

Niching for Hippies – Week Six

Welcome back everybody for Week 6. As you know, this is not the last call anymore because I have added two weeks. We will have a Week 7 and a Week 8 which I am really excited about.

I have been feeling really great about the program so far. I know we have all been spending a lot of time on the calls. I have spent a lot of time prepping for the calls, making sure we have materials for them and getting those all done, as well as commenting on all of your work and tracking your progress. It just felt better to me if we did two more weeks given that I was away for a short time during those six weeks.

After the eight weeks are done, we will be moving into some bonus interviews. I will be doing interviews with your colleagues which you are welcome to join for free. I am really excited about all of that and I am excited to have a little bit more time with you all to clarify these projects.

My thought is what we will do this call is to just focus on the niche projects themselves. In the next call we will move more specifically into how to promote them, although I imagine this will come up in conversation anyways.

This week is all about honing the niche project and making sure we all have one. If necessary, it is about honing the little circle, too. We are just kind of catching everyone up.

Things have been good. I went down to Seattle to do a weekend workshop which went really well. They were really wonderful people and it was really great. The only down side, the slight tragedy of it was that at the end it was “pay what you can” and I thought I collected all of the envelopes. However, it turns out that one couple left an envelope full of ten \$100 bills (a thousand dollars) in cash for me and it was gone by the morning.

I didn't collect it; I didn't see it on the table and in the morning it was gone. It was just a thousand dollars. We are hoping it did not just get thrown out. It was a bummer. It is a good reminder to me to make sure that I collect all of the envelopes at the end. That was my time in Seattle, but, really, we're all great. It was a great time.

Let's start this call with the usual. You can comment below. I am leaving the Call-In info up for anyone who needs it on the top. Below that you will see Comment Below, Wins and A-Ha's from the past week. If you have had any insights or ideas, if you have tried something, if something has become clear to you, if you want to put your comment, it would be great.

Let's take three or four minutes and just share our Wins and A-Ha's from the last week.

Gabby had an interesting insight. She said, “Even though I am defining my niche for my business, I will always have my toe in many waters as I am passionate about many things. In short, my whole life doesn’t have to be about my niche message and business.”

Yes, exactly. I was actually thinking about this the other day, Gabby. I think sometimes we resist the idea of niching, especially as entrepreneurs, because our business can become so much of our life. Yet, there is this irony that our businesses actually tend to thrive when they are more niched, when they are more focused. It is easier to come up with a Web site name; it is easier to come up with hubs; it is easier to come up with offers. The business does tend to thrive on a focus.

Our lives don’t tend to thrive on monoculture, so there is this funny balance. The more focused the business is often the more it thrives, but it is not always just so for our personal lives. It is a constant conundrum, but it can be a real relief when we realize, “Oh, my business doesn’t have to meet all of my needs.”

This is probably good relationship advice. Our primary relationship does not have to meet all of our needs. We can get our needs met in a lot of ways outside of our existing relationships while still having those relationships meet the most important ones.

Your business is there to meet certain needs for fulfillment and money, but there are many other needs that we have. If we put so much emphasis on our business to meet all of our needs, I think it may be too much pressure. That is a great realization.

Alex says she is feeling a lot less foggy about some of the little circles. That’s great. Man, sometimes less foggy is awesome in terms of moving forward. When you are completely foggy, you just can’t move at all and it is really frustrating. Every time the fog clears a little bit, that’s great.

Jacqueline has launched a niche project in another arena of her work including the ad and venue book. Wow! Congratulations. That is exciting.

Mike says, “I found myself dialoguing or connecting with ideal clients and really dialoguing through this stuff asking lots of questions. I really found some clarity through those conversations.” That is so awesome.

I recommend that to everyone. It is one of the core niche projects, so I suggest everybody should do these interviews with people who are you ideal clients. It is so huge.

Yvonne says, “Nailed my niche with the help of the earth sisters in three feet of snow and water. God bless you, snow.” Yeah, the stuff that is coming through you, Yvonne, is just so incredibly, genuinely inspiring.

