



# The Top 10 Blunders Holistic Practitioners Make

*A Conversation Between Tim Emerson of [www.kwanyinhealing.com](http://www.kwanyinhealing.com)*

*& Tad Hargrave of [www.marketingforhippies.com](http://www.marketingforhippies.com)*

Tim: Hi, it's Tim Emerson of Kwan Yin Healing and President of the Syracuse Chapter of the *Holistic Chamber of Commerce*. I am so pleased today to be talking to Tad Hargrave of *Marketing for Hippies*.

If you don't yet know who Tad is, Tad is a marketing genius. I have a business because of Tad Hargrave, literally. Tad is all the way from Edmonton, Alberta, so he is joining me via Skype today, and I asked Tad if he would come and talk to us about common mistakes that he sees holistic businesses doing.

Tad is not only one of the - if not the - foremost experts on niching, but he typically travels around teaching a marketing 101 course for holistic practitioners and green businesses. He is the man on this subject. Tad, thank you, thank you, thank you for joining us.

Tad: Thanks. You are one of the most persistent, hardworking, conscious, holistic entrepreneurs I know. As Tolkien, "There's nothing more valuable than the praise of the praiseworthy." So thank you.

Tim: Thank you so much. Tad, I'm looking forward to hearing this again myself. Holistic practitioners, you certainly see a lot of them and we tend to make the same mistakes over and over again, don't we?

Tad: Yes. I think it's honestly the same mistakes most entrepreneurs make, but it's sometimes useful to talk about it in a very specific context where people can really get it. Yes, and it's tough because for a lot of holistic practitioners, they go to a school; some college of some kind where they learn the modality.

They learn how to do what they do, but it's extremely rare that they get much, if any, training on the business side, and within that, very little on the marketing side. In some ways, it's beyond the scope of those colleges to do that. It's a whole different skillset, but the result of it is that so many practitioners leave, so excited to get into a business, and then they realize there are so many pieces to the business. The whole *if you build it they will come* idea they had hoped for just doesn't happen, and it's really disheartening and so discouraging for people.

I think for a lot of folks, they were probably working some nine-to-five job or doing something they didn't totally love, and then they realized, "Oh my God, I could

make money doing this holistic thing." It's heart-breaking, but I heard most massage therapists make \$10,000 a year; such small figures.

When somebody is really serious about being full-time, one of the things that comes into sharp relief is the need to handle the marketing, and yet then the challenge with that is marketing feels terrible for those giving it, but also for the people receiving it, often. It becomes this real foot on the brakes, foot on the gas dynamic where I have to try really hard, but I don't want to do all this marketing that feels so gross.

My central thesis in my work is that marketing can feel good. No doubt it feels bad, the way it's done, but there is a way to do it. There is a way to approach marketing that actually feels really wonderful for you and for them receiving it, and it can become something that is no longer something we grin and bear it, and push through, but it can actually become an expression of our work. It can become an expression of the healing work that we're trying to do, but that's not going to happen doing it the traditional way.

Tim: Yes, one of the things that I know my heart was most warmed to hear early on was that marketing is a sample of what you do rather than some foreign set of manipulations.

## Blunder Number One: Believing That Marketing is Separate From Your Work

Tad: I love that. That's interesting. Maybe we can call this blunder number one. Tim and I were just talking before. I had a list of six, and neither of us could find it, six blunders, so let's call this blunder number one, which is believing that marketing is separate from your work.

The reality is if you're a holistic practitioner, let's say you're at a networking event, you're at a party, and you're chatting with somebody. The truth is that they believe, at some level, that the way it feels and the dynamic they have with you while they're talking to you at that party is how it's going to feel when they're working with you one-on-one.

When they go to your website, the feeling they get from your website is how they feel it's going to be when they're actually working with you, so I think people often make the unfortunate decision of, "I do the marketing to get the clients and then I do the work," but if you're at that party and you're chatting with somebody, and because of the healing work you've done yourself, you're really together and you're really present, and they start sharing a struggle they're having and you're just there, listening and loving them, not trying to change them, and just being a really safe space for them. It's amazing what happens. The feeling they get is, "Wow, this feels really good and I want more of that."

They go to your website and they read your story. They maybe see some videos of you and they really get a sense of your vibe, and that's marketing too. In some ways, of course that's marketing, but it's not just you getting up and pitching your services, it's also them getting a sense of you. It's like everything that we do and just the way that we are when we walk through the world, especially for a holistic practitioner.

The shadow side of that is believing we have to be perfect and stressing ourselves out, but the reality of it is the more we do our own work and the more we heal ourselves, the more evident it is to everybody else and the more they're going to be drawn to that.

Tim: That's a really interesting point. I hadn't thought of that, Tad. You're right, I think. When I ask people I don't know why they decided to work with me, I think easily 80% or better say something along the lines of, "I don't know. It was something you were saying or something you wrote; it just resonated with me." It wasn't a sales pitch. It was just something that hit them in the right way and they started to think *maybe I should find out more about what he does.*

Tad: Yes, I remember hearing a reading – I think it was Mark LeBlanc – and I think he was talking about three levels of marketing, or three strategies or approaches you can take. One is *you can be the first in the marketplace.* If you're the first yoga teacher in your town, there is absolutely a distinctive advantage of that.

Al Ries and Jack Trout wrote the book, *Positioning and The 22 Immutable Laws of Marketing.* They really lifted up this idea of the power of being first in the marketplace, and you can see it industry after industry, where the person who is really out there got into the mind of the customer first, and they are very hard to dislodge. That's a legit strategy.

Number two is *you can be better than others.* Maybe you can help people through their issues faster or better, more effectively than other people, and if somebody has a phobia and they've been going to a therapist for 10 years, and you can help them clear that in a session, or two or three, that's legit too.

The third thing, he says *you can be different.* It's not better, but you're offering something from a very unique slant or perspective that maybe is more their scene.

The fourth one that I would add is what you said, this idea of *being resonant.* That doesn't preclude the first three, because those always come into play, but it's also opening up this possibility that there are certain things – this is true in all business, but it's especially true in the holistic business – just about your vibe and how you're being that have a really profound effect. This can come down to your photo, your headshot. I've had clients where they just had a photo that really captured them, and people looked at the photo and said, "Oh my God, I want to work with this person." Just from that.

They read a book of theirs and they just so resonate. I think we've all had this experience. You read a book and it's like they're articulating something that you've had as an inkling for years, but now they're laying it out so clearly, and you're

saying, "Oh my God, that's what I've been thinking," and we just resonate with it so much.

I think the more comfortable we become in our own skin, the more we resonate with people. This is very much tied to not trying to separate our inner work from the marketing, and the healing work from the marketing work. I talk a lot about this, where you tend to vacillate in life between posturing and collapsing; collapsing being giving in, *it's okay if I lose if everyone else wins*, the martyr, a lot of self-pity, or the posturing, where we puff ourselves up, the Donald Trump - we're so self-important, we're so big, slick, and perfect. Most of the holistic scene tends toward the collapsing, which can seem so noble, so giving, and so generous.

Who wouldn't love me for being such a giver? But the reality is being on the receiving end of a collapse sucks because we feel the neediness. We feel the hidden agenda of them needing us to love them and like them for them to be okay. Stuart Wilde wrote a book called *Silent Power*, but he just talked about this way that people intuitively, when they meet us, just vote yes, maybe, or no - internally, just energetically.

