

Point Of View, the Missing Element in Most Marketing

Maggie Ostara with Tad Hargrave

Maggie: Greetings everyone. This is Maggie Ostara, and I am delighted -- truly delighted to welcome you to Six Figure Success without Selling Your Soul. I am your host for this virtual conference. It has been going on this week. We're going to be continuing next week. We have 18 really stellar speakers who I selected based on understanding where they are coming from in terms of how they are building their businesses, and what their orientation is as far as helping other people build businesses or helping them with their services in some way. Not everyone is a business oriented coach or service provider.

And the reason that I created this conference is that I know that there is a huge entrepreneurial explosion going on right now, and that you as an eager, evolutionary, entrepreneur or an aspiring entrepreneur, that you're committed to doing your business. You want to make a positive impact on your clients, and your customers, and your communities, and ultimately on the world.

And this may be a new endeavor for you, or even if you've been doing it for even a few years, it may not be something that you grew up around, that you had in your family. I know I didn't have it in my family. I didn't have it in my communities. It was really very, very new for me when I struck out on my own 15 years ago to become an entrepreneur in network marketing at that time.

And that for many of us business is not something that we were taught about even if we got it in school it's very, very different to be an entrepreneur. And sometimes there is the wonder about can I do this in a way that feels really in alignment with me. Do I have to compromise? Do I have to make myself into someone I'm not in order to be successful? And so, I've gathered these 18 speakers because all of us have walked along this path and asked

ourselves those questions. And have really looked at what we needed to do. And many of us have innovated new ways of doing marketing, new ways of doing business because the ways that were available to us that we were taught or the models that we saw around us just did not fit with the way we wanted to do what we were doing.

I think that we are in an extraordinary time of change when many of the old ways of doing business are diminishing, crumbling, or have fallen away. And of course, this has created anxiety for people. And it also creates an enormous opportunity for those of us who really see this as the opening into the new world age that we are in the process of creating right now. And that every single one of you who is listening to this call, and who is listening to the recording later are an integral part of that change. And it is up to all of us as evolutionary entrepreneurs to be able to step into the field of possibilities that has opened up by what is happening right now.

And so, I wanted to gather this group of people together, so that we could share with you our strategies, our tips, our tools, for how we created our six and multiple six-figure businesses. And also to share some of what it was like for us to innovate, to look at the models. Tad has a great story about this. I can't wait to hear it, about the things that we're taught, and then we really needed to make our own way.

So I am delighted today to have Tad Hargrave on the line with me. Hello, Tad.

Tad: Hey there.

Maggie: And I think he really exemplifies what I'm talking about very, very well. And so, I'm excited to have him. Tad and I started sort of become aware of each other through the internet. It's one of the amazing things that happens with the internet and with email. It is that we are able to find out about each other, and connect with each other, and support each other in entirely new

ways that has really transform the way that business has been done and will be done. And so, that's how Tad and I connected was through that.

And so I love when we actually get to deepen those connections and take it to the next level, which I'm doing with a number of people on this and certainly with Tad.

So I want to say just a couple of semi-official things about him, but I also really want to hear him tell his own story because I know it's going to be really interesting and illuminating for a lot of you. So Tad calls himself a hippie who has developed a knack for marketing.

He realized after years of working in the non-profit and activist world that he is actually a marketing nerd. He really likes it; he's good at it. And in the end, he decided to become a marketing coach for hippies. And he -- maybe it was because he couldn't stand seeing his friends who were in the green business, and who were doing holistic work, and healers, not being able to make their way, not be able to make money, feeling like marketing was sleazy, or sales was gross. And he could actually really see the path for people, and he wanted to make that available to them. And maybe it's because he couldn't keep a job. There are two people already on the telephone that have said the same thing. They are just like I don't know, I couldn't hold a job. I couldn't fit myself into those structures and stay there. So I had to be forced out into being an entrepreneur.

I think it's true. I mean I could hold a job, but I ended feeling so strangled by it that I just couldn't do it. So for the last 10 years he has been touring his marketing workshops around Canada, and he does some work here in the U.S. He was in San Francisco not too long ago bringing fresh and unorthodox ideas to conscious entrepreneurs and green businesses to help them grow their organizations and businesses without selling their souls. And over the years he has become recognized as a leader in a wider movement toward green and local economies.

Today he is here to talk to us about point of view, the missing element in most marketing. Which I think is so awesome, it's so critical. I totally agree. And I can't wait to here your point of view on that. So welcome again, Tad, great to have you.

So I'd love to start today diving in and hearing more about your story about how you made that transition into actually going into marketing, and what that was like for you. And how you have developed -- really, innovated this whole new way of doing marketing that makes it accessible to people who otherwise would not feel like this was their terrain or available to them at all. So, I'd love to hear your story about that.

Tad: So I when I was like 18, I'd say a little bit earlier, even before I graduated high school, I worked for a franchise of a seminar company, personal growth, leadership stuff. And a lot of the sales training they had was a bit of a mixed bag. I got introduced to a guy named J. Abraham. His stuff, which I really liked. There was also a lot of sales training kind of Tom Hopkins, Zig Zeigler, Brian Tracy, and a lot of that stuff is very sort of go for the close, kind of old school sales, I think, to overcome objections. And I did it.

