

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)*

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On Cornerstones, 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.

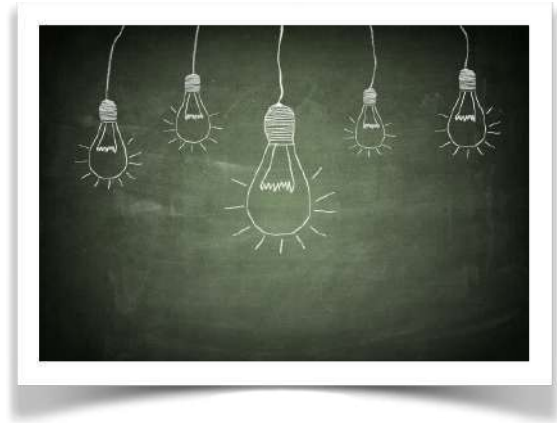
Warmest,
Tad

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



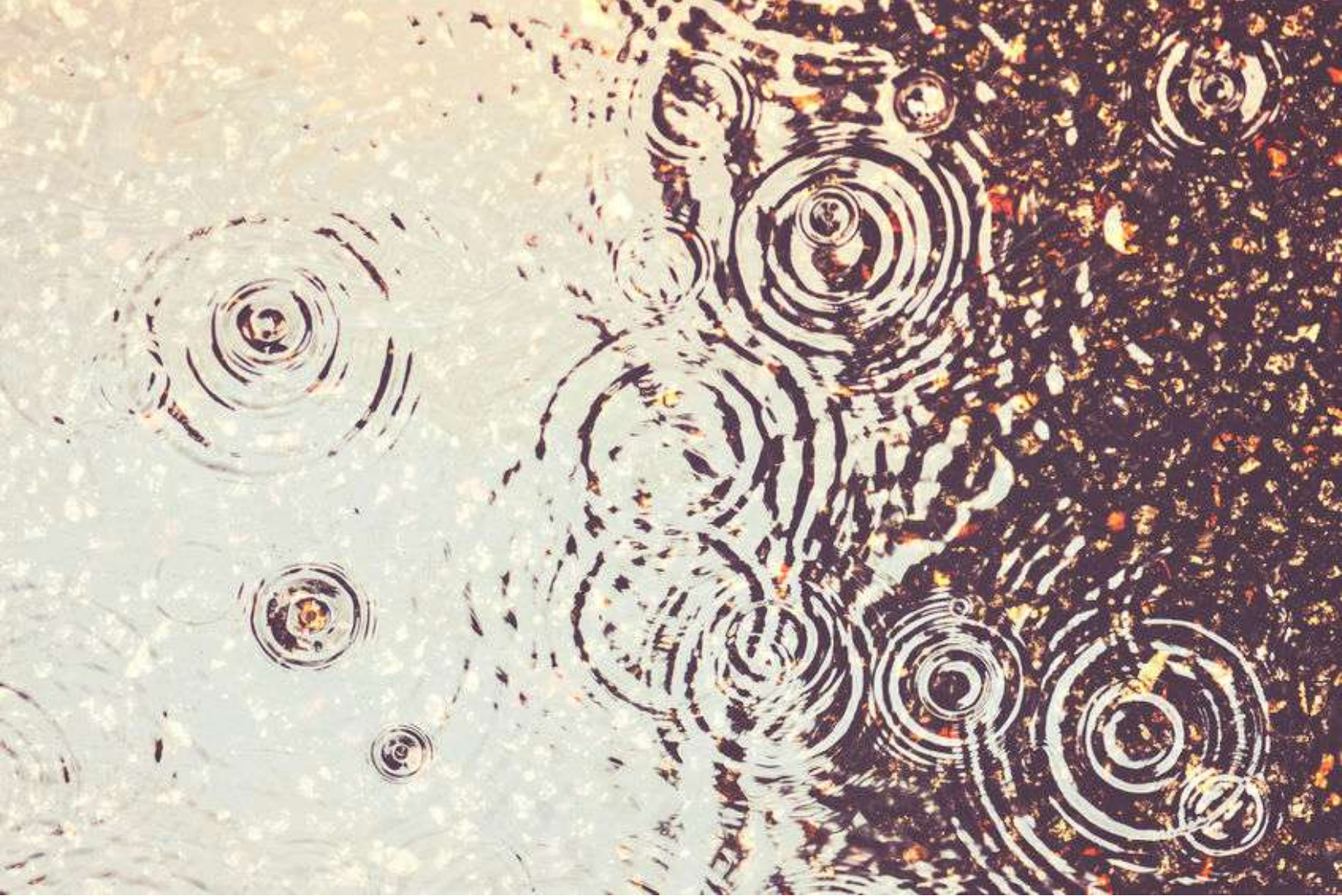
Three Hours of Bonus Exercises:

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 #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). Since 2001, he has been touring his marketing workshops around Canada, the USA and Europe, bringing refreshing and unorthodox ideas to conscious entrepreneurs and green businesses, helping them grow their businesses (without selling their souls). In short, he teaches ‘marketing for hippies’ centred on the notion that marketing can feel good *and* work.

Tad did improv comedy semi-professionally for 25 years, co-ran Edmonton’s progressive community building network TheLocalGood.ca, founded streetcarshows.com and the Jams program of yesworld.org. He speaks Scottish Gaelic and helped to launch and co-facilitate www.novascotiagaelsjam.com.

He currently lives in Edmonton, Alberta (traditionally known, in the language of the Cree, as Amiskwacy [Beaver Hill] and later Amiskwaciwaskihegan [Beaver Hill House]). His ancestors come primarily from Scotland with some from Ukraine as well. He is drawn to conversations around culture-making, politics, history, ancestry, healing, and how those all intersect.

Get Your Free Marketing For Hippies ‘Starter Kit’:

Go to Tad’s website, and you’ll find a tonne of free articles and videos. And then, for merely the price of your email, you’ll get your very own ‘**Starter Kit**’ which includes the full video, audio and transcript of his famous, ‘Marketing for Hippies 101’ Masterclass that he has toured since 2001 + more a heaping portion of other free bonuses besides. You can find it at...

www.marketingforhippies.com

Join The Marketing for Hippies Membership:

Want to explore working with Tad more in depth (and for a fraction of the rates you’d normally pay?) Check out his **Marketing for Hippies Membership Program**. You’ll get access to regular Zoom calls and steep discounts on courses, eBooks and one on one help from Tad for as long as you care to stick around.

www.marketingforhippies.com/membership

More 'Getting Started' Resources

Want to delve more deeply into real life case studies, examples and perspectives that can help you get started? Go to my YouTube where you'll find a number of playlists that might help:

<https://www.youtube.com/c/TadHargrave/playlists>

Want to get my personal reflections on your Point of View? Consider booking yourself a Puttering Session:

www.marketingforhippies.com/puttering