If we're leaning on people emotionally, or leaning away from people because we're so cool, together, and posturing and pretending to be together, that doesn't really create a connection. I was thinking about it recently, how collapsing comes across as a lack of confidence. The posturing comes across as overconfidence. It's a triangle, like the high point, and in the middle it doesn't come across as confidence, per se, but more just as comfort in your own skin - somebody being really at peace with themselves, which allows them to actually then be present with people and not take things personally. That's probably the biggest one.

It's funny that it just randomly landed at number one, but I actually feel like that's the one I don't talk about a lot in my workshops, honestly, because I feel like I'm 38 and I still feel young, and I'm aware that when I meet practitioners, that is the dominant reason of whether I'm going to work with them or not. How does it feel to be around them? Some people, I get it. They've done all the workshops, they've trained with amazing lineages of shamans, and yet when I'm around them something doesn't feel totally right. Maybe it would with somebody else, but it doesn't for me, so I don't.

With some of them it's just so clear that there is so much inner work that they have to do, and then they are struggling with the marketing. I've had so many people come to my workshops who are practitioners who say, "Help me with my marketing." I look at them and think *oh man, that's really not the issue.*

Tim: I'm more than an avid gardener with hundreds of fruit trees and things like this, but I have done business with nurseries and seed companies based on how it feels to be going through their catalog.

Tad: That's really interesting.

Tim: If I'm going to spend all this time going through the catalog, I don't want to spend it all irritated. I do the ones that I feel comfortable and that are interesting. So, we don't have to then put in some sort of suit to marketing, but we rather do exactly the opposite of what we might think to settle into who we are.

Tad: Yes, because especially in the healing work, ultimately I think that's what people want, to be more subtle than who they are, and we become an example of that for them, in some way, or an inspiration or a reminder that that's possible.

It's funny because one of the things I'll do, especially when I'm niching, in one of the exercises I'll have people think about what qualities they want in an ideal client. People will start to list them and, oftentimes, it's not something people have ever thought about consciously, really making a list of what they want in a client. They think positive, open-minded, willing to take responsibility, really ready to do the work, etc.

When that is done, there is just one thing I'd like to remind people. Whatever you wrote down for your ideal client, you have to be that first. It's not so cut and dry, but the more you embody those things, the more those kinds of people are going to be drawn to you, for sure.

## Blunder Number Two: Never Identifying How You Want Marketing to Feel

Tad: To me, I think it speaks also to the second blunder, which is there's a lot of stuff around marketing that makes it feel so bad, and I think for most practitioners, most people in holistic business, they have a generic sense that marketing is gross and yucky. It stops there, and I think most of us haven't actually examined how, particularly, do we not want marketing to feel?

Even further than that, what we were talking about before we started recording was how often there's a lot of focus and awareness on what we don't want, but not a ton on what we do want, and I see that in marketing a lot. Of if I ask somebody, "I get you don't want marketing to feel pushy, inauthentic, gross, arrogant, and all that, but how do you want it to feel?" There's usually a blank look that I get because, for most people, the idea that marketing could feel good is genuinely an impossibility, but it's something to think about.

If you had to pick three adjectives, if you were at a party and somebody was standing behind you and they said, "Oh my God, Jane's marketing is so blank, blank, blank," what are the words you would want them to use? It's so respectful, inspiring, and warm? It's so open and honest, genuine, it's so authentic, it's so uplifting, it's so motivating, it's so compelling, whatever. Just to know, those three words, it might seem like they're obvious, but I promise you they will be different for somebody else.

I've had people come to my workshop and their three words were, "I want it to be badass, edgy, and in-your-face," because that's them. So know that the three words you pick probably really represent your vibe, and it's good to be clear about that. Then those three words can become like a compass, kind of like a filter for any piece of marketing you ever do, because then you want to look at your website and say, "Does my website feel like this?" Any email you send out, "Does this email feel like these three things? Is it really embodying it?" If you're designing a talk, is this talk going to be these things?

Those may shift over time, but it's a good place to start to not get caught in the blunder of just having a vague sense that you don't want marketing to feel, but to instead get really clear about how you do want it to feel.



Tim: It's really an interesting point. When I put together my website for the first time, with all the blunders that I made, still being a newbie at it, I had a very clear vision of how I wanted it to feel. Years ago, I had been the manager – Tad, you won't know what this is, but Syracuse people will – of the Seven Rays Book Store, which is this very large metaphysical book store. I was there a few years, right after it moved to Westcott Street, at its height.

Many times, people would be running around and rushing in. They would come into Seven Rays and, despite themselves, they would start to relax. There was incense, there was gentle music, and it would just calm people. I had always thought, if I had a store of my own, that's what I would want it to do, and that's how I wanted my website to be; a forest waterfall, Kwan Yin, my dog and I in the mountains, and it was just my preference, but people noticed that and I have had people become clients who said, "It was when I saw you with your dog in the mountain, I knew I wanted to work with you."

Like you were saying, it was just this certain feel I wanted to have. It would be different relaxing by the beach. That's a different kind of feel. I have a yoga friend in Montreal, and that's what her imagery is about, and it defines her. It really does.

Tad: The important thing I want to throw in, sometimes people think *oh well, if it's holistic then it needs to be the waterfalls and it needs to be peaceful things*, but I remember there was one client of mine and we had a consultation. Halfway through the consultation I was struck by how fierce this woman was. The photo of her on her website had this really intense, fierce look that was kind of sexy, and the disconnect was so profound for me because the rest of her website was blue colors, waterfalls and peaceful music, and I didn't get it.

As we talked, it became clear that she was a fierce person and was just kind of ashamed of that, and was trying to hide that, and I said, "I just want to see more of that in your marketing. Get rid of these waterfalls and volcanoes. There's something really intense and beautiful about you, so let's bring that to the fore. You're so fierce. I bet you there are a lot of people who could use more ferocity in their life who are so meek, so timid, and so soft, and they could use a bit more err." That had never occurred to her before.

Tim: I remember you telling this story, and if I remember it correctly, you went on to ask her, "What about empowerment and being empowered." She said, "Yes!" It was like you said, suddenly this confused woman turned into - I found myself saying, "I get it. I know what she's about."

Tad: Yes, that's the most important thing because the confused mind says no. When people are confused about who we are and what we're about, they're going to say no.

## Blunder Number Three: Not Being Willing to Be Vulnerable

Tad: Let's make this third blunder the lack of willingness to be vulnerable. This is a new piece that I got, and we were just chatting before we recorded, but it's this idea that every potential client you ever meet as a holistic business owner is going to fit into one of three categories. They're either going to be a yes, a no, or a maybe. Each of those is going to require a slightly different approach.

If they're a yes, they're the kind of person that when you meet them they're just so excited about what you do and they love you, "Oh my God, tell me more." They're leaning in, they're asking questions. That's a yes.

The noes are people who are rolling their eyes, who think you're a total quack, a flake, a big hippy, and they're not interested. They're leaning away from you. They're just clearly a no.

Then in the middle, there are the maybes, and the maybes are the ones who say, "That sounds so neat, what you're up to. Good job with that." They're not leaning away, but they're not leaning in.

The reality is that for most entrepreneurs, I would say maybe 10% of their potential clients, the people they meet are yes, 10% are no, and 80% are maybe. This is why this matters so much. I'll connect it to vulnerability in just a moment.

