

Step 3: Find Solutions

Toolbox Teleclass Transcription

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Multiple Streams of Art/Music Income

Track 4: Be Seen: Promotion, Marketing and Sales



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INTRODUCTION

Welcome to the July 2008 Toolbox Teleclass, which is Step 3- Find the Solutions. Has anyone else joined since I went off to turn on the recording?

Caller: Nah, I don't think so

PUT IT INTO THE FRAME OF THE MSOAI 8 STEP PROCESS

Okay great! Well, we're just going to get jump right in. So this is the third step in the [Multiple Stream of Art Income 8 Step Process](#) for creating a multiple streams business, and I just want to put this in the context of that process, because it is kind of a middle step and somethings may not make as much sense if we don't have it in context.

STEP #1 - DISCOVER YOUR NICHE MARKET

So for the Multiple Streams of Art Income 8 Step Process, step 1 is discover your niche or choose your niche.

KEY STEP #2 - ELICIT THE PROBLEMS

Step 2 is to elicit the problems from your niche.

KEY STEP #3 - FIND THE SOLUTIONS

Step 3, which is what we're going to cover tonight, is to find the solutions for those problems.

KEY STEP #4 - CHOOSE YOUR PRODUCTS AND YOUR PACKAGING

Step 4 is to choose your products and your packaging, which ideally grows out of those solutions, so those products embodied the solutions.

KEY STEP #5 - GENERATE TRAFFIC WITH INTEGRITY

Step 5 is to generate traffic with integrity, meaning you drive people to find you and to learn about you. Then you continue to convert.

KEY STEP #6 - CONTINUE TO CONVERT TRAFFIC INTO PROSPECTS

Step 6 is to continue to convert traffic into prospects.

KEY STEP #7 - STRENGTHEN THE TRUST RELATIONSHIP

Step 7 is to strengthen the trust relationship, meaning that prospects become customers who become good friends

KEY STEP #8 - PURSUE A BOLD, OUTRAGEOUS, PROVOCATIVE POSITION IN YOUR NICHE MARKET

And Step 8 is to pursue a bold outrageous provocative position in your niche market. Step 8 is the last step only because very often, it takes kind of living within your niche market for a



little while to be able to really identify a clear BOP, which stands for Bold, Outrageous, Provocative position.

But actually, you want to be thinking about your BOP throughout the entire process, because it's one of the key ways that you differentiate yourself or distinguish yourself from your competition.

You can find a niche market where you have no competition, but in the world that we live in today that's more easily said than done.

Caller: Can you repeat that again? Excuse me.

Debra: Sure, it's your Bold, Outrageous, Provocative position. So, it's your BOP position. It's a statement of who you are. It's, you know, "Just do it," right? It's like a good neighbor. It's the statement that sets you apart from everybody else who is doing similar things, okay?

Caller: Okay

Debra: It should create. It should be provocative. It should be outrageous. It should capture the imagination of your niche if that's clear, but we're not covering that step today, but I did want to put the solutions in context of the whole picture, because for example, creating a solution that also includes or kind of has the context of your Bold, Outrageous, Provocative Position right?

So it's...The BOP, even though it's step 8, I think ideally permeates the entire process. That's seeking, that's searching for what is your BOP, okay?

Caller: Uh-hmm

3 STEPS

PICK THE PROBLEM

Tonight, we're going to cover the 3 steps to finding the solutions that's--they're actually...this step out of all of them are--is probably the least mysterious for people.

RESEARCH SOLUTIONS

I mean, you know, you pick the problem. You research the solutions, and you choose the solution.

CHOOSE SOLUTIONS

Pretty straight forward, because once you know your niche and you've found out what their problems are, finding the solutions is just kind of the next logical step.



PICK THE PROBLEM

So, let's start with picking the problem. Now you may have in your research, once you've discovered your niche market and you start to research and talk to them and find out really what do they want, need, and desire...what is it that they're looking for? You may discover that they're--that the answer, you know, that there are more than one answer to that question.

PICK A HOT AND SEXY PROBLEM

And you want to pick a hot and sexy problem.

THIS IS A PROBLEM THAT YOUR NICHE IS TRULY STRUGGLING WITH AND THAT THEY ARE ITCHING TO FIND THE SOLUTION FOR

What I mean by a hot and sexy problem is that this is a problem that your niche is truly struggling with and that they are itching to find the solution for.

THE WAY YOU INCREASE THE ATTRACTION (OR SEXINESS) IS TO BE VERY SPECIFIC – THIS MAY ALSO HELP TO NARROW YOUR NICHE

The way that you increase the attraction of this hot and sexy problem or increase the sexiness of it is to be very specific about the problem, about your statement of the problem.

And getting more specific about the problem may also help to narrow your niche, because not everybody in your niche may have this problem. And if you remember back to the classes on choosing your niche: the narrower the niche, the more power you have within in.

