

## **Business For Superheroes Podcast Transcription: Episode Sixty: SW3: It's Okay To Piss People Off**



\*In an industry stuffed with marketing bullshit, empty promises and shiny-suited liars, one woman's had enough. She knows what it's like to have the wrong clients, no money and no time for fun, but she also knows how to fix it, and, on the Business For Superheroes Show, she promises to tell the down and dirty truth about business, sales and running away with the circus! Here's your host: Vicky Fraser...\*

**Vicky:** Okay! Hello and welcome to the Business For Superheroes Show. I'm Vicky Fraser and this week Joe's not here but we're doing the podcast together anyway because hurrah, through the magic of technology!

**Joe:** Hello!

**Vicky:** Hello! So Joe is in the frozen North.

**Joe:** I have no idea where I am.

**Vicky:** And I am at the Dingle. And it's raining at the Dingle and it's also raining inside the Dingle, which is exciting.

**Joe:** I am, however, in the cheapest hotel in the world - as cited by my sub-contractor - and it's not raining but it is quite cheap.

**Vicky:** It looks nasty.

**Joe:** It's not sexy, I can tell you. It's not sexy at all.

**Vicky:** For listeners who obviously can't see us, we are doing this podcast via Zoom, which is like Skype but better. And I am drinking a glass of wine because it's practically February.

**Joe:** I, however, have been out for dinner with electrical contractors, which means I have had several pints of beer, and I am now drinking water.

**Vicky:** That's very good. Well tonight has been one of those nights where I have realised that I utterly fail at being an adult because you've been away, so I've been on my own, and I've also been really busy. So I had Super Noodles and a giant slice of yule log for my tea.

**Joe:** Super Noodles and yule log. Yule log? That implies that it was bought at Christmas! We're into January now.

**Vicky:** Yes, my mum sent it back with my. She assures me that it's been in the freezer, so if I survive the night then it's probably fine.

**Joe:** That sounds great!

**Vicky:** Anyway, let's move on to what we're talking about.

**Joe:** What are we talking about?

**Vicky:** Today we're talking about something that far too many business owners suffer from, and that is being beige.

**Joe:** Beige.

**Vicky:** Boring.

**Joe:** Like nylon slacks.

**Vicky:** Worn by old ladies who have given up.

**Joe:** Internet connection is unstable.

**Vicky:** Is that what you just got? I just got that as well. This podcast might be really annoying but tough because it's deadline time - Hi, Podfly guys you're just going to have to do the best you can! Okay, so that brief break, that you probably didn't notice because I pressed pause, was us turning the video off because our internet is a bag of wank. Joe's just informed me that he'll have to imagine me waggling my eyebrows around, which is fun. So today we're

talking about fear and being beige, and how we always want people to like us all the time.

**Joe:** Which surely is a waste of time because if everyone likes you, then no one is going to love you.

**Vicky:** Even leaving that aside, not everyone is going to like you. It's just the way it is, not everybody is going to like you. It's impossible. And that's also a really good point, Joe. If you're so bland that you don't offend anybody, then nobody is going to give a shit. This is why it's so important to do the avatar exercise, so identifying your ideal customer down to the totally finest details. Most people don't bother to do this properly, which is why most marketing is total crap. If you don't do your avatar exercise properly, you basically risk rendering your marketing boring, pointless and a total waste of time, effort and money.

**Joe:** So or anybody who has this as their first ever experience of the Vicky Fraser podcast, first of all I apologise, and secondly, the avatar exercise is where you identify who your customer is, and what they're frightened of and what they need. Who they are and what they believe, and what they feel and how old they are, what sort of education they've had. When you properly knuckle down and sort out who it is you're actually trying to sell to - the best customers.

**Vicky:** Yeah, exactly. Like Joe just said then, it's more than just demographics - age, location, income (that kind of thing), it's all about psychographics and what people care about. This is one of the reasons that when we do the podcast, and when I write my emails, that I talk about stuff that's personal to me, stuff that I care about. I talk about politics and that kind of thing because you've got to find out what people's beliefs are. Whether they're religious, whether they believe in unicorns, whether they're supporting Trump. That kind of thing is really important because it gives you an idea of what type of person you are dealing with and the kind of buttons that you're going to need to push to get them to buy from you.

**Joe:** Yeah, as I said, if it turns out that your avatar exercise exposes that the people you are talking to are all exclusively crystal faith-healers, who believe in Reiki and all of that stuff, then you're not going to base your marketing

around facts, or reality. You're going to base it around pixies and - I don't know, legends of--

**Vicky:** Zorro.

**Joe:** Yes! In order to target your marketing properly, you've really go to know who you're talking to. That's why the avatar exercise - to identify who you're trying to talk to, so that you can target everything properly.