Frances says, “I am excited about the blog I am going to do. Thrilled is putting it mildly.” Yeah! I think we are all very excited for that.

Kenton says, “I found a thousand dollars the other day.” Did you actually find a thousand dollars or are you joking? Cruel.

Debbie is saying a mentor who laid some of the ground work for one of her current niche project ideas gave her the thumbs up of encouragement to move forward. That feels really good.

Simon says, “The idea of experimenting makes it so much easier.” Totally! Yes, I think we need to look at our niche projects as tiny, little experiments. This is why we need to look at it as a niche project, something tiny, something small we can fiddle with.

If we think about it as rebranding our business and picking a niche for our whole business and our life, it is really stressful. I think if we are really fuzzy—I have not thought about this before, but I am kind of thinking out loud—the fuzzier we are, sometimes I think the smaller and faster our niche projects should be that we try, just to get into action and try something.

If you are feeling really fuzzy, choose tiny, tiny niche projects like making one video, doing one blog post, doing something small that can let you try and move, and get immediate feedback.

Josh says, “I realized I was doing market research on people who were not ready for my niche project.” That is good to know.

Beth has a great idea for everybody. Beth said, “I dug out and am delving into my old journals from a decade ago to reconnect with my feelings as I was exploring my spiritual calling, so I can understand more what my niche clients might be feeling now.” Wow! That is such a great idea, literally going to the younger version of yourself and seeing what you wrote. That is really smart, Beth.

Joy says, “I am thinking of marketing two workshops, one related to my big circle and a small circle, and the other is a collaboration of both. I am getting attendees using niching language. I am most excited about the collaboration thing. I am thinking about it all the time.” Yeah, this happens when we get a niche project that really fits in a little circle which fits into our bigger circle. When that is all aligned, there are so many ideas and excitement that come.

Anne thinks she might not be ready to delve back into a new niche business. She might have to get job. That is totally okay. I think we have to get over this shame sometimes that getting a job is failing. Sometimes it is stability and it is exactly what we need to get ready. Anne, do what you need to do. I think a lot of us sometimes would love to have the stability of a job.

Josh is saying, “I realize that age is not the best way for me to narrow. People don’t typically gather based on age.” Yeah, sometimes yes and sometimes no. Certain clubs or restaurants may have to have a certain age range that tends to be drawn to them, but it is always a good question.

This is a good thing to bring up. Whenever we have demographics, it is always good to question why we think we want that demographic. For example, there was one lady who said, “I wanted to work with just women,” and when my colleague questioned her and asked, “Why?” she said, “Because men are bullies.” She was really just biased against men.

She said, “It sounds like what you really want is to be working with people who are collaborative and cooperative, open-minded and gentle.” It wasn’t really about the gender at all. She just thought women were like that.

It is a similar issue with age. You might ask yourself, “What is it about the age I am assuming? Why do I want this particular age group? There may be certain things like where they are in their growth process in terms of their business or their life. It might be how they view the world.

It is good to ask ourselves with any demographic before we decide it is a limit. We might want to decide it is a limit, but we can question it a bit and ask, “Why do I assume I want that demographic?”

Megan said, “I gave 30-minute sessions at a local free holistic healing clinic and I found three to five people who came to me by chance into my little circle. This is new for me as a vogue.” Nice.

Joy is getting more highly sensitive people showing up and wanting her workshop. This is so great.

Yeah, everybody. It is great to hear these good things. You have all been so good and supportive to each other. It is wonderful.

Maha is saying, “It is kind of hard to stop at just one niche project idea.” Totally, I get it. Feel free to have more, but for this class let’s focus on one.

[inaudible 15:18] is saying, “The importance of reaching out for support, patience, and being gentle.” Yeah, totally. We need each other’s support big time. Thanks, everybody. It is good to hear some updates and what is going on with you.