So narrowing your niche is a good thing.

REMEMBER THE PURPOSE OF THIS WHOLE PROCESS IS TO DISTINGUISH YOU FROM YOUR COMPETITION. EVEN THE SMALLEST GAP BETWEEN YOU AND YOUR COMPETITION CAN BE ENOUGH TO PROPEL YOU TO THE NEXT LEVEL.

Now remember this purpose of this whole process is to distinguish you from your competition, and what's really interesting in the marketplace is that even the smallest gap between you and your competition can be enough to propel you to the next level.

Even the smallest distinction, the thing that separates you. It doesn't have to be anything enormous. It can be just enough to catch attention, to say, "Oh huh, that's different," and that's what you're looking for.

You want that response in your marketplace for them to say, "Oh huh, that's different," because in a society that is bombarded with thousands and thousands of bits of information every minute of every day, to capture or intrigue your marketplace is magic.



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That makes sense to you, guys? So, picking a hot and sexy problem can...just picking a hot and sexy problem can actually really start to create that differentiation, that gap between you and your competition.

I'll give you my self as an example. I'm actually starting to see this really pretty markedly last month. As some of you may know, I went off to LA for 3 weeks and did a very intense training, advanced training in which I became certified in NLP which is Neuro-Linguistic Programming and in Hypnosis.

And I've been a coach for coming up on my 7-year anniversary. I've been working and have created a fairly decent name for myself in the art world, and what I all of the sudden started noticing, just even in the last two weeks, is that when I start talking about this new thing, this NLP.

And it's not like NLP is new. NLP has been around for a long time, but adding that to my toolbox, all of a sudden people who've known me for months in kind of a networking environment prick up their ears and say, "Oh that's something new."

And I've had a couple of people approach me who had not approached me in the past and who I was interested in working with because of this new difference. I'm not just a coach. I'm not just a certified coach, you know.

I'm a coach that is certified as a coach, but also in NLP and in Hypnosis, and all of a sudden boom, there's something different. And it's that kind of thing that I, you know, that doing this process of the Multiple Streams can really do for you is to start to really create that "Ha! That's different" experience in your marketplace.

So before I move on to the next step are there any questions about this picking the problem piece? Because I think that, that can be a bit...even though it's kind of simple, it may not be easy for people. So, do you guys have any questions about that?

Robert: Yeah, picking the problem. I don't know what people's main problem is.

Debra: That's actually Step 2, which is covered in a different class, which is to Elicit the Problem. That's a question for research, and when you say what people's problems are, you need to know who your niche is because their problems are different than people's problems.

Right? And as an artist you're also looking at two distinct levels of marketing, and the answer to this question is going to be different depending on which piece of the market you're looking at. Because you're both looking at the people who are presenting your products, in other words, your venues right? People who are booking you for gigs.

And the other level, which is the end buyer or the fans, and the answer to this question is different depending on who you're talking to. For example, a venue owner's problems might



have to do with knowing how to market, because I will tell you a lot of venue owners haven't a clue how to market.

Robert: Right.

Debra: So their problem, the way they may present the problem is, "Can you put butts in my seats," right? And I'm going to get to this when I talk about solutions, but even though you may know, that really their issue is that they don't know how to market. That's their problem, but you can't talk to them about that because that's not how they presented the problem to you.

You have to address the problem at the level it's being presented if that makes sense. Whereas the...your fans, your audience, there it may not be a question of problem as much as it is a question of desire or want, but it's still a need, and therefore, you'll still have solutions for that need, if that make sense.

But you need to research. You need to talk to your niche and find out what are their needs, you know. It's going to be different depending on your niche, you know. For you Robert, your music is very political that's going to generate different problems, and Steve, Steve, you do jazz, right?

Steve: Yeah, generally.

Debra: Yeah, so your venues are going to have different issues than Robert's venues. Your fans are going to have different wants and needs than Robert's fans, and you need to find out you need to determine your niche and then find out what their problems are. That answer your question, Robert?

Robert: Ah, yeah. Well, probably part of the problem is you know I have an idea of my niches, but I don't know if I have that world of fun.

Debra: Yup, so this is a, you know, a bit of the cart before the horse if you haven't...you need to know the niche and you need to then have, you know, explored that niche enough to be able to be asking these questions and doing this research.

So that, of course, those 2 steps are...have been covered to some...in some degree, are already happened to be covered more specifically. And you can always, also if you get stuck at a point in step 1 or step 2, you can bring these questions to the Q&A or email those questions if you're not available on an evening that the Q&A's happening.

Caller: Debra.

Debra: Yes?

Caller: Is step 1 also called like fish in the pond?



Debra: There is a call called Create Your Pond. It is the same concept because your pond is your niche.

Caller: Okay, but there's another call on it, just dealing with step 1.