**Vicky:** Yeah, the more work and the more time you put into doing your avatar exercise, the more it will pay off for you. Most people do not bother doing this. Most people - which is why most marketing is crap - will just go, "Oh it's so and so. They're between 30 and 50, and they're vaguely living in the UK". It's just so wide.

**Joe:** I would like to sell to people who have completed their GCSEs and have a credit card. Ah Jesus, you're wrong, that's a shit avatar exercise.

**Vicky:** It is and it covers so many people, with so many different motivations and worries and fears, that you just can't possibly expect to sell to the people that you really want. It's just not possible. If you don't identify your ideal customer, you end up trying to please everyone, and you cannot do that. You cannot please everyone all the time and if you try you will exhaust yourself, you'll waste time and money and you'll probably drive yourself crazy.

**Joe:** And be really beige. Very beige.

**Vicky:** Yeah, really beige. It's really boring. And that brings us back to why people do this because most businesses do exactly that - they do pretty much what we've just described, they try and appeal to everybody all the time. Partly because they don't bother doing their avatar exercises properly, but also I think because everyone has a fear of being disliked. It's only natural, so you don't need to feel bad about this, most people who are listening will be worried about being disliked. I used to be the same and now I don't care! That's not entirely true. It's only natural to want to be liked by people, it's human nature. You do have to have training to not give a shit. I've had that training and now I am passing it onto you, dear listener - or I'm passing on the principle at least. If you want the meaty stuff, you'll have to pay me. So, what

we're going to do today is to talk about the Chelsea principle, because that is what you need to work with in mind.

**Joe:** I've got this feeling - bearing in mind I'm several hundred miles away from Vicky at the moment - that I've heard of the Chelsea principle and I'm kind of vaguely aware of what it is, but I'm going to need it explained I'm afraid.

**Vicky:** That's okay. So I got this from one of my mentors - Peter -

**Joe:** Hi Pete!

**Vicky:** Hi Peter! This is one of his tenets that he lives by and he calls it the Chelsea principle because it can be shortened to SW3. For those not in the UK, SW3 is the postcode for Chelsea, which is a posh area of London.

**Joe:** Oh okay. Postcode being like a zipcode if we're talking Americans.

**Vicky:** Yes. Anyway, SW3 stands for: Some will, some won't, so what? Which I think is awesome.

**Joe:** Some will, some won't and so what.

**Vicky:** Yeah, some will, some won't, so what? It is a fact of life and business that not everybody is going to like you. And that's okay. Some people will like you, some people won't like you, so what? That's it basically, we're done! No, I'm kidding. I'm laughing at myself now, that's dreadful!

**Joe:** Don't laugh at yourself.

**Vicky:** Some will, some won't, so what. The best people to do business with are those people who like you and who are similar to you. This kind of seems obvious, but the flipside of that is that repelling the people who don't like you, and who are not similar to you, is also a really good thing to do. That is not quite so obvious because it involves you having to be a bit brave about everything, which is why you will more than likely fail. Not you, dear listener. I don't mean to be a bitch about this but I do know what I see, and what I mostly see is business owners talking the talk but not walking the walk. Being brave in this instance will mean offending some people. But that's okay.

**Joe:** Talking about you and your business, Vicks, you are not in the least bit shy about being a little bit bold and clear in your distaste of crystal woo, faiths, Reiki-healer, acupuncture, chi-ists. And if you frighten a few of them off and they don't want to work with you, then that's a win because you don't have to tell them to go away because they've already decided they hate you.

**Vicky:** The decent people won't hate me because they'll go, "Oh that person is on completely on different wavelengths to me" so they won't even--

**Joe:** You're vibrating a different colour.

**Vicky:** I'm vibrating a different colour, yeah. I won't even get on their radar and that's fine. I'm not interested in being on their radar, and vice versa probably. Similarly with rabid socialists, I'm probably going to put those off as well, and good because those people are never going to have a successful business anyway!

[Laughter]

**Vicky:** And we're back to being brave will mean offending people but that's okay. Most people don't deliberately set out to offend somebody and most of being offended is having an emotional reaction to something somebody has said, and then expecting that other person to deal with it for you. It's what toddlers do.