I am curious how it was for you to read all the niche projects. I just love your comments because there were a whole bunch of niche projects. Hopefully you had a chance to delve into some of those and read them. I am just curious how it was for you to read all those. It is going to take me a couple of minutes to share that.

I am curious, you may have chosen not to do one of them, but there might be one where you are like, “Oh, I am really excited to try that!” At some point, I am just kind of curious what jumped out at you, what struck you when you were reading those, if any one in particular struck you or something about all of them in general struck you. Yes, this will take a couple of minutes.

All right, I am also curious about the interviews. There was the Alex Baisley, the George Kao, the Rebecca Tracey. I am curious how it was for you to read those if you had the chance. I would be really curious to hear what you had to say about those.

I love the idea of you guys doing a weekly charette hot seat for somebody. I think that would be amazing. If anyone wants to take that on and organize it, it would be incredible. There are 50 of you, so you could do one a week for the whole year. It would be incredible, for sure.

Also, you can do that locally, those kinds of charettes. You can bring people together locally, friends or colleagues. Josh, I knew you would be into that. Feel free to make it happen. This group will be open forever.

There will be more interviews. I will be doing a ton, at least ten interviews around niching, possibly more. I have so many colleagues I want to talk to and all of them have brilliant little pieces to add.

The interviews are in an e-mail. They were sent to you.

Will I be picking any of you to interview? I may indeed be doing some interviews in the future with some of you. I will feature you all in the next product, too, some of your stuff.

Thanks for the feedback, everyone. The next question, of course, is where are you stuck? I am posting that, so you can comment below. Where are you feeling stuck? What feels hard for you right now? Where are you? Where do you need help from me or from other people in the group? Let's take a few minutes for this.

Let's start going through some of these.

Amber says, “My niching product idea is too big.” If it feels too big, I would think about what a part of it might be. Start with something small. It is really important that the niche project feels really manageable, but that it feels exciting. If it feels too overwhelming, we probably won't do it.

At the same time, somebody was commenting on this in the group a while ago. Sometimes it is good if it is a little bit scary because it shows you are growing and stretching yourself. I wouldn't be afraid to feel a little afraid, but I hear you.

Daphne says, “I am not sure if my niche is marketable. I need to go back through the 11-point criteria.” Yes, that is brilliant, Daphne. It will save you so much pain.

It is a drag, by the way. It is a drag to have an idea, come up with an idea for a project, and then realize it is not a thing that will work. However, there is a huge difference between figuring that out now after just a few weeks of thinking versus investing tens of thousands of dollars in the business, getting a bank loan, launching it, and then going bankrupt.

So many people end up that way because they never do this. I cannot tell you how many entrepreneurs I see who invest so much money and they have never really asked themselves if the idea is marketable. Is there a demand for what I am putting out? Would people want this or am I just foisting my ideas and opinions on the world? Good for you.

Alex is saying, “I get stuck in the little circles, but I am feeling much more unstuck.” Good, keep working at it and keep asking for help. We will keep doing our best to help.

Mike says, “I still don’t know what to call my ideal clients: entrepreneurs, artists, change-makers all do not quite work and a few of them were used.” Yes, this is the funny thing. There are a few thoughts I have about this.

One, sometimes you have to make up a new term because sometimes the term does not exist.

Two, these umbrella terms are sometimes more useful for us than they are in our marketing, unless you come up with a term that people just hear and they get and they are like, “Oh, my! That’s me!” For instance, they are inmates of cubical nation. Some people get it and say, “Oh, yeah, I work in an office and I do feel trapped. It is like I am an inmate in a jail.”

Sometimes we can come up with a metaphor or a term that really does capture it for people and this can be great. In my experience, sometimes there is no term for people. There is no way to sum it up.

Sometimes I have to be like, “You know, I work with people who are into blank, blank, blank. They are the kind of people who go to Burning Man; they are really artistic and creative; they can’t stand working a nine-to-five job; they are polyamorous, etc.”