For a bunch of years I did telephone sales for this company. And it was just a lot of cold calling and very hard sales. And I wouldn't have said so at the time, but looking back, I don't know if you've had this experience, Maggie, but I look back on some of the things, and I think, oh, my God, I can't believe I did that. I can't believe that I went down that road with marketing. But I really drank the Kool-Aid. I was young and excited.

And so, I did a lot of things that felt really gross, and I had a hard time kind of sleeping at night. But I just didn't know any other way. It was like this is what you do if you're committed. You take a stand for these people, and you push them, but then that started showing up in my personal life, and I grew up going to a Waldorf school. It was just kind of like the very hippie alternative scene. And then all of a sudden I was into this really hard-core capitalist kind of situation, and this really pushy sales things. And a lot of

my friends started to notice and comment in it, which really felt terrible. Really dear friends saying why are you pushing me? Why are you being so slick all of a sudden?

And yet -- so then I took a step back and got involved in a but of activist stuff and hanging out with anarchists, and going to protests, and a lot of critique of global economic capitalism, and all of that. And yet, I still had this kind of nerdy marketing side to me. And I would be having these conversation with friends they would have these amazing ideas for green local, sustainable, holistic businesses, and their marketing ideas would just be terrible. And I would say don't do that. Do this instead, and finally I realized that there was a difference between multinational corporations plundering the planet versus the mom and pop shop or a local business.

So that felt pretty liberating for me, and I decided I wanted to start doing it for work. And so about 10 years ago I started doing it half time for the first four or five years, and then full time since about 2006. And early on I moved over to a pay what you can model for the first part. Meaning most of my workshops were run on a pay what you can basis. People attend the whole workshop and then pay whatever you want to pay at the very end, which worked great, surprisingly. So that's my story so far.

Maggie: That's great. I just think it's really interesting. I love the way you talk about -- because I know I grew up in a very activist environment, a very academic, very intellectual, analyzed things really a lot, and global capital was something that got very highly criticized.

And one of the things that I found over time was that I just got really depressed with that whole view of the world. There didn't seem to be any way out, and everything seemed to be falling apart, and everyone was kind of in a negative state of mind most of the time. And I just realized it was really killing me inside to be a part of that. And to actually be when I was an academic that was part of how I was teaching and stuff. And I was just like this doesn't feel good. Wow there has got to be a different way to see this. I

really appreciate what you said about realizing that the world of business or the world of commerce is very complex. And there is all kinds businesses going on all over the place.

And there may be some really large corporations that have been based on exploitation. And I do think that part of the reason that the economy is going the way that it is now, is my belief -- my spiritual belief is that things are anti-life cannot be sustained. That they will fall apart. They may rise for a while, but they will fall a part. They can't sustain.

And I think that's what we're really seeing and that is why we're seeing this entrepreneurial explosion because being able to go out and create your own thing and be engaged in the world of commerce, people have been doing that for as long as people have been around. It's just that we look at it differently. I used to to be when you had the village, and the market place, people came into the market place some people came from the village next door, and then everybody had a big market place, and once a month everybody came. And that has been going on for a really long time, and why we think that's not good somehow. So I appreciate you saying that. And I realize that I love that you support green businesses ,and holistic practitioners, and I really believe in that myself as far as being able to -- to me that's one of the big changes that has to happen right now is having those businesses actually become really financially successful because that's going to change the whole environment.

Tad: Yeah.

Maggie: So let's talk about point of view. I love that you wanted to talk about this. I happen to really agree with you around point of view. So tell us what is point of view and how does it fit into marketing?

Tad: Okay, point of view is basically your take on things. The bigger story that you see going on that maybe other people don't see. What's missing in the conversation that is your unique lens on how to make a particular journey?

And I'll give a bunch of examples, which hopefully will help clarify. This is actually a new -- I've been thinking about it for years, but not explicitly until really recently.

And when we look at marketing, and particularly more conscious marketing, one of the metaphors that I got from this book called *Attracting Perfect Customers* is the lighthouse versus the searchlight. And I feel like there is one style of marketing that is kind of like the search light. And it's just frantically looking around for customers.

But we need to remember that people run away from searchlights. And when we have this kind desperate energy and searching around, that's the impact that it has is people kind of want to run away.

The other model is the lighthouse, which is just standing steady doing what it's doing and guiding ships into safety, and ships are drawn to it. And I think that's what we want to be more, or at least that's the metaphor to play with. So not sort of chasing people and pushing them, but drawing them to us. And so, that's the model that I work with.

And I think that sometimes the challenge is the way that we go about marketing ends up being those chasing things. And we don't know what it means to sort of draw people to us. So that is one set of distinctions.

Then there is this whole question around authenticity. And I've really been sitting lately with how it can be so easy to become inauthentic in our marketing and our business. And I think a lot of that happens just like it happens socially. If you're talking with somebody, and you find yourself starting to behave differently to get a different response from the person, you're trying to guess what they like, what they want you to say. You're sort of starting to change yourself to fit in and compromising your own values to do so. That's not being authentic.

And that happens a lot in business, I think, where people maybe think like some abstract target market because they were told they need to pick a target

market, and they think what would these people like? And they start doing something maybe in a style that does not feel right for them.

And it's funny because you were saying things that are anti-life can't sustain. I think when we're being unauthentic, we're in an anti-life situation. And ultimately that can't sustain itself either. And people feel it. It doesn't feel totally resonant with people. It maybe works for a while, but it's not that solid. And authenticity is when we really just sit with what is this about for me? And at a deeper level, what is this about? And we communicate that. And we talk about that. And that's kind of our deeper point of view.