**Joe:** Yeah, I like it.

**Vicky:** It's like, you know what? If someone else's opinion on something can affect you to that extent, you really need to reevaluate what you care about in your life. I couldn't care less what somebody who isn't written on a small piece of paper that I keep close to me cares. I've got several names written on a bit of paper, and I've got one for personal and one for business. If anybody says something to me that "triggers" me, I'll look at my piece of paper and if the name of that person isn't on that piece of paper I'm like, "Why do I care what they think? This person is not important to me. This person is not a part of my life." You know what I mean? And I think that's probably one of the biggest pieces of advice I can give to the listeners today. Get yourself a piece of paper

- just a small piece, a post it note - and write down the names of people who you admire and whose opinions you respect in business. Write them down on that piece of paper and if anybody says something to upset you, or is mean, or give you an opinion, if their name isn't on that list just ignore them. They're not worthy to be on your radar. You can do the same for personal as well. If you've got acquaintances that have upset you or said something mean, and they're not on your list of people you give a shit about, who cares? Who cares what they think, really, in the end?

**Joe:** Is there some point at which, if you get ten people who are not on your list - either of your lists - who say the same thing, at some point will you evaluate it? Or do you just go, "No, you're not on my list".

**Vicky:** No absolutely, for sure. If you have ten people all separately tell you the same thing, that something you've done is really out of order, if that happened to me I would step back and say, "Okay, obviously something is going on here". Even when I get a comment from somebody that I don't know, or a reply on an email or whatever, I will always pause just for a moment and look at what I've said, or what I've written and think, "HAng on a minute, have they got a valid point?" And then I'll look at all of the positive comments that I tend to get and think, "No, no they don't". It does always make me pause and take a step back, and look at it and just reevaluate a bit. If I've got lots of people saying the same thing, then absolutely I would pay attention to it. You've got to be sensible about this.

Ultimately you'll find your own level of offensiveness - not offensiveness, you'll find your own level of being okay-- There's some stuff that I won't have an opinion on because I simply don't know enough about it to have an opinion. I might go away and learn about it and I might listen to other people who know about it, but there is some stuff that I feel I know enough about the subject that I absolutely will have an opinion on it, and that's okay. Just because you have a difference of opinion to somebody doesn't mean you are attacking them. That, I think, is the root of this offending people and this some people will like you, some people won't like you. Actually you can have a difference of opinion with somebody without falling out about it, you know?

**Joe:** Yeah, absolutely. Well, I think a lot of people can't actually!

**Vicky:** No I know, and that's something I've noticed since I've been a bit more participatory in Ben Settle's group - Ben Settle is Mr Email Marketer--

**Joe:** Hi Ben!

**Vicky:** He does not listen to this! He's got this Facebook group that he's really carefully built into this society. At first glance it seems like this crazy place, full of people being utterly bizarre and offensive. But actually when you get in there, what he's done is built this place where it's grown ups having discussions - vehemently disagree, completely polarised opinions about issues, about topics, and yet they're having grown up discussions and talking about it, and they're not throwing their toys out the pram, they're not blocking people left, right and centre. It's really refreshing.

**Joe:** Sounds quite cool.

**Vicky:** It is really cool. I wish there were more places like that on the internet. It's Ben Settle, ElBenbo's Lair. I don't think he's letting any new people in because he's built a wall! We kind of went off on a little bit of a tangent there but I think it was a good tangent. It's really important for you to get your head around this because if you try and please everybody, you won't just fail, you won't please anybody. And you will drive yourself crazy and you will end up being boring because you'll be censoring yourself so much because you're so afraid of saying something that will upset somebody. You'll just be the beige little old man in the high street. Nobody wants that.

**Joe:** It's kind of a confidence thing, isn't it? Confidence in yourself to know who you are and what you want. And it's confidence in your customers to be the people that you want to deal with. And it's confidence in not caring about the people who are not your customers. It's a thing that people don't necessarily get much practice at outside of the business world. I don't think-- At school it's very difficult to say, "I don't care about you because you're not one of my people". It doesn't tend to happen. At work people tend to try and fit in and not be disliked, and all that kind of stuff. I think it is quite a new concept, quite a new thing for a lot of people to accept, the idea that it is perfectly fine to not be liked by somebody.

**Vicky:** Yeah it is. It's difficult, it is difficult to get your head around and it's difficult to not be upset by - and I totally get that. It's taken me a long time to get here, hasn't it Joe? And I still get upset by stuff sometimes. Above all, I want to be kind to people. I don't want to be nice because nice gets you nowhere - it genuinely doesn't, it gets you walked all over. I've been far too nice to the people on my email list for far too long. I answer too many questions for free. It just encourages people to take and take and take. They don't do anything with the information they get either, this is something else that you'll be well to pay attention to. People don't value free and they don't value nice. That's not to say that you don't be kind because I'm always -I never go out of my way to offend people, I don't deliberately set out to upset people. I never have done and I never will do, and I think people that do that, I don't agree with it, I think there's no need for it. Some people will fail to find that fine line between being confident and not giving a shit, and being an arrogant arsehole. There is a fine line between the two. I think if people are unkind, I don't think that gets you anywhere either.

