



Marketing Moxie Podcast

Episode 22 – Sally Hope on Building a Community of Wildhearts

Show notes at: <http://www.maggiepatterson.com/episode22>

MAGGIE: Welcome to Marketing Moxie, Episode #22.

INTRO: Welcome to Marketing Moxie with Maggie Patterson where we get down and dirty on all things marketing for entrepreneurs. Maggie takes a practical, no holds barred approach to helping you take action on what matters to your business, all with her signature moxie and sass. Now it's time to roll up your sleeves and dive in.

MAGGIE: Hey there, listeners. It's Maggie. And today, in Episode 22, we are going to talk about the power and the value of building community. I have guest expert Sally Hope, who is going to join us and share her lessons on building large communities, how to get the most out of communities, and we're going to have a little sidebar conversation about how communities are so awesome for introverts. Sally is a renegade life coach and leader of the Wildheart Revolution.

Now let's stop right there for a