



# the meantime:

Getting Ready

# introduction

There's a certain time that all of us, at some point or another in our business lives, come to experience. I call it The Meantime.

It's a moment where you feel like you're headed directly for a brick wall.

And, as I heard Brian Tracey say once, 'Life is full of problems. In life you're either recovering from a problem, in the midst of one now, or one is coming. But, every once in a while, life gives you a reprieve from your problems. It's called a crisis.'



And this is The Meantime. The time of crisis.

In business, I define The Meantime as that time when you are in a financial crisis where you need money urgently and, even though you have faith in things to work out in the long term, even though you believe in the strategies and business plan you've put together to be sustainable in the future, you aren't there yet and you ask yourself, 'What do I do in the meantime?'

But I call it The Meantime for another reason too.

It feels mean and vicious when you're in the midst of it. It is an unforgiving time where you seem to have to hustle harder than you ever have before. There often seems to be no way to bring in the kind of money you need as quickly as you need it. It can be a time in incredible stress and anxiety. The Meantime is like finding yourself in the midst of a deep winter without enough supplies to make it through and a sense of dread creeps over you, 'What am I going to do?'

And, from time to time over the years, people who have been deep in the midst of The Meantime have come to me desperate for help. They are desperate for some magic bullet that is going to make everything okay.

They have a workshop that only two people have signed up for and it's happening in two weeks. 'How do I fill it?' they ask, insistent that there must be an answer.

They have quit their job to start the life coaching business of their dreams but now rent is due, they're deep in debt and, if things don't turn around quickly they're going to have to go back to a job they hate.

Or they come to me in a panic and ask me to help them figure out their niche right away. I used to dive in and try to help them out. But, niching requires space. There's something about being

trapped in the fear of not getting what we want or losing what we have that seems to shut down the process of niching.

What's not helpful in The Meantime is theory. What is required is anything actionable that you can do right away.

So my response these days is that there are three steps to dealing with a cash crunch like this. And that they must be gone through in order if you are to survive.

### Three Steps of Getting Out of The Meantime

#### **Step One: Create Space**

The absolutely most important thing you can do is to figure out how you can create more space in their life so that it's not such an urgent issue.

And that space does just happen.

That feeling of no extra money or space? This is The Meantime.

For years, I found myself unsure of what to say because, of course, there are no real magic bullets in The Meantime. Building a thriving and sustainable business takes a lot of thought and care and the one thing that we feel an absolute lack on in The Meantime which is... time.

To make matters worse, one can get into a spiral of crisis if one handles The Meantime poorly. People start having sales, offering things for free, creating new products every month which eventually exhaust both their bank accounts and their energies.

The real solution to making it through The Meantime is to do whatever it takes to create more space in your life while building a more solid foundation in the future. As the old saying goes, 'Dig your well before you're thirsty.' But, in The Meantime, it is too late for this. We are parched and the ground is unbroken.

This means: tidy your home, get organized, get out of every commitment you can possibly get out of. All those social engagements you're not 100% jazzed about? Gone. Can you reduce your expenses? Do it. Go for a long walk with a friend to let yourself vent about how stressed you are so you can get it off your chest. This takes massive action to clear the decks. But, once you have, you may be amazed at the incredible wave of blessed relief you feel.

The mistake is to, while feeling totally disorganized, cluttered, and overwhelmed, try to jump into money making tactics directly. This will only add to your overwhelm and usually ends badly.

#### **Step Two: The Short Term Fix**

When clients came to me in the midst of their crisis, what they didn't want to hear were my inspiring thoughts on slow marketing and how 'these things just take time'. Even if it's true that

strategy is more powerful than tactics, it doesn't matter when you're in the midst of needing to make a lot of money fast. Then you need the fast marketing approach.

Thankfully, while they aren't long term magic bullets and they still require work, there are many fast marketing business tactics that are virtually guaranteed to bring in income and clients quickly. They aren't the long term fix but in The Meantime, they are just what the doctor ordered.

If you over rely on them and never really hone your platform, develop a strong sales funnel or marketing strategy you can end up in a perpetual state of crisis (which I've seen many times).

Again, do Step One before working on these.

What are these tactics? There are more than we can go into in this blog in depth, but they are things like: offering existing products to your list, doing talks and offering a free consultation to people who might be a fit (and offering those who take you up on the consultation a higher end coaching package), hosting what are known as VIP days for your clients, running a pay what you can workshop, offering people 30 minutes of massage for free (and then offering them an affordable upgrade to 60 or 90 minutes when they call to book). There's identifying the core risks people perceive in doing business with you and working out ways to eliminate them (this can massively boost the response to your offers). There are many more. But they all work.