You’re like, “Okay, I get what you’re talking about.” Sometimes we have to do a bit of a mosaic, I find, to give people that clear picture because there isn’t a name necessarily. Don’t ask me because I would probably just say burners.

Debbie, you don’t have permission to give up; no chance. We are on you; there’s no way.

Simon I hear you struggling with getting from the field, like it nails it exactly. Keep asking for help. Keep coming back to the mat and we'll keep throwing you down. Eventually, we will get something. It's hard, I get it.

Frances is having questions around purchasing domain names, who to host the Web site and the blog. I agree. Along with almost everybody, I would say go with WordPress. It is kind of the main thing out there. It is one of the best, easiest things. There is so much out there, but get help.

When you start to struggle with these particular logistical things like Web sites, blogs, or social media, ask for help. The amount of time you will save by just hiring somebody, doing a trade with somebody, or asking a friend versus trying to figure it out on your own is crazy.

Sometimes I will put out a call-out on Facebook, "Hey, does anyone in Edmonton know about this? What are the best resources?" You would be surprised with the responses you will get when people start shouting out their opinions. If you are feeling stuck and it is because you don't know how to do something, it is a really awesome time to ask for help.

Then again, you may be able to trade. Even if you cannot trade with them directly, they might know somebody who could use your help and you can do a little triangular trade that way. It is good to notice when you are stuck.

Jacqueline, this is such a great question: "I am not really stuck, but curious how one should balance the positive and painful aspects of a client's experience for the marketing pieces."

This is a really good question. Do you speak to Island "A" more or do you speak to Island "B" more? Some people will say it is Island "B" because you don't want to focus on the negative; you don't want to reinforce those negative things; you don't want to be manipulative.

Here is my basic thought on it. It really depends on the nature of the journey. For example, I am really excited to go to Europe. In November, December, January, or February, I want to do a three or four-month trip. For me, that is an Island "B" thing. My Island "A" is not that painful. I love Edmonton so much. In fact, a part of me is really bummed to leave Edmonton for that period of time because I love it here.

It is not like Island "A" is painful. I supposed I could dig in and say, "I wish there was more old architecture, a different kind of culture." However, going to Europe is really more about Island "B" for me.

For some people, they are in so much pain it is hard for them to even consider Island "B" because they are so stuck on the pain. The most they can consider is just being out of pain. Remember how I had gall bladder issues? I think I passed gall stones; I think that must have been what it was. Three or four times it was like Tylenol 3s, the hottest bath I could possibly get into. This would cut my pain in half.

I remember when I was in that pain I was delirious. It was so excruciating that the only thing I wanted was just to be out of pain. When the pain went away— some of you have experienced this—the absence of pain was the greatest thing I have ever felt.

There are those two extremes. I think what is important is the empathy that is needed and where they are. When you are stuck in your pain, like when I was going through passing a gall stone, everybody was like, “Come to my workshop on health and vitality.” I was so “not there” at that point.

If they had said, “Hey, I have these things that can help you get out of pain,” I would have said, “Tell me everything! I’m listening!” I do think it is about being empathetic to where they are and to what is most real to them. If Island “B” is most real to them, then, of course, I would speak to that. Speaking to Island “A” would seem weird.

If Island “A” is most real to them, it is empathy before education. It is letting them know we really get it, that they are in pain, and sometimes just the absence of pain is all they can imagine. This is probably where we should speak to. When we get them out of pain, we can help them see further.

Those are my thoughts. I am really glad you asked that. This comes up a lot in marketing. Other people probably have other opinions, but this is how I see it.

Brian, we are all sending you so much love. We are so sorry for the loss of your wife. That’s an incredibly huge transition to go through. You know we are all sending you the biggest hugs.

Beth says, “I am redoing everything from Day 1. I feel closer to my big circle and to my niche. Fixing some big tears, very excited. Now I just need to write. I would like feedback when I start posting my big circles, little circles.” You bet. We’re there totally.