Debra: Yes. There are...I think I've got 3 or 4 calls, and while this is a little bit off the topic, the new design of the membership website, if you haven't had a chance to explore it, you can now do a search. You can use the search box that's in the top left, top right corner. Excuse me.

You can do a search you could just search the word niche, and it will come up not only with every toolbox class that's got stuff about niche in it, but also with the Q&A classes.

Caller: Okay.

Debra: Yeah, the new website format has, I'm hoping, made things a lot easier and more accessible, and there's still more work to be done on that because of the tremendous amount of information that went in, in that,,you know...of material, so some of those Q&A classes don't have keywords yet, so they won't be searchable, but working on that, okay?

Debra: Did someone else join us?

Cathy: Yes, this is Cathy.

Debra: Hey Cathy! Welcome. Okay. Okay, that's cool. By the way, Cathy did you hit *6, that's not what you did. They changed the system a little bit. Okay, so moving on, unless you have other questions on pick the problem. Yes, no? Okay.

So once you've picked the problem, and I just want to also repeat that you may have in your research of what the problems are, you may have come up with half a dozen problems, and you--I would recommend, in your first pass through this process, that you just pick a single problem, instead of trying to address all the problems at once. You can always expand, but I would keep it simple as you're working through this.

RESEARCH SOLUTIONS

So, step 2 is to research solutions to that problem once you've identified it and really made it very specific and hot and sexy. You...

SOLUTIONS ARE GOING TO COME FROM TWO SOURCES:

Now your solutions are going to come from two sources. This maybe be obvious, but I'm going to say it anyway. The solution—



FROM YOUR OWN EXPERIENCE/KNOWLEDGE

The sources are going to be from your own personal experience or knowledge.

RESEARCH AND FINDING AN EXPERT

And from your research and possibly the finding of an expert to provide the answers to those problems. It's one of the reasons why I started having expert interviews for the membership is because I'm really clear that I don't have all of the answers in my own experience and knowledge.

I have some, you know, but I don't have all of them, and I am constantly looking for experts who have more information, better information, that will help you guys create the solutions to your problems, right? And I recommend you do as well.

LOOK AT HOW YOU ARE ALREADY SOLVING THAT PROBLEM

So, from your own experience and knowledge you want to look at how you're already solving that problem.

ARE YOU ALREADY SOLVING THIS PROBLEM FOR PEOPLE – GREAT, THEN IT'S A MATTER OF PACKAGING YOUR SOLUTION IN LANGUAGE THAT THE CLIENT/CUSTOMER WILL SEE THEMSELVES IN (SEE STEP 4)

Are you already solving this problem for people in your products? And if you are, that's great! What you want to do is really package your solution in language that the client and customer will see themselves in.

For example, let's say that you already know you can put a hundred people in a venue. You know in a particular area you've built that much and that you can--you have that many fans in a locale, and you know you have that ability to put a hundred butts in those seats.

But you want to package it in a way that isn't just saying, "Yeah, yeah I can do that." You want to package it in a way that says to the client, "I am the solutions to your problems. Not only that, but I am the hot and sexy solution to your problem," because again, it's all about packaging, okay?

So the keys to this...and we talked about this already, and I'm going to be talking about it more as I develop classes for each of these steps going forward, but in choosing your products and your packaging, in generating traffic, speaking in language that the--that your marketplace uses, so that they recognize themselves is absolutely the key to making this work.

Because it doesn't matter if you've got the hottest, sexiest, best solution to their problems, if they don't see it, if it doesn't ring true for them, if they don't feel in their gut that you are what



they're looking for, then no matter how magical your solution is they won't know and they won't buy. Does that make sense to you, guys?

So if you're already solving these problems for people then your challenge is how do I express it, how do I package it in the language that they will sit up and say, "Oh that's me, that's what I want, that's what I need. Perfect."

ONE OF THE BIGGEST MISTAKES THAT BUSINESSES MAKE IS THINKING THEY HAVE TO BE THE EXPERT IN EVERYTHING.

Now about the second source. One of the biggest mistakes that businesses make...and I'm not just talking about artists or people in the arts industry, but businesses across the board. One of the biggest mistakes the business owners make is thinking they have to be the expert in everything. You don't.

IT'S FINE TO REPACKAGE INFORMATION (JUST BE CAREFUL TO GIVE CREDIT WHERE CREDIT IS DUE)

It's fine to repackage information. It's fine to offer it to them. You do want to be careful that you give credit where credit is due. If you are using a big chunk of material that was written by someone else, you need to credit them. If you have any question, I recommend strongly that you contact the experts specifically and ask for permission.

In my experience, more often than not, they're thrilled and happy to be of use to you. Sometimes they ask for a piece of the pie, but more often than not, they don't. They just want to be properly credited and have links created back to their website, which is all about the generating traffic, and we all got that stuff after listening to Patrick's fabulous call a few months ago.