**Joe:** There is a significant difference between being yourself and clear with your communication, and being a deliberate arse to frighten people off. There's a huge difference between those two things.

**Vicky:** And some people can make that being a deliberate arse thing work. If that's who they are and they can wear that persona with confidence, then that's great. It's not me at all, so I couldn't do it. It's really about daring to be yourself and that's actually more difficult than it sounds.

**Joe:** Yeah, I think it is.

**Vicky:** It's like you say, people don't get any practice at this. We all have a mask that we put on and we all have personas that we live up to. To be the same person with everybody is really difficult, if not impossible I would say.

**Joe:** Yes, I think everybody has got a few different faces that they show to the world. You've got a family face, you've got a business face, you've got a friend face. There's loads of them. I certainly do.

**Vicky:** You have, yeah. I'm trying to be less like that now and I think the more I go on in business, the more me I am with everybody. The other thing to think

about is, if you're fundamentally a decent person and you're fundamentally honest - honest with yourself and others - then if somebody is not willing to accept that, and accept you for who you are, then are they really worth worrying about at all? It's a question you've got to ask yourself. And that goes for whether they're family, whether they're friends, whatever.

**Joe:** It's more difficult to accept those difficulties with friends, and particularly family. It's one thing for a random business associate to think you're a bit of a twat and decide not to do business with you - that can be a bit surprising and painful. But if you suddenly discover that you actually have huge fundamental differences with your mum, that's kind of a different deal!

**Vicky:** I don't know, again though, you should still be able to get on. If you're both grown ups. So I think my big piece of advice for listeners today is, if you put yourself into your business, your personality, this is what will set you apart from everybody else in your market. If you don't you're just another faceless corporation who doesn't care, and who doesn't inspire caring at all. People won't care. Have a look at the way I do things - this podcast for example is you and me bantering, Joe, and people love it. People have joined my Inner Circle after binge-listening to the whole lot.

**Joe:** Those people are crazy. Hello crazy people!

**Vicky:** Those people are awesome! But I can't get my head around that but that's what they do. Look at my branding of the cartoon superhero. When my new website comes out, which is going to be hopefully any day now, you're going to see that I'm not in photographs in a boring, suit-like way. You'll see that the photographs are very me. I talk about my circus shenanigans, I talk about my pole dancing, I talk about how I fall over when I'm running and what I care about. The reason I do all that is because it builds relationships and it builds loyalty, and it makes me stand out.

**Joe:** You're sharing your actual, real face. You're not showing a persona. You're showing your actual self.

**Vicky:** But again, there's still a line to be drawn there and I think we should carry this on next week or the week after - because I can't remember if I'm interviewing someone next week. I do want to talk about the line because

there's a line there as well. There's always the danger of TMI - too much information - and oversharing, and you don't want to do that either.

**Joe:** That's true.

**Vicky:** So there's a fine line to be drawn and I think we shall revisit this topic in the future because I think there's a lot more to say about it. This is what I do - the whole how do you stand out and really be yourself, this is what I do. It's a good one. I have no idea how long we've been going for because I haven't got a timer.

**Joe:** Normally there's a timer isn't there? Now there isn't, we're in separate places.

**Vicky:** I think we should probably--

**Joe:** Probably stop?

**Vicky:** Yeah, let's stop. Ask yourself, dear listener: is your marketing bland and corporate? Or is it full of humanity and warmth and enthusiasm for your hot product and your customers and the things you care about? What is it that makes you special? And can people tell that that's what makes you special? Or do they just see beige?

**Joe:** Yes, indeed.

**Vicky:** If you're worried about this, if you think this is something that you're not sure about - that you don't know how to make yourself stand out, this is what I do! This is the thing that I live for. This is what I love. You can jump on a call with me for half an hour, you can Borrow My Brain, and we will sort that shit out for you. If you want to do that, you've unfortunately missed the January offer which was join the Inner Circle and get a free Borrow My Brain, so sucks to be you, but you can still Borrow My Brain at [www.businessforsuperheroes.com/borrowmybrain](http://www.businessforsuperheroes.com/borrowmybrain) I guarantee the value you get out of it will be worth many, many times the investment that you make.

**Joe:** Excellent.

**Vicky:** Excellent. Right, thank you very much Joe. We'll be back this time next week. Have fun, be good. If you can't be good, don't get caught. Bye!

**Joe:** Bye!

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