

Step 8: BOP Positioning

Toolbox Teleclass Transcription

By Debra Russell



**Multiple Streams of Art/Music Income
Program**



Track 4: Be Seen: Promotion, Marketing and Sales

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INTRODUCTION

Welcome to the Toolbox Teleclass for December 2011.

In today's class, we're going to be talking about the 8th Step of the Multiple Streams of Music and Art Income business model. I want to start out with just giving you, reminding you of all 8 steps, so you know kind of where we're at in the process.

THE 8 STEPS

CHOOSE YOUR NICHE MARKET

So step 1 is to choose your niche market.

ELICIT THE PROBLEMS

Step 2, elicit their problems.

DESIGN THE SOLUTIONS

Step 3, design your unique solutions for their problems.

DESIGN YOUR PRODUCTS AND YOUR PACKAGING

Step 4, design your products and your packaging.

GENERATE TRAFFIC

Step 5, generate traffic.

CONVERT TRAFFIC INTO PROSPECTS

Step 6, convert traffic into prospects.

STRENGTHEN THE RELATIONSHIP

Step 7, strengthen your relationship--deepen your relationship.

PURSUE A BOLD, OUTRAGEOUS, PROVOCATIVE POSITION IN YOUR NICHE MARKET

And step 8, which is what we're going to cover tonight. Pursue a bold, outrageous, provocative position in your niche market.

WHY IS THIS STEP LAST?

So, many people have asked me, "Why is this step last? Why put this all the way at the end of this long process?" Because it seems like figuring out your bold, outrageous, provocative position would be good to know when you're designing your website, designing your products, and blah, blah.



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I BELIEVE THAT IT TAKES TIME TO REALLY GET TO KNOW YOURSELF BEFORE YOU CAN IDENTIFY, CLARIFY AND BOLDLY STEP OUT THERE WITH YOUR BOP!

I believe that it takes time to really get to know yourself before you can identify, clarify, and boldly step out there with your BOP.

Now that's not to say that you aren't trying stuff out throughout the process. I probably went through 4 or 5 different iterations of my BOP before I landed on the one that I think really makes the most sense for me.

And you may do the same, but I think that you also want to build in some patience in this process, so that you aren't in too much of a hurry. So, let's get into this and talk about what a BOP is and how to develop it and then what to do with it once you've got it.

WHAT IS A BOP - BOLD OUTRAGEOUS PROVOCATIVE POSITIONING STATEMENT?

THIS IS MORE THAN A UNIQUE SELLING PROPOSITION -

So, what is a BOP? A BOP is a bold, outrageous positioning statement, so BOP--bold, outrageous (I'm sorry), bold, outrageous, provocative positioning statement. And so, the P is actually provocative positioning statement.

So, this is more than a unique selling proposition. So, you may have heard in marketing classes of a USP, the Unique Selling Proposition. It's also called the Unique Selling Point.

THE UNIQUE SELLING PROPOSITION (ALSO UNIQUE SELLING POINT OR USP) IS A MARKETING CONCEPT THAT WAS FIRST PROPOSED AS A THEORY TO EXPLAIN A PATTERN AMONG SUCCESSFUL ADVERTISING CAMPAIGNS OF THE EARLY 1940s.

I want to differentiate between a BOP and a USP. I went on to Wikipedia for a good definition of a USP, and I--we can always find these things on Wikipedia. Wikipedia defines it as: "*The unique selling proposition is a marketing concept that was first proposed as a theory to explain the pattern among successful advertising campaign of the early 1940s.*"

THE ONE THING THAT MAKES A PRODUCT DIFFERENT THAN ANY OTHER. IT'S THE ONE REASON MARKETERS THINK CONSUMERS WILL BUY THE PRODUCT EVEN THOUGH IT MAY SEEM NO DIFFERENT FROM MANY OTHERS JUST LIKE IT.



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One thing that makes a product different than any other. It's the one reason that marketers think that consumers will buy the product, even though it may seem no different than many others just like it.

THE UNIQUE PRODUCT BENEFIT THAT THE COMPETITION CAN NOT CLAIM.

Another way it talks about is the unique product benefit that the competition can't claim.