So it's, it is absolutely fine to offer as a solution somebody else's answer. You don't need to create it, but you do need to find it.

PLACES TO RESEARCH:

So some places to research.

INTERNET

Are the internet.

BOOKS

Books.

TALK TO EXPERTS IN THAT PROBLEM AREA

And talking to experts in that problem area. Now, who are those experts? What are those books? It depends on what the problems are.



THE POINT ISN'T THAT YOU ARE THE ONLY SOURCE OF THIS SOLUTION.

The point isn't that you are the only source of this solution.

THE POINT IS THAT YOU ARE PROVIDING IT TO YOUR CLIENTS WITHOUT THEM HAVING TO DO THEIR OWN RESEARCH TO FIND THE SOLUTIONS!

THE POINT IS THAT YOU'RE PROVIDING IT TO YOUR CLIENTS WITHOUT THEM HAVING TO DO THEIR OWN RESEARCH TO FIND THE SOLUTIONS.

YOU'RE MAKING IT EASY FOR THEM

You're making it easy for them, which is hot and sexy and very attractive.

IT ISN'T EVEN NECESSARY THAT YOU ARE THE ONLY ARTIST PROVIDING THIS SOLUTION AS PART OF YOUR PACKAGE –

And it isn't even necessary that you are the only artist providing this solution as part of your package.

IT'S THAT YOU ARE CREATING A UNIQUE EXPRESSION OF THAT SOLUTION THAT MAKES IT REALLY EASY FOR YOUR CUSTOMER/CLIENT TO BUY FROM YOU!

It's that you are creating a unique expression, and this goes back to what I talked about at the beginning of the class, which is your BOP: your Bold, Outrageous, Provocative positioning statement. A unique expression of that solution that makes it really easy for your customer or your client to buy from you, because they want what you've got.

So let me take a break and open up for questions about this research solutions piece. Anyone have questions about that? I want to give Cathy a chance to come off mute if she has a question.

Okay. I'm assuming that means you guys don't have questions about this. If you do hang on to it, and I'll...I think I'm going to have time at the end to do some brainstorming around this stuff, so talk about it at that point.

CHOOSE SOLUTION

So now once you've done your research and you've come up with some possibilities for solutions to the problem that you chose in the first step, then, of course, obviously the last step is to choose the solution.



WORK ON ONE SOLUTION AT A TIME – YOU WANT TO CREATE MOMENTUM. ONCE YOU'VE WORKED THIS PROCESS ONCE, IT BECOMES MUCH EASIER TO WORK IT AGAIN AND AGAIN.

Now just as I recommended picking one problem to work on at a time, I also recommend to pick one solution to work on at a time because you want to create momentum, and one of the things that I found is when people try and do too many things at once, work with too many niches at once, to work on too many problems at once is that you create overwhelm, and you don't get any of it done.

So, narrowing your focus will reduce overwhelm. That's the magic trick. Narrowing your focus will reduce overwhelm. Work on one solution at a time so you create momentum. Once you've worked this process once-- of finding the pro...choosing the problem, finding the solutions, choosing the solutions, and then moving in to the next step, which is packaging that solutions as product.

It becomes much easier to work it again and again. To expand it, to develop it, to deepen it. So, kind of think of it as a linear process rather than geometric. Just because what I found in working with private clients on this process is that it just gets...it reduces the amount of stress around it.

HARD CORE SOLUTIONS

Now in looking at these solutions, there are really hard core solutions.

THIS MAY SEEM TOO SIMPLE TO BE VALUABLE. BELIEVE ME IT IS INCREDIBLY VALUABLE TO YOUR CLIENTS/CUSTOMERS.

So, what I mean by hard core solutions is they are the simple, obvious, almost ridiculous. Perhaps, feels boring answer to the problem, but just because it's too simple does not mean it's not valuable because it can be incredibly valuable to your clients and customers.

Sometimes, you know, in conversations with my clients or customers, I may give what I think is kind of a simple obvious answer to a question and they're like, "Oh my God that's it!" So don't...if it seems too obvious that doesn't mean that they haven't overlooked it.

IF THERE IS A SIMPLE, BASIC, STRAIGHT-FORWARD ANSWER AND YOU CAN PROVIDE IT TO THEM IN A WAY THAT DIRECTLY ANSWERS THE QUESTION THEY ARE ASKING – THEY WILL WANT TO BUY FROM YOU

If there's a simple, basic, straight forward answer, and you can provide it to them in a way that directly answers the question they are asking, they will want to buy from you.



SIMPLE CAN BE MAGIC, ESPECIALLY IF YOU MAKE IT SIMPLE AND EASY (SOME THINGS CAN BE REALLY SIMPLE, BUT VERY HARD TO PUT INTO ACTION – TAKE LOSING WEIGHT FOR EXAMPLE....)