Kristen says, “I’m not sure my writings have emotional resonance.” That’s a good thing to notice. I am curious what you think that is about. Is it a “writing skills” thing you feel like you are missing or do you feel like you are not really connected to those people? I am curious what would say it out there.

Joy is noticing she is doing a project that she is really excited about, but it wasn’t a previous niche. This is interesting. She says, “I am guessing I can work it backwards starting with a workshop already in the works and discovering my niche and big circle from it.” That’s great. Totally. I am going to make a note of this because it can really happen.

I think it is probably one of the most reliable sources of niches to notice what we are already drawn to; what we are already excited about; what we are already talking about. When we did

the café exercise, we looked at the people you love to be around and what you would be talking about. It is a similar way of getting at it.

Yes, if you notice there is something you are drawn to, really attracted to, it will probably tell you a ton about your real niche. Work it backwards. Instead of starting with “who do I want to work with,” you might just notice, “I really want to do this thing.”

What is it you want to do? How do you feel drawn to do it? What can that tell you about your niche? These questions can tell you about you, but if you say, “Okay, I am drawn to doing this. Who would be drawn to it? Who would be a natural fit for this thing I want to do?” You can start with the “what” or the “who.” That’s great.

Frances is wondering how her niche project will result in income. That is a really good question.

We will be moving into that a bit next week. I will be giving another wrinkle in the homework which will hopefully help. I guess I’ll put it out right now, though it is not a required thing at this moment.

When you do your niche project, a very important thing to start considering is what comes next. You do this niche project and, if it goes well, what is the next step for those people? Think about the sales funnel; think about what is further down the cone. This is where reading George Wong, the interview I did with him, I think is a really great thing to do. He really thought through that sales funnel.

It is so interesting. He did the free talks, the free coaching call, and then offered a package, but if he had not offered the package, all of that would have been a huge waste of time and a drain on his income.

Josh is feeling scared. Yep, I hear you. Keep going; it sounds like you’re on track if you are feeling nervous. For all of us, I would say that if you feel scared, to me it is a sign is that you are not prepared or you feel like you are not prepared. Whenever you are feeling scared, ask yourself, “In what area do I not feel prepared for all of this?” and then, “What do I need to get prepared? What additional support and resources do I need?”

Petra is saying that this feeling of nervousness makes you think, “Okay, I am doing something cool, but will I keep it going? Maybe I won’t make it happen?” Petra, I would just reflect that back and say it is probably the very same fear that your niche has.

In the little circle you are talking about tendonitis, I think, and carpal tunnel and people who sit at their desks typing all the time. A lot of them are probably in pain and feeling like, “Do I have what it takes to make it happen to deal with this issue? Maybe I don’t. Maybe I’ll be stuck with this for the rest of my life.”

This is probably what your clients are dealing with, too. I would use that as information, something that can be very useful for the way you relate to your clients and the way you structure your offers.

Yvonne, I hear you struggling with that big vision and how you put it into the right words. That is such a big process.

I think one of the benefits of a group like this is the fact that we can have other people reflecting and questioning, helping us pull it apart and put it back together. I wish there was some sort of short way to do it, but it can take time. It can take years, I think, sometimes for us to figure out the right words. I think it is natural. I feel like you are on track and all you can do is all you can do. Keep on keeping on.

Mary is saying, “Something is blocking me from sending info out about what I’m planning to my e-mail list. I really need to start doing a list now to get feedback because people want it. I think I’m afraid for my ideas to be seen in case I cannot deliver and carry through.”

That’s great. I might suggest one thing, Mary, and I’m not sure if it is different from what you were thinking of doing. What about the possibility of sending it out saying, “I’m not sure I am committed to this, but this is an idea I have and this is where I am with it. I would really love to have your feedback on it. I would love to get your thoughts to see if it is even viable, to see if it is even something I should be giving my attention to.”

Instead of putting it out as “here’s a project that is going to happen,” put it out more like “I need your feedback to help me figure out if this is viable.” I think you might be delighted with some of the responses you would get.

