hours before and I just went through it all, and I prepared for the meeting and all my ideas were there.

In fact, even this niching for hippies thing, especially this. You know, for months since I did the last one this summer, I've had so many new ideas around niching and clarifying it, and I literally just threw them into a file. Then I started to organize them as I got closer, and I was like patting myself on the back, I was like, "Oh, Tad, that's such a brilliant idea. I forgot I thought about that."

But I just had it in a thing, and I was delighted with myself, of all these smart ideas I'd had. I've got so many ideas for blog posts, and like sometimes I look back through them and I'm like, Holy Shit! That's a great idea for a blog post dammit! But I just -- it's there for me, so yeah.

Paula is asking: "What can I use from this training, as we work with clients? I have a possible client transitioning from working and having a hard time finding a job. I think some of your stuff would help him. May I use it and give credit?"

Oh yes, of course, totally. Yes, if you use it if you give credit, of course, I'm delighted and would feel grateful for that, just as long as you don't sell it that's fine. Yeah, you know, here's the other great thing about capturing, too, is some of our ideas are crappy.

Every idea you get real excited, but you just -- it's like that when you have an angry letter you write. If you just sleep on it, sometimes you wake up in the morning you're like, "I should never send this letter," and it's the same with ideas.

You'll have an idea for a workshop. You'll think it's the best thing ever, but if you sat on it for a month, you might look then and be like, "Wow! That was not a great idea." So the capture system also allows bad ideas to be filtered out, because the good ones will still be good later, in my experience. Yeah.

Okay, is there anyone else? I just want to give space. Is there anyone else who's feeling stuck or struggling? Anything in particular that you want any help with because if not, the next one we'll go onto is how to approach hubs and how to talk to hubs, but is there anyone else? We'll just take a minute or two.

Okay, Skyler says: "I'm still open to hearing opinions about leading up to a workshop like this." So in leading up to a workshop like this, one the most important things was for me to have the sales letter done because people are going to want to know about it, they're going to want to read about it. So that was one thing, and yeah, so there are a few parts.

I had to have a sales letter, and I know, you know, people don't always read the whole, long sales letter. Some people do, but I knew people that have questions, I knew I had to have that out, and then there was -- so there was that as a piece. There was also really figuring out who were my hubs, and inviting them to spread the word.

A number of you came from Nancy Jutton, on this call. A number of you came from Ryan Eliason from Sage Levine. So it was about half and half of people who sort of came from my own list, and people who came from colleagues, so I really created a hubs database, just like I'm telling you to do, so I created that.

Then the other thing was the intro webinars, and I did five or six of those. I had five, and every single time I did that, I changed it and I made it better, which felt really good. I feel like I probably have to lead it 20 more times before I get it exactly the way I want it. But I created that into a webinar, and I scheduled them, and then I also created a page in...

And maybe I'll just share this with you because I think it may be useful. Ancient [1:00:30 inaudible] I'll see if I can find this. I'll do it after the call because I don't want to waste people's time. I basically created a secret page in my Web site that had a lot of prewritten promo materials for the Niching for Hippies Workshop that my affiliates and colleagues could use.

So those were the three main things: Having the intro webinar, having hubs who could promote it, having a sales page for people who are interested they could explore and see if they wanted to find out. I went for the approach on the sales page of kind of doing an educational thing, which I had and then having the sales page actually contain some education on a lot of my point of view in my map around niching.

You don't have to do that. You can do a much shorter, simpler one. I just wanted to go that way. I spent probably \$1,000 on that sales page just because I really wanted it to be fun and quirky and all that. So, I don't know if that helps, but sort of some ideas. The main thing: Do you see my post about How to Bring Niche Projects from Abstract to Good Idea into Practical Focus?

Let's see... and so she says: "Do you suggest to keep going back to the Little Circle to focus the niche project?" Probably. Yeah, it's like to ask, I mean, I'm not totally sure I get it because I'm not sure I get the exact example, but absolutely just saying: "Yeah, who is this person? What are they struggling with? What do they want, what's that journey?"