Simple can be magic especially if you make it simple and easy. Now some things can be really simple, but very hard to put into action, like, I don't know, losing weight for example. It's pretty simple. Eat less, exercise more, right? And yet, as many of you know, 5 minutes on daytime television will tell you it's not easy. It's -- you know, it's become a huge marketplace because it's not easy for people.

For example, if you're talking to a venue and their problem is that they don't know if they can put butts in the seat, and you've got already a street team in that neighborhood and you've got a poster that you can easily use Photoshop or whatever just drop in the information of that venue in to a ready-made poster,

then this becomes easy for them and you become more attractive. That make sense?

YOU MAY FIND YOURSELF WANTING TO MAKE IT FANCIER, TAKE IT UP A LEVEL, MAKE IT MORE SOPHISTICATED – RESIST THIS TEMPTATION.

You must meet people where they are in order to create rapport. Once you're in rapport, you can expand their awareness into new levels.

Once someone is your customer, you can educate them to more elegant solutions to their problems – remember the funnel concept.

So, you may find yourself wanting to make it fancier, wanting to take it up a level and make it more, you know, sophisticated. Resist this temptation. You must meet people where they are in order to create rapport.

Do you guys know what rapport is?

Caller: Yeah.

Debra: Does anyone not know what it is? Or you know what? I'm going to define it anyway because who knows who's going to listen to this recording, and they may not know what rapport is.

Rapport is basically a lovely French word that describes the connection that people make between each other. It's the beginning of relationship. It's the feeling that you are with someone that understands you and that you can feel comfortable, and like, trust.

And one of the key ways to do that, to create that with someone is to meet them where they are, not to drag them kicking and screaming to where you are.

So, resist the temptation to make your solution fancy schmancy and sophisticated. If it's a simple solution to a simple problem, simple is good. Once you're in rapport, once you've got



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the traffic and they've become prospects, that's what a prospect is--is someone who's in rapport with you, then you can strengthen the trust relationship.

You can take them to a more sophisticated place or product or solution, but very often if you try to do that without creating the relationship first, they won't want to come and it won't work, and you won't know why, you know, they just won't, they just won't come with you.

So, finding a simple solution and/or finding a simple expression of what could be a very complex solution can, you know, can really solve this issue. Once someone is your customer, you can educate them to more elegant solutions to their problems.

And you do that through the funnel concept, by developing your funnel and creating products that bring them deeper and deeper and more sophisticated. You will see that in the work that I do with you, because, you know, I didn't start with the full big whole shebang. I started the membership as absolutely a straight-forward solution to some of your problems, right?

Time management, organizing, you know, simple straight forward, and then we get into more sophisticated concepts like the Multiple Streams concept, okay?

Now those are kind of the hard core solutions that are direct and specific. It's the answer to the questions.

SOFT CORE SOLUTIONS

And soft core solutions.

SOMETIMES THE BEST SOLUTION IS A QUESTION OR A PROCESS.

But sometimes you want to--sometimes the best solution is actually a question or a process and these are soft core solutions.

THIS IS THE KIND OF SOLUTION WHERE YOU'RE GETTING THEM TO THINK OUTSIDE OF THE BOX

This is a solution where you're getting them to think outside of their box, their boundaries, what they believe is possible.

For example, if you are talking to a venue owner who has not joined the 21st century and doesn't get the magic of marketing on the internet and using the power of marketing on the internet, even to access their local market, and once you've solve--once you've created the relationship then you can educate them and be--and be an even more valuable solution to their problem.

IT OFTEN TAKES MORE OF AN IN DEPTH AND LONGER TERM RELATIONSHIP TO DELIVER THIS SOLUTION – AND IF THAT'S WHAT YOU WANT TO CREATE – THEN THAT'S PERFECT



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It often takes more of an in-depth and longer-term relationship to deliver this solution, and if that's what you want to create, then that's perfect. And that might be--you might want to think about hard core solutions for your venues or your business-to-business marketing, the people who are presenting your products and offers soft core solutions to your fans who want to be in lifelong relationship with.

And a lot of the steps that Piamo talked about in his interview are soft core solutions, because really what his fans want, their desire is to be in a closer relationship with him. And so, he answers that with a question, "How would you like to play?" Here are some possibilities, here's the process for playing with me.

You could be on a street team. You could be a volunteer. Blah, blah, blah, blah, blah, right? See these are the differences, but it's--those are soft core solutions to their wants and needs.

But as you can see that's not necessarily the first place you start, because very often, you...someone needs to already be in relationship with you to have enough rapport to offer this kind of interaction with, if that make sense to you, guys.

It's a bit more sophisticated of a concept in a lot of ways. Sometimes in the design of your product, in other words your art, what you really are doing is all selling soft core solutions by giving someone an experience, right? Because giving someone an experience is the essence of a soft core solution.

