



a practical and refreshing, seven-step workbook to
use when marketing feels gross and awkward

*(you can do it all in one lazy, rainy afternoon
and you'll use it for the rest of the life of your business)*

Contents

On Cornestones, Touchstones and Vibes	3
Using This Workbook	7
Step One: The Basics	8
(40 minutes)	8
Step Two: The Finesse (30 minutes)	12
Section I: Approach (5 minutes)	12
Section II: Attitude (10 minutes)	13
Section III: Quality	15
(15 minutes)	15
Part Three: Summary (15 minutes)	17
Step Four: Distillation (15 minutes)	18
Step Five: Online Presence Review	19
(2 hours)	19
Step Six: Meditation (30 minutes)	20
Step Seven: Plan (30 minutes)	21
Three Hours of Bonus Exercises:	23
Bonus Exercise #1: Look Up the Etymology of Your Top Ten Words (60 minutes)	24
Bonus Exercise #2: Look Up the Etymology of Related Words (60 minutes)	25
Bonus Exercise #3: Write Out Your Own Definition of the Word (60 minutes)	26
Final Thoughts: Petrichor	27
About the Author: Tad Hargrave	29

On Cornestones, Touchstones and Vibes

How to start?

This is the question I am asked the most, in different forms, in every workshop I ever do. What's the first step? Where do I begin? Where should I start?

It is the question this workbook will attempt to help you answer about your marketing.

This workbook is for you if you're just beginning your business.

It's also for you if you've already started and yet it feels like something foundational, some cornerstone or your marketing world, is missing.

I've led dozens of marketing workshops over the years all around North America and the UK and I can tell you that most people feel utterly lost in their marketing. They feel stuck in their marketing and they don't know why.

When they first begin, they know their marketing doesn't feel good but that's about it.

Then they hear about some business or marketing coach and get on their email list. It's exciting! New ideas! They get exposed to other marketing coaches through them and attend a few tele-summits. And, in short order, they are utterly overwhelmed. There are so many ideas and they aren't sure which ones to choose. Some of them makes sense but feel bad. And some feel good but don't seem that effective.

Maybe at this point they have hired a marketing coach and that marketing coach is asking them to do things that feel off somehow. They're resistant but they have no touchstone against which to rub this idea to test for its quality as jewellers and metalsmiths of old would have done, carefully taking the ring someone claimed to be gold and running it along the finely grained surface of their dark stone, perhaps slate, fieldstone or lydite to see what kind of mark it made. From that mark, and other tests, the purity of the gold could be assessed as soft metals would leave a visible race.



This is a tiny workbook about a little idea that could make a big difference in every piece of marketing you ever do from here on. This tiny workbook can give you a touchstone you can use every single day into the future.

Here's the idea: **what if you made the heart of your marketing strategy about how your marketing feels?**

Simple.

What if your filter for whether or not you should take a certain approach wasn't only, "How likely is this to strategically achieve the outcome I want?" (an obvious and important goal but a dry one too) but also, **"Does this feel good?"**

No piece of marketing will genuinely feel good to you if you don't think it's going to bring you clients.

What if you could use how a piece of marketing feels as an intuitive approach to whether or not to do it?

I'm not suggesting that you don't also educate yourself and learn more of the tactical and strategic side of your marketing. I would urge you to do so in your strongest terms. What I am suggesting is that it's powerful to create or find a touchstone for yourself that you can use to quickly do a gut check on whether that particular tool or approach is appropriate for you.

To take it deeper. It's not just, "Does this feel good?" It's, "Does this marketing feel the particular way I want it to feel?"

What if your marketing was guided by the vibe you want to create around yourself and your business?

What if your marketing was *vibe* driven?

This is so important.

Think about businesses like Virgin, Apple, Starbucks, Mountain Equipment Co-op, Whole Foods. They each have a distinct vibe about them. It's hard to put your finger on it but you feel it when you engage with them.