The only people, of those three groups, that will ever spend money with you are the yeses. Obviously, the noes don't spend money, but what's really important to get is the maybes don't spend money on you. They'll only spend money if they become a yes, so what that means is for most businesses, 90% of the people that come across don't spend money on them, and yet because there are 80% maybes, the shadow, sticky side of the maybes is it seems like they might be about to spend money. So we get our hopes up and we feel like, "Oh my God, my pipeline is so full. There are all these people that are just about to book a session any day now."

My colleague, Ari Galper with [unlockthegame.com](http://unlockthegame.com) talks about this as hopium. We get hooked on it.

Tim: I'm totally stealing that.

Tad: But we get hooked on the hope that people are going to suddenly become clients, and hope is not a strategy. It's addictive and it's hard to let it go. We want to look at the different strategies. If somebody is a yes, the only thing you need to do, at that point, is to make it really easy for them to take the next step. That's it.

The biggest mistake people make with yeses is they keep trying to sell them and convince them. If you're on a date with somebody and you really like them, but they keep trying to prove themselves to you and you say, "I like you," but they say, "Did you see how much money I have in my wallet? Let me flash that again. By the way, did I mention I have a yacht? I do." There's a certain point where it becomes extremely unattractive.

With the noes, the only thing you can do is bless and release. Let them go because the biggest mistake you can make with the noes is trying to change their mind and convince them. That's just extremely heavy lifting and it's not worth it, on the averages.

That leaves 80% maybes. Before we get to how you address them, I think the important thing to ask ourselves, and actually the way into understanding what to do is to ask ourselves, "Why are there so many maybes? Why, for most businesses, are there so many?" My take on it is that it's a lack of vulnerability.

This gets back to the blunder number three, the lack of willingness to be vulnerable. What happens is an entrepreneur doesn't want to be rejected. This is especially true in a holistic business where it can very much feel like we are our business. If they reject our business, they're rejecting us. Ouch. That is how it could feel. So we don't want to be vulnerable.

What that means is people, as practitioners in a holistic business, become very generic. It's like this cookie-cutter; everything is so the same as every other holistic practitioner because they don't want to be honest about who they are and their story, and their own quirks and their foibles. They don't want to be honest about their point of view, their philosophy, what they believe about solving the kinds of problems they solve. They don't want to be totally honest because they think, "If I'm so honest, I'll get rejected. More people will say no."

The reality of that is that they're only delaying the no because by being neutral, the reason that most people get so many neutral responses from the marketplace is because they are being neutral. They get this neutral response and then they feel, "Oh, but these people will eventually become," but they still never risk, they still never expose themselves more. They never take another risk and so, because of that, the maybes don't shift because they got no new information, and eventually they meet somebody else who is a better fit and they go with them. They might still be your friend and say hi to you at parties, but they're not going to spend money on you.

The goal here is to be willing to polarize to be willing to get a polarized response by being open and honest, and real and vulnerable. For example, if I'm a nutritionist, if I get up at the front of the room and I say, "I'm a nutritionist and I just think food is an important thing for health, sometimes. Not all the time, but it's important, so I think eating good, healthy food - and there are a lot of perspectives and I'm really open to anything on that, but if you want to talk about good food that may or may not be important, come talk to me." Nobody in the audience is going to say, "I hate that guy," but nobody is going to love them either. You'll get a, "Well, that's good sense. Food is - he's very open-minded."

If I get up and I say, "I believe that a raw vegan diet is the only way. That is the natural diet for humanity. Obviously, humanity would have evolved in the tropics where there would have been a lot of fruit, and we would have eaten a mostly fruit-based, plant-based diet. There was a time before we had fire, and if you look at skeletal records and if you look at our digestive system today, and our dental structure, we're clearly designed to not eat animal products." That will get a very polarized response.

But if I get up and I said, "I want to just say that is bullshit. A raw vegan diet is damaging. We actually need to be eating more animal products, specifically animal organs because they are so rich in minerals, and I think a vegan diet is racist and colonial, and I think it's saying that every indigenous culture in the world is backwards for eating meat, and how dare they." Do you know what I'm saying?

It might be honestly how they feel, so the critical distinction here is it's not saying be controversial and provocative just to get a response. What it is saying is that some of what you believe, honestly in your heart, might actually be provocative,

controversial, and get a response, and that's okay because if it does, you're going to get more noes for sure, but you're also going to get more yeses and stronger yeses.

Being willing to be real and honest about your story, what has brought you to where you are, again, your weaknesses, what you're good at, what you're not good at, your point of view and perspective, your philosophy, your real, honest-to-goodness take on things, it's going to polarize and be more likely to have people get off the fence.

For everyone to think about this in real dollar figures for themselves, if I said I'm going to give you one marketing approach that one out of 10 people will say yes to and another one that three out of 10 people will say yes to, of course you'd pick the three out of 10. But the three out of 10 is going to mean that seven out of 10 will say no.

It's funny how sometimes people will say, "Wait, this one out of 10 saying yes, that also means there's another eight out of 10 that might say yes. I'd rather have the possibility of that." I would much rather just have three saying yes very solidly. Financially, that's three times the money rather than basing a whole business strategy on hope and possibility.

Tim: You know, it's interesting. I came to learn early in my practice that also my clients are vulnerable. Before people come to work for us, they have to get to a place of vulnerability and to begin to open up a little bit. When we, ourselves, aren't willing to be vulnerable and not really being authentic, that makes that a much harder leap for people.

I remember talking, at one time, about marketing is like baseball. For our first base we have clarity, for second base, trust, and then third base excitement. Like you were describing earlier, people in the pipeline, I had so many people on third base that the bleachers were empty, but nobody was coming home.

The whole thing with the maybes, how am I going to explain and convert people? Stop trying to convert people. Just find the people who are your clients.

Tad: I love that because that's the thing; people often ask, "Why does marketing feel bad?" And it's just what you said. It's the agenda to convert people. It's the agenda to sell people that feels awful because that's when we feel pushed. That's when it doesn't feel respectful. That's when it feels manipulative and aggressive, and all that,

when there is this hidden agenda that is not talked about of *I'm going to use now a bunch of techniques and tactics to get you to do something*, and that agenda will always feel bad.

The agenda that always feels good is the agenda for the truth, of is it a fit? If our agenda is, instead of marketing being about trying to close every deal, being more of a filtering process and a relationship, conversational process where we're really just trying to figure out *are they a fit for me and am I a fit for them?* That's the whole skill in marketing. To me, that's the heart of it, getting really good at getting so clear about who we are, what we do, how we see it and all that, that it's almost immediately evident.

So people either resonate with us or they don't, and it saves everyone time. The worst is that somebody says, "I just wanted to talk to you for hours and hours to see if you might be a fit for me, for free," and then it doesn't work out. I'd rather have the website, and create structures and systems that can filter those people out so that by the time people reach us and call us, they're a fit. They know.

## Blunder Number Four: Making It Too Risky for Your Potential Clients to Check You Out

Tad: I want to move in to blunder number four, which is this idea of making it too risky for potential clients and not focusing on that safety piece enough. If you imagine it like your business is like a bucket and there's a faucet pouring out water, and the water is money and clients, I think what most people think is when they don't have enough clients, when there's not enough water in their bucket, they think *I need to turn the faucet on harder*, but what rarely occurs to people is to check if their bucket has leaks.