So a few examples, there was a client that I had that did breast massage for women just around breast health. And we were talking about -- I was looking at her brochure, and it was really dry and academic. And yet this woman was not the dry academic research lady. And I was like I don't get it. And she said it's breast massage and I don't want to seem creepy or weird. And I was like I get it but I think you threw the baby out with the bath water. I think it misses the point.

If that's all you're about is breast massage then what are you going to stay in touch with your clients with? The latest research on that from Sweden; nobody cares. But if what you're really about is about women's empowerment and all that kind of stuff -- she was like, yeah, that's totally what this is about for me. And the question what is your business about at a deeper level starts to lift up this topic point of view.

There was a message and yoga guy in England, and there's tons of message and yoga people. And I started to ask him what is this about? Why are you doing this? And finally he got to say England and London can be a really depressing place sometimes. It can be heavy, and it's cloudy, and I just want to fight back with optimism. And I was like, make that the core of your business -- optimism. That gives you a lot of leeway to do some really interesting things.

So part of this point of view is about being an advocate for something bigger. A movement that you're a part of. I don't necessarily think it's a movement that you're creating, but it's a movement that you're a part of. You are acknowledging that there is something bigger that you're working towards.

I remember I've done Pavitch Can for years, and this fellow, Michael Drew, who works with a lot of book authors, he had me on the hot seat at one of his workshops, and he just nailed me. And he kept grilling what is this about freedom. And I finally realized, it's funny, I think it had always been there, but I had never articulated it. The Pavitch Can is about fairness and accessibility, and justice for me. About making this material that is often unavailable for a lot of people available in a way that they can keep their dignity.

There is a restaurant in Philadelphia called the White Dog Café. And this woman, Judy Wicks, runs it. And I think this is a great example of being about something bigger and having a point of view about what business should be or what her business should be. She -- it's this like organic very sustainably oriented restaurant. Their slogan is we use good food to lure innocent customers into social activism.

And she is really about something bigger with her restaurant to the extent that when she started to find cruelty free sources of meat and fair-trade coffee; she thought I could just corner this market and be the only one in town to do this. But if I really cared about those animals, and I really cared about those communities down south growing the coffee, I would want every restaurant to have it. And so, she started going to her competition to get them to procure cruelty-free sources of meat, and ethical fair-trade coffee. So I think there is something about taking a stand on something bigger is a part of this.

Maggie: You're saying being a part of something bigger can be -- it's great in terms of a motivation that has a really expansive quality to it. I know I was talking to Kendra Thornbury a couple of days ago, and she was sharing an experience

that she had were she just kept not being able to get her business going. And she was trying, and trying and doing this and that, and she actually went to Africa, and went to a place in Kenya and really so how people were living. And how they had their dignity in these really violent situations and a lot of poverty.

And she said it just completely shifted her point of view, got her into connecting with something bigger and gave her this incredible motivation to be like okay, I've got to do this now. And she said it got her over her own narcissism about worrying about her bills, which I thought was a great line. And she just said I realized how I was so small to be worried about that.

But anyway she was mentioning that also. Like what is the thing that will motivate you to actually get excited about what you're doing and also can sustain you in your business as well. Let's face it business isn't the easiest thing in the world to do. So having something -- the other part of it can really fuel you as well when you're -- but I love what you're saying when you're tapping into what is this really about for you? What is it that drives you? And bringing that out to the fore, rather than thinking people don't want to hear about that.

Tad: It's interesting because when you brought up the term narcissism, I think that fits really perfectly here. Because the narcissist myth the Narcissus falls in love with a goddess, bad things happen, he's kind of lame, she gets pissed, she curses him, and various things happen in the myth. He falls in the water and drowns because he can't stop -- or he just sits there, and looks at his reflection in the water because she curses him to fall in love with the first thing that he sees. He wakes up by the water, and the first thing that he sees is his reflection. And either he falls in and drowns or he can't leave because he wants to look at himself.

And that myth often gets translated as don't love yourself too much, because if you love yourself too much then bad things happen. But it misses the point that Narcissus didn't actually fall in love with himself, he fell in love with his

reflection. And I think in business and marketing that translates as we fall in love with our reputation, and how we're seen. And when we become obsessed with that, that's when we start to become inauthentic. And that's the beginning of our business dying either economically or emotionally; it kind of dies for us. And people want to hear your point of view. They want to know where you're coming from. They don't want to be fed the thing that we think that they want to hear.

So it's funny. If I had to sort of break this down how this connects to marketing, there are four ways. I was just jotting this down before the call. It's funny this question of niche becomes like a ying/yang kind of cyclical -- I'm not sure where it starts. But if I had to pick a starting point, I would say it starts with this question around this journey that you're helping your clients on.

Your clients are on island A where they have some problem that is painful, and they don't like. And they want to be on island B where there is some result that they would like, but there is all this water in between the two islands, and they can't seem to make that journey themselves. And your business is the boat that takes them from island A to island B.

The businesses that I've found most successful -- the entrepreneurs that I have found that do the best and are the most fulfilled, that journey is a journey that they have been on themselves. One of my colleagues, Jeffrey van Dyck, Suzanne Falter-Barns, talk a lot about this notion of that your deepest wound is probably your truest niche. The thing that you've been through, where you've been hurt is often where you have the most capacity to help other people because you know it. That's a terrain that you are intimately familiar with.