It's the same for your favourite local restaurant, farmer's market or massage studio. The best ones have a distinct vibe to them. You couldn't point to any one thing they do or say, or any particular piece of decor but it all adds up you to feeling really good when you do business with them.

Of course, this is also true of the businesses you don't like. Bad vibe has killed many a business. I know one new age shop in Edmonton who, whenever I bring up businesses with bad vibes in town, is the first one that people mention. People go in, feel the bad vibes, and then leave. They tend not to come back.

Vibe hits us at such a visceral level.

Vibe is trustworthy.

Vibe is a reliable touchstone. Vibe is a cornerstone of which your marketing can be built.

For years, I have travelled around leading my Marketing for Hippies 101 workshop and I the first exercise I would do was a truncated version of what you're reading now in this workbook.

I would start by stating the obvious: marketing does not feel good.

It doesn't feel good to the person doing it. It doesn't feel good to the person on the receiving end.

Heads would nod.

I would then invite people to make a list of the words they would never want to hear someone say about their marketing.

"Imagine," I would say. "That you're at a party and you overhear a conversation. They're talking about the way you market your work. And it's not good. You hear them say, "Oh, their marketing is so..." and the words they use are so heartbreaking to you that you have to leave the party. What words do they use?"

I would ask people to take three minutes to make these lists and then invite them to share with the front of the room.

It wasn't pretty: manipulative, hype, aggressive, pushy, slimy, gross, desperate, needy, boring, dishonest, embarrassing, insincere, inauthentic, posturing, fake etc.

After we'd absorbed that, I would point out, "No wonder we hate marketing. No wonder we don't want to do it. We're terrified of being labeled with any of those words."

Again, the heads would nod.

Most of their attempts to market in a more conscious way were driven by this fear.

And yet, they'd never sat down and spelled out their deepest fears of how they might be seen. It had remained a nebulous phantasm that haunted their best attempts at marketing, constantly whispering to them, "You're so _____" and filling in the blank with their worst fears.

This is what seems to drive most of the marketing I see in lives of my clients.

Fear.

And fear is a terrible basis for a marketing strategy because it keeps us so focused on what we don't want instead of what we do. When we focus on what we fear, somehow, we seem to attract or create more of it. This seems to be how it is.

So, the shift I want to invite is one from being fearful in our marketing to careful. Let's not be fearful (full of fear). Let's be careful (full of care). Let's not focus on how we don't want our marketing to feel, let's focus on how we do want it to feel and how we do want it to be.

Simple enough.

But that starts with us being clear that we want it to feel good and then honing what exactly that vibe is for us.

Some entrepreneurs I know have a very sweet, gentle, and warm vibe. Some have a badass, edgy, "I don't give a fuck" vibe. Everyone's vibe is different. Again, I've asked these questions you're about to read dozens of times in workshops and had people share their responses. No one ever had quite the same vibe.

What if you honed in on the particular vibe you wanted your business to embody and ruthlessly made your business and marketing decisions based on that?

It's such a simple idea but it's so big.

If a marketing coach suggests you do something and the vibe is wrong? You don't do it. If a marketing coach suggests you don't do something but the vibe feels totally right? Maybe you do. If you're about to send out an email, publish a sales letter, or design a workshop, you might pause to wonder, "Could this embody the vibe I'm wanting even more?"

I'm not suggesting throwing out strategy. I'm not suggesting throwing out logic. But I am suggesting adding this — vibe — as another filter or litmus test to each piece of marketing you do. That's what we're here to figure out.

If you do, you might find that focusing on your particular vibe brings life back into your business and makes your business feel better everyday. And if your business feels better, then you'll focus on it more. You'll be more proud of it. You'll even feel more excited when talking about it.

Too simple? Give it a try and let me know how it goes.