Kenton is just feeling stuck with everything. There is so much to learn from the workbooks, the links with them, the Web site. Yes, this is why marketing people get paid the big bucks, totally. There is a whole, new language to learn, so if any of you feel daunted by this, that feeling is legit in my mind. There is so much to learn; it is another world.

You are simultaneously working on your business while learning a new language. It would be as if I put you over in Spain or some country where you didn’t know the language and you had to build your business while learning Spanish at the same time. It is a lot to do.

With marketing, this language of niching, little circles and big circles, and even how to speak in a marketing way, speaking to the experience with people instead of just talking about our boat, it is an entirely different way of thinking; it is another language. It is like trying to do two major things at once, so I understand that it is a lot.

It does get easier is the thing I would say. The more you do this, the easier it gets until it becomes second nature. Then it is like riding a bike.

Debbie realizes she may need to connect more with people who have a similar little-circle type focus. Yes, yes, yes, do that for sure. Make links to those people; reach out to them.

There are two kinds of supports you can get, in a way. There is the support of people who are kind of in your niche, in your target market and who can give you direct feedback from within that niche. It can also be helpful to get feedback from people outside of your little circle who are from totally different industries, totally different scenes. They will ask you the stupid questions that everyone else would not even think to ask. This can help a lot.

Marilyn says about having a marketable idea, “I can do lots of marketable stuff, but my heart seems to go out on a limb with things that may not be so popular.” I think the thing is that maybe they would be popular and nobody is doing it. You don’t know because you haven’t tried. Sometimes this is where a niche project is the permanent thing to do. In a small way you can test it out and see. Sometimes people think, “Nobody would go for this,” and then there is a huge response. You might be wrong.

There is this question in marketing. There is the artist inside of us that just wants to do what we want to do in the way we want to do it regardless of whether it is fulfilling for other people. It’s not about other people; it is about us as an artist. Then there is the business side that is all cynically about what other people want. There is this dance of doing things that are fulfilling for us, but also what works for other people. Ideally we can find that marriage between the two.

Yvonne said, “Oh, man, I looked up ‘elder’ in the dictionary and the definition is pretty far from what I think of. Back to the drawing board with that.” Yvonne, you could redefine it. You could say, “The dictionary says this and I want to propose a totally different definition of ‘elder.’”

Michael Nee talks about the difference between “olders” and “elders.” I wouldn’t be afraid for all of you to totally redefine words and reclaim them and what they mean. This can be very powerful.

Yvonne, the thing I would love to see from you is how you would define “elder.” What is the meaning and definition of that word that has inspired you so far? What meaning inspires you to draw others out into eldership? What is that about for you?

Joy says, “I am challenged with how to take everything I am learning here and updating my Web site.” That is a good question. How do you take all of this and actually translate it into your Web site?

In terms of the niche thing and putting it into the Web site, there are a few places that can show up as your home page. You can have the “about you” page or “who is this for” page where you really articulate whom you are trying to reach. This could be where you put your letter or some big-circle form of your letter, or you write up in the big circle the story of your ideal client. Any

of those could go on the “who it is for.” It could be just your general, big circle description, whatever format makes the most sense for you.

The home page is going to be one of the main things. One of the best resources I know of for your home page—and I recommend that everybody buy this and use it—is called [How to Write a Loveable Home Page](#) by Carrie Klassen through Pink Elephant Communications. It takes everything we are working on and turns it into a home page. It is super-brilliant. I am posting it for you all to see.

This is one of those things that is beyond the niche project. This is when you have really decided that this is the big circle you want to work with. It is gorgeous; it is the best thing ever.

I want to make sure I am getting everybody. At any point, if you want comments from me, please just tag me in your comment and I will do my best. Sometimes I miss it, but if you do not feel very good about bugging me as many times as it takes, I’m sorry if I don’t catch it right away.