### **Step Three: The Long Term Fix**

In step three, once things are in motion to bring in some income, you want to start thinking more strategically about your business and investing some time and money there. In Step Three we want to look at how we even got to be in The Meantime in the first place and make sure we never have to go back there (though, realistically, it won't be the time you are visited by it). The secret here is to use the space and momentum afforded to you by steps one and two to investing more deeply here. Investing in the short term fix gets you maybe ten units of reward for every unit of effort. In the beginning, but then the returns rapidly begin to diminish. However, investing in the long term fix is the opposite. At first you put in ten units of effort and get only one unit of reward but, in time, it flips and your one unit of effort yields ten units of reward. This is the importance and beauty of a good strategy. If you're deep in the midst of The Meantime, there's no shame. If anything, it's a badge of honour and a moment of initiation into the exciting and, sometimes, terrifying life of being an entrepreneur. To paraphrase the old TV show Fame, 'You want freedom? Well, freedom costs. And right here is where you start paying.'

Welcome to The Meantime.

- Tad Hargrave

p.s. For this month - just don't worry about money. Don't make that your focus. Don't worry. *Hustle*. As the saying goes, 'worry doesn't empty tomorrow of its troubles, it robs today of its strength'. This is a month to get busy with creating the conditions needed for success. Don't worry about the success itself, just focus on creating the conditions needed for it to show up.

# Which stage of business would you say you're at?

One of the things that can put us squarely and repeatedly into The Meantime is not understand what stage of business we are at (or even that there are different stages of business). A classic blunder is for people to try and skip a stage. They are working a job and quit it to start their business hoping to land right in Stage Three when they've barely begun Stage One. And, the reality is that it takes a year and a half (at the very fastest) to three years to develop a solid business - and that's with consistent focus.

So, let's look at the stage of business growth and see if we can't find where you are. My guess is that, for you to be in this program, you're in Stage One. It's possible you're in Stage Two but... well, just take a look yourself.

**Stage Four: Independence** - At this level, you could go on vacation for six months and your business would still be making money for you. You likely have many people working for you and airtight systems in place.

**Stage Three: Momentum** - At this stage, you likely have a full time employee or two and your business is generating enough revenue that everyone is getting paid a fair amount. You are thriving. You have a solid niche and business model. In momentum, there's a firming up of your business just as plants get that woody growth that prepares them to bear fruit later.

**Stage Two: Concentration** - At this stage, you might be beginning to get some part time help but you're only barely paying the bills in your business. You're squeezing by and the money is up and down. You focus on your marketing and money comes in but then you focus on delivering your products and services and the business dries up. Back and forth. Feast and famine happens a lot here. But, at this point, you've figured out your niche and what your business is about. You're getting the business model down and developing the systems you need. This phase is like the phase of rapid growth of a plant. There's a lot of hard work and a lot of learning here.

**Stage One: Creation** - In stage one, you're doing a lot of experimenting still. You don't have a clearly defined niche yet. You likely have no help at all with your business and you are absolutely not able to sustain yourself financially - you can't make a living at this level. In creation, things are new. You've had the idea to start a business and are full of excitement. The seed germinates and begins to sprout. At this stage the plant is far too soft and flimsy to bear much weight. It's very flexible but not that sturdy.

# Defining The Meantime

What is the problem?

If you don't handle this now, what's likely to happen?

What is it costing you? What are you missing out on because you're stuck here?

What is it costing others? Who is having to carry you in this time?

## exercise: twenty reasons it's great

I once heard someone speak about the notion of 'admiring the problem' before you got onto actually solving it. And I think that's a beautiful notion. I want you to come up with twenty reasons that the following statement might actually be true. I want you to imagine that this crisis has not happened to you, but is actually happening for you. I want you to imagine (and you really don't have to believe this is true) that the whole situation has been orchestrated for your benefit, to help you grow and learn and become an even more full and powerful expression of yourself. I invite you to look for the perfection in this crisis (even though I know it feels far from perfect). Don't stop until you get twenty reasons that being exactly where you are might just be a blessing and an opportunity for you.

Here are some of the reasons I've heard from past participants, maybe you'll resonate with some of them.

"I get to experience the depth of my commitment to and passion for my business."

"Opportunity for self growth as I work to bring my gifts and qualities to the world, opportunity to learn to not give up, opportunity to develop self-discipline, and opportunity to focus on the blessings I have instead of focusing on what I don't have."

"I get to dive deeper and clarify even more what kind of work inspires me!"

"It is a really good opportunity to just step back and reflect on what i've been doing and actually see that maybe it would be good to change some stuff up a bit."

"It's the kick in the pants to make some really big changes in how I'm living, including stepping forward with my business when I have been really used to being able to make excuses and not really feeling the impact."