Warmest,
Tad

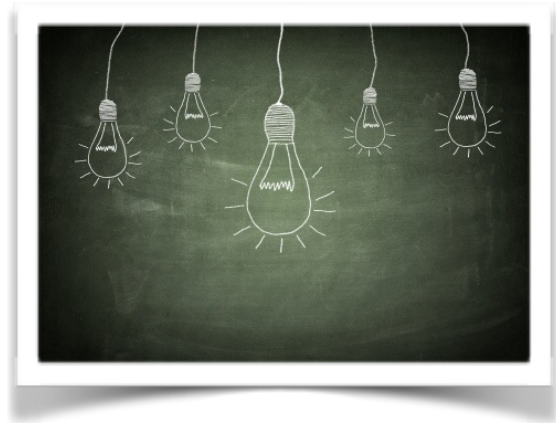
Using This Workbook

- This whole process should take about five hours. I've designed it to be something you could start after lunch one day and have done by dinner.
- I invite you to consider printing this ebook out, or at least the workbook pages you find, so that you can work with pen and paper.
- There's more to creating a good vibe than I can get into here. This workbook isn't meant to be the whole answer, but it is the first step I'd recommend to most people.
- If you come up with some words or phrases to articulate your vibe that are missing here and you think should be included in a future version of this book, please email us at admin@marketingforhippies.com

Step One: The Basics

(40 minutes)

For each of the questions below, set a timer for five minutes and keep writing in response to the question for the full five minutes. Don't stop till the timer dings.



Question #1:

What are all of the words or phrases you would never ever want people to use in association with your business? (e.g. boring, hyped-up, over the top, generic, lame, etc.)

Question #2:

What are the top ten words you would most hate to hear? Which words would be *most* crushing to you?

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Question #3:

When have you embodied those ten words in your business life? Even if it was just a little bit and even if it was just in your own mind. Take 10 minutes to candidly reflect on the times when you have said or done things in your marketing that you haven't been proud of. Make the list below.

Question #4:

Sit with how it feels to have done those things. Take ten minutes to let yourself feel the burn of that without flinching but without making yourself wrong for having done it and without letting yourself slip into shame and self pity. Just notice the pain of it. It hurts because it matters to you. It hurts because something about it feels off. Write down how it feels? This is a grieving process that begins to bring in the cleansing rains. The more deeply you engage in this question, the more potent the next step will be. Take an hour for this if you need to.

Question #5:

Is there anywhere you need to make amends for your past marketing behaviour? Perhaps you need to send an email to your whole list owning up to it. Perhaps you need to call someone and personally apologize. There might not be anything but it's a powerfully cleansing measure to do this.

Question #6:

What are the opposites of those top ten words or phrases from Question #2? (e.g. pushy vs. chill, aggressive vs. relaxed)

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Question #7:

What are all of the additional words or phrases you would definitely want people to use in association to your business? (e.g. exciting, grounded, down to earth, unique, awesome, etc.)

Step Two: The Finesse (30 minutes)

In the following three sections, circle any of the words that particularly jump out at you. Go with your gut.

Section I: Approach (5 minutes)

The following words represent the vibe of your *approach* to the issues you deal with. They speak to your way of going about your work.

thrifty	faithful	muted		
adventurous	fast	narrow		
aggressive	festive	new		
ambitious	graceful	n o n -		
athletic	green	hierarchical	real time	skillful
comfortable	handmade	old-fashioned	realistic	slow
daring	juicy	painstaking	reckless	speedy
deep	late	passionate	robust	steadfast
distinct	long-term	political	safe	stimulating
early	mad	powerful	secret	straight
easy	maintainable	practical	selective	strategic
efficient	minimalist	quick	shocking	transparent
eloquent	modern	rapid	short-term	unbiased



Below, add any more words or phrases that feel like they might fit in this “Approach” section or that are inspired by the above list.