As opposed to giving them, you know, a hard soft answer. It's more a gut thing than it is a head thing if that make sense to you, guys.

AS YOU BUILD YOUR STANDING IN YOUR NICHE MARKET – YOU CAN ALSO LOOK TO EXPAND YOUR SOLUTIONS,

As you build your standing in your niche, you can also look to expand your solutions.

EVEN INTEGRATE HARD CORE AND SOFT CORE SOLUTIONS TOGETHER.

For example, you can even begin to integrate hard core and soft core solutions together. You could create, if gotten really good at setting up street teams, you could create an eBook for the venues of how to apply what you've done with street teams to creating their volunteer marketing teams, for example, right?

YOU WILL KEEP COMING BACK TO STEP 2 AND STEP 3 AS YOU DEVELOP YOUR PRODUCT FUNNEL FOR YOUR NICHE – BECAUSE EACH PRODUCT COULD BE A FURTHER DEVELOPMENT OF A SOLUTION, A DIFFERENT SOLUTION OR EVEN ADDRESSING A DIFFERENT PROBLEM.



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So, you can integrate hard core and soft core solutions together, and the bottom line is you're going to keep coming back through step 2 and step 3, right through identifying the problems and creating solutions as you develop your product funnel for your niche.

Because each product could be a further development of a solution. It could be a completely different solution to the same problem or it could address a completely different problem.

So as you kind of flesh out and flesh out the product funnel within a specific niche, you're going to keep cycling through these pieces and through these pieces and through these pieces, and then once you've got that niche up and running and really operating well and it's time for you to develop a new niche, then you're going to be going through this all over again.

So that's kind of why I also suggest that it's better to pick one problem, and then pick one solution and kind of work through the process, because once you get good at this process, it becomes...it's just starts being easier and easier to do.

The first time going through it can seem kind of mysterious and like, "What do you mean what are their problems? I don't understand. Like how do I do that?" but then once you've done that once, then doing it again and doing it again and doing it again becomes like, you know, you're just doing something again that you've done one...you've done successfully and you are familiar with.

I had a very and I just want to kind of end this because I had a very interesting experience last night. I went to woman's home to be part of a focus group. She was interviewing single women, and I'm qualified exactly in case anyone wants to know.

Single women and she was--I didn't really know what it was, but she came well recommended and I figured why not, and you know, I'm always looking for new and interesting social experiences. So, I figured why not. It was free, and she was feeding us and so I went.

And what she was doing is doing market research. She's decided she wants to create a business in the world, serving a particular niche market, which are single women 40...well, single people 40 and older, creating a unique avenue for dating, for creating relationships.

And so, she was doing market research, and I don't know anyone who's ever done market research this way. Now I know the big companies, the really big companies, you know, the Coca-Cola's of the world do focus groups.

You know, they hire advertising agencies. The advertising agencies spend thousands of dollars to create focus groups, and it's a lot of money.

Well, I think she probably dropped about 20 or 30 bucks at, you know, at Costco. Put out a nice little spread of food and had a bunch of people over to her house and just asked us



questions. What a brilliant idea for finding out what are the problems, what are the solutions we already know about.

So what is what's already out there in the market place. What do you we...what works about those solutions? What doesn't work about those solutions? I mean it was absolutely brilliant. It was absolutely brilliant, so just throwing that out there as part of this process.

Okay, so we've got a few minutes left at the end of this, and I'd like to just open it up for questions about creating your solution or finding your solution or really anything else around the [Multiple Streams of Art Income Process](#) that you're struggling with.

Debra: So Cathy you may want to bring yourself off mute.

Cathy: Yes. I am.

Debra: Great! Yeah. I'm just opening it up.

Steve: Hi Debra. It's Steve.

Debra: Yep!

Steve: To bring us to a something concrete, but, you know, my problem which I can foresee happening because I start performing at a restaurant and people have been coming. I play once a week and they send out emails and so that there's several tables there, about a hundred people. Just you know 2 to 5 tables maybe.

Debra: Okay

Steve: I can...If that slows down, then I'm out of job, because I'm not getting butts in there. Okay so I'm looking at your...the 3 steps and the problem is the getting butts into the restaurant.

Debra: Is that your problem or is that the restaurant's problem?

Steve: Well, it's going to be my problem because if I stop doing that then I'm out of job, but she's not going to have me there unless I'm bringing a, you know, extra clientele.

Debra: Okay, so his problem was that he...I think it's really what I'm kind of addressing here, which may or may not be why you started asking a question, but I think it's an important distinction that needs to be made around this entire process of [Multiple Streams of Art Income](#), is that your niche has nothing to do with you. Your niche has to do with your clients. Who are they? What makes them specific and unique and a small targeted group, and then once you've identified that, in other words, identifying what the niche is then you work through this process of eliciting the problems, finding the solutions, choosing your products and packaging.