REALLY JUST A COOL WAY OF TALKING ABOUT YOUR PRODUCT OR A TAG LINE.

And really ultimately, a USP is just a cool way of talking about your product, and you may also think of it as a tagline.

BOP – IT'S ABOUT MORE THAN HOW COOL YOUR PRODUCT IS.

Now a BOP is much more than a tagline, because it's more about-- it's about more than how cool your product is.

IT'S ABOUT TAKING A STAND IN YOUR MARKET.

It's about taking a stand in your market.

IT'S ABOUT WHAT YOU BELIEVE IN AND BEING WILLING TO TAKE A STAND FOR THAT.

It's about what you believe in and being willing to take stand for that.

IT'S ABOUT WHAT YOU VALUE AND YOUR VALUE TO YOUR NICHE

It's about what you value and your value to your niche.

IT'S ABOUT YOUR PURPOSE – AND YOUR BUSINESS' PURPOSE.

And it's about your purpose and your business' purpose. So, your BOP may be really about you. Your BOP may be about your business. Your BOP may be a combination of those things. Okay?

HOW ARE SOME ARTISTS USING THEIR BOP?

This question often, when I teach this Multiple Streams concept at conferences, people very often (when I get to this section) ask me for examples of artists and how you know what their BOP is.

The best way to express it, and again, a BOP can be a very short, sharp tagline-type statement, but it can also just be built into anything and everything that you do. So, I have a handful of examples. I will tell you that I could have gone on and on and on, but I want to give you enough example so that you get a sense of the different ways that real artists in the real world are, you know, living their BOP—if you will.



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TORI AMOS CO-FOUNDED RAINN (THE RAPE, ABUSE AND INCEST NATIONAL NETWORK)

First one I came up with is Tori Amos, who co-founded RAINN which is a Rape, Abused, Incest National Network.

Now Tori's story is a little bit interesting in that she wrote a song about her own experience about gang rape. And she was just basically...it was on her album, and she was just performing it out live and she started being just inundated with people, with women who were gang raped. Women who were victims of this kind of sexual abuse.

And she realized that it was such a pervasive issue that she helped to found RAINN, which takes, is basically an 800 number and takes calls and offer support and resources for people, not just women, but people who are victims of rape, abuse, and incest.

And she very much became identified with this, even though it's not really why she wrote the song. She wrote the song because, and I know this because I heard several interviews with her while this is all kind of happening in the early 90s, when she came out early mid-90s, when she came out with the album, and after she was really shocked and surprised by the response it got and it draw her more fans, but she also used it to make a difference in the world.

BONO - WIDELY KNOWN FOR HIS ACTIVISM CONCERNING AFRICA, FOR WHICH HE CO-FOUNDED DATA (DEBT, AIDS, TRADE, AFRICA), EDUN (FOR-PROFIT FASHION BRAND WITH A MISSION TO ENCOURAGE TRADE WITH AFRICA AND RAISE AWARENESS OF THE POSSIBILITIES THERE), THE ONE CAMPAIGN (AN INTERNATIONAL, NONPARTISAN, NON-PROFIT ORGANIZATION WHICH AIMS TO INCREASE GOVERNMENT FUNDING FOR AND EFFECTIVENESS OF INTERNATIONAL AID PROGRAMS) AND PRODUCT RED (EACH PARTNER COMPANY CREATES A PRODUCT WITH THE PRODUCT RED LOGO. IN RETURN FOR THE OPPORTUNITY TO INCREASE ITS OWN REVENUE THROUGH THE PRODUCT RED PRODUCTS THAT IT SELLS, A PERCENTAGE OF THE PROFIT IS GIVEN TO THE GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS AND MALARIA).

Bono from U2 is a great example. You know, one day he just decided that the problem in Africa were his problems, period. I mean he just looked at it and said someone's got to stop this, and if not me, then who?

Bono and this is from also Wikipedia. Bono is widely known for his activism concerning Africa, for which he co-founded DATA, which stands for Debt, AIDS, Trade, Africa, and EDUN, spelled E-D-U-N, which is a pro-profit fashion brand which he started with his wife



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with a mission to encourage trade with Africa and raise awareness of the possibilities there. So, DATA is about more about problems. EDUN is more about possibilities.