Section II: Attitude (10 minutes)

The following words represent the vibe of your *business as a whole*. If your business were a person, this would be the general attitude, aesthetic, personality and style it had.

dramatic	mature	rebel		
eager	mellow	refined		
earnest	mild	regal		
easy-going	moral	relaxed		
ecstatic	motherly	respectful		
elegant	nice	Rock and		
fearless	serene	roll		
feisty	agreeable	rowdy		
feminine	alive	sane		
fierce	altruistic	sarcastic		
friendly	austere	sardonic		
fuck the man	balanced	sentimental		
generous	cautious	serious		
gentle	clear-cut	severe		
good-natured	compassionate	shallow		
gracious	considerate	shameless		
grouchy	courteous	shy		
grumpy	decisive	snappy		
happy	defiant	somber		
happy-go-lucky	demanding	sophisticated		
heartfelt	no bullshit	soulful		
hopeful	optimistic	spirited		
humble	ornery	strict		
idealistic	peppery	subdued		
imaginative	perky	sympathetic		
impartial	playful	tart		
in your face	pointed	tender		
informal	poised	thankful		
jaunty	polished	tough		
jolly	polite	tough-as-nails		
judicious	positive	upbeat		
kind	precious	vibrant		
kindhearted	private	vigilant		
lighthearted	proud	warped		
loving	Punk rock	wild		
masculine	reasonable	worldly		
			active	joyous
			bad ass	jubilant
			big	kooky
			bitter	logical
			brave	loose
			brief	loud
			calculating	lovable
			calm	mindless
			candid	modest
			carefree	mysterious
			caring	natural
			courageous	obedient
			dependable	offensive
			determined	outgoing
			energetic	outlandish
			focused	outrageous
			forthright	productive
			frivolous	proper
			frugal	quiet
			gregarious	quirky
			grounded	Scrappy
			harsh	secure
			hilarious	Sexy
			infamous	silly
			innocent	sociable
			instinctive	steady
			intelligent	succinct



Section II Cont'd:

sunny	thoughtful	wise	zany
talkative	vivacious	witty	zealous
tasteful	warmhearted	wry	diligent

Below, add any more words or phrases that feel like they might fit in this “Attitude” section or that are inspired by the above list.

Section III: Quality (15 minutes)

The following words represent the vibe of *your work*. It's the vibe of your products and services themselves.



academic	curved			
accessible	dapper			
accurate	dark			
adorable	darling			
aesthetically	dead			
pleasing	delicious			
agile	delightful			
anchored	democratic			
ancient	deployable			
antique	Dirt under			
Barebones	fingernails			
beautiful	Down to earth			
better	drab			
blissful	durable			
bountiful	dynamic			
Boutique	economical			
bright	edgy			
broad	elementary			
careful	enchancing			
charming	entertaining			
cheap	ethical			
cheerful	expensive			
chubby	fair			
classy	fancy			
clean	flat			
clever	flawless			
colossal	flowing			
competent	frequent			
conscious	fresh			
Controversial	functional			
crafty	funny			
crazy	futuristic			
creative	gigantic			
credible	glamorous			
crooked	glittering			
cultured	glossy			
	grand			
	greasy			
	great			
	Grunge			
	handsome			
	hard-to-find			
	harmonious			
	healthy			
	heavenly			
	high			
	high-level			
	holistic			
	Homespun			
	hot			
	huge			
	humongous			
	hungry			
	husky			
	immaculate			
	immediate			
	immense			
	impeccable			
	important			
	impressive			
	impure			
	inexpensive			
	international			
	intrepid			
	intuitive			
	ironclad			
	knowledgeable			
	large			
	lasting			
	lavish			
	light			
	little			
	lively			
	local			
	long			
	lovely			
	low			
	luminous			
	lustrous			
	luxurious			
	magical			
	magnificent			
	majestic			
	major			
	mammoth			
	massive			
	melted			
	metallic			
	miniature			
	necessary			
	Not-afraid-to- get-hands-dirty			
	nutritious			
	odd			
	oddball			
	offbeat			
	old			
	opulent			
	orderly			
	organic			
	original			
	ornate			
	outlying			
	outstanding			
	peaceful			
	petite			
	plain			
	plush			
	popular			
	posh			
	premium			
	prestigious			
	pretty			
	pristine			
	profitable			
	Provocative			
	prudent			
	punctual			
	puny			
	pure			