What's a project that would be fun for me to do that would help them on their journey?" The more specific the Little Circle, the easier it's going to be. When the Little Circle is actually a Big Circle, it's a little harder to bring it in focus, because the Big Circle isn't really in focus that much.

Yvonne is saying: "Tad, you emailed me directly. I loved that approach, it sold me." Yeah! I wanted you in the course. I was excited.

Oh, Richard, welcome. The time zone, you may have missed the daylight savings time? But no, time zone was the same. Oh, I wonder? There may be a global daylight savings thing, where we had daylight savings and you didn't over there. That's possible. Good thing we're recording this call.

Wow, yeah, good call, and I notified people, but daylight savings, I totally did not remember or realize that that had changed, and just assumed it changes for the whole world. Sorry about that, Richard. Let's see, anything else? Okay, so Megan, I'll take a look at your project after the call.

So let's talk about hubs. Let's get into some content here. So hubs are sort of everything, and how do we approach them? There are so many different ways to do this. I believe the last call, I talked about the idea of having a lunch, you know, a weekly lunch with your niches creating the hubs database; having a hubs gathering and all those little strategies.

Those are honestly the best ways that I know how to do it, but here's some other just general thoughts about approaching hubs. First of all, a hub knows they're a hub. They're probably a under no illusions -- they get asked for help a lot -- Hubs tend to be incredibly busy.

A lot of people are making demands of them or making requests of them, and so that's the first thing to really "get" when you're approaching a hub, is that this person is just so busy, so swamped -- might feel taken for granted and unappreciated in some ways -- and so to approach a hub with any sense of entitlement or pressure is just going to lose the game.

So I think it's really important that when we ever approach a hub, and just to think: it's like think of how you would want to be appreciated or approached by somebody who's asking for your support, and that's probably a good way to approach other people.

I tend to just, I mean, as you all know, I tend to favor just a low pressure approach in general, and I tend to enjoy: Can I connect with a hub in a way where I'm just not even asking for anything initially, but ideally I'm offering something, I'm contributing something?

Because I see it's like: Oh, this is a relationship I feel like I could do really 'win-win.' This could be really beneficial, so I'd like to start a relationship, and can I start it from a generous place? Can I start it from contributing something to them?

I think it's just so much stronger if you have the time and the space to do that, to just approach a hub and be like, "Hey, what can I do for you? I think your work it great. I admire it. How can I help?" Or just help them and then tell them you've helped them, later. It feels really good to have people do that.

Especially, I mean, if you're doing it from a sneaky place of like: "I'm going to do this, and then they're going to feel obligated and have to help me," that feels really gross. But if it's just like "I think this person, there's a great win-win relationship here in some way, and we see it as this equal relationship," rather than "I'm trying to get them to promote for me, so that I can get something."

You know, there's a guy in -- forgetting his name. In England, there's a program called "The Magnetic Man," and this woman called and came to my workshop, and she and her partner do sort of workshops on dating for men.

And one of the frames they used -- just the three different contexts we can operate in -- the one that's "taking," which does not feel good when we come from the context of taking, it feels really uncomfortable for people. The other one is "trading," or it's like, "Hey, I'll scratch your back, you scratch mine; and I'll do this for you, then you do this for me."

The third context is coming from the context of "giving" and generosity where that just feels really good. I've noticed that, it's sometimes in the personal growth scene, they talk about "start from giving," but it really is like about trading. It's "I'm going to do this for them, and then eventually they're going to do it for me."

So I just feel like with hubs, I just think of as a relationship, but you know with permaculture, they talk about the idea of like, you know, who you plant certain things together, and they work better. Corn, beans, and squash is this classic one, because the beans give off nitrogen, which the corn and the squash need.

The squash leaves provide this amazing shade, that's really important -- from the hot sun -- especially for the beans and corn when they're first started, and you get the corn that acts as a trellis for the beans to grow up. So those three grow really well together, and that's how I think of hubs.

It's like a community of people, and we're all just trying to support each other, all in different ways. It's not always going to be so direct, but so that's why I think about approaching hubs. I just think of it like, who are these people, what can I contribute, you know they're part of the community.