Marilyn is saying, “I am struggling with the working from the wound point of view. There is a part of me that just wants to go to the joy and mystery of being alive and work with people who are open beyond the five senses.” I would also trust that. The wound thing seems to be the most consistent. It may be different for you. There are so many different ways to get into the niche. It is just the best one I’ve found.

It is also about your gifts and what you are drawn to. It may be that the artist side of you still wants to create something. Everybody, just give yourself free rein to think, “What do I want to give to the world? What is the gift I want to give?” Then you can really work back and think, “Now that I am clear on what that gift is, who would be interested in it?”

You might be shocked to find there is a whole group of people or a number of groups of people interested in it. If you are feeling stuck in terms of the wound thing and trying to figure out the “who,” sometimes you need to go to the “what.” Ask yourself, “What do I want to create most and who would be interested in that?”

Yvonne, in terms of word-smithing, I would say get it down and then fine-tune it. It may be that part of your work is beyond this class. Maybe part of your work might be redefining what it means to be an elder. That might be right in your little circle in a way, in the write-up. It might be, “I help people redefine what it means to be an elder in the world,” so that people know you are challenging that definition. It could be interesting and engaging.

Autumn mentioned, “Which project of the sales funnel do I ask support for or just stick with the one-niche projects?” I am asking everyone, again, to pick one little circle, one project to get feedback on. There are a lot of us and if everyone posted two or three, it would seriously get out of control. Please do the one project. Individually with your buddies and all of that you can individually message each other with more. However, for this group just keep it focused.

“The empathy in education balance was helpful. Do you have a blog post about it?” It is in the Island “A” blog post; I will post this for anyone who is interested in it. It is in your workbook, but this is probably one of the best summaries I have about that. Empathy before Education is relevant. Here is the post for that. If you have not read it, everyone, I would read it. It is such an important topic.

I think that is it. Just let me refresh the page. Nobody is left behind.

Yolanda, in terms of the package thing, at this point we are just focused on one, tiny niche project. We do want to think about what is next, what is beyond that, but for now let’s stay focused on the niche project.

This was awesome, everybody. Marilyn, you were talking about feeling stuck in terms of working from the wound. This may be, again, that Island “A,” Island “B” thing where some people are in so much pain. It might be interesting for me to think about, too, in terms of how we figure out our niche. The wound thing is probably really good when people are more aware of Island “A.”

Then again, sometimes the Island “B” craving is so strong and it is more than the pain. That might be another way to consider what the niche is. It’s slightly different from the wound is more like a place we feel stuck, whereas, Island “B” is what we are craving. I would be interested in everybody’s thoughts about that. There probably is something in there about how you figure out your niche through Island “B.” See? We are all learning. There is so much to learn.

Let’s stop right there. Thank you to everyone for sharing where you are.

Now we are going to do a little work party. If you have not put your niche project up, put it up if you can. You may not feel ready, but if you can put it up, this is your time. You can actually type it up right now and put it up in front of the group for feedback. If you are already done and you feel great about it—it is already a ten for you—just give feedback to other people.

If you have already put it up and it is not a ten, or even if it feels like it is a ten, I want to ask you to think about what you could add to or take away from your niche project that would make it even more attractive to you and to your prospective clients. I will post this, but do not comment below.

What could you either add to or take away from your niche project that would make it even more attractive to you and to your clients? What would make it even better? I will just give an example.

I was reading Petra’s the other day and he was talking about working with people around tendonitis and arm issues—they are typing all day—and booking them into a series of ten

sessions. This is brilliant. The whole idea of offering a package is so huge because instead of selling one ice cream cone after another, you are selling them the whole ice cream cake. It is so much less work and, ultimately, so much more effective in getting a result with people.

It made me wonder what else you could add to it. In his case, working with office workers whose arms are sore and who need relief, there are computer programs that help you take breaks and encourage you to just stop working and show you stretches. There are programs like RFIGuard.com. You could become an affiliate for that and package it in, make money from that or sell it.