The fact that I went through a lot of really gross sales training and listened to a lot of that material. I think actually makes me super qualified to comment on what I think the alternative is.

There is a guy, Blair Finney, in the *What's My Workshop*, in Vancouver, and he had a-- totally had a mental breakdown, psychiatric drugs, straight jacket, the whole thing. Years later he is has done so much work on himself and done so much healing and now he helps people who are going through that situation, and the families of those people.

There is a woman in Winnipeg, and she was a spiritual counselor. And she said -- we were talking about niche, and she said well what I really love to do is work with a whole family to bring about healing. I was like that's beautiful. She said, "Well, I feel like a fraud." And I said, "Why?" And she said, "Because I wasn't able to heal that with my own family." And I said, well maybe you're niche isn't so much healing with families, maybe your niche is working with people who have been struggling for years to bring about healing with families, and their families just aren't interested, and it's not happening. And they are having to let go of that for their own well being. They are having to let go of that family ever changing. She was just like I could do that.

So this question of what is the particular journey that you helped people with that you are intimately familiar with. Who are your people? Yeah, there are a lot of people out there that you could help, but who are your people? So that's a much bigger conversation. But if you start this process by just picking some random target market because you went to a workshop and they said pick one, the rest of this doesn't work so well. So the more true and authentic the journey is the better.

Number two, we look at that journey from island A to island B, and the second question is what is your take on that journey? What is your point of view about that journey in particular? Should it be done in a boat, submarine, helicopter? Should you water skidoo there or should you swim? What's your best take? And that take is going to be based on your own experience, but you're also going to have learned a lot from experiences of others, and workshops you've attended, and books that you've read. But you

start to know the terrain, the rocks under the water, there's sharks, there's pirates, there's the wind. There are the tides. There are so many factors that you are intimately familiar with that affect the particular route that you're going to take.

And the route is interesting. But we're also really interested in why you picked that particular route. They want to know your take and your point of view on that. So your point of view can come from what do you see as the blunders. Why can people do this themselves? What are the things that people miss about this journey? What is the terrain that you're not familiar with?

And then number three, once we've looked at the generic journeys, it's like okay, I've been through this experience. I was a father and I went through a really painful divorce but I was able to reconcile with my wife and create a really great relationship using this belief repatterning work that I do, for example. Then you start to think about what is your point of view about the journey, and maybe the point of view is that we need to start by taking total responsibility for our lives. And then the niche, we kind of think about how are the people who are on that journey that would also be attracted to the particular point of view that I have, the particular world view?

Like there was a guy in Victoria, and I asked him -- he was a Chinese medicine -- he was British suphi Chinese medical practitioner, and he is doing well in his practice. I asked him how did you fill your practice? And he said mostly two sources. One was a naturopath referred a lot of business to him, but the second -- this is so interesting, was like a new thought church. And they had a particular perspective on masculine/feminine dynamics that was really core to their world view.

And he came and he did this thing about Chinese medical stuff and shared the Chinese -- traditional Chinese view on ying/yang, masculine/feminine, And that resonated so strongly it's like oh, my God, it's like you were telling us our own thing. And he suddenly got all these clients just because his

worldview was so shared with theirs. And it was a total surprise to him. He wouldn't have called that one.

So this is the interesting thing with me. So we start thinking people on this journey who share my worldview, my take on things, where would they hang out? We make our best guesses at that point, and still we'll be surprised. I'm constantly talking with clients who started out looking at one niche, and all of a sudden they've got all these clients from another arena who totally love what they do, and they wouldn't have called that when they started. So we just have to keep refining as we go.

But within that particular kind of journey that you help people on, the point of view is kind of the lighthouse piece. That's the piece that draws them in that they are attracted to. Because if we look at health, there are so many different points of view on health.

If I were to talk to all different types of practitioners, and I were to ask how do you define illness, some of them might say illness is all about toxicity and excesses, an excessive toxicity in the body. And another one might say that's an oversimplification. Yes, it's toxicity that results in an acid condition in the blood, and that acid condition in the blood is the source of all the disease.

Somebody else might say that's way too simple. Yes, that's true, but it also about deficiency. We can be deficient in vitamins and minerals. And somebody else would say that's all well and good, but it's about stress because stress in our body is what keeps the toxins trapped and keeps us from absorbing the minerals we need.

And somebody else would say that's very physical, but illness is clearly and inconsistency between the will of the soul and will of the personality. And somebody else would say well, that's very this lifetime. It's karma from past lifetimes. And so, it's interesting. I am going to guess that there were certain ones that resonated more with you than others. Or I might say well, illness is

we eat too many animal products. That's a point of view. And some of you will totally resonate with that, and others will totally not resonate.

So it's interesting. You could have let's say digestive problems. And you go and you talk to a bunch of different holistic practitioners who all specialize in the journey of digestive problems. Now it's like who do you choose?

Well, yes, you can differentiate on packages and that type of thing. They can give special deals and price might be a thing. But the truth is you're likely to pick the one whose point of view most resonates with yours. So let's say you're a hard-core raw vegan. And you go to one, and he says well, I believe that most digestive issues are actually because we don't eat enough animal products. So I practice a primal diet, and I'd like you to be eating some raw meat and drinking raw dairy, and eating raw eggs. Wow.