And knowing that if we play a role of being a convener and a hub in this community and be bringing people together and connecting them with each other, it makes the community stronger and that helps us, in just self-servingly in our own marketing, because word-of-mouth spreads in the community.

So the tighter a community is, the faster and better word-of-mouth is going to spread. So we selfishly benefit from the community being stronger.

So specifically, if there's a hub, I'll often invite them out for coffee. I'll say, "I've been hearing about your stuff. It sounds really great. I'd love to be more familiar with it. I'll tell you about our work and what we're doing," and so I tend to do that.

I don't tend to ask for anything right away. I don't tend to email them and say, "You know, like man ..." I talk about capturing things, I've got this list of ways of like how not to approach hubs because I've gotten approached by some people, and it's really gross.

It's just like: "Hey, I'm writing on behalf of this person. They're a super well-known author (who I've never heard of) who's spoken on stage with all these people." You know, maybe they just opened it for them and hosted the event, but it's like: "They're so powerful and amazing, and they really want to help you grow your business by promoting you!"

It's just so clear that they just want me to promote their stuff, and they don't know who I am. It's like copy and paste email, and I feel terrible. So a personal approach, when I'm traveling a tour and I'm reaching out to hubs I've never met, the email is often something very much like:

"Hey, you know, I'm going to be in town. This person said I should connect with you -- or I came across your name in this way -- and I'm doing this workshop, sort of marketing for hippies and holistic practitioners, and I've never done a workshop in this area.

And I just thought you might have some guidance on who I should talk to or where I should promote to help spread the word. Any help is warmly appreciated, I know you must be so busy." And that's it. I don't even put a link to the workshop. I'm not even asking them to spread the word.

I'm just saying like, "Do you know of any ideas?" and the response I get almost all the time, and I get responses to almost all of them, are: "Hey, send me a link, I'll spread the word," so that no pressure approach tends to work the best -- and actually the fastest in the end.

Hey, Yvonne, thanks for the props, and then my corn, bean and squash thing I got that from Adrian Buckley, yeah. Yeah, it's the symbiotic relationships that we're building in business. And, again, it's not always going to be direct. Sometimes somebody can help you, but you can't help them back directly, and that's going to be the nature of community, too.

Okay, you know, I do have some stuff. It's not on my blog, in terms of how to approach hubs because that's going to be its own online product I'll create, but let me -- I'll see if I can post something in the group, and I'll see what I can post about that because I've got some examples of emails that I've sent out to people. But I think you all actually would be way better approaching hubs than you might think you would be.

Like just a, "Hey, can we talk on the phone, go for coffee?" You'd be surprised how many of them are open to it, and some of them are going to be so busy that they can't. But you'd be surprised how a little respectful persistence, how far that goes with people.

You know if you say like, “Hey, can we chat?” and they’re like, “I’m so busy for the next three months.” It’s like, “Great, I’ll drop you a line in three months,” and three months later, you drop them another line. Or you can be charming. You can be like:

“Look, you know what? I get you’re busy. I want to take you out for dinner or lunch. It’s totally on me, no obligation, no expectation, I just feel like there might be something here, and I wanted to pursue it. I think you’re great, and I really appreciate you.”

Another way, by the way, to approach hubs is to send them little appreciation notes, and I’ve done this where it’s like an author who I loved, Eric Jenson, I think he’s one of the best authors in the world and love his stuff. And when I read his book, I just sent him this big, like love letter of appreciation as being, “Oh my God, I love your book, I love your writing, it’s incredible!”

And I pulled out specific examples of phrases that he’d said, and he loved it, and then whenever I’d read a book, I’d just send him more appreciation notes, and that was a great way to start a relationship and a friendship, so that’s that.

Yeah, I think the other thing, and again this gets to this whole platform piece, which maybe I’ll touch on in a little bit, but Joy was saying: “When I’ve been talking to the hubs for my workshop, everyone is liking the idea of creating connection between the communities.”