There might be a book he would really recommend, certain essential oils, passes to yoga classes, or dietary recommendations. There might be a package, kind of like a gift basket, that he could put together. There might be a gold, silver, and bronze. The basic is just the series of ten, but there may be other things which could be added to it which would make that package even more attractive.

The niche project was just going to the farmers' market and offering massages there. I suggested that he put up a sign. If he really wants to attract these office workers, he could put up a sign that says, "Hey, officer workers with sore arms, sit here," or something like that. Even then, what could he do to make that 15-minute chair massage that they get even better. What can you do to make it even hotter, even better, even cooler.

I e-mailed the format to you for the niche project, the format to put it in. I will find that and tag it so you can all see it. The file is called "the niche project 140 challenge." I will post this on the main page on the top. There is the format on the top, so take a look at that.

I want to take 15 or 20 minutes right now while we are on the phone to be working on each other's stuff, I will be give feedback and comment on each other's stuff. If there are any questions, post it under the homework.

Debbie says, "Let's say you charge \$100 per session. What would you suggest for a package of five or ten? I'm not sure what the discount should be." I would question whether you even need to discount it. It could be that you also add bonuses in. It might just be that they are getting it booked and scheduled. I tend to not want to offer huge discounts, but you could.

I think 10% to 20% or something like that is good to encourage them to sign up. You also may not need to. I know lots of people who have built thriving businesses without offering any discounts. Just make sure it really feels good to you to be doing that.

Another option is that you raise your base rates. It depends, too. Some people don't mind doing individual sessions, but for some people it is frustrating. It is like, "Man! I really want to see people for multiple sessions." This is what they really need. You might raise your rates for an individual session and say, "Look, I would rather not see people for an individual session. I

charge more for that. If you want to book a package, it is less.” This incentivizes people in the right direction.

At least you are getting paid more for doing work that is not quite as fulfilling and meaningful if they just want the individual session. That is what I think about that, Debbie.

Autumn says, “If we haven’t decided which niche project to go with and posted it, should we go with that first?” Yes. Folks, if you have not decided which one, you may not want to do it during this call. You might do it after and give other people feedback here.

Let’s take 15 or 20 minutes right now just to be doing feedback on each other’s niche projects or to put your niche projects up. Go!

These are great comments, everybody; keep them coming. This is really good.

Hey, everybody, man! We have so many incredible niche projects. I love it. The homework for this week is pretty simple. It is to keep going on this. One is to get your little circle to an eight or above. That is really important; keep refining your little circle; keep asking for support; tag me if you need support.

Keep working on your niche project making sure it is an eight or above and keep refining it. See if you can make it even more exciting. There is the danger, of course, of making it so big and unwieldy that it becomes a huge project. Keep working it, though, until you are so excited about it.

These projects are like gifts we are giving to the world and there is something wonderful about taking the time to make this gift and craft it. It is like cooking a dish for somebody when you put so much attention into it that it comes out perfect; where you make something by hand, you write a card or a letter, and you really take your time. You are so proud of it that you cannot wait to share it and you cannot wait to give it.

There is also the wrapping that makes a big difference, when we are really proud of how we have wrapped it. When we wrap a present really beautifully, suddenly we are even more excited. The wrapping is like the marketing and the name of it, what we call it and how we present it, what is on the surface.

That is your homework. Keep refining the little circle. Keep working on the niche project.

Next week, hopefully we will be pretty much off on the niche project by then (fingers crossed), and then we are going to look at hubs, at how you are going to promote this and actually spread the word about it and get people showing up. Those are my thoughts in terms of the next call.

You guys are doing great. This is all super-amazing. I am going to stick around for a little bit to put some more comments in here I have everybody. Thank you all so much. I am so glad we have two more weeks together! It is so exciting. Your niche projects are looking amazing.

If you are feeling stuck, again, reach out for help. Ask for it from your buddies in the group who are here for you; they have your back. We will see you next week.