"Possibility for huge course-corrections, for setting up super healthy systems for future sustainability because there's not a lot that's set in stone right now."

"I am given the opportunity to embrace the "breakdown", because I TRUST that there is a breakthrough on it's way. I also see it as a huge opportunity for self growth in a sense of learning what does and does not belong to me; emotionally, energetically and belief wise. Setting GREAT boundaries and not taking on what isn't mine. Which

helps me to stand stronger for my clients and teach them how to do the same."

"I have been known for my ability to hustle and create opportunity . After some big life events and knocks I lost confidence. The gift then is to reconnect with that resilient person I can be and reclaim my confidence."

"An opportunity to re-evaluate my whole life and who it is that I truly desire to be. It's an opportunity for rebirth, to recreate my vision from the ground up."

"It's giving me an opportunity to really understand what fires me up and what I really want to spend the next 6 mtgs, year, 5 years of my business life on."

"I have to decide now what i really want to do and stop exploring all the opportunities of my business. I have the opportunity to get clear what I really want and where I want to go to. I often try to do everything at the same time. Now I am forced to focus! I am gaining a lot of clarity about what I do and what I don't want to do. I am honing in on what brings me joy and what drains me. It's forcing me to get clear about what I want to do and who to do it with. It made me realize what a sweet spot it is for me to serve AND make good money in the process. In the past I was driven by being in integrity with my team and commitments that were aligned/ congruent for them. The opportunity is for me to be in integrity for myself. That hadn't occurred to me until this question. Opportunity to choose something to start digging a deeper well."

"It's a catalyst for 1) more focus 2) better time management 3) making good on my promises and ideas 4) better and more networking 5) raising my prices 6) getting clear on my services 7) upselling my existing clients."

"I observe within myself the Atlas archetype, carrying the burden of my business' success on my own without asking for help. I never would have asked for help before this particular meantime so its perfect I'm here, because I need some help on aspects of my business and feel open to receive it."

"I realize I am the one in the way, and therefore I am the one that needs to change. What is good about that is that it gives me control over what happens. I probably need to feel bad enough to get motivated to change!"

"The gift about being here, as has just smacked me in the face, is it brings me to realize where I have insecurity and fear."

"An opportunity to transform my blocks around order and structure."

"This is the perfect situation for me to learn how to focus on priorities and keep to a schedule, and be responsible to myself."

"This is the perfect time to change my self image to one of self-reliance and authority and empowerment - yay! To work with the inner parts that have felt helpless and disempowered due to my family money heritage. A chance to finally challenge and heal those messages."

Actually, an amazing gift of self-transformation that I've been building up to for years on this journey of business-creation. The blessing is that it allows me to deal with the money issues from my family and ancestral lineage. I don't want to pass this along to my children."

"I have so many wonderful creative ideas - now I get to implement them instead of just fantasizing. Really getting in my cells what it is to take action as a normal and natural thing - instead of thinking about it."

"It's forcing me to learn. It's a wake up call to get serious about my business and stop farting around."

"I have the power to make everything work. I can say no to things. I can create boundaries. I can create a vision for my life. I can make a higher purpose that can guide my decisions. I can create money goals. I can get my accounting #s organized. I can get my cashflow ins and outs into a chart; I can measure where I'm at; I can do a dream budget from 4hr work week; I can change everything tomorrow; i can reinvent myself at any time, and choose to do that. To be that. I can do a house reno budget. I can make shit happen. I can get the things I want."

"I realize I have disconnected my heart's spontaneous energy and enthusiasm I had as a child from my creative ideas and I need to do some healing for a hurt heart. The opportunity is to allow myself to connect with my hearts feeling and use them to carry me forward. To overcome my fear that if I put my ideas into action I will be stopped and I will fail and my heart will feel so hurt."



“This crisis is actually *great* because ... ”

- |     |     |
|-----|-----|
| 1)  | 11) |
| 2)  | 12) |
| 3)  | 13) |
| 4)  | 14) |
| 5)  | 15) |
| 6)  | 16) |
| 7)  | 17) |
| 8)  | 18) |
| 9)  | 19) |
| 10) | 20) |

What's not perfect yet about your situation?

What are you willing to do over the next thirty days to make it the way you want?

What are you willing to *stop* doing over the next thirty days to make it the way you want?

## Pride & Irresponsibility:

A large part of using The Meantime well is to get very real and honest with ourselves about where we're being responsible and where we aren't. The places we've been irresponsible are likely what have gotten us into the current mess in the first place. And the places we're proud are the places we can bolster and strengthen.

Where are you being <b>irresponsible</b> in your business?	What are you most <b>proud</b> of in your business life?