Often, most of the time, there are significant leaks in the bucket. Actually, the fastest thing they can do to improve their business is to fix those leaks in the bucket. To make that practical, a website. For example, if there's no website, that's a huge hole in the bucket, probably. If the website has a hard to remember URL and has a very unclear home page of what it's about, and it just talks about the business and a lot of jargon, and there is no real bio of the practitioner, and there is no photo of them, and there is no way to get a sample, there's no blog posts or videos, or audio or anything to get a sense of who this person is and how they see things, that is remarkably unsafe.

I think what you said is right on the money around people being vulnerable, and it's so easy to forget that, but if they're coming to you as a holistic practitioner, they're not coming to you because everything is okay. They're coming to you because something is up and it's probably scary as hell. The more serious it is, the scarier it is and the more vulnerable they feel, and it is a huge risk financially, but an even bigger risk emotionally, so the safer we can make it for them to check us out to know if it's a fit, the better.

Having gone through some health things, I know when I was struggling, the only thing was I wanted to solve my problem. That was it. I was on island A, metaphorically with my problem. I wanted to be on island B, where that problem was resolved, and I was just looking for somebody who could help me with that.

It's so heartbreaking and disappointing when somebody says, "Oh yes, this technique can totally help that," and then it doesn't, or then they say, "I just meant



generically it will help your body, generally," but I said, "I'm not looking for general help. I'm looking for something very particular."

If our marketing can help people figure out who we're a fit for, who are our people, who we serve best and who we don't, and make that safe for them – because here's what's not safe, "Yes, come to my office and let's do a free one hour." There's a level that there's some safety in there, because it's free, but they have to go all the way there. They have to meet you. They have to maybe say no to you in person, which is why a website is just, to me, these days, so vital. It can also be a free talk. It could be a blog post you've written on somebody else's blog. It could be videos that you've put up, and ideally all that on your website, but then on the website in terms of leaky bucket, they get there, is there a place they can sign up for an email list to hear more from you if they do feel like it's a fit?

What can also happen is they come and say, "Oh my God, this is perfect for me, but it's not the right time right now. I'm too busy, I'm about to go traveling, I don't have the money right now, but I do want to check this out in the future." If you leave it to chance that they bookmark it and come back to it, you'll probably never see them again, but if there's some kind of free offer on your website or something valuable for them, a series of videos, an e-book, a quiz they can take, some audio, a combo of those things, if they enter their email and now they're on your email list, you can be staying in touch with them in a gentle way, offering them value over time, and when it's the right moment for them, they're much more likely to come to you.

That really gets to this question of the business model and the structure, and Tim, I know you just thought about this so much in your own business. I'm curious what you would say about that.

Tim: Yes, I have several thoughts going on in my mind. Just the valuable part of learning to do slow marketing instead of quick things; marketing should be about building relationships with people, letting them become comfortable, letting them get to know us and check out the website, check out the blog, and for a couple of reasons.

One is the vulnerability thing, but also what our mutual friend Alex Baisley of *The Big Dream Program* would call moments in their lives. Sometimes you're not doing anything wrong, everything is fine, it's just now they don't need what you're doing. When I need something, in particular, I don't usually go on a big search. I search

my memory, my friends, and my contacts quickly who can take care of this for me, and that's where I go. So many things; respecting where people are at.

A couple of other mutual friends, Corrina Gordon-Barnes of *You Inspire Me*; you don't need to find your ideal clients. Your ideal clients are already looking for you. Mark Silver of *Heart of Business* doesn't call people prospects. He calls them prospectors. They are people looking.

Tad: I love that. I've never heard him say that.

Tim: That's why it resonates so with me. I found early in my practice that nobody who came to me was at the beginning of their journey. Nobody. It started before I got involved. I was a resource they pulled in, and I think everyone is. We need to respect that and to get people the information and the safety to make that decision to kind of get to know us a little bit without forcing them on the spot.

I know a lot of people will do things like, "Oh, just sign up for my free session," and that's all it is. We're busy people. What is a free session? What happens in this free session? What do I get from this free session? Why would I sign up for this free session? Rather than saying, "Sign up for the *Set Your 2014 Priority Sessions*, and in this session we will A, B, C, D, E, and you will leave with F," so it's clear to me why I would do that.

Tad: I love it.

Tim: Yes, it's more engaging, it's safer, and it also provides value without putting a person on the spot. "Are you going to buy or not?" It's something of value. Then they can see what you're all about, and sometime when they're ready to buy, they will. I'm no longer surprised by this, but somebody will jump into my high end program and, when I talk to them later, they have been on my mailing list for a year or they heard one talk a year ago, so they don't come out of nowhere.

Tad: Yes, the whole idea of slow marketing, to me, is so profound because there's the whole slow food movement where we slow down, we actually enjoy our food, and we enjoy the relationships, and so much of marketing has become so fast.

I saw this super interesting talk. I don't know if you would have seen it, but it was talking about how people tend to look at marketing as the domination of space. It

happens spatially, meaning, "Hey, I've been doing some workshops locally. That's been going really good. Now I'm going to expand across my state or province and I'm going to just own my country, and then I'm going to globally dominate. We expand spatially." She said, "That's one way of looking at it, but you also have to look at time, and relationships happen over time as well. It's time and space," and it's easy to forget the time part and that it happens slowly.

There's the old adage that people like shopping, but nobody loves being sold to. People love finding a solution, but they don't love being pushed. The reality is that they are going to make the decision anyway. It's their decision and they're going to make it, and marketing that doesn't acknowledge the reality of that, and honor and respect that, is going to come across as pushy.

Any marketing that comes from a place of saying, "I know better than you what you need," is arrogant and will be received in that way. Here's the wrinkle, which is unfortunate. Sometimes when people are desperate, they will fall for that. If somebody is in a lot of pain and somebody is standing up and saying, "Yes, this can absolutely help," and being kind of bullish about it, sometimes people will fall for it, but it rarely works, in my experience, which is unfortunate.

So instead of coming from a place of trying to push and strong-arm people, this idea of slowing things down and being a generosity-based business, where we start with giving. We start with saying, "Hey, let me be the first one to take the risk. Why should you have to take the risk?"

Jay Abraham talked about this all the time and still does, but this idea that in any buyer-seller interaction, one of those sides is being asked to take on some of the risk, all of the risk, more than all of the risk, and that's almost always the buyer, caveat and to warn let the buyer beware. It's really a beautiful experience for a prospector, when they're looking.

Imagine this. If you went to an ice cream shop and they have the little pink spoon samples, and you say, "Can I try a sample of this flavor here because I've never tried it and I've always wanted to?" Could you imagine how offended you would be if, at that point, the person behind the counter said, "Sure, you just have to sign up on our email list." You'd think *what the hell?* "I literally just want a little pink spoon sample of that." "I understand. That's our policy. We don't let people try samples unless they're on our email list."

So, why the hell do we do that online? Why is that before you get anything from me, you have to do something first? Why not come from a place of having a lot of valuable, relevant content, whether it's written, video, audio, quizzes, or whatever format works best? Give people something so they can get a taste and know if it's a fit for them, and to trust that.

There are three roles in marketing, three roles that marketing has to play. I got this from the book *Monopolize Your Marketplace* by Richard Harshaw, and this is my adaptation of it. The first role is it has to get their attention. If they don't notice it, what's the point? That could be shocking photos, graphic language - the conventional way, but just a good headline, a compelling photo.