Section III Cont'd:

quaint	scientific	staid	tempting	velvety
qualified	scrawny	steep	tested	victorious
radiant	second-hand	strange	thorough	vigorous
ragged	Shape	striking	tidy	vintage
rare	Adjectives	strong	timely	vital
raw	short	studious	tiny	vivid
real	showy	sturdy	trained	warm
reliable	silky	stylish	trim	wealthy
relieved	simple	substantial	ugliest	well-groomed
resilient	sinful	subtle	understated	well-informed
responsible	sizzling	suburban	uniform	well-made
rich	skinny	sure-footed	unique	wide
rosy	small	sustainable	unsightly	wide-eyed
rough	smart	swanky	unusual	young
round	smooth	sweet	upright	youthful
royal	sparkling	swift	upscale	yummy
rundown	spicy	tall	urban	
rural	spotless	tattered	usable	
scarce	square	teeny	useful	
scholarly	stable	teeny-tiny	vast	

Below, add any more words or phrases that feel like they might fit in this “Quality” section or that are inspired by the above list.

Part Three: Summary (15 minutes)

Below, compile all of the words you wrote down or circled in the previous three lists on Approach, Attitude and Quality.

You can also add any others words that come to mind.



Step Four: Distillation (15 minutes)

Below, write out the **top ten** words and phrases you've compiled in Step Three (above) that you'd most want associated with your business and would most want your business to embody consistently.



- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

Now see if you can boil it down to the **top three** from those ten.

- 1.
- 2.
- 3.

Step Five: Online Presence Review (2 hours)

This step is about bringing some mindfulness to what you already have out there and to starting to see your business through this new lens of vibe.

List your “top three” words here from the previous page for easy reference in the following task:



1. _____ 2. _____ 3. _____

- Review the overall vibe of your website (i.e. the design), “Does this design capture, embody and evoke those top three words I chose?” (15 minutes)
- Review your website homepage and ask yourself, “How could this page be a better embodiment of those top three words or phrases?” (15 minutes)
- Review your “About Me” page and ask yourself, “How could this page be a better embodiment of those top three words or phrases?” (15 minutes)
- Pick one of your main sales pages and ask yourself, “How could this page be a better embodiment of those top three words or phrases?” (15 minutes)
- Look at your next email to your e-list and ask yourself, “How could this be a better embodiment of those top three words or phrases?” (15 minutes)
- Look at the main photos of you on your website and social media and ask yourself, “Do these photos capture those top three words?” (15 minutes)
- Review what you’ve posted for the last week on your main social media platform/s and ask yourself, “Do these posts capture those top three words?” (15 minutes)

Step Six: Meditation (30 minutes)

Pull out your top ten list of words and phrases, find a comfortable place to meditate on those words with the relaxed and curious wondering, “How can I weave these qualities into my business more? What can I do or stop doing to make sure my business is even more of an embodiment of these things?” Also notice where your business is *out* of alignment with this vibe.

Write out what comes to you below.



Step Seven: Plan (30 minutes)

NOTE: Make sure you schedule these following tasks into your calendar or to-do list manager for the coming year.

What will do you in the next 24 hours to incorporate these qualities, this vibe, into your business?



What will you do in the next week?

What will you do in the next month?

What will you do in the next quarter?

What will you do in the next year?

What help do you need to make these happen? What support are you lacking?

REMINDER:

Make sure you schedule these following tasks into your calendar or to-do list manager for the coming year.



Three Hours of Bonus Exercises:

If you want to take this all a bit deeper, here are three exercises I recommend. They might surprise you with the perspective and clarity they offer to what you've already come up with.

Bonus Exercise #1: Look Up the Etymology of Your Top Ten Words (60 minutes)

There's a good chance that the ten words and phrases you've selected don't mean what you think they mean. Or that they mean even *more* than you think they mean. Etymology is the study of the roots of words — where they come from. The best resource for this is the Barnhardt Dictionary of Etymology but it's an expensive beast. You can certainly make do with etymonline.com.