You go to the next person and they say I'm macrobiotic. So I believe that all plant food should be cooked for the most part. That makes it easier to digest. And you go to a third, and they are vegetarian, and they are totally raw vegan. It's like who do you go with? The one that matches your worldview the best.

And so, that's kind of a concrete example, but the more we can be communicating our worldview and our point of view on how we see this journey, the better. And once we've really clarified our point of view, the number four.

The number one, what's our journey. Number two, what's our take and our point of view on the journey. Number three, who are the people most likely within that journey to be attracted to this point of view. Where do they hang out? And then we start to differentiate our business based on the point of view. So it becomes we're not doing these differentiations to impress people, we're doing it to express our point of view. And we do that consistently over time. And then people get a sense of that point of view and are attracted.

So it's like island A is a problem. That is what has them looking in the first place, if they are looking. That is what has them open to something. They have some pain or some problem. Island B is what they want from the transaction. That's what they are kind of buying from you.

The boat, our business, is kind of what their logic tells them that they are buying. But I think the point of view is what they are actually buying from you. The map, the route, the kind of story that you can tell about that journey, that's what they really want from you.

For example, on the boat analogy, if you really want to a fun trip, you're going to pick a captain who believes that trip should be fun. That's going to effect -- you'll look at a boat, and you'll be maybe that boat maybe better, and it might be faster, but this captain and this boat looks way more fun. It's not always about specs and which boat is better.

If you want a safe trip, it will be really obvious. If you want a really classy trip, you'll say sure that boat has a better engine, but this one serves champagne and caviar, so you're obviously going to pick that one. So that's an initial rant anyway.

Maggie: No, that's great. It was actually very clear. I think that what you're saying is giving people permission to kind of come out as who they are, and not try -- I do think there are certain aspects about understanding, about marketing language that is really helpful. And I think that learning what that is for some people can be challenging, and you're giving them a route to be able to do that.

And knowing that it's their experience of that journey that they have been on that can be very helpful for them. And that can be the thing that enables them to create empathy really or connection with who their people are. And when you try to hide that, then a lot of times you're actually hiding the very thing -- most people don't want to show their vulnerability, or they don't want to show the place where they didn't have it all together. Like people

think marketing means that I'm supposed to be completely have everything all figured out and always have.

And I think what's happening, what you're talking well about is that the new marketing as it's emerging is that we are expressing ourselves and showing ourselves to be real people who had all of the challenges, and how we got through it. And actually that experience enables us to be able to be along the journey with other people. So I think it's really valuable, and the way that you expressed it gives people some specific ways to work with it.

Tad: Well, I'm curious for you, Maggie, what would you say is your sort of take on marketing? What do see that most people are missing in their marketing?

Maggie: Are missing in their marketing?

Tad: When you look at even the marketing world, and what's out there, what is being taught? Is there anything that you feel like is missing. That people are not talking about this?

Maggie: Well, I think that my version or point of view is something that I call soul signature. It's a slightly different way of looking at it. But I think of business as being business at it's best. The business that I think that many of us are engaged in the project or creating and evolving. And we don't really know how we're doing it, or what it is but we're all in the creative process with it.

That business at it's highest form is about our self-expression. It's about our ability to really be able to come out as who we are and be able to offer our gifts. And from my point of view, there is so much about intuition, and innovation, and being able to tap into that deeper knowing inside yourself. I call it your soul wisdom, being able to open up the portal to whom you are as a spirit consciousness and be able to enable that to come into everything that you do including your business.

And I see a conversation going on around spirit and business. A lot of it I find kind of superficial to be quite frank. Some people are going more deeply

into it. I think it's a very deep terrain potentially. I think it's become a little bit -- I don't think it's gone so far as to be cliché, but I think it has gotten a little bit like oh, if I put soul in my business that will -- wow, that's it man. That's cool.

And I'm like what does that really mean? So I'm really all about the power is in the soul. The soul has the power to -- the spirit has the power, that's the true power, and how do we access that? How do we bring that in?

And so, for me I like to really think of marketing as just -- I use the word, rather than journey, I use the word bridge. I say you are in the temple; people are in the market place. You need to create a bridge between who you are in your temple, whether that's your healing practice, or the school that you came out of, or the community that you feel safe in. And everybody else is in the market place and there are tons of people who need you out there.

And you need to really -- if you fill yourself up with that soul purpose, if you fill yourself up with who you are and all your gifts, talents, skills, and experience from this and every other lifetime, if you really do that, you can walk boldly into the market place and feel very comfortable with who you are. Because you just know that you're like the lighthouse right? You're going out; you're going into the marketplace.

You're the lighthouse. You're not doing the searchlight thing. I had somebody tell me once they felt like a shark when they were doing marketing. Who am I going to eat? No, you just go out and you're just radiant. And so, for me there is some conversation about who you are being in what you're doing. But there isn't all that much really good material about what does that mean, how do you get there, how do you create that in yourself.

There's a lot of conversation about releasing limiting beliefs, which I think is helpful, but it's not all that there is because it's also how do you bring in that energy of who you really are? And I think that like conversations around

point of view definitely can be pathways for people who may not come from a spiritual point of view. They may not resonate with saying I want to bring my soul purpose in. But they're like wow, I actually do have something that I care about that I really want to say. And so, that can actually be an access point for them. That can open them up to that power within them. So that's my thing. I want to see people feel empowered.