Word of mouth is also a way that we get people's attention. There are lots of ways. Speaking at an event; you have their attention. That's the first thing.

Number two is it has to help establish if it's a fit on both sides. The way they word it in their book is they say it has to facilitate the decision-making process. It has to make it easier for them to decide, and that's respectful and gracious, I think. People love that when it's, "You just made it easier for me to decide."

The third thing is it has to lower the risk of taking the first step or the next step, whatever that is. When we come from this generosity-based place, the goal is to make it easier for them to decide and then give them something really low-risk to take as a step. As a holistic practitioner, examples can be putting free videos on your website, articles and blog posts that you've written, a talk that you give, a free workshop. Sometimes it's sample sessions in various locations. Tim, what are some other pink spoon things you can think of that practitioners can do?

Tim: I was just thinking, in terms of not just online but in brick and mortar businesses. I can think of many instances where I went into a business with money in my pocket and left with the money in my pocket because I couldn't get any help or my nose got tweaked, or something. There again, short talks, here's a helpful one-page handout, or here's just five minutes of my time, here's just looking like we're glad you walked in.

Tad: Right, a pink spoon could be you're at a party and chatting with somebody, and you just give them a really lovely presence, and maybe some ideas, some quick perspectives and thoughts that are useful for them.

Tim: Sure, and it doesn't have to take a lot of time. It could be simply, "Hey, if you're free, Wednesday at six we're doing a little presentation. It's open to everybody, here's what we'll do in it."

Tad: It could be that when you get home from meeting them, you send them an article that you wrote or a TED Talk that you saw.

Tim: Yes, I was just thinking about an example Mark Silver gave once. His parents owned a wine shop, and they were spending six figures on advertising. They just started taking email addresses and they started doing an email newsletter, and it worked out so well that they stopped doing all the advertising.

Tad: In Edmonton, we have the Italian Center, and it's a family-owned Italian grocery store. It has been in the community for a couple of generations now. It's just an institution. I was talking with one of the women who was helping them with marketing and she had this really lovely idea like going to a lot of their residences around the neighborhood with just a free cup of coffee from the Italian Center, because they make really good coffee.

The cost, in terms of time and cost of the coffee, is pretty negligible, but the impact of, "Have you visited us yet?" Maybe they haven't. The loyalty, the conversation it starts, "Oh my God, the grocery store brought me coffee." This idea of safety, of letting people try things, most bakeries do this, little samples. Grocery stores have little samples you can try. That whole principle of making it safe for people to check you out is so important. Is there another blunder you want to throw in?

## Blunder Number Five: Using New Age and Holistic Jargon

Tim: Yes, I think it may very well segue in with something we talked about. Sometimes somebody comes in and they want to buy something that maybe involves some technical information, some jargon, and they don't know. They get answers, but the answers aren't helpful, whether it's the policy or the language that the particular people are using because it's not really answering their question.

"I want to know is this computer faster than this one? Is this acupuncture procedure going to help me with X?" And they get a bunch of jargon and technical things in response, leaving the person feeling unanswered, a little bit stupid. They are not only sending away people, but sending away anybody that they happen to know, often without meaning to, I think. It's an easy blunder to make. Be open to people just coming in and window shopping, so-to-speak.

Back to the vulnerability thing, they're just not sure if this is right for them. They want to know, but they don't know the questions to ask yet, and for that to be in a space where they feel comfortable and nurturing. I guess a blunder I would add here, Tad, is the tendency to talk about what we do in technical jargon.

You mentioned going from island A, where you were very ill and just wanted to go to island B and feeling better, and during the process, I'll bet you didn't care if the particular procedures they were doing were called X, Y, Z, and they were named for this guy, and here's the history of the whole thing.

We just want the problem solved, and we largely don't care how. Instead, what we tend to do - I know I did this at first - is say, "Okay, what I do is Reconnective Healing. Reconnective Healing comes from - here's the whole lineage. It's an old process called axiatonal alignment." Everybody is just glazing over.

Tad: It's funny, there was this one poster, and I actually want to read this because this was from an actual Theta healing poster. This is what it said on the poster, "*Theta is an extraordinary healing modality where quantum physics and metaphysics converge at the speed of light. By accessing the creator from the unconditional seventh plane of all that is, deeply entrenched, unconscious beliefs that contradict and sabotage lasting efforts to heal, core issues, soul wounds, past traumas are cleared when the creator's own definition,*

*understanding and perspective are downloaded into your circuitry. Old program cell receptors are closed down and new ones that are now God-encoded are opened up. Simple, easy to learn, Theta will not only vastly increase your intuitive abilities, your life will be changed forever as the love helps through the divine, expands exponentially within you.*" It's so think and jargoned. We're often so close to it that we don't even realize the kind of jargon we're talking in.

Tim: I actually took six of my friends who weren't going to get what I did – I live way out in a rural area, so I have friends with all different backgrounds, and I said, "Here's what I'm going to do. I'm going to do a free session for each one of you and then, in a week, we're going to meet over here in The Barge," it's a coffee house we go to. "You tell me what it is I do." I took notes. The things that they came up with I never would have thought of. Things just struck them totally differently.

It was a powerful learning experience, not only simply talking in terms of jargon, but talking about ourselves and not realizing that it's not the point.

The majority of websites say *the name of my business is, it was founded in, here's my certification, here's all about me,* and I don't care about any of that. I see people struggling, you have to look professional. I get that you're professional. I just don't know what it is you do and if you can help me.

## Blunder Number Six: Talking About The Boat

Tad: Right. In the marketing baseball analogy, first base is clarity. Do they actually get what you do? And you can't get to trust or excitement or them paying you until you hit first base. You can't skip first. So if we say blunder number five is this speaking in jargon, then blunder number six, which I would say is so very closely connected to that, is talking about the boat. The metaphor there is, of course, if I'm on island A with a problem, I want to be on island B, and I have a health thing and you're a holistic practitioner, and you can help me, then your business is like a boat that can help me get from one island to the other.

While, at a certain point in the conversation, I'm going to want to know a lot about the boat, I want to know all about how it's built, that is not what I care about in the beginning. I will only care about that once I know that what you're offering is relevant, once I know that you can help me get to one island to the other.

Once I know that you can help me get from one island to the other, I'll probably be curious; I'll probably want to know. Then okay, tell me about the lineage and the history, and I'll find that very fascinating, but if you start with that, it's like relevance before credibility is really important, and a lot of people try to start with the credibility, try to start with the, "You should trust me." Trust you to do what? To do axiatonal alignment.

Tim: Hello.

Tad: Tim totally nails it on how most websites start. When I was in Guelph, Ontario, there was a business called Backyard Bounty and they were a SPIN-farming venture, and by saying SPIN-farming venture, a lot of you are now cross-eyed because you don't understand what the hell it was, because that's jargon. SPIN-farming stands for Small Plot Intensive Farming, but that doesn't help a lot of you either. That jargon is so used in that scene, and they wouldn't even bat an eyelash at saying that.

Brochures are very similar to websites. They're usually just about the business. Their brochure that I saw said, "Backyard Bounty is a micro-farming venturing..." First of all, you started with your name. I don't care. You're talking about you already. I'm



offended. I don't care. Then you say *micro-farming venture* and I have no idea what the hell that is, so now you've offended me again and confused me.