Steve: Oh, I guess I'm...yeah I'm...I guess I'm not talking about my niche because I'm just talking about my job.



Debra: Right.

Steve: And...

Debra: Yeah, and what I'm saying to you is that you are making one of the classic, classic errors that not only you and not only artists, but all business people make when looking at marketing, and that is you're looking at the wrong person.

Instead of looking at you, "I might be out of the job," you need to look at "Who am I serving and what do they want and need."

Steve: Uh-hmm

Debra: Does that make sense? So, with this specific thing, I would suggest that part of the...What...Who am I serving, So you are serving two distinct groups of people. You're serving the venue owner, and you're serving the clientele of the venue, who hopefully are your fans or will become your fans.

Steve: Uh-hmm

Debra: Now, if your only source of marketing are to the finite people who have already come to see you in this one venue, then you're right. You're going to run out of people. You need to keep selling your funnel with new and different people, which is steps 5 and 6 and 7.

How do you do that in a way that it's financially doable, you know, if you don't have a bud...marketing budget of, you know, hundreds or thousands of dollars, and I'm assuming you don't? The way you do that effectively on a small budget is niche marketing.

Steve: hmm...Okay---future classes.

Debra: No, it's already been--there are several classes already about niche marketing. So it's already available, but you see, do you see my point about this? So, if this one venue is the only place that you're performing, you've got a definite problem.

So, one of the answers to this is to be getting out there more to other places, so that you can drive traffic and drive new traffic, because people don't eat at the same restaurant week after week after week. They just don't.

Steve: Uh-hmm.

Debra: You know, maybe they'll come see you once a month at that one restaurant because they like you, and they'd like to see you once a month and that you know that would be great.

Steve: Uh-hmm.



Debra: So, you need to expand your--you need to generate more traffic, not just to this restaurant, but to you in general and then some of the people are going to trickle into this restaurant. Does that make sense?

Steve: Right, yes definitely.

Debra: Okay?

Steve: Yeah.

Debra: Great, any other questions? Hang on for one second, Cathy. Thanks, Steve, for me putting you on the hot seat there.

Steve: No problem.

Debra: Okay Cathy go ahead.

Cathy: I guess we don't have a couple different avenues that I'm exploring and developing, and I truly hear what you're saying about, you know, working on one, on one thing at a time, creates overwhelm, but I sort of also feel like I'm not exactly sure which one is going to work out, so I want--I'm like sort of trying several of them at once.

Debra: I can...I get that, yeah, you're testing.

Cathy: Right.

Debra: What you want to do when you're testing is to be scientific about it. To track your results if that make sense.

Cathy: Yeah, it definitely makes sense.

Debra: Yeah, because otherwise, you're just kind of throwing spaghetti and seeing what sticks to the wall kind of thing.

Cathy: Right.

Debra: So, it's not always easy to tell which piece of spaghetti, you know, where...which wall it came from kind of thing if you foresee that metaphor. And even when you're testing, it's a good idea to limit your testing.

Unless--you know, unless you've got a couple of assistants helping you out, you know, and I will tell that I've got clients who are not making a huge amount of money and they've got assistants, and it's something that I so strongly recommend, not doing this by yourself.

And you don't necessarily need to be paying huge amount some money to assistants. Very often, if you, you know, if you live in a...you know, unless you live in an area that only has



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the population of 500 people, you probably are close enough to a community college where you might be able to find some interns or even high schools where you might be able to find some interns.

People who are interested in the business that you're in and who want to learn about it, maybe willing to work for very little money or for no money at all, though it's always good to feed your interns.

Cathy: Right.

Debra: If you're not paying them at least feed them. It's kind of my policy, and you can do both. You can work...and I talk a lot about this in the [Business Management for the Creative Mind](#), as well as in the creating systems, because it's just hard to do by yourself. It just is.

There's too much to do, so that may help with your overwhelm, Cathy. I think also having a clear plan will also really help.

Cathy: Uh-huh.

Debra: So okay, so for the next, you know, 60 days, I'm going to test X,Y and Z, and I'm going to track it this way, and then I'm going to make...at the end of 60 days, I'm going to make a decision and really pick which one I'm going to focus my energy on and move this forward.

Cathy: Uh-huh.

Debra: You know, and these are the criteria. This is how I'm going to make that decision, so if you have a solid strong plan, it's going to help with the overwhelm, because you'll know that it's, "Oh it's just the next 60 days that I'm doing this."

Cathy: Right.

Debra: Okay?

Cathy: Yup.

Debra: Does that answer your question?

Cathy: Yeah, it does. I just...I am definitely in overwhelm, and it's not working for me.

Debra: I don't know if you were on yet. When I talked about overwhelm, I spoke a little bit about it earlier, which to narrow, you know...when you're in overwhelm, the answer is always to narrow your focus.