The one campaign which later merged with DATA (an international, non-partisan, non-profit organization, which aims to increase government funding for and effectiveness of international aid programs) and Product Red, which you may have seen or heard about because there is periodically huge ad campaigns for Product Red.

Each partner company creates a product with the Product Red logo. So, companies like different designers and Macy's and all different companies. I think Nike, and just tons of different companies created products with the product's Red logo, and in return, for the opportunity to increase their own revenue through the product Red products that they sell. So in other words, they know that by participating in this, they're going to raise their cash aid. They're going to increase revenue.

A percentage of each sale is given (of the profit of each sale is given) to the global fund to fight AIDS, Tuberculosis, and Malaria. So, these are just some of the things that Bono has done in his effort to solve the issue in Africa.

You know, and he's done a lot more than that. He's sat in front of--spoken to Congress. He's spoken at the UN. He's done a fair bit of arm twisting at wherever and whenever he could.

MARY J. BLIGE – FFAWN - THE MARY J. BLIGE AND STEVE STOUTE FOUNDATION FOR THE ADVANCEMENT OF WOMEN NOW. –

Another artist is Mary J. Blige and she created FFAWN and that's F-F (as in Frank) F-F-A-W-N, which is the Mary J. Blige and Steve Stoute Foundation for the Advancement of Women Now

USE MARY'S PERSONAL STORY AND SUCCESS TO INSPIRE WOMEN FROM ALL WALKS OF LIFE TO REACH THEIR INDIVIDUAL POTENTIAL. MARY HOPES TO HELP THESE WOMEN OVERCOME THE DIFFICULTIES THEY FACE IN THEIR LIVES AND TO PROVIDE THEM WITH THE DRIVE AND CONFIDENCE TO PURSUE – AND REALIZE – THEIR GOALS AND DREAMS.

On the FFAWN website, basically the BIO word, the *About* basically said that they want to use Mary's personal story and success to inspire women from all walks of life to reach their individual potential.

Mary hopes to help these women overcome the difficulties they faced in their lives and to provide them with the drive and confidence to pursue and realize their goals and dreams.



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But here's the thing about Mary J. Blige. If you know anything about her, she had a very, very hard life filled with all kinds of abuses. And her music is about her growth, her healing, and her desire to inspire women to stand up to abuse, to take good care of themselves, and to pursue their goals and their dreams. That's who she is. It's not just some foundation that she started, and in fact, the foundation is relatively recent.

And I think she started it because she saw that she could do more in the world than just with her music, and she could touch more people and make a bigger difference. So that's an interesting thing.

So for Tori Amos, for Mary J. Blige, their BOP came as a result of their own experiences and how they build their experiences into their art. I think Bono got fed up and decided to use his fame with purpose.

LEONARDO DICAPRIO

Leonardo DiCaprio I think is more in the kind of Bono's category. He is hugely involved in ecological and global warming environmental issues, and his awareness and concerns for those issues has also driven his choice of projects. I'm thinking specifically of *Blood Diamond*. He fought for *Blood Diamond* to be made. It was getting turned down, and he believed in it.

WE INVITE YOU TO JOIN LEONARDO AND HIS FOUNDATION IN WORKING TO TACKLE SOME OF THE GREATEST CHALLENGES HUMANITY FACES. HELP INSPIRE OTHERS TO CREATE A SUSTAINABLE FUTURE FOR ALL.

On his website it says, "We invite you to join Leonardo and his foundation in working to tackle some of the greatest challenges humanity faces. Help inspire others to create a sustainable future for all."

So, he became passionate about it. That passion drove some of his artistic choices and he uses his fame and his money to promote and drive the things that he's passionate about.

BRUCE SPRINGSTEEN – THE BOSS – TAKING A STAND FOR THE EVERYMAN.

Bruce Springsteen...I think is the really interesting case, and since I live in New Jersey, I grew up in New Jersey, I met Bruce way back in the day and saw him play at the Stone Pony before anyone had ever heard of him.

So I feel kind of a little bit, you know, close to this, but I think Bruce Springsteen is an interesting example of how his BOP really was an expression of his art, and then his art became an expression in his BOP and then he also really expanded it into working in the world.