Tad: And to me, the interesting thing is -- as Maggie was sharing that, if we had -- I think most people on the call resonate with that because you're here. But if we were to open this up to just a wider audience there are people that would here what she just said and be like God, that's exactly what I've been feeling for ages, and you're the first person to articulate it, and thank God for you.

And other people would be just completely turned off. And that's cool.

Maggie: That's a woo-woo.

Tad: It's like go grab a crystal and meditate somewhere.

Maggie: Exactly.

Tad: And it's the same for me. It's like I'm probably more political than spiritual I think in my hippie-ness, and there's some people that love that and some people that don't. Some people really adore the fact that every once in a while I'll speak out on some issue, and other people are really pissed that I bring that in. That's cool; it's totally fine.

The danger is let's say Maggie did a talk, and she shared that. And she notice that some people in the crowd didn't like it, and she was like oh, no, some people didn't like it. And she talks to them, and they say well, we're really not in, so the next time she talks, she tones it down. She doesn't mention the spirituality and the soul stuff as much. And that's like pretty soon nobody loves it, but nobody hates it either. It's just mediocre. And I think that's what we want to avoid.

It's like if it feels true for you -- yes, I agree with Maggie on this that there is a marketing language and learning how to say things in ways that people are really going to get it, and there is jargon and that's all super important. But I almost always want to encourage people to be much more themselves and be much more out and real with their point of view and their perspective.

Because it will totally -- there is this hotel that I heard about. It is in New York, and the guy who ran it -- they did some survey. And like 24 out of 25 people in New York hated the hotel. Like strong negative feelings about the hotel because there was some avant-garde artsy hotel. And they asked the hotel owner what do you think about this? It's fine, if 24 to 25 hate my hotel, I don't care. Because one out of 25 loves my hotel. But he was right. A lot of people hated it. But the ones that were loyal were super loyal. They just thought he was the greatest thing in the world. If you had one-twenty-fifth of the market place loving you, you're doing just fine.

So part of the danger also becomes when we try to fit in, but also when we start trying to change people's minds about things. It's really, really hard to change somebody's point of view. If somebody came to one of your talks, Maggie, and they were fundamentalist Christian or something, and they hear all this talk about spirit and soul without Jesus, they could really pull back. Or they are completely atheist to the point they're one of these cynical Richard Dawkins types. Trying to change their point of view is like super hard.

So I would just -- and it's probably a waste of energy. They might of their own accord change and seek you out later, when it feels like a fit. But I think the big thing is to keep putting out what you believe to clarify that; to refine that, to keep communicating that, and draw the people who are already thinking the way you're thinking, already aligned.

And especially with internet, wonderfully, that's even more possible these days because you might live in a town where -- some of my clients are holistic practitioners in small towns, and they are totally seen as the witch on the hill.

There aren't a lot of people that share their point of view. And luckily, internet-wise we can expand that.

There is a coffee shop in town called Credo in Evans where I live, and one of my friends was like can I get a latte done this way -- and the guy behind the counter was like nope. But I'll make you a latte the way we make it. And he was like okay. And they made it, and it was super good. But they were we make it the way we make it. They are not trying to appeal to everybody, and that will totally piss off some customers. They'll be like how dare you. That's for customers. You should make it the way the customer -- and that's not their thing. They have an opinion and a point of view about the way that coffee should be made and that's how they make it. And they are not afraid to turn some people off, which is cool, which is great.

You know Harley Davidson, they have a certain of a point of view about how motorcycling should be. And they are not going to change it for somebody. So be the way that you're going to be.

Maggie: Yeah, that's absolutely how you get raving fans. And you can't have raving fans without having people move away from you. I love what you're saying, Tad, because I think it's actually you want people unsubscribing from your email list. Because if you don't have enough people unsubscribing, you don't have enough point of view.

Because people get on your email list all different ways. They come in through all different forms. And a lot of times they don't know all that much about you. They know enough about you at some point to have opted in, but other than that they don't necessarily really know all that much about you. And so, you want to be able to be saying things that are strong enough that are both drawing people to you and having people move away from you. Because some people they get so anxious at the idea, like you said, that the audience isn't going to like it. It's like right, I got an email from somebody today who was like -- this was not even a point of view thing. This was really

pretty guttural. I was really like wow, I couldn't even believe it. And she wrote I got this thing in the mail from you and I took this as dah, dah, dah.

And I thought, wow, she really had a strong reaction to that. What was going on with her? And I just thought if I were to try to dumb down what I do, to try to make everybody like it, it would just be so boring. I mean it wouldn't mean anything to anybody. It would be like -- I think there are really great examples of people out there who use their point of view for marketing. I don't know if you -- do you have some that you would like to share?

I mean there's a lot of people who are out there that -- like Harley Davidson is a great example. Apple is another really good example. I don't know if you have others that you would like to share, but just so that people get a sense of like oh, yeah, they do have a really good point of view. And Apple has only ever -- they even really tried to stop getting a big market share in the computer world. Now look at what we've got. We've created our own market, and we own it. We didn't even keep trying to compete with IBM after a while or Microsoft, we're creating a whole other thing. And it's ours.

Tad: And that's totally -- I've been reading this book. I don't know if you've seen it. It's *Start with Why* by a guy named Simon Sinek. There is a tech talk by him. I recommend it. It's this whole book all about point of view starting with why do we do it. And he talks about Apple a lot, and when we start -- what you're talking about, Maggie, just kind o soul-based place where we're really looking for what's true for us. And we put that out, and we're not wondering about the competition. We're not trying to flank them. We're not trying to position ourselves per se. We're just doing what we're doing. We're just being ourselves and putting that out, and we're not trying -- I think sometimes we can get overly obsessed with "the competition."