So yeah, that really speaks -- Joy, I would articulate that. Like that’s your bigger Why that’s your bigger purpose behind it. It’s like part of it’s about connecting these communities with each other, and when people “get” that there’s a bigger cause that we’re a part of than just making money and making our business succeed and promoting our thing, people are so excited to get on board.

And Yvonne, this is absolutely, in my mind, why people -- I mean, first of all you’re one of the loveliest people I’ve ever met -- but also this bigger Why that you have, it’s not just about you making money. It’s about, really is about the community being in a better place, and when people feel that -- when hubs feel that -- to me that’s when hubs unlock themselves.

We just got this new grocery store in town called Pangaea. It’s a direct to farmer thing. The guy, Vince, who runs it, is solid gold. Just the loveliest man -- so humble -- and everyone wants to help him because they know it’s not just about him. In trying to make money, nobody wants to help that. Everyone wants to help somebody who’s trying to make an impact in the world.

So the more we can really articulate what this bigger Why is that we’re about and inviting people into it, and showing them “Hey, by supporting this, it’s a way that you can help forward this mission,” that they’re also excited about. It’s really powerful.

Okay, Beth is saying: “Can you talk about how to politely, or politically avoid hubs that are not healthy but are very pushy and aggressive, such as aggressive control groups that want to connect?”

I'm not sure what a control group is, but man, I get approached all the time by hubs who I just think are not that healthy. Don't respond sometimes. Sometimes I'll just tell them. It's not a fib, sometimes I'll even tell them why. Sometimes I'll give them feedback about it.

Oh, "like a cult." Got it. Yeah, oh man, just steer clear of that -- for sure. Yeah, that is no good. I don't know if I have any -- the "politely" thing, you know, I get it because I've been approached by people who I just don't think they're that stable, and I don't want to be associated with them.

I'll just thank them. I'll be like: "Thank you so much for thinking about me. I really appreciate it, and you know, this doesn't feel like a fit right now, but I wish you the best in what you're doing." And I just leave it at that, and if they keep following up, sometimes I'll ignore it, sometimes I'll respond, but yeah.

Okay, Genevieve is saying: "For the anxiety-panic attack Little Circle, the hubs that I've thought of are non-profit groups. I'm wondering about the best way to approach them. When they're offering a free talk, I mention that I do one-on-one work. Trying to figure out how to go about getting in touch with them."

Yeah, absolutely! Doing a talk for them a free talk could be great. Also doing a hubs gathering and inviting them to come to that, that you host, would be a really powerful way to do it, too, because then, you're bringing them together with other folks in their community -- really powerful.

But yeah, man, offering to do a free talk, I think that's a winning idea, so it, yes, I think you're absolutely right on track. Yeah, by the way, Beth was, you know, she's thinking about, these hubs that approach aren't the healthiest, like Beth tends to be associated with.

I was kind of joking, but it is important because you might get approached by a hub -- or you might be tempted to approach a hub because they seem to have a good reach -- but they're not really a fit. You don't dig them. You don't vibe with them. You will be associated with them, if you work with them, and that can really hurt you so, yeah.

Stacey is saying: "What is the line between offering a no-cost, to risk in giving yourself away? I'm often wondering about this one."

So Stacey for me, that has a lot to do with two things. One is: Do you resent it? Because if you resent it, it's no good: that probably means you're collapsing and it's not healthy for you. But number two is just a business model because some people have such a robust sales funnel, they can give away a ton of stuff and they're still doing really well.

But if you've no sales funnel, it's like if all you have these pink spoons of ice cream, and you're not actually selling any ice cream cones, or buckets, or ice cream cakes you're not selling.

You know, you're a yoga studio, and you just give away free passes, but you don't actually even offer the chance for people to pay for a drop-in, or a 10-pass or a month-pass, or a weekend retreat or a teacher training. That will just kill you.

So for me, it's just a strategic thing, and "Is it healthy for you emotionally?" thing, so if you resent it, no good. But also like strategically does this generate the kind of income and clients that you want is the thing, so I hope that helps.