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So Bruce Springsteen was called the Boss, and he's really, his music is really known as music that is taking a stand for every man. He's really want...his working class background, his music really takes on working class issues. I saw a couple of some really interesting stuff on Wikipedia about him that I thought would be worthwhile in this conversation.

He is described as or his music is described as...

AMERICANA SENTIMENTS CENTERED ON HIS NATIVE NEW JERSEY.

Americana sentiments centered on his native New Jersey. So, he's really kind of down home New Jersey—this is what life is like.

A TALENT FOR FINDING GRANDEUR IN THE STRUGGLES OF DAILY AMERICAN LIFE.

But then he also has the talent for finding grandeur in the struggles of daily American life.

SPRINGSTEEN'S MUSIC HAS OFTEN CONTAINED POLITICAL THEMES REFLECTING HIS RESPONSES TO THE EVENTS OCCURRING AROUND HIM. A NUMBER OF THESE SONGS CONTRIBUTED TO SPRINGSTEEN'S STARDOM; MANY SONGS CANNOT BE EXPLAINED WITHOUT INCLUDING SPRINGSTEEN'S POLITICAL VIEWS.

Springsteen's music has often contained political themes reflecting his responses for the events occurring around him. A number of these songs contributed to Springsteen's stardom; and many songs cannot be explained without including Springsteen's political views.

So, he wrote about his life or life in central Jersey, but he also wrote about, you know, kind of what he had happening around him and how he felt about that and how he thought impacting himself and the world around him.

IN 2002, SPRINGSTEEN RELEASED HIS FIRST STUDIO EFFORT WITH THE FULL BAND IN 18 YEARS, THE RISING, PRODUCED BY BRENDAN O'BRIEN. THE ALBUM, MOSTLY A REFLECTION ON THE SEPTEMBER 11 ATTACKS, WAS A CRITICAL AND POPULAR SUCCESS. (MANY OF THE SONGS WERE INFLUENCED BY PHONE CONVERSATIONS SPRINGSTEEN HAD WITH FAMILY MEMBERS OF VICTIMS OF THE ATTACKS WHO IN THEIR OBITUARIES HAD MENTIONED HOW HIS MUSIC TOUCHED THEIR LIVES.)

In 2002, Springsteen released his first studio effort with a full band in 18 years. The Rising, produced by Brendan O'Brien. The album, mostly a reflection on the September 11 attacks was a critical and popular success. Many of the songs (and this side you didn't know), many of the songs were influenced by a phone conversation Springsteen had with family members of victims of the attacks, who in their obituaries had mentioned how his music had touched their lives.



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So, he found out that in their obituaries they talked about being fans of Bruce Springsteen, and so he then contacted those families and as a result his songs wrote the songs for that album.

DURING THE EARLY 2000s, SPRINGSTEEN BECAME A VISIBLE ADVOCATE FOR THE REVITALIZATION OF ASBURY PARK, AND PLAYED AN ANNUAL SERIES OF WINTER HOLIDAY CONCERTS THERE TO BENEFIT VARIOUS LOCAL BUSINESSES, ORGANIZATIONS, AND CAUSES.

During the early 2000s, Springsteen also became a visible advocate for the revitalization of Asbury Park, which throughout most of my experience in Asbury Park, even though it's beach front property, has been a slum and a haven for drugs and prostitution and really just a dangerous scary place since the riots in the early 70s, which burned half of every park. It's just been mismanaged and fallen on hard time, and he used his weight to become a visible advocate of revitalization of Asbury Park, and I will tell you that since I've moved back here, what I found is that Asbury Park has come back!

It's not a 100%, but there are huge sections of it that are just completely revitalized, and it's exciting, you know, it's encouraging. He played in annual series in Winter Holiday Concerts there to benefits various local businesses, organizations, and causes. He's done a lot of politicking and raising awareness of the issues there. Bringing attention to some of the corruption that was going on.