But yeah, I can give a few examples, and I'd love to hear any that you have too. One client of mine was a life coach, and part of her sales letter -- she's really political. And I was like I want to see you say that. I don't want to she you hide that because you're going to be working really intimately with these

clients, and clients kind of share your world with you politically are going to be a much bigger joy to work with. I'm like there's tons of life coaches out there. Just be you.

And so, one of the parts of the sale letter she was just talking about -- the sub headline here in the sales letter was CNN is full of shit, and you know it. It's not only that you've got a lot of interest, but it's also that your values are very different from what you see everyday on CNN. I would be willing to bet that you think the Iraq war is insane, the American dream is a crock, a small minority owning and controlling the majority of the worlds resources is not okay. We need to stop plundering the environment to have bigger houses, cars, and more tech toys. We need more local vibrant creative solutions along with global sustainability and cooperation. And we need more locally grown and organic food. Am I right?

Some people will read that and be so pissed. And others will read that and be like high fives. They would dig it.

But here's some other examples of point of view that are out there.

There's a guy named George Lakoff, and he wrote a book called *Don't Think of an Elephant*. And felt that the best way to understand liberals and conservatives and the differences politically is through the family model. So he's got a point of view that conservatives have a strict father model, liberals have a nurturing parent model. Both models have very different kind of world views underneath them.

David Deida, some of you may be familiar with, believes that the zing in sexual relationships comes from polarized sexual energies. So when one partner steps into the masculine the other partner lets themselves open to the feminine energy. That's where it comes from.

Patch Adams had the belief that healthcare should be free. We should be able to care for each other. My friend, Jeff Golfman, he started this blog called the www.thecoolvegetarian.com based on the idea that there were

already enough recipes out there. There was already enough research on plant-based diets. That it was better for people and the planet. What he saw missing was conversation based on the lifestyle. How to live a real rocking lifestyle as a vegetarian or vegan without being judgmental and pedantic, but how to have a -- he wasn't seeing a lot of talk about the social aspects of this. Like God, you for Thanksgiving, what do you do?

My friend, Alex Paisley, he offers up this idea that, and I like to think of his point of view often as a liberating idea. It's your notion that the missing part of the conversation was that his idea was that we should create our own ideal lifestyle and then back our business into that. Not the other way around. The idea that you can live your dream lifestyle right now, not wait until you retire to afford it.

John Gray had that notion like Men are From Mars, Women are from Venus. It's almost like we're from different planets.

And here's an interesting thing too. Maggie shared one, and I shared one. If you can take your point of view about the journey, and your point of view about the bigger story, and you can turn that into a metaphor or several metaphors, it's really powerful. So the metaphor about lighthouse versus the search light attracting perfect customers came up, brilliant. The metaphor of the two islands I got from a colleague, Bill Baron. This metaphor of the temple in the market place is a great metaphor.

And in those metaphors there is a whole worldview or point of view encapsulated. So it's interesting when you think about it. How could I put this in a metaphor? So those are a few examples. I don't know if that answers your question.

Maggie: That's great. It's good to just kind of see how it's working at all different levels. Of course, our political leaders all have points as well. I shouldn't say that. At one time there really were political leaders who really had strong points of view. And so, I know that you have some questions. I think that

would be a great thing to share with people. I think this might be something that people could take away that they can ask themselves to figure out their own point of view. Because I think you've done a great job of helping people see, okay my idea is about, and my point of view is, and how you would use it in your marketing, and why it's important.

I love what you said about it being liberating. I think it is so liberating. It's kind of like telling the truth like when you tell the truth, you don't have to remember anything, because you always tell the truth so you don't have to remember what you said. And so, it's kind of like point of view. If you just are really being yourself coming out of yourself, expressing your point of view, you don't have to worry about what you said before because it's all just who you are and you're just doing what you're doing, and you don't have to think about how it impacted somebody or not. You just feel like hey, I'm just here doing my thing.

And of course you have to take responsibility if you decide later you did something mean. I don't mean that. But still you're just being who you are. So great. So I would love to hear these questions if you can get through them for us, it would be great.

Tad: Sure. I've got a bunch of them on my blog, and I'm not sure the best way to get those out.

Maggie: You can give people the URL for that, if you want, and they can find them there. That's one thing you could do, or you could share a few of them with us here, and then send them to where they can get the rest of them.

Tad: Sure, I you go to www.marketingforhippies.com/24-point-of-view-revealing-questions, you'll find them there.

So sometimes the challenges of discovering our point of view is we're so close to ourselves and our own situation, that we don't even -- like the last thing that we see is how we see things. So sometimes I would recommend with these questions, I would write them down and I would have somebody else

ask you them, and let yourself ramble, and have them take notes so they can ask you clarifying questions. You can do it on your own, too, but these are great things to open conversations with people.

So one -- that's a basic one. It's kind of fill in the blank.

Our take on _____ situation is _____. So when I asked Maggie, what's your take on marketing?

As a narrow slice of the issue, the more people should understand is _____. One thing that matters most in this issue or trend is _____.

People are wasting too much time talking about _____.

Conventional thinking is _____ but we think it is really _____.

We never want to be associated with _____.

