

More Than You Wanted to Know About My "Pay What You Can" Philosophy:

So, I offer most of my initial consultations, events and products on a "pay-what-you-can" basis.

That means you do the full consultation and then ten days later you decide what you want to pay me and send me a cheque.

or

You attend a two day event and, at the *end*, you write me three cheques for whatever you thought it was worth (one payable now and two post-dated).

or

You buy one of my products and pay me what you thought it was worth after buying it.

You get the idea.

Many people feel that folks don't appreciate the value of something unless they pay full price. They think that, because this event is a P.W.Y.C. that YOU won't get as much value as if you paid \$2000.

But I disagree.

This is my theory: I think that the key question – in terms of how much value YOU receive - is not "how much do you pay?" but "how much do you value it?". And I think that the more you emotionally invest yourself in this event – the more you will tend to value it. But that "investment" can be more than money. It can be time, energy or strong intention.

PUT ANOTHER WAY: When I say “this event is worth \$1000 - \$2000” I’m not trying to imply that you can or should pay that much money (if you want to at the end I won’t stop you . . .) I’m not trying to create a subtle pressure. What I’m very MUCH trying to do is ensure that you understand – and appreciate - the value of what you’re getting.

I don’t think you need to pay \$2000 to get value but I DO know if you treat it like a “free” event – you will get less value – you won’t “get it” and then you’ll think “it doesn’t work” and, on a whole lot of levels, that’s bad for MY business – and YOURS.

I need you to be fully vested in this event.

Put simply: I want pro-active, passionate partners not passive participants. I need you to be working with me not waiting to be spoon fed answers.

We’re working together – all of us. I’m inviting you to vest yourself as fully as you can in this event. This will create a synergistic effect.

But, to be specific . . .

The Catch - What I Expect From YOU:

Okay – so there’s a catch.

A few of them.

But I think you will find that they are very reasonable, and are, ultimately, good for both of us.

here’s eleven specific ways I’m asking YOU to invest yourself in the event.

(ranked in order of importance).

1. You MUST basically fit my ideal client criteria (below):

You hate the high pressure, ruthless competition, dishonesty, fast-pace, high-pressure and cut throat nature you see in the traditional business environment and want to create something *different*. Now, you're doing something that you love and that you know enhances the life of your clients, your community and the world.

You have a clear vision of what you want (and business is good) . . . but you know you're capable of a *lot* more. You're dedicated to giving extraordinary service to your customers and your community. Your business is a success because you're very good at what you do.

BUT!

It is *not* because you're excellent at *articulating* the unique value of what you do. It's not because you're a great marketer. In fact, most of my growth has come from word-of-mouth.

You know in your heart, mind and gut that if you could clearly articulate the essence of what you do to more of the right people, you would have all the business you could handle, and more. But you don't know how to do it. You want to attract more clients and cash-flow but you want to do it in non-pressuring, non hype-filled ways.

You're deeply committed to and passionate about the success of your venture – it's not just a hobby for you. You see clearly how *your* work fits into a vision of a healthier community and you're committed to constantly finding new ways for your business and lifestyle to be more sustainable, just and gentle on the Earth.

**You're probably the kind of person who
loves . . .**

potlucks, farmer's markets, live music from local musicians, and a house filled with handmade things. You love to wear natural clothes. You shop organically whenever possible, and buy "local first". You ride your bike versus driving (or you'd like to), and enjoy slow food with good friends whenever you can get it. You read books and go to talks on progressive spiritual, political and business subjects. You reuse products and buy recycled whenever you can.

If that's basically you - keep reading!

I work with people who are taking a stand - even if it's difficult - to do "right" in business. These business owners feel that people and the planet are as important as profit.

I like to work with businesses that have been in operation for at least one year (ideally three) and intend to be around for at least another five.

2. **You must pay *something*** -- paying nothing is, obviously, not acceptable -- if you want to trade please discuss it with me in advance
3. I'm trusting that you will treat the event, consultation or product with respect -- you will pay me as well as you can. You won't diddle me.
4. I expect you to honor your pledged commitments.
5. I ask that you show up on time, ready, with your homework done and well rested ready to go.
6. I ask that you be there the whole time (for events and consultations). If you need to miss a chunk of the event I would ask that you let me know before hand.

7. No distractions allowed -- turn off your cell phone for the event -- if that will be a problem, please talk to me in advance.
8. You will schedule time to integrate this. I'm serious. This is not for intellectual entertainment. If you're there for "information" (vs. answers) you will interact very differently and it will NOT help the space we're trying to create. You will be passive not active. I don't want passive people there.
9. This will be more valuable for you if you have a specific project are working on.