So, Ma is saying: "Is there something analogous to a potluck you can do, if you're working with online hubs?" Yeah, you know, I haven't used it, but there's Google Hangouts where you can actually have video and you can see each other. I don't know what the maximum number is you can do, but you can totally do that and be like, "Let's have a virtual potluck. We'll all have some food."

I don't know if you're chewing in the downgrade, but watching each other eat even could be funny, like everyone bringing a different drink to the -- "Let's meet for drinks," and everyone make a special drink, and we'll meet on Google Hangouts and we'll chat. That would probably actually sell me. I would be interested in that.

"Do you have time to talk about posturing and collapsing?" Better than that, let me just post the thing I wrote about, because I wrote a pretty epic post that says it all. Yeah, the whole posturing and collapsing, I guess it's not something I really gone into here, but it's kind of central to a lot of the way I see marketing, just the way we relate to each other.

Let me see if I can find this. There we go, okay. So I'm just going to post this as a new post on the page, so if that whole idea of like, not collapsing and not posturing is of interest to you, I'm posting this now. Where were we? Oh. "Any suggestions on how to approach doctors or any that don't have direct..."

Approaching doctors, I can say from my experience and experience with clients, it's hard. A doctor, I mean, unless they're very open to holistic things or whatever -- super difficult to do. I don't know many holistic practitioners who've actually succeeded in that.

"Doctor who's like open to integrated medicine, and there may be a chance?" I don't. Actually, we haven't many suggestions on that. The only suggestion would be is if you could create a workshop that would help them with a problem that they are struggling with, then it's more likely. If it's just about the boat, then it's probably not going to be that useful.

So, boy, the questions keep coming. Let me do this. I just want to plant a seed. I don't even have anything up yet. I want to plant a seed, and then I'll just stick around a bit to answer other questions, and this is our last call, and I'm going to miss you, and I don't want to go yet, so I want to stick around for a little bit longer.

So I'm thinking of doing a next level of program and to kind of take it deeper, and it's the way into it is -- I mean, it costs money, obviously, but there's the sort of entry that you need to have a really clear Little Circle niche that you want to work on and explore, so you can't get in if you don't have one that really ranks high in the criteria.

Because here's the thing, so we talk about Island A and B a lot, but there are other parts of that metaphor that matter. There's you as the captain of that boat. That's really important in who you are and what you bring to it. There is your point of view: your map from Island A to B. A niche is what builds relevant.

And that's what really what this whole eight weeks has been about, figuring out something that would be clear enough that people would see it as relevant to them. That's the whole point of niching. [1:22:40 audio drops] ... elements, while it implies credibility, doesn't always give credibility.

The credibility will really come from you giving a map of saying: "Look, I gather you want to go from here to here; here's my take on that -- here's my map, here's my system, my approach, my philosophy -- so that's a part of the platform too.

When we talk about this idea of what you're known for, most people just pick the boat. It's the "I do massage," "I do yoga," "yeah, I do non-violent communication work," "I do permaculture," and they just get known for the boat. And the challenge is there are only so many people who are interested in the boat or looking for that boat, and that's just one part.

It's one dimension of what you could be known for, but you can also be known for who you are in your own quirk in what you bring. You can be known for your map and your perspective on how to do the journey, because a number of you are actually helping people on the same journey, if that makes sense. You know, you're [1:23:30 audio drops]

And yet, there's going to be something about your point of view that will be different than the other person's. Who should have something be drawn to one person versus another? You know?

What I do is I help people with their marketing, and yet I have a point of view that seems to resonate [1:23:46 audio drops] ... and that's a lot of why people want to work with me and/or not. It's because of my point of view. Another part of this whole journey, I think it was the sun shining above all these islands, and the sun is your bigger Why, why do you do it?

There's a brilliant book called "Start with Why" by a guy named Simon Sinek, and his whole thing was people don't just "you do," they buy why you do it. You know, you might do breast massage, but it's really about women's empowerment. [1:24:14 audio drops] ... I mean we talk about it.