Sometimes how we figure out our point of view is we kind of look at the industry we're in and contrast. You look at your frustrations with the industry and what bugs you most about your industry. What annoys you? Where do you feel like it's in authentic or off? And sometimes that can be a nice what to figure out what you believe. And I'm not saying that you need to name names or any of that. But it can be a useful exercise.

If you had a crystal ball, what changes would you predict for your industry over the next two years? That's part of your point of view. The point of view is part of the journey, but it's also your point of view on the industry. It's your point of view on the world, all of that together.

What makes you angry about perceptions of your business or your industry? I'm hopeful that one day our industry will _____.

Here's a sort of complicated one, but it is what is your diagnosis or your understanding of why people can't seem to handle this problem.

Are the institutional barriers, are there mental barriers, have they been raised believing certain lies?

Are there certain principles that they don't understand?

Like if somebody was really open and non-defensive about why they are struggling, what would you say to them?

What is really holding people back?

Like why aren't they already on island B?

What's your take on that?

The question at its heart, your work is really about _____.

What's missing in the conversation about _____? Childbirth, for example, is blank.

What's missing in the conversation about depression is _____.

What's missing in the conversation about marketing is _____.

I think that the three most critical elements in the journey from _____ to _____ are these three things.

When I look at my clients the three biggest patterns that I notice are _____.

The three biggest myths about people making this journey are _____.

The three biggest blunders I see that people make in this journey are _____.

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

Oh, here's a really interesting one. What are people self-diagnosing themselves with that's wrong? They have this pain; they are on island A. They say oh, I need _____. I need this quick fix. I need this magic bullet. I need to use social media more. I need drugs, when they really need _____. So they think their problem is this, but it's actually this.

I saw this great quote with “before you self-diagnose yourself with anxiety and depression, make sure that you’re not actually surrounded by assholes.”

Who are your clients secretly trying to impress? What are your clients perhaps even unconsciously reacting too that might be trapping them?

Here’s an interesting one. The top three things that people are told that they need to make the journey that they don’t need. People are like these things are essential, and you’re like you totally don’t need those at all. For like me a holistic practitioner, people will tell them you need a business card. and a brochure. and a logo. And I’m like you don’t need any of that. They are nice. It’s fine. You can have it, but I have a point of view that says you don’t need those things.

What are three places or ways that people feel ashamed about having their problems? If somebody were to come to you, and they were to say I can’t hire you for whatever reason, but I need help. What is it that you think that they need to hear or see in order to be confident that they are getting a good deal? What questions should they ask somebody else offering this or what answers should they expect?

And maybe the last one, what are the top three lies that people are told about the journey itself, and how to get the results that they want?

So there are 64 of these. I ran through maybe 20 of them. It can help a lot to really hone in on what you believe. And there are probably some questions that you can come up with which is great.

Maggie: Yeah, that’s really awesome. I’m going to go read the rest of them. So Tad, we are out of time. So I want to really, really thank you for this time. I think it was just great. I know it really helped our listeners a lot. And so, I want to ask you how can people find out more about you? How can they get connected more with your work? You did give them that one part of your blog, but how else can they be finding out more about your and learning from you?

Tad: Well, if you go www.marketingforhippies.com, you can sign up for the -- I've got an email newsletter, and I've got a free 195-page eBook that you can get as part of that, and there is a bunch of other free stuff on my site. There are some case studies. There is a blog with a ton of stuff, and you can search the blog pretty easily. But if you want to find out when I'm going to be in your area to hear from me, you can enter your email at the eBook as well.

Maggie: The eBook is great by the way. And I want to let you know if you enjoyed this call, you can get the recording of it and the transcript. I'm getting all of the calls recorded and transcribed. So all eighteen calls, the recordings of them, the transcriptions of them, plus a whole host of bonus material that is valued at over \$1,500, is available to you as a participant at a very special rate. It is \$97 at www.sixfiguresuccesswithout-selling-your-soul.com/success-package. It's the page we had for you to register /success-package, you can get it there. And we decided to add some extra value to it. It's not something that we advertized on the page, but we realized it would be great for all of you to be able to get the calls now. So basically within 24 hours of when the calls are done, we are uploading the mp3s, we're editing them, and then uploading the recordings so that you can download them as mp3s now.

So if you do purchase a package, you will get something in the mail in about three to four weeks from now once we get all of the transcriptions done, and we get it to the fulfillment house and it gets mailed to you, it will probably be about three or four weeks. But you can get the recordings right now. So if you've missed any that have happened already, and you want to have them for your library, or with this call I know there was a lot that Tad covered, and so you might just want to get the call now and listen to it again so that you can be taking notes and so on.

So that most of the calls that we've done already are available there right now. So I encourage you to go ahead and do that. I know for me, I always like to have transcriptions and also to be able to listen to calls again. There is a lot that goes by. So we are going to need to wind up here, Tad. Again, I

want to just thank you so much for sharing your point of view and helping others to identify their point of view. And do you have any last words that you would like to share as we're completing here today?

Tad: No.

Maggie: Okay, he said it all. Well, thanks a lot, Tad. That was really, really great, and I look forward to how we can connect again next time. I will be back here at 1 o'clock Pacific time, 4 o'clock Eastern with Julia Stege, who is the medical marketer, and she is going to be sharing about branding from the heart. So that's what we have up for this Friday, and I will look forward to connecting with all of you then. Take care everybody.