AT AN OHIO RALLY, SPRINGSTEEN DISCUSSED THE IMPORTANCE OF "TRUTH, TRANSPARENCY AND INTEGRITY IN GOVERNMENT, THE RIGHT OF EVERY AMERICAN TO HAVE A JOB, A LIVING WAGE, TO BE EDUCATED IN A DECENT SCHOOL, AND A LIFE FILLED WITH THE DIGNITY OF WORK, THE PROMISE AND THE SANCTITY OF HOME...BUT TODAY THOSE FREEDOMS HAVE BEEN DAMAGED AND CURTAILED BY EIGHT YEARS OF A THOUGHTLESS, RECKLESS AND MORALLY-ADrift ADMINISTRATION."

In 2007-2008, he became very involved in the Barack Obama candidacy, and I found this to be really interesting. At an Ohio rally, Springsteen discussed the importance of truth, transparency, and integrity in government.

And this I think is really his BOP, "The right of every American to have a job, a living wage, to be educated in a decent school, and a life filled with the dignity of work, the promise, and the sanctity of home."

I think that statement really is the essence of his BOP, but then he goes on to say< "*But today those freedoms have been damaged and curtail by 8 years of a thoughtless, reckless, and morally-adrift administration.*"



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So those are some examples of artists, who are using their BOP in their business or using their business to serve their BOP and who combine those things.

So, I want to also be sure that you're aware that it goes. It's not just picking a charity, because anyone can pick a charity. It's about deciding what you stand for and weaving that through everything you do, but also deciding what you stand for within your niche.

See, I think Bruce Springsteen and Tori Amos really knew who their niche was and saw how they could integrate what was important to them and working with their niche, okay?

HOW CAN YOU MAKE A DIFFERENCE?

So, you know, really it comes back to the question of how can you make a difference?

WHAT IS THE BOLDEST, MOST OUTRAGEOUS, MOST PROVOCATIVE STATEMENT YOU CAN MAKE IN YOUR NICHE MARKET?

What is the boldest, most outrageous, most provocative statement that you can make in your niche market?

So, my niche market is artist, arts, and entertainment industry. Creative people. That's my niche, okay? And on my website, I have the tagline, "revealing the star you already are." That's kind of how I integrate the works that I do with my niche, okay?

But I would say that my BOP within my niche is eliminating starving artists from our language--eliminating that phrase from our language. That's a striving center of the works that I do.

But my purpose is also about transformation. It's about you revealing the amazing, powerful, and empowered human being that you are, and then you going out and making a vast difference in the world.

See, I make a vast difference in the world by empowering you to make a vast difference in the world. So that's my BOP. What's yours?

WHAT STAND CAN YOU TAKE, FOR WHAT YOU BELIEVE IS IMPORTANT, TRUE, OR DESPERATELY NEEDS TO BE SAID?

What stand can you take for what you believe is important, true or just desperately needs to be said?

WHAT IS THE ONE THING THAT IS UNIQUE ABOUT YOU, ABOUT WHAT YOU BELIEVE, ABOUT WHO YOU ARE AND ABOUT YOUR PURPOSE, THAT WILL GET PEOPLE TALKING AND INSPIRE THEM TO TAKE ACTION?



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And think about what is the one thing that is unique about you, about what you believe, about your experiences, about who you are and about your purpose that will get people talking and inspire them to take action?

And that action can be purchasing your products as well as taking action in the world, okay?

3 QUESTIONS TO HELP YOU IDENTIFY YOUR BOP

So here are 3 questions as I promised in the description of this class. Here are 3 questions to help you identify your BOP and start kind of brainstorming. So, what I would recommend you do is take each one of these questions and do some brainstorming.

You know, write down every single answer you can think of to each question. Get as outrageous, ridiculous. Really allow yourself to be bold, even if you never take action on it. Just let yourself brainstorm this.

WHAT ARE SOME OF YOUR CORE PERSONAL BELIEFS?

What are some of your core personal beliefs? That's the first question. What are some of your core personal beliefs? Okay?

In other words, what's really important to you? What beliefs about the world, what beliefs about what matters in the world, what are your core personal beliefs?

WHAT GETS YOU ANGRY OR EMOTIONAL, WITHIN YOUR TARGET MARKET?

The second question, what gets you angry or emotional within your target market? When you look at your target market, when you listen to them, when you talk to them, what just makes you crazy? Makes you jump up and down and want to pull our hair out? What gets you angry or emotional?

See, for me, it's artist who don't fulfill the promise of their talent because they don't, you know, learn how to run their business. That makes me crazy in case you hadn't noticed.