My Reasons for Offering You a Pay-What-Can Proposition:

I know that some of you think I'm crazy to be doing this.

Well, I may be crazy . . . but crazy like a fox!

I have 15 personal and strategic business reasons.

My Seven *Professional* Reasons:

REMEMBER: This is *not* the same as "free". I'm not setting myself up for the poor-house. People *do* pay. And they tend to pay me very generously. I'm not in this to get rich but I will make money on this.

1. A CAVEAT: It's an experiment. I'm still not convinced that P.W.Y.C. is the best way to go. I figure I'll try it about ten or twenty times and evaluate if it's worth it. Hey, I'm young – I got no wife and no kids. I can afford to experiment.
2. NO FRILLS: I'm not including any follow-up time or any of the materials in this event -- there is very little cost to me except the time of the event itself, the site and some token supplies. So, it's win/win. You still get the core material and I save

work. Like most of you, I enjoy doing the work (helping people) more than I enjoy the marketing and promoting of it.

3. Doing a P.W.Y.C. event in no way precludes me offering a paid event, developing products or other backend services like an “advanced level” workshop”. In fact, I almost certainly will. Most at the free intros won’t be match – they will self select, some who come to the event will be a better match for me, some of them will want to work with me, some will turn into regular clients of mine, high paying ones – all for very little effort on my part.
4. A P.W.Y.C. seems to be an easy, low effort, powerful way for me to identify and build a client base. I’m sure you can imagine how much faster people enroll in a P.W.Y.C. than a fully priced event.
5. I still haven't built up my business systems and web site and auto responders etc. Promotion is still huge effort for me – this won’t be the case in a few years when I engage this work full time and set up my systems.
6. There's huge backend potential here. Some of you WILL hire me.
7. Think about this: It takes me no more time to have a poor person in my training than somebody who can afford to pay me well. It doesn’t *matter* how many people are in the room to me. It’s still the same amount of my time. In one-on-one follow up it matters profoundly, but if I’m speaking to 5 people for an hour or 50 people or 50,000 people it still only takes me an hour.

My Eight *Personal* Reasons:

1. For fun.
2. I want to help create a space to see local, progressive business communities weave themselves together.

3. Politically – I have a growing “class analysis”. Poor people aren’t poor because they’re stupid or lazy. I think that “the system” is deeply, fundamentally and irreversibly based on exploitation, violence and coercion. I think it creates and depends on poverty. If I can help those in impoverished situations to get more breathing room – then I want to do that.
4. Most marketing trainers are into getting super-rich and I’m not. I’m in this to help foster positive change.
5. I have a commitment to local businesses versus box stores. ‘Nuf said.
6. I have a commitment to conscious businesses versus mainstream businesses.
7. I love leading trainings. Given the choice to lead one training for \$50,000 or 25 for \$2000 each I think I’d likely choose the 25 trainings.
8. You're the kind of people who I want to see have more money. I know that you will do good things with it. I think the world would be a better place if you weren't worrying about money so much.

But Doesn't Doing a P.W.Y.C. Event Devalue This Material?

Sometimes people criticize me for doing these events as a PWYC. They ask me if I'm not worried about “devaluing” the material. Here's my usual answer:

“Whatever.”

First off, I think you get it that none of this is “free”. Yes - there *is* a statistical correlation to how much people will use something and how much they invest. *And* I hope you can see that I'm asking you invest

yourself heavily into the process. I hope that you know that I revere the value of this. And, I think you do too – or at least you WILL by the end of the event. I think you're grateful for the opportunity to gain access to this information and opportunity at a price you can afford.

The *Real* Reason People Don't Apply What They Learn (a brief rant):

I know many who have great sums of money for programs and seminars and not used what they learned. Consider marketing guru Dan Kennedy's posting from a recent news (read: sales) letter:

Dr. Nancy Lastnamewithheldtoavoidlitigation

(a real Gold Inner Circle Member - honest)

sent me a note with this question and her answer:

Q: HOW CAN YOU TELL IF SOMEONE IS REALLY DUMB?

A: "If she buys your Magnetic Marketing program twice in 9 years, becomes a Gold Inner Circle Member, reads every issue of your NO B.S. Marketing Letter the day it arrives, attends conferences where you speak, and STILL doesn't apply your concepts, she's dumband that's me!"