Word	Etymology

Bonus Exercise #2: Look Up the Etymology of Related Words (60 minutes)

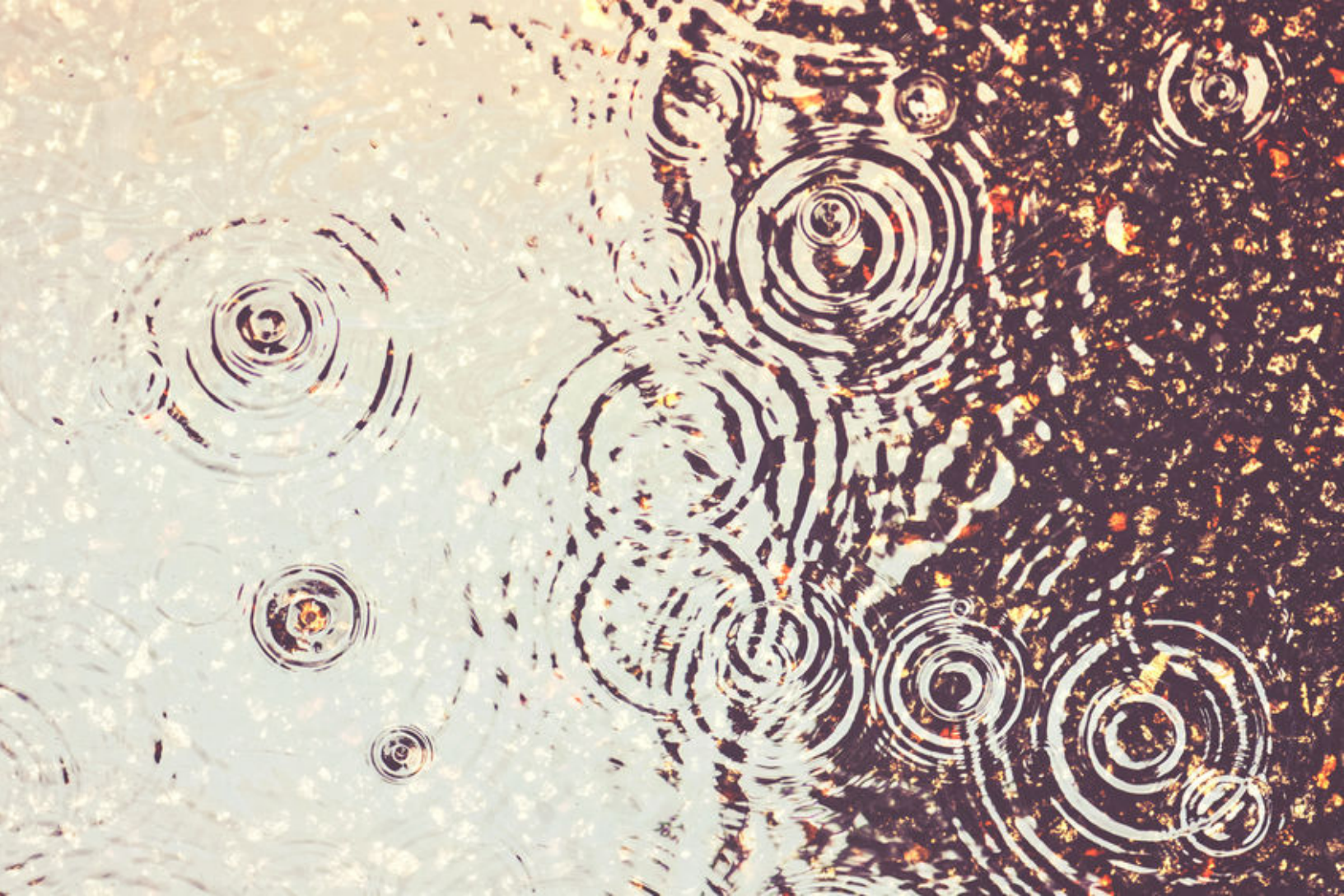
As you research the etymology of a word, you'll keep coming across related words. For example, if I look up "authentic" I also see the word "genuine" repeated a number of times. Consider exploring what those words mean too. Instead of going for a simple definition in a dictionary, consider that each word is a story. It doesn't have just one meaning. It has a whole forest of meanings. It is likely the combination of various words, each with their own forest of meaning. Have a thesaurus nearby for this one, it will come in handy.