IS IT OFFENSIVE TO YOU THAT SOMETHING IS THE WAY IT IS? WHAT DO YOU WISH PEOPLE WOULD 'GET' ONCE AND FOR ALL? TAPPING INTO THE STRONGER EMOTIONS IS A HEALTHY WAY TO START REMEMBERING WHAT YOU MIGHT WANT TO TAKE A STAND FOR.

Is it offensive to you that something is the way it is? What do you wish people would get once and for all? You want to tap into the stronger emotions. It's a healthy way to start remembering what you might want to take a stand for, because we're trained from birth not to stand out, not to take a stand, not to raise our voices, to go along to get along.



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What's amazing about what's been happening in the world over the last, I don't know, maybe a year and a half, two years, the Arab spring everything that's going on in Russia, occupy Wall Street, just all of that.

You know when I actually think it really started with the Obama campaign, people grasp roots, standing up and said, "Uh-huh, no more. I'm not going to stand for this anymore." What do you wish people would get once and for all? Okay? That's the second question what gets you angry or emotional within your target market.

WHAT IS THE BRAVEST THING YOU'VE EVER DONE?

The third question is what is the bravest thing you've ever done? What is the bravest thing you've ever done? And think back when you were a child.

BONUS QUESTION - WHAT IS THE BRAVEST THING YOU COULD DO?

The fourth question is what is the bravest thing you could do? And remember these are brainstorming questions. So, go ahead and write those things down that maybe you're not quite brave enough to do yet. Put them down, write them down. Allow yourself to begin to recognize some, okay?

HOW DO YOU USE YOUR BOP TO BUILD YOUR MS BUSINESS?

So, once you figured out what your BOP is, and I promise you, you may go through several iterations of stating what your BOP is, figuring out what your BOP is, and that's okay.

And you have more than one. You may have one that's really who you are. You may have one that's really about your business. You may have slightly different ones depending on which niche you're looking at, because again, this is not just what your BOP is, but this is what your BOP is for your niche, okay?

So you want to, you know, once you know what your BOP is, how do you use your BOP to build your multiple streams business?

THIS IS NOT JUST ABOUT CHOOSING A CHARITY OR POLITICAL ACTIVISM

So again, I want to repeat that this is not just about choosing a charity or political activism. This is really about deciding what your business stands for and what you stand for, and then finding ways to express that through your niche. Finding ways to express that through your art and finding ways to express that through all of your communication.

It may include creating a foundation. It may include volunteering for a particular cause or charity. It may include charity concerts or using your art to raise funds for a particular



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charity, but I want it to not just be about the flavor of the month, the charity of the month. It needs to be about who you are and what you stand for.

And I think it's important that you are to some degree consistent with it. Even if the actual languaging of it gets honed and polished over time, you don't want to be, you know, bouncing around from cause to cause. That's not going to help build things for you, though you might, you know, try some stuff out.

IT CAN BE ABOUT WHAT UNIQUE PURPOSE YOUR BUSINESS SERVES FOR YOUR NICHE –
MINE IS TO ELIMINATE “STARVING ARTIST” FROM THE LEXICON

So, it can also be about what unique purpose your business serves for your niche. Like I said mine is about eliminating that "starving artist" from the lexicon. Now how I state my BOP might be different if I'm standing up in front of a different niche, okay?

It will you know-- it may change when I'm talking to athletes. It may change when I'm talking to filmmakers. It may change when I'm talking to musicians, but really the underlying BOP doesn't change.

Again, we always tweak things depending to who we're talking to, so that they hear it in language that resonates with them, okay?

THIS IS NOT A MARKETING PLOY – THIS IS ABOUT MAKING MEANING AND MAKING MONEY

So how do you use your BOP to build your Multiple Streams business? I want to be really clear that this is not a marketing ploy. This is about making meaning AND money.

So, for example, do you create art that expresses your BOP? Are you using your art to make a difference in the world? You can use Twitter and Facebook accounts to raise funds, to raise awareness. You can be tweeting and Facebooking about articles, about your BOP or about the things that are important to you?

Some people are like nervous. Well, what if my BOP is really political? Will I piss some people off? Well, yes, and those people aren't your niche, because if you are speaking about it strongly in your music, they're going to find out one way or the other!