She shouldn't be too hard on herself. I know of one guy who bought the Magnetic Marketing program five times and still hasn't done anything.

Worse yet, I know of plenty of people who take months to finally get one decent sales letter out,

and then doesn't do any follow-up.

I think a larger factor than money is how much people *emotionally* invest and how in alignment it is with their purpose in life. I see a lot of people going to seminars and learning to do things that, deep down, **THEY DON'T WANT TO DO**. They learn the in-depth secrets of how to master a process that is entirely contrary to their natures.

So, if doing a conscious business doesn't make your heart sing, it doesn't **MATTER** how much I share with you and how brilliant it is. You'll never put it into practice. You'll find a way to put it off. Doesn't that make sense?

But, to me, my initial answer of “whatever” is about more than feeling I've strategically handled the value question.

Let me speak frankly here. The world is going to hell in a hand-basket.

- "Children watch an average of **8000 murders** and 100,000 other violent acts on TV before finishing elementary school.
- **Depression in children**, which is commonly followed by suicide, is among the leading cause of death in North America youth, age 9-19. This is an increase of more than 150% in the last decade.
- The North Pole is melting three times faster than computer models predicted
- In , more than ½ of families of color live under the poverty line but only 1% of European families.
- Cancer now affects 1/3 of people in developing countries
- Every 2.3 seconds – a child on Earth dies as a result of malnutrition.

- 95% of American girls aged 3 to 11 have at least one Barbie and yet if Barbie were a real person, her waist would not be big enough to support her body.
- The amount of energy used by one American is equivalent to that used by: 3 Germans, 67 Mexicans, 14 Chinese, 38 Indians, 168 Bangladeshi
- GM and Ford's combined revenue exceed the GDP of all sub-Saharan Africa
- The average pocket money for an American child - 230 dollars a year – is more than the average annual income of the world's half-billion poorest people.
- Amount of plutonium that, evenly distributed through Earth's atmosphere, would suffice to kill every human being on the planet: 1 pound
 - o 1995 level of weapons-grade plutonium in the form of active and dismantled bombs: **270 metric tons**
 - o Current commercial stockpile of plutonium in nuclear reactor wastes and isolates from spent fuel: **930 metric tons.**
 - o Methods known to decontaminate plutonium: none.
- Nuclear weapons, Hitler had to drag 6 million people to the furnaces – now we've put wings on those furnaces
- In 1999, General Electric paid chief executive Jack Welch \$50,000 an hour — more than all of its ten thousand Mexican workers combined.

So, to be perfectly blunt, GIVEN the context of the world we live in, GIVEN how very much many of you are struggling with money, GIVEN what beautiful souls you are and GIVEN how much good your success would mean to this world . . . I don't really give two hoots.

The common wisdom out there is to protect one's "Intellectual Property". But do you think I actually *invented* any of this stuff? And even if I did, and it could help the community . . . why would I hold it back? This material, long held within walls of economic privilege, belongs to the community.

I care very little about people's fears that a P.W.Y.C. will devalue this material - I care even *less* about Intellectual Property.

I see you as my community and I trust that you will take care of me. I trust that you "get it" that our success and wellbeing is bound up together. If YOU don't pay me as well as you can, then I won't be able to afford to do this. It's that simple.

What This Event Is *REALLY* About

Reclaiming our communities.

You know what I'm talking about: community gardens, measuring wealth by Quality of Life not G.D.P., local business, social justice, more art, music, singing and dance, more picnics – vibrant, thriving and just communities. More joy, less shame. Food for all. Organic, locally owned food being prepared – and enjoyed – slowly. People being deeply happy and healthy. Enough to go around – and then some.

My clarity around this all is still growing but I'm seeing that Radical Business is part "business" and part "movement".

Yes, you WILL probably make more money (should you want to).

Yes, you're very likely going to attract more clients.

Yes, I hope you'll start having more fun in your business than you've had in years.

Yes, your creativity will likely be kicked into overdrive.

Yes, I'm guessing that you'll probably get back in touch with "why" you're doing whatever you're doing.

But that's not what you're life is about is it? I don't think success would satisfy you. It would feel empty without a chance to contribute – to help create a finer world.

Every marketing consultant I know is individual focused, not community focused. They have no vision of the world that their business is wrapped around (beyond "more capitalism!!!" . . . gag).

So, that's it. Enough ranting.

Please feel free to email me with any questions on this at tad@tadhargrave.com