It's funny, I've actually -- a little quick tip for you all in how to introduce yourself. For years I've had this sort of way of going about it where you talk about islands. Sorry, I hear I'm breaking up again. Hope you can hear me. So, I finally say, "What do I do?" I'd say, "Well, you know how ..." and I just named the Little Circle or the Big Circle.

I'll tell you know how a lot this has to do with conscious entrepreneurs, like life coaches or holistic practitioners or permaculture people struggle with getting enough clients? Well, help them figure out ways to get enough clients that feel really good for them -- don't feel gross, but can help them get clients.

That kind of a pitch, but lately when people say, "What do you do?" I say, "You know what? I'm really passionate about the idea of right livelihood; this idea that people can sustain themselves financially in the [1:25:18 inaudible] of the world.

Worlds more whole, and a better place that people can actually be paid for who they are, and for they love to do, instead of working for the job nut and working for the man 9 to 5, and I haven't really said anything about marketing or what I do, but I've talked to the Why, the bigger sun, and the clearer it is, and it's so funny I said that.

I really tried it out for the first [1:25:44 audio drops] ... somebody asked me and I said that, and they both were like, "Oh my God, I got chills. That's amazing." So the clearer you are about that is important. That's important to your platform. It's something you can be known for, but there's also a whole idea of Island C. In Island C is this idea of a... it's even [1:26:04 audio drops] ...

But they're partly struggling. Island B is what they're craving, Island C might be a new possibility that you're offering, they've never even considered or thought of, and that's a really powerful thing to be clear about, and then even there's your message.

And your message is sort of a weaving of a lot of these things, but you know for Mark Silver, his message is like: "Every active business can be an act of love," which is a really beautiful, powerful message.

So there are all these parts of the platform, and so I'm thinking of putting together a program that will help people with clear niches dig deeper, and really make their platform stronger and more robust.

Sorry, I hear there have been some sounds and some gaps, and my apologies. That's so frustrating. Sometimes it's the Skype and sometimes it's the phone system itself. Okay, so let's continue with questions. Let's see.

Okay, Pedro says: "I'm contacting hubs in my Majorca and have been setting up meetings. I think after hearing the recording it may help. Been unsure in some of my conversations how to get people onboard, but some have been great."

Yeah, you know, sometimes it's we're not sure, and a question to ask the hubs -- I should say, really low-pressure question to ask them -- is like: "Is there anyway that you could see yourself being involved with this?" So you're not saying, "How would you like to be involved?" You're just saying, like: "Is there anyway that you could see yourself be involved with this?"

And the question to absolutely ask hubs every time you have a meeting with them: "Is there anyone else you can imagine who might want to be involved in this? Or anyone else you think I should talk to?" And they'll tell you people. It's amazing.

Paul, I'd schedule it for two hours this time. It got smart, so it won't cut us off for another half hour. Cool, any other questions from people? Seems like we took up all our time doing this, which it was great, and it's really good to hear where you're all at.

Yvonne says: "What's the most effective way to continue using the site to connect and share with members of this group?" I would say, just as you have been. You've all been doing great. Keep it up. At the end, this group is going to be up forever. It's never going to come down. You can keep using it.

So, yeah, just keep doing it, and I guess I'll stick around for a while to answer questions. I just want to express my appreciation to you all. You've just been the loveliest group, the most beautiful people. You've been so incredible in supporting each other. You've been so sweet, and kind, and encouraging to each other, and that's been so beautiful to see.

And I've learned so much about niching from this whole program. It's really helped me refine and clarify my ideas and my thoughts about it, in terms of just working with you in the real world, and seeing what's helping you and what isn't. I'm so excited by your niche projects. Genuinely, they're just like so amazing, so great.

Ah, the email list -- yes, I can absolutely send out everyone's emails, and again, my big caveat is, this email list is not to be used to promote any of my stuff. It's just a way you can stay in touch with people in particular, so I'll send that out. Yeah.

Yeah oh. And Maria, yeah, I won't be doing this one until the summer, I don't think. Like until June, I would imagine. Like mid to late June, I'll probably start it, maybe even July. So it will be like a summer school thing.