You know, as I think we...you know, the story of the Dixie Chicks. I think it's a really good story about this, because, you know, they found themselves just getting pissed off about something and not being able to stay quiet about it anymore. and when they spoke out about it, they pissed some serious people off.



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And they pissed some people off that were in their genre. Okay, country music kind of Southern Baptist, Republican, Conservative, who followed them because of their genre, but what they really also did was they got really clear who their friends were. They got really clear on who their real fans were, and they just rebuilt from there without apology, without backing down. They just, you know, "This is what we believe. This is what we stand for. Love it, hate it, whatever."

So yes. Using your BOP in your Multiple Streams business takes courage. After all, it's bold. It's outrageous. It's provocative. It takes courage, but is it what you stand for worth taking a stand?

Isn't it worth the courage of speaking out? Can you imagine if Tori Amos never wrote that song about her gang rape? There would still be people who were victims of gang rape who never told anyone and who were able to begin healing and speaking about their experience because she did. Because she had the courage to stand up.

Again, this is not a marketing ploy. This is not a USP. This is about you taking a stand for what you believe in and using your art to do that with.

SO HOW ABOUT ACCEPTING OUR INVITATION TO MAKE YOUR BUSINESS MEANINGFUL AT A DIFFERENT LEVEL? CULTIVATE A HABIT OF NURTURING CLARITY AROUND WHAT YOU STAND FOR. ANDREA J. LEE AND TINA FORSYTH

So, this is a request from Andrea J. Lee and Tina Forsyth, and as you know, they are the ones who designed this whole concept and they invite you. How about accepting our invitation to make your business meaningful at a different level?

WHAT DO YOU STAND FOR? WHAT DO YOU BELIEVE? HOW CAN YOU MESSAGE THIS TO YOUR NICHE MARKET?

Cultivate a habit of nurturing clarity around what you stand for. What do you stand for? What do you believe? How can you message this to your niche market?

YOU CAN USE YOUR MESSAGE TO DRIVE TRAFFIC AND BUILD YOUR LIST

You can use your message to drive traffic and build your list. You can use your message to, through a love attraction, attract your niche to you, because your niche are going to be people who match what is really important to you. It's important to them too!

YOU CAN USE YOUR ENGAGEMENT ON SOCIAL MEDIA TO RAISE FUNDS AND RAISE AWARENESS – AS WELL AS RAISE YOUR EXPOSURE

You can use your engagement on social media to raise funds, to raise awareness, as well as raising your exposure because people are always searching for what is important to them.



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If that's also important to you, guess what? You're going to start showing up in their searches. The more you talk about it on social media, the more you share about it on your blog or on your website.

The more you share articles about it, right? You're going to start showing up in their search and that's going to drive traffic, but it's going to drive relevant traffic because these are people who believe in the same thing that you believe in.

People who find important the same thing you find important are going to be more likely to love what you do as an artist.

You know, I talked in the niche class about, you know, one of the best ways of determining your first niche is to look at the mirror and look at yourself, okay? Because people buy from the people they know, they like, they trust. The more they feel rapport with you, which means that the more they feel like you and they are of like mind, the more they'll like and trust you, and the more likely they'll buy from you, okay?

FINAL NOTE:

BE PATIENT

One final note about this: be patient. Be patient with yourself. It may take some time, but the more you're asking the question and allowing whatever answers come up to you to come up, the more you're allowing for your emotions to speak, the more you're allowing yourself to get pissed off about something, to notice when something just doesn't feel right. and you want to stand up and do something about it, the more you listen to that voice the clearer you'll get about your BOP and the clearer your message will become about it, okay?

I welcome questions about your BOP on the you know the Ask Coach Debra calls as well as through email or your... through your Laser Coaching session if you're part of the Multiple Streams work group.

I also invite you to share your BOP on the comments for this call. I think the more we share with each other what our BOPs are, the better we're going to get at honing them, and the more fun we'll have with each other.

So please share your BOP with me and have a great holiday, a safe holiday, and, you know, I look forward to hear your goals for 2012. It's going to be a good year. I can feel it.

Alright everybody. Thanks for joining. Bye!



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