We rewrote it and this is the way we rewrote it. Just so everyone understands what SPIN-farming is, basically they lease your backyard to grow food in it, and then they sell it at local markets or high-end restaurants. A lot of people have a backyard they're not using and wish they had time to garden but they don't, so these people will come and garden in the backyard for them. It's a brilliant idea. We rewrote the brochure. Again, rewriting it from the standpoint of marketing being a filtering process, not a trying to convince people process.

So the headline was, "Attention Guelph Home Owners," because that's the first thing we need to establish, do you own your home? The truth is if they don't own a home, if they live in an apartment or are renting, they probably don't have the authority or the space to do that. If they're not a home owner in Guelph, it's probably not a fit. Filter them out.

Second, the headline. This was the big headline, "Do you have a backyard you're not using?" If they don't have a backyard they're not using, there no conversation to be had. That's the island A. That's the problem.

The sub-headline, the island B, the results, said something like, "How your backyard can make you the envy of your neighbors, the hero in your community, provide local green jobs, and grow you delicious organic food, and maybe even make you a little bit of money without you even having to lift a finger." Do you know what I'm saying?

Tim: Yes, I'm interested.

Tad: At no point did we talk about the boat. We don't talk about SPIN-farming. We do very quickly thereafter, once the relevance has been established, but we want to start with *is this a fit?*

I saw people picking up that brochure and reading it, and I saw some people just put it down right away because they saw it wasn't a fit. They live in an apartment, *oh, that seems neat but not for me.* Perfect. That's perfect. I can promise you that if they had that brochure and they were at a certain market a lot, and they were walking through the market and one of their friends say, "I have this backyard I'm

totally not using and I don't know what to do," they would say, "Oh, come over here."

## Blunder Number Seven: Writing Off People Who Are a No

Tad: Talking about the boat is a challenge, and that actually kind of segues into what Tim and I were talking about. I don't know how to frame this as a blunder, but maybe blunder number seven is writing people off who are a no. Tim, maybe you want to talk to this, but this idea that just because they say no now it doesn't mean they won't refer people.

Tim: I actually heard a conversation, and I have great respect for everybody involved in this. This is not an indictment of anyone involved, but this woman ran a business and what she actually does is help you take your medical-based text and get it ready for publication successfully, for publishers. She was talking to a client who had a great idea that she was halfway working through and maybe interested in turning this into some video later. The way that the conversation went between these two wonderful people was just painful because it certainly wasn't her intent, but the business owner may as well just had said, in no uncertain terms, "I just can't help someone like you. You are not ready to work with me. I don't know why you're wasting my time."

Just the whole tone and tenure of the way that she was walking through this, that was the message, even though she never said those words. My thoughts about this were she's right, this woman is not her client, but this woman is never going to be her client, nor is anybody this woman knows.

The whole thing could have been handled, and I think she was thrown off her stride was the only real problem, but it could have been very okay and educational. "Here are the kinds of things we do. Here are some people who do the kind of thing you're doing. Here's how to get ready for this, and it would have been a really good bonding relationship-building, educational experience where, at some different point, she might have become a client.

I know I have done that myself. I wasn't ready for work but I had done business with them later, or could have referred people, so this whole idea that it's not even the yes, noes or maybes, but a lot of those noes are referrals if we are likeable, trustable, and clear about what it is and who we help.

Tad:

I love that. It's funny. That's not something I really thought about until this conversation. It hasn't been top of mind, but it's so true that the people who are a no - there's a website [Benevon.com](http://Benevon.com) where they teach people how to do individual giving grassroots fundraising stuff, and part of their model is you do some sort of intro event, like a pink spoon.

They were working at a school, so they did a tour of this private school to give people incentive, and they did a follow-up call. The second step was the follow-up call, and in the follow-up call they would ask, "What did you think? Is there any way you can see yourself being involved?" They called this one fellow who had been at the tour, "What did you think?" He said, "It's very inspiring, what you're doing. You're working with a lot of intercity kids and you seem like really good people. Congratulations."

Second question, "Is there any way you could see yourself being involved?" "You know what? I think you're good people, but I support the public school system and I'm not for this whole two-tiered system, and I think that's part of what's destroying education." But they still asked the third question, which was, "Is there anyone else you can think of who might be interested in what we do?" He said, "Yes, my wife. She's crazy about this. Honey."

It would have been easy to stop and say, "I shouldn't ask because it's not a fit for this person, but again, this is the whole thing with marketing being about is it a fit? We're not trying to convince anyone. If it's not a fit for them, it's no big deal. Here's the thing. We don't need that person to say yes. We just need somebody to say yes. It's not that particular one. It's a lot of pressure to put on a prospector to have to buy from you.

It's like *Non-Violent Communication*, the book. They talk about how we all have these emotional needs, but it's a real bummer when you make the only possible way to get your emotional needs met to be from one person. It's like in intimate relationships. That's heavy to put on your partner, "You are responsible for all of my needs to be met for the rest of time." That's a lot to put on, and it's a lot to put on to bring that energy to every interaction we have.

Blunder Number Eight:  
The Solopreneur Trap - Trying to do Everything Alone

Tad: *You have to say yes.* People feel it, but if there's this lightness around, "Hey, you don't have to say yes. Somebody has to," but then that's where the strategy comes in. That's where we have to get so thoughtful in our marketing of how do we make sure that we have enough people who will be a fit, how do we reach them. I think that ties to blunder number eight, for me, which is this idea of trying to do everything alone.

So many solopreneurs are like solopreneurs, but emphasis on the solo. They do, not only every aspect of their business alone, but all their marketing alone, and nature doesn't work that way. The most resilient situations are always diverse ecosystems where everything is supporting everything, and I think our marketing needs to be a lot more like that, and our marketing we want to think more in terms of partnerships, so there's this idea of hubs for me.

## Blunder Number Nine: Making It Hard to Be Found

Tad: If we think about it, maybe I'll throw in blunder number nine and tie these two together, but to me, blunder number nine would be making it really hard to be found because like Tim said that Corrina said, "Your ideal clients are already looking for you," and yet how easy is it for them to find you?

The truth is it's often very difficult for them to find us, but what can make it a lot easier? When we want them to find us, we need to create paths to our door. Literally, if you have a cabin in the woods, you need paths through the woods that come to your cabin door. The more paths, the more clearly marked they are, the more likely these people are going to come. It's very unlikely that somebody is just going to grab a machete and beat through the bush to find you. Paths are essential, and when I say paths, that's also all the tactics and strategies you could use for marketing; public speaking, PR, advertising, social media, networking, placing ads, writing things, etc.

Tim: Many of which are things that as *Holistic Chamber of Commerce* members, we can do as a group.

Tad: Yes, exactly, and are often better as a group. This is part of the idea. These paths are essential, but any path you can think of is going to work better in partnership. It's going to work better with a hub, for example. When I say better, I'm not just talking 10% better, 20% better. I'm talking double, triple, 10 times better, and to just drive home that that's not hyperbole.

You write an article or something and you put it on your website, and it sits there lonely and nobody ever looks at it or comments on it, versus you take that same very-well written, astute, thoughtful article and you put it on a website like [ElephantJournal.com](http://ElephantJournal.com) that has millions of visitors, and all of a sudden you're getting a bunch of traffic from it. You've gone from one comment to dozens of comments.

