



# The Point of View Workbook

## Introduction:

So, you've read, or are reading, my [Point of View Marketing book](#)\* and you're wondering what your point of view might be.

This workbook is designed to help you figure it out.

A useful reminder: when I say point of view, I don't mean your philosophy about life in general (although there's no doubt that appears too). I mean one of two things. Either your take on how to build a good boat or your take on how to make a particular journey. It's the boat or the journey. One of those two.

Your point of view is the heart of your credibility as a business and your capacity to filter our people who are a fit or aren't.

My steep thanks go to Lois Kelly, as 20 or so of the following questions are borrowed and/or adapted, with permission, from her fine book on word of mouth marketing, "Beyond Buzz".

You can use this same workbook and the same questions over and over to identify your point of view about a number of products and businesses. I hope you'll find it helpful.

Now, I invite you to find a pen and some paper, or a quiet space for just you and your computer and answer these questions as honestly as you can.

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\*Point of View Marketing eBook by Tad Hargrave: [marketingforhippies.com/povbook/](http://marketingforhippies.com/povbook/)

# The Basics

## Point of View Workbook

What are you exploring your point of view about? Is it a product or package you're offering or a service?

If it's a service, what is . . .

Island A:

Island B:

## Your Process/Route:

Imagine someone you love dearly came to you for help in either learning how to make the kind of product you offer, to solve some particular problem they're struggling with (Island A) or to achieve some result that always feels out of reach (Island B). They can't pay you, but you have 15 minutes to write out a game plan for them. They ask you for sequential steps they can take. "What do I do first? And then what? And what after that?" In the space below, write out the series of steps that would give them the best fighting chance of getting what they're after. Do it in no fewer than three steps and no more than seven steps. What are the three to seven steps, phases or stages that people need to, predictably, go through on this journey?

# Your Compass: The Top Ten Principles & Premises:

Now imagine that same person, someone you love deeply, asked you, “What are the top ten ideas I should be keeping in mind while I’m going through these steps? What are the core principles, concepts, notions, assumptions that I should be using to help me navigate when things don’t go exactly according to plan?” In the space below, jot down your ideas.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

## The Map:

What do you see as the core elements they will need to contend with in the journey or were they to make your product? What's present in the situation that they would recognize? What things? What dynamics and patterns will predictably appear? What are the core elements you deal with in your work? (e.g. If you were in palliative care, elements that might appear on a map could be the dying person, their loved ones, the will, the doctors and nurses, the drugs, the unspoken tensions etc.) Below, make a list of everything you can think of that you might put on a map of your work that your people would see and, eventually, recognize. Draw it out as a picture if you can.

# Digging Deeper





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- The three most common myths about my industry are:
  - 1.
  - 2.
  - 3.
  
- What gets me most excited about and proud of my industry is:

## **Additional Questions:**

The things I've thought about for years but have never said out loud about my industry is:

The dirty secret of my industry that most people don't know is:

The thing I feel like I have to bite my tongue about (while I roll my eyes) the most when at industry events is:

The thing they never teach you when you're in school for our industry is:

The biggest lie I see my colleagues peddling is:

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How the hell is \_\_\_\_\_ still a thing in my industry?

I don't give a shit about \_\_\_\_\_ anymore. What I care about is \_\_\_\_\_.

The area where too much money and time is wasted in this industry is:

If I had a crystal ball, the biggest changes I would you predict for my industry over the next two years would be:

What makes me angry about perceptions of my industry is:

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My industry matters more/less today because:

My industry/service especially relevant at this point in time because:

I'm hopeful that one day our industry will:

What are leaders in your industry talking about? Is there anything that doesn't feel true about this? Where do you differ from them? Where do you agree? In your opinion, if someone were to go to someone else who was offering what you offer, what is it that people need to see or hear in order to feel confident they're getting a good deal? What questions should they ask and what answers should they expect?

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What makes people anxious about this issue/trend?

When people learn about this issue the three things that surprise them most are:

## Your Point of View On The Issues People Are Struggling With (Island A).

Define the issue here in three words or less:

### Top Questions:

My take on this issue is that:

To make a big difference on this issue people should focus on just this one thing:

What's missing in the conversation about \_\_\_\_\_ is \_\_\_\_\_.

## **Additional Questions:**

The narrow slice of the issue that more people should understand is:

The main reason people should take this issue seriously is that:

People are wasting too much time talking about these three things:

Conventional thinking says \_\_\_\_\_ about this issue, but I think it's really \_\_\_\_\_.

Overcoming this one obstacle would change the game...



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When I look at my target market, what I most see going on for them that I don't think they even see themselves is:

The three biggest mistakes people make when self diagnosing themselves around this issue are... (e.g. they say to themselves, "I need \_\_\_\_\_ (often the quick fix/magic bullet they got sold (e.g. social media))" when they really need \_\_\_\_\_." They think their real problem is \_\_\_\_\_ but you think it's actually \_\_\_\_\_.)

What are the three biggest reasons that it's not their fault that they're struggling with the problems you help them with? What are the external factors that make having this problem likely and perhaps almost inevitable?

## Your Point of View About The Journey From Island A to B:

Define Island A (three words) and Island B (three words):

### Top Questions:

My diagnosis and understanding of why people can't seem to handle this problem on their own is... (e.g. institutional barriers, mental barriers, they have been raised believing certain lies, there are certain principles they fail to understand) Note: How would you explain this to someone who was totally open and non-defensive about why they're struggling so much?

What are the top three reasons this journey is so hard for people?

- 1.
- 2.
- 3.

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What are the typical phases people predictably go through on this journey? If their journey were a book - what would be the typical chapter titles?