Word	Etymology

Bonus Exercise #3: Write Out Your Own Definition of the Word (60 minutes)

The way you are using this word might be different from the way I would. That's okay. The word is just a doorway into a bigger house anyway. It's a sign on a path leading you towards something you might not have words for. But it's good to sit with and clarify, "What exactly do I mean by these words?" See if you can't articulate the meaning of them for you.

Word	Your Definition



Final Thoughts: Petrichor

“A pleasant smell that frequently accompanies the first rain
after a long period of warm, dry weather”

— Oxford Dictionary

So, what now?

Well, it's almost too simple to take seriously.

Every time you're about to do something in your business, pause for just one minute, close your eyes and ask yourself, “Is there any way in which what I'm about to do could be a better embodiment of the words and phrases I've chosen?”

And then see what answers you get and proceed accordingly.

Too simple?

Again, give it a try and let me know what you find.

I can tell you that most people don't feel good about their marketing (or marketing in general). It feels dry, brittle and lifeless. It's like cracked soil. There's nothing appealing about it to them. There's something vital to it that is missing, which they can't name.

And it took me years but I finally figured out not only what this awful feeling around marketing was, but what the most important first step was in addressing it. And this is the process that could help bring in the life giving rains to their and your marketing, and the feeling that comes with it.

I think what you might find is that this process breathes new life into your business and marketing. I think you might find that it leaves your business feeling refreshed in the same way you and the earth feel after it rains. You know that smell after it rains? The smell is called **petrichor**. As wikipedia tells us, "The word is constructed from Greek, *petra*, meaning 'stone,' + *ichor*, the fluid that flows in the veins of the gods in Greek mythology." And so this process brings back new blood into the stone, the very foundation, of your business.

After it rains, the world smells more clean. It smells fresh and alive. You can't help but smile. After a long, dry period, life has returned. Certainly the word *petrichor* describes a smell, but it also, and perhaps more importantly, describes the *feeling* that comes with it.

And so it follows that this process can be the spark of taking this first marketing step seriously.

Also — a final caveat, and it's an important one:

This exercise is about noticing what vibe you lean towards but, no matter what you come up with here, consider it a guideline, not a God. These words, this exercise, is there to support your business in having some focus and consistency. It's there to add more genuineness and life to your business, not to strangle any authenticity out of it.

If you go for a more gruff, rough and hardcore vibe for the most part, one day you might consider sending out a really vulnerable and heartfelt email just to keep people on their toes.

And if you're 100% heart-based and all about the sweet and gentle love vibes, consider sending out a swear-filled, angry rant some time. Just to shock people.

Don't just focus on the content of your marketing. Focus on how you want it to feel. Not just the verbiage but the vibe. Not just the quantity of your marketing but the quality.

Warmest,
Tad

P.S. And a final, final thought: right now, schedule a plan to do this exercise into your calendar one year from now and see if anything's changed. You might be surprised.



About the Author: Tad Hargrave

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

Tad does improv comedy semi-professionally, co-runs Edmonton's progressive community building network TheLocalGood.ca, founded streetcarshows.com, indigodrinks.ca, socialyogiyeg.com, and the Jams program of yesworld.org. He speaks Scottish Gaelic and helps to run novascotiagaelsjam.com and is also a huge Doctor Who nerd.

Tad currently lives in Edmonton, Alberta (traditionally known, in the local indigenous language of the Cree, as Amiskwaciy (Beaver Hill) and later Amiskwaciwaskihegan (Beaver Hill House)) and his ancestors come primarily from Scotland with some from the Ukraine as well. He is drawn to conversations around politics, history, ancestry, healing and how those all intersect.

You can learn more about Tad and his work at marketingforhippies.com and nichingspiral.com