I wrote an article about masculinity. It was called *The First Myth of Patriarchy, the Acorn on the Pillow*. It was just about how patriarchy actually doesn't serve men either. I wrote it because of some stuff I was going through and I posted it on a website called *The Good Men Project*. I just checked it again last month and it has

100 or 200 comments on it, and it would never have gotten that on my website because it was not the right hub for it, or if I had just posted it. I've posted it on Facebook and I got some comments, but way more there because that's the crowd.

If you were to do a talk and send it to your list, you would certainly get some people there, or you could go speak on stage at a conference with 2000 people who are your ideal clients and it's more impact.

There's a woman in Nova Scotia and she had a cloth diaper business, and we were talking about this idea of doing workshops, and she said, "The challenge with cloth diapers is you can't just do a cloth-diapering workshop because you either already use them and think they're great, or you don't use them and you think they're disgusting, and you would never go to a workshop on it."

I said, "That's probably true. People aren't going to come to a workshop on cloth-diapering, but what if you partnered with a bunch of other conscious parenting things and did a natural parenting workshop that focuses on how to feed your baby healthy food, how to get rid of the toxins from your home, infant massage, how to relate with your spouse around the new child, etc., and you slipped, sneakily, cloth diapers in there, and everyone promotes the event who is speaking at it? It's going to be a much more successful event and everyone wins.

Moon Dance Paint was one of the first eco-friendly painting companies in California and they realized, "Man, there are so many people who, if they knew that our paint existed, they would buy it, but they just don't know." So instead of trying to go it alone, they went to the local Whole Foods, which was, especially at the time, one of the only hubs they could find for those types of people, and then they partnered with a green architect, green landscaper, green interior designer, and they did a green home series. They all promoted it and it did really well, and they all got more business out of it.

I just really encourage people to be thinking in terms of partnership. Even this interview itself is a partnership. I'm going to reach new people through this thing. Tim reaches new people because I'll be sharing this interview with my list. Maybe we'll talk about that. It's a win-win and this is the whole affiliate marketing, where that comes in, but whether or not it's an affiliate thing and there's a cut taken, we're just so much stronger with partnerships. To go back to some of their earlier blunders around not wanting to be vulnerable, blunder number three, it's really

hard to find partners for something generic, but the more clear we are about what we're doing, and maybe this actually ties into blunder number 10, is the blunder of trying to reach everybody.

Tim: Yes, that's the one I was just thinking of. I actually have a colleague I'm not going to name who, when you ask him what he does, he says, "I help anybody with any problem in 30-60 minutes. Such a statement does nothing for me. No one comes to mind. There is no one I can say, "You should talk to this guy." I have no idea what he does or how, and here's the important thing, even though we have a personal connection, so I like him personally, but just based on that, I don't even care. I don't even want him to explain it.

Tad: It's so generic.



## Blunder Number Ten: Trying to Reach Everybody

Tim: This is something you opened my eyes on very, very early. One of the first things you said to me was, "I want you to let go of the idea that you can help everybody. In fact, I would even challenge you to say you don't even want to help everybody." Whoa. Then you explained it and yes, I get it. So maybe I should throw this back to you at this point.

Tad: I read an article a colleague of mine wrote. I can't remember her name, but the article was basically I don't want to heal everybody. Does that make me a bad healer? I don't actually want to work with everybody, and this is where this notion of *is it a fit* comes into play so much because you're not going to be a fit for everyone. You're not going to be everyone's cup of tea, for whatever reason. It could just be that you remind them of their ex and they can't work with you. It could be that. You don't know.

Also, not everyone is going to be a fit for you. You're not going to be super-inspired to work with everyone, and that's okay. I think it's important for us to honor that.

One of the things we were talking about before we started recording was this notion that you're already losing people, and that's a really critical thing to get. In fact, by being vague, you're losing people. By being not vulnerable, by not making any choices about who you want to work with, that, in and of itself, like Tim was saying this person was saying, "I help anyone with any problem in 30-60 minutes," that itself lost him.

That will lose people, so no matter what you do, this is the impossible algebra, trying to figure out how I can market as such that no one will ever reject me. It doesn't exist. It's a myth, and yet when we think that's a real possibility and we can't do it, we feel like we're failing. The question isn't how do I not get rejected by anybody? How do you not lose anybody? The question is just are you losing the right people and are you attracting the right people to you who are your people?

Tim: The flip side of this is right here in Syracuse we have a physical therapist who has a passion and specializes in working with amputees. She is still a physical therapist,

but if you're an amputee, she is the physical therapist in this area. There is just no question. Crystal clear.

Tad: And so beautiful. If I lived in that area – it's so funny, I could imagine that anytime I was talking with an amputee I would want to bring it up.

Tim: Exactly. I think people are thinking jeez, I have to limit myself? No. Who lights you up? Who do you want to work with? Who are you excited to work with? Go in that direction. Joseph Campbell got it right; follow your bliss. Then this whole icky marketing – what kind of things do you offer or what do you do about collapsing? If you were genuinely saying, "Here, let me help you with this," doing what you truly love with the people who you truly love, where you truly love it, that's a niche. That's making a decision, not that I'm just going to manipulate this segment, but rather here's where I want to be spending my time.

Tad: It's interesting. I got to spend a weekend with some friends in this Hawaiian kahuna, an actual shaman kahuna, one of the big ones. His name was Papa Makua from Hawaii. He was talking about how different qualities had shadow aspect or negative polarities. What do you think the negative polarity or the opposite of knowledge is?

Tim: Ignorance?

Tad: That's what I said too. He said, "No, it's theory." In theory, the idea of finding our niche is constricting because the theory is I'm making a choice to work with certain people and not others, and so that's constricting. That's how we think it's going to be. That's the theory, but in reality, the truth of it is when somebody finds a niche that really lights them up, the actual experience of it is liberation. The actual experience of it is they light up and they're so inspired, and they feel freed, actually.

There's a freedom that comes in limits and focus, and this whole culture has a really messed up relationship with limits, the idea that limits are our enemy, that we want to get rid of any limits to grow and we should have unlimited economic growth, and that our bodies don't have any limits, and emotionally we shouldn't have any limits, and why put boundaries there between ourselves and other people.

Where limits are a part of the human experience that need to be embraced and limits don't confine us, they define us, and when we try to resist having any definition, it's hard for people to get who we are and understand who we are.

If you want to paralyze any artist, go to an artist and say, "Could you make some creative stuff for me?" He will just paralyze. But if you say, "Look, the theme is ravens and you have a canvas, you have these two colors, and instead of brushes, we're giving you these fruits. Go crazy." And to have to use those things, they will actually feel unleashed.

I've done improv comedy here in Edmonton for 23 years. If you just walk on stage and if I just start a scene, that's actually really hard, but if you can give us something to work with, we can get to it a lot faster. Even if we're just actually starting blank, if you're on stage with another person, you have to very quickly establish *where are we, what are we doing, who are we?* We call that the platform. Before you tilt the platform and come up with some interesting twist, we have to just know the basics.

It's the same in marketing. People need to know the basics of who you are. People can do whatever they want, but it's useful for us to make decisions. It's liberating. Let me also say this. There is a season in our lives where, even romantically in dating, we just want to date a lot of people and we don't want to be tied down, and that's cool. But there's also a season where we might feel more drawn to commitment and, as we explore commitment, we can realize *oh, the fear of it is oh my God, commitment is just going to be shackles*, but it brings its own kind of liberation too, its own kind of growth, its own kind of possibility that does not exist outside of that.