I believe that the three most critical elements to the journey from \_\_\_\_\_ to \_\_\_\_\_ are:

## Additional Questions:

I think the three most important principles of a successful journey are:

To successfully make the journey, you need to understand the difference between \_\_\_\_\_ and \_\_\_\_\_.

Before people set out on their journey, they should appreciate the genuine dangers of:

I think that what my clients really want is \_\_\_\_\_ and what they think they need to have in place in order to let themselves have it is \_\_\_\_\_.

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The three biggest blunders I see people making over and over again that cause them to fail to get the results they want are:

The three biggest myths people have about making the journey are:

What are your top three tips that can make the most immediate, tangible difference to someone going through this journey? What are three simple tools, tactics, approaches or ideas that can make this journey smoother, faster, more enjoyable and less risky?

The three things experts say about making the journey that I most disagree with are:

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What do you see as the top three approaches people typically tend to take to making this journey and the strengths and weaknesses of them all (and why is your approach better/ different?).

What are the top three ways that people unknowingly and unwittingly self limit themselves in this area? And why do you think they do this?

What are the top three things people are *told* they need to make this journey that they *don't* need?

What are the top three things people should consider before embarking on the journey to make sure it's really the right time for them?

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What supports are most important for people to have in place as they make this journey?

What are the top three lies people are told about *themselves* on this journey?

What are the top three lies people are told about the journey itself and how to get the results they want?

## **Your Point of View About Your Business (The Boat):**

Your Business Name:

What You Do (e.g. massage, life coaching, permaculture etc.):

I never want to be associated with:

To make customers believers they need to understand this one thing about my business:

What gets me most excited about my business is:

If I were to look at my business/organization as a cause, it would be:



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What books or magazines or blogs best capture and articulate what your business is about.

I take a strong stand for \_\_\_\_\_ in my industry (i.e. amongst your peers and colleagues)

I take a strong stand for \_\_\_\_\_ in my community (i.e. amongst your clients, potential clients and perhaps the local community in which you live)

What makes me most angry perceptions of our business is:

What have you been thinking about a lot lately in your craft that you haven't shared with anyone?  
(these often help to reveal your next place/step)

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My company matters more/less today because:

At its heart – my work is really about:

**Your Point of View About The World:**

The world has too much \_\_\_\_\_ and needs more \_\_\_\_\_:

If I had to sum up the world's main problem in seven words it would be:

If I could get one message across to the world in seven words, it would be:

# Making Your Case: The Final Step in Your Point of View

So, you've begun to refine and articulate your point of view.

I say 'begun' because a solid point of view doesn't happen overnight. It takes many years of constant tinkering with the map to make sure it represents the reality of the territory as closely as possible. It takes many versions of models and there are many moments of frustration along the way as you realize your theory was wrong.

Your point of view will only ever be a thesis, a thesis you'll be spending your life testing.

So, when you go to the marketplace with it, you will be met with questions about it. As it should be. Your point of view is a claim you're making and people are going to want some proof, some evidence that there's some merit to what you're saying. You can't just go to the jury and say, "Look guys... trust me. He's innocent." You have to make your case. You've got to have 'Exhibit A' and B and so on.

And so, while it's a topic for another book, let me get you started in thinking about how you can make your case for your approach.

## Here's a partial list:

- Articles and Press Stories about you, your industry or the problem you're addressing.
- Associations, Guilds and Significant Groups you're a member of.
- Published articles
- Awards you've won.
- A list of high profile clients.
- Charts that compare your product with others
- Performance Audits
- Photos and Videos
- Demonstrate your product or service in front of them
- Technical Drawings
- Tests and Lab Results
- Certifications
- Testimonials from clients
- Endorsements from key groups and respected experts
- Case Studies that show the before and after realities of clients you've worked with.
- Statistics you've collected from surveys of clients.
- 3 minute video that clearly breaks down your process or how your product works
- Books you've written.
- Books or documentaries of who others have written that share your point of view and back it up. The works of other experts.
- Academic/Scientific Studies.

## Your Point of View In A Page:

So you've just answered a lot of questions. Now it's time to boil it all down into one page. Remember, you don't have to be this explicit on your website or sales material. But, at a minimum, this exercise is there to help you get more clear about how you see things.

My take on my industry is that:

My core take on \_\_\_\_\_ issue is:

My core take on solving \_\_\_\_\_ issue is:

The most important principles involved in solving this issue are:

The steps I'd suggest to most people for solving this issue are:

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I've designed my business in \_\_\_\_\_ way because \_\_\_\_\_.

My core beliefs about the world are:

The most compelling evidence I can offer for my point of view is:

# What To Do With Your Point of View:

So, now you've put a lot of time in to thinking about your point of view. What do you do with it?

You will likely find, over time, that point of view is more something that infuses everything you do, like a tea bag in hot water or a thread you use for sewing a lot of different things together.

So there's no particularly "right thing" to do with it.

But, here are some ideas:

**Your POV Webpage:** Consider creating a page where you distill your point of view down and share it. You can read my best attempt here: [marketingforhippies.com/free/marketing-essentials](http://marketingforhippies.com/free/marketing-essentials)

**Create Content Based on it:** Write blog posts about it. Make videos about it. Do podcasts about it. Write ebooks that delve into it. Your point of view is the source of every piece of content you ever create. Over the years I've come up with a bunch of questions that help people clarify their take on things. You could write a blog post in response to each question and people would love it. Why? Because people are looking for a map that makes sense. They're looking for someone they can trust. They're desperately trying to make sense of their situation so they can know where to invest their energies.

**Share it:** Teach workshops on it. Talk about it with your friends. Create and deliver short TED talks about it. Share it and listen to people's feedback to help you make it more clear.

**Use it as a Filter:** Link to your Point of View page from your "hire me" page and ensure people read it before hiring you