What did you learn from reflecting on where you're proud and where you're irresponsible?

set a goal & create a plan to make money (& start with the low hanging fruit)

Sit down with a pen and paper and give yourself an hour or two to really get clear on what your goal is around money and how you can best achieve it. If you fail to plan, you plan to fail.

There are many ideas in this ebook. But you may have ideas you could come up with on your own that aren't in these pages.

This sounds so simple. Like, of course! But so few people actually do this. Even in a crisis.

Try filling in these blanks...

I need to generate \$\_\_\_\_\_

By (date) \_\_\_\_\_

My ideas for this right now are:

This image shows a full page of blank primary-ruled paper. It features ten sets of horizontal lines, each consisting of a solid top line, a dashed middle line, and a solid bottom line. The lines are evenly spaced and extend across the entire width of the page, providing a guide for handwriting practice. There is no text or other markings on the page.

# focus

In The Meantime, what you need — more than anything, is focus.

But not just focus on a particular goal. Even focusing on a particular strategy, on just a few marketing approaches and really work them. Maybe all you do is public speaking. Maybe it's all virtual presentations and webinars. Maybe it's networking events or hosting events. Don't spread yourself too thin. No more than three approaches.

When you're in a crisis, you need to focus. If you're able to find a niche you can at least temporarily jive with, give it a try. But, if you can't, then at least focus your marketing efforts into no more than three tactics or channels. Simplify your marketing process.

This isn't the time to try and do everything and further scatter yourself.

**Most people are blown away by how productive they are when they do this. Most people overestimate what they can do in a year but underestimate what they can accomplish with an hour of focused time.**

# Six Resources Staying on Track:

There are a few resources I want to recommend that can help you stay on track right from the moment we start till the end.

**Resource #1: Your Meantime buddy.** You will be assigned a buddy for the duration of this course. Take amazing care of them and they'll take amazing care of you.

**Resource #2: Your home town buddy.** I urge you in the strongest possible terms to also get yourself a buddy where you live with whom you can meet once per week in person as you go through this program. This is voluntarily mandatory. Find them before the program begins.

**Resource #3: What's a Book or audio series** you've been meaning to read that could help you stay focused and motivated? Maybe you've got some old motivational cassettes you used to love? A book you read years ago that changed your life? A podcast series that keeps you inspired? Find something you can keep going back to over the course of the 30 days. And remember you've got this resource for the whole time too: [www.marketingforhippies.com/meantime-inspiration](http://www.marketingforhippies.com/meantime-inspiration)

**Resource #4: Schedule in one hour of work time per day.** This is critical, take out your daytimer and schedule in when you're going to be working on your business (vs. in your business) over the next 30 days. You're allowed to move these times around but you're not allowed to cancel them. Small – I'm talking very small to the point of micro – steps taken consistently have more impact in changing the neural pathways and habits than going 'gung-ho' because the latter is rarely sustainable. There is a power of putting aside limited amounts of time (e.g. an hour or two a day). It can make one more productive than the flat-out marathon, even for a month. Because when one is forced to prioritize and limit one's time it's possible to be hyper-focused rather than the tendency to let the activity expand into the whole day. One hour per day. For 30 days.

**Resource #5: Thirty minutes per day.** I urge you to schedule 30 minutes per day where all you are doing is creating more space in your business.

**Resource #6: Marketing 101 for Hippies video.** The core of what I teach in my 3.5 day workshops has been captured and recorded in a video (with a lot of other bonus materials). It's incredibly affordable and, if you can watch it all before we start, you'll hit the ground walking in this program. [www.marketingforhippies.com/intro](http://www.marketingforhippies.com/intro)

# Additional Resources and Reading:

A Hustler's Mentality - <https://www.garyvaynerchuk.com/a-hustlers-mentality-797125476.html>

**Twitter:** Feel free to tweet me a question at any point at: [twitter.com/TadHargrave](https://twitter.com/TadHargrave)

**Products:** Over the years, I've created a number of products to help conscious entrepreneurs on various aspects of their marketing. You can learn more about them at the following link: [marketingforhippies.com/products-services](http://marketingforhippies.com/products-services)



my last request:

If you try something and it works,  
please send me the story at:  
[tad@marketingforhippies.com](mailto:tad@marketingforhippies.com)

## about the author

**Tad Hargrave** is a hippy who developed a knack for marketing (and then learned how to be a hippy again.) 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). He is does improv comedy semi professionally, co-runs Edmonton's progressive community building network [TheLocalGood.ca](http://TheLocalGood.ca), founded [streetcarshows.com](http://streetcarshows.com) and the Jams program of [yesworld.org](http://yesworld.org). He speaks Scottish Gaelic and is also a huge Doctor Who nerd. You can learn more about him at [marketingforhippies.com](http://marketingforhippies.com).