So, while being kind of a gigolo business, the gypsy business of just always doing different things and trying different things, that can be fun. There's nothing wrong with that, and I think a lot of people probably should do that in the beginning to experiment. There is something really beautiful about picking a niche, and getting married to it at a certain point and committing to it, and you take that relationship step-by-step.

Tim: So, those are the ten blunders. It's an impressive list. A couple of quick thoughts related to this. I was thinking right from the first and I'm reminded of it now, as we're recapping, how much being a business owner, in the sense of an entrepreneur, is a journey of self. We tend to think of it in outer things, but one of the things I

learned quickly, and I think everybody does, is we're learning about ourselves every single step and getting clearer about us.

## The Ten Blunders Recapped:

**Blunder #1:** This idea of thinking that marketing is separate from our work.

**Blunder #2:** This idea of being lost in a vague sense of not wanting marketing to feel bad versus how do we want it to feel, and being really clear about that.

**Blunder #3:** The lack of willingness to be vulnerable versus being willing to take the risk to be honest, to be real, to be willing to expose ourselves a little bit, and knowing that's going to polarize the response.

**Blunder #4:** Making it too risky for people to approach us versus making sure we're setting up our business model, our system, our sales funnel, everything, to make it very safe for people to approach us and check us out to begin the relationship, to take that first step.

**Blunder #5:** Using a lot of new-age jargon, speaking in words that only we and our colleagues understand, and maybe not even all of our colleagues.

**Blunder #6:** Talking about the boat all the time. Talking about what we do and how we do it, and starting all of our marketing materials by talking about us and not about them and their experience. Talking about the boat, not talking about the islands and the journey that they're on.

**Blunder #7:** Kind of writing people off if they're a no versus understanding that by blessing and releasing them, and by being gracious in the way that we let them go, those people might actually become some of the most powerful sources of referrals possible if they know who would be a fit, because if they know they're not a fit, and if we can be clear why they're not or why somebody else might be, they might be a really great source of referrals.

**Blunder #8:** Trying to do everything alone versus doing things in partnerships, looking for the hubs, where you would already find these people, and doing things in collaboration.

**Blunder #9:** Making it really hard to be found by not having any paths to your door versus making as many paths as you can, a virtual capillary system in your marketing so it's almost inevitable that the people you are looking for you find you.

**Blunder #10:** Trying to reach everybody, throwing the net so wide and brisling at the idea of limits, versus being willing to do some experiments and, over time, like a spiral moving inwards, getting clearer and clearer and clearer about who it is that is a perfect fit for us and who we're a perfect fit for.

## About Tad Hargrave

Tad Hargrave is a hippy who developed a knack for marketing (and then learned how to be a hippy again).

Despite years in the non-profit and activist world, he finally had to admit he was a marketing nerd and, in the end, he became a marketing coach for hippies. Maybe it was because he couldn't stand seeing his hippy friends struggle to promote their amazing, green and holistic projects. Maybe it was because he couldn't keep a 9-5 job to save his life.



Whatever the reason, for almost a decade, he has been touring his [marketing workshops](#) around Canada, bringing refreshing and unorthodox [ideas](#) to conscious entrepreneurs and green businesses that help them grow their organizations and businesses ([without selling their souls](#)).

This all feels like a minor miracle as Tad spent his early marketing days learning and applying some very inauthentic, high pressure, extremely gross and pushy marketing approaches. This has made him suuuuper allergic to these kinds of approaches because he discovered they made him feel slimy (even in personal friendships), he didn't sleep well and he's very sorry to all those people he spoke with back in the day. After a decade of unlearning and unpacking that whole scene - he now feels ready and able to help other people find ways to market that feel wonderful.

## About Tim Emerson

<http://www.kwanyinhealing.com/>

Tim Emerson started working with energy healing in the early 80s and quickly found himself surrounded by spiritual friends and partners. He met medium June Burke through friends and had a reading with the seraph Julian. He travelled to meet and work with NYC psychic healer Elizabeth Stratton. He learned yoga, studied T'ai Chi with master T.T. Liang, taught at the Delphi Healing Arts Center, and studied the power of sound healing.



But it was the work of L.A. chiropractor Eric Pearl that really brought light work home for Tim. In 1993, Dr. Pearl's patients started reporting that they had felt his hands, even though he hadn't touched them, and shared that they saw other people in the room who weren't physically there. His patients soon reported receiving miraculous healings from cancers, AIDS-related diseases, epilepsy, chronic fatigue syndrome, rheumatoid and osteoarthritis, birth disfigurements, cerebral palsy and other serious afflictions. And then he realized this could be taught. His story is told in his book, published in 36 languages, "The Reconnection: Heal Yourself, Heal Others."

A spiritual friend's experience of overwhelming positive good feeling got Tim interested in trying "The Reconnection." When he did, he felt intense energy, and then a gentle but firm hand on his stomach, steadying him. There was a golden cord going through his body to his spine. A large hand wrapped around the base of his spine, and another grasped the cord, and the hands pulled down on his spine and up on the cord, hard, very hard, while the hand steadying me held me down. He felt a flood of good feeling, and the pain in his back from degenerative disc disease was gone. A few months later, at an annual physical, his doctor confirmed by reflex test what had seemed impossible—no signs of degenerative disc disease.

A few months later, Tim went through Level I/II training (Reconnective Healing) and Level III training (The Reconnection), and started doing local sessions. The results were immediate and surprising. His clients were relieved of asthma, months long abdominal pain, severe muscle fatigue, migraines, and even recovered from head trauma doctors expected would never heal. Like Dr. Pearl's patients, Tim's clients sometimes shared spiritual experiences from their sessions, from feeling like they had been touched to seeing others who weren't physically present. They also shared emotional healings, from feeling inundated with positive thoughts to working their way through painful experiences with divorce and childhood abuse to finding their PTSD had calmed. Clients also asked for help getting through quitting addictions and in raising the positive vibration in a room or home needing healing.

In *The Reconnection*, which is more about life path than healing per se, clients found a new confidence, while those in poor situations found those situations abruptly ending and new, better ones emerging. With these experiences behind him, Tim moved from working informally to starting Kwan Yin Healing to bring these services to a wider range of people who otherwise would not be aware solutions exist to their physical, emotional, and even spiritual challenges. His forthcoming book, “Getting Unstuck,” discusses how people often feel trapped in their circumstances—and that’s not necessarily true. Whether at the mercy of the economy, or jobs they feel they can’t leave, or creative pursuits they’re rather follow, practical solutions exist. Why isn’t the Law of Attraction working? How can we understand this in practical, not mystical terms? Trapped in addiction? Tim shares my own experience and ways out. Trouble grasping a spiritual path? Tim shares his journey and offers practical tools. Why aren’t relationships working? There are some insights here too. In short, how do we heal our lives so they are the happy, joyous, and free celebrations they are meant to be? It’s easier than we think. In fact, it’s our natural state. The book will be available probably late this year. Tim lives out in the country in central New York State, where his dog and two cats enjoy three and a half acres of forest land he planted himself. He also planted extensive fruit and nut trees, vineyards, berries, and vegetable gardens. This summer he’s building a passive solar/partially earth-sheltered home that will have near zero energy costs, as well as taking advantage of the beautiful views and outdoor lighting. He continues to teach professional writing and music, and he plans more books and workshops in the future.