Cathy: Uh-huh.



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Debra: Even if you narrow your focus in a way that's serial, meaning, "Okay, I'm pursuing three different niches. On Mondays, I pursue niche 1, On Tuesdays, I pursue niche 2, and on Wednesdays, I pursue niche 3.

Cathy: Right.

Debra: So that on Mondays, your focus is only niche 1, so can narrow your focus in that way by using your time map.

Cathy:Uh-huh.

Debra: Okay?

Cathy: Okay.

Debra: I think I have time for one more question if there is one. Okay, so then, what I'd like to do is just go around the room. So what we talked about today is step 3 in the Multiple Streams of Art Income 8 Step Process, which is to Find the Solutions we talked about, picking the problem we talked about, researching the solutions, and from there how to choose a solution.

That...So that's what we covered today. Who would like to share about what key piece of insight they saw and what actions they'd like to take over the next week or so to put that insight into process?

Caller: Well, I'm a little confused. I mean because I don't really have the sense of the niche, but I don't really know what the problem is, you know. What they're...so I have to go backwards, I guess, a little bit and find the problem, like figure out what the problem of my niche is.

Debra: Yeah, that just requires some research.

Caller: Yeah, well, that's really the main thing for me.

Debra: Excellent, and so what action will you take over the next week or two to do that?

Caller: Hmm that's a good question. I don't know how to find, exactly how to find a, you know, sending more emails comes to mind, but exactly how that works that I don't really know, because that's just the way I have the most contact with people by email.

Debra: Yup! I would suggest that you go back and listen to the calls on step 1 and step 2. There are some suggestions on the languaging of emails in there, like what to ask if I remember correctly, and if not, absolutely submit that as a question for the Q&A class.

Caller: Uh-huh, okay.

Debra: Excellent.



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Debra: Who else wants to share what key piece of insight and...yeah, go ahead.

Caller: Oh.

Debra: Go ahead.

Caller: Whose turn?

Debra: Yours.

Caller: Even though I couldn't know what my niche is..I haven't taken the time and energy to develop it to...

Debra: Can you hold on one second? You...Other guys, can you just mute yourself because we're getting some echo? Great! That solved it. Thanks, Cathy. Go ahead.

Caller: Yeah, I haven't really developed my niche yet. I have an idea what it is and I haven't, you know, contacted people or any of that, but I like what you're saying. "It's all about your packaging and you need to speak in their language," so I think that's really a key. and I'm just doing something very general this week is to get my website up and upload my song samples on to the site.

'Cause something I got, I don't know whether it's from these classes or from someone, somewhere some panel discussion, saying that I should have my music right on my site and not on some other place where they have to go, and so that's what I'm going to be doing this week.

Debra: Yeah, one of the things that you want to do is to make it really easy for people to get to you, right? You want to make it easy for them to contact you. You want to make it easy for them to find out about you, and you want to make it easy for them to buy from you.

The fewer obstacles you put up, the better off you'll be. Absolutely! So, you're going to work on the website. Excellent, excellent.

Caller: Yeah.

Debra: Cathy, did you want to say anything to complete tonight?

Cathy: I'm back.

Debra: Yeah.

Cathy: Well, I definitely...I like what you said about the putting stuff and the people...other people's language. We're developing this program about global warming for middle school and high school students, so I need to think about that, trying to package it for the people who will buy that program, you know.



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And also, just interested to hear about the focus group. We're actually running our first focus group tomorrow night with eight teenagers.

Debra: Oh, that's excellent.

Cathy: Global warming and possible solutions they see in the future, and also asking them about assembly programs that they had and what makes the good assembly program at their school and what doesn't.

Debra: Yep, what works, what doesn't work. You want to most especially be listening for how they language, 'cause they're going to tell you what language to use, right? You just reflect it back to them, you know. Someone says to you, " Oh well, I'm just really worried about whether or not there's going to be a planet when I grow up."

And so you've packaged your solution as how you can make sure there's a planet for you when you grow up. Now you wouldn't want to reflect that back to them in the next sentence, 'cause it's a little too obvious, but right? So, it's really...it is, it's just listening to the language that they use and kind of just, you know. In fact, if you can record that focus session, I recommend it...and I also recommend giving them food.

Food is a great opener and a great rapport builder. It's good food. Excellent, alright you guys, great class I'll be announcing August classes pretty soon. They're probably going to tend a,, to be a little bit later in the month, since I'm traveling the first week of the month. I am by the way, Cathy, coming to New Jersey.

Cathy: Oh cool.

Debra: Yeah.

Cathy: In Colorado.

Debra: You're going to be in Colorado, of course. I figured, so alright, you guys, have a wonderful couple of weeks and stay cool.

Caller: Thanks, Debra.

Debra: Bye.

Callers: Bye.