But yeah, you've all been so wonderful with each other, and I just really was falling in love with a lot of you and your projects, and it's been such a treat to be able to work with you and help you, and I really hope that six weeks has been useful.

And one of the things I want to do, some of you are in a place where it's feeling pretty clear and pretty solid, so I would love to feature some of you on my blog, and then my future thing -- my

future work, like the home study course and all that. In future courses, I'd like to feature what some of you are doing, so I'll be going over the Little Circles and seeing if they clarify.

I might send you an email with a link to fill out a little form because I'd like to celebrate and showcase what you're doing to the world, and if that can help in some small way to promote, that would feel really great. Yeah. Let's see, anything else?

Oh, some other things are: I'm going to be doing a workshop in Toronto at the end of May, so if you live in Toronto or know people there. I'll be doing one in Edmonton in June, so feel free to come to Toronto or Edmonton to hang out. They'll both be three and a half day workshops, which I'm really excited about.

Oh, I really encourage you to stay in touch with your buddy. In fact, to get another buddy, if you would like to keep that going, I would encourage you to schedule another three calls, just so you have those scheduled with them.

And I so encourage you all to do a shirret of some kind, virtual or in person, on your niche project. It just saves you so much time and so much effort to work this stuff out in conversation before in the real world.

So Mike is saying: "Can you give us a deadline for fine-tuning our Little Circles for your final review?" I wish I could. No, I'm a hippie -- no deadlines. But if you notify me when it's done, I'll totally.

I know that might be motivating for you, but the truth is, I'll just incorporate it whenever, if it's one that I think is really good. So just give me a heads-up when it's done, and I'll take a look at it and see if it's a fit. Thanks.

Oh, dates for Toronto, the weekend workshop thing -- current. It's going to be... it's in May. May 23-26, yeah. May 23-26, it's not even on my Web site yet. If you're on my email list, though you'll hear about it. I will end, then and I'll be in the UK ya'll in like late November, early December through January.

I'll be in the UK, so I think I'll probably do my weekend workshop in January in the UK. Ah! And I'm so excited to come back, and I'm coming back for Doctor Who-related things in terms of timing, 50th anniversary, of big celebrations. Oh, I'll be there but yeah, I'll stick around.

It will be so exciting to meet some of you. If you come to my workshop, I'd be the happiest client in the world. Aren't you glad to get these two extra weeks? I'm so happy with these two extra weeks. Yeah!

Ah, Richard said something very sweet. I asked him what it was about this group that had him think they might be ideal clients, and he said:

“They’re friendly, non-judging, interested. I don’t feel that I’m a stranger around them. They’re kind, sensitive, welcoming. I feel appreciated. So I’m trying to put that into the Big Circle, not in the Little Circle.”

Yeah, I think that is true. That is how you all are in this group. Well said, Richard. Francis is saying: “What’s a shirret? New term for me.”

It's in The Niching Project, the workbook at one of the like, most recommended in the first six niche projects, but basically it's can be used in the design community where they try to solve a problem collaboratively.

See, you just like pack a bunch of people around a boardroom table or in your living room, and you present a problem and everyone works to solve it. So, yeah, you might say it might be around a naming thing. It might be around, “I’m doing this workshop. Can you help me flesh out how to do this workshop?”

And you might throw away, again, most of the ideas. Most of them may not be useful, and some of them, sometimes you do a shirret and nothing is useful that you got from people, but the process of turning it over and being like “no that isn’t a fit” helps you clarify what is a fit. So it's just like a big kind of workshop where you focus on one particular thing, and you just -- you work it hard. Yeah.

Oh, Debbie is asking if I’m looking for specific feedback from what worked. I would really love all of your feedback on this, and I’ll send you a form so it's just easier for you and easier for me to kind of collect it, but yes, I will definitely be.

I should actually make a note to sum it up. Yes, because absolutely I’d love to know what worked and what didn’t work, what I can improve the next time would be really good to hear.

Oh, and Ma, yeah, you can totally just come from the 24th through the 26th. You’d just be missing the evening, and I can send you the stuff that you’d be missing on that evening, but you can read in advance, or I can even send you a video to watch, so yeah.

Would I be willing to share, “what if it worked and didn’t work and needed improvement from the class?” Yeah. Oh, sorry, I asked you before that. Let’s see, Christan is wanting elements of the platform here. Yeah, so if you’re interested in what that platform thing is all about is next to that course, I’m just posting in this chain there so you can see it, Christan.

Yeah, so what I felt worked really well, I think the Facebook group worked really well for everybody. Doing that, I think having a call starting off with what’s gone well in the questions has been really good. I think it’s helped people get a lot of really useful stuff. I think it's gone really well.

I think the materials, I mean, yeah! Well, I feel like I was really glad I put a lot of the content in the materials for you to take a look at, so that the calls didn't have to be me just talking at you, but we could actually do stuff and do the hubs brainstorms, and feedback on things in the calls. That feels really good to me.

Things I would have improved around that are -- and yeah, I don't know why I ever stopped improving the materials, which is the bane in my existence, so I wish I'd gotten the materials to you sooner sometimes because I know some of them came a couple of days after the call, so I could have been more on that.

I definitely could have gotten you the links to the conversations, which I just didn't pull it together on, but that would have helped for people who missed the calls to sort of gather those for every single week.

And I'm getting that people would love the audio of some of the content, which I just haven't done or haven't recorded, but I know, for me too, I just love sometimes listening to audio to be able to break things done, so I may put that together for the next course. And definitely didn't work was those conference call systems from some of the past calls, where they just totally failed.

That was no good, yeah. So those are some of the things I'm aware of myself. Let's see, check my notes. Okay, so Yvonne. I don't actually have anything on my Web site about shirrets, but it's in the Niching Project e-book that you have all gotten emailed, so if you just check your Niching Project e-book, the PDF, it's in the first part of it.

Any other questions? Last things? If not, we'll wrap up in a bit. I love you all. It's been such a great time, and I'm really grateful for everything and for playing so full out for everyone who was commenting so incredibly much on everybody else's materials and taking all that time, so unselfishly to give and contribute to the group.

It just made this whole thing so much better and work so much more strongly than if we'd just been all playing by ourselves and passively receiving content from me and working on it, and all that, so yeah.

Cool, okay, Marilyn, I'm glad the written stuff worked for you. Yeah, we're all so different, hey? Some people like video, some people like audio, some people like written, yeah.

Okay, everybody, so I'm going to still be giving some comments on some of the work, over the next little while, and yeah, I'll still be keeping an eye on it because even just selfishly I want to be able to feature you in some of my stuff. What is the best way to contact me is Tad@marketingforhippies.com.

See, you know, here's how I'd love to end this call -- everyone is still hanging on here -- is any farewell appreciations, I know that the group will keep going, but we're kind of ending this.

So if there are any appreciations -- and could be for me but for anyone in the group for the process, if there are any appreciations that you want to share, ways you want to honor people, then let's do that, and I'll pin that right to the top of the page here.

Yeah, I'd love to just open it up for any appreciations. Feel free to tag people, and thank people, and thank your buddy as this chapter of this process of the group is closing. Let's honor that, and let's all, yeah -- "Let's all hold hands and sing Kumbaya." Totally. I'm a hippie. I'm down with that, that's what we do. How high roll, yeah, I really... Yeah, man, I appreciate so many of you.

You've all just like given so, so much. I appreciate all of you who've commented, all of you who've like asked for so much help. It's been so great to see everybody just asking for what they need and everyone responding so well to that. Yeah.

All right... I don't want to go, but I guess I need to go. You're all the best -- so grateful to have met you all... and reconnect with some of you and work with some of you in a different capacity. So yeah, let's just all write an appreciation on the Wall before we go, and I think that's it.

I love you. I hope I get to see you in another program or live in a workshop at some point. I'm working on my blog writing a comment, say hello. I'll pop into this group to see how you're doing from time to time, and I love you all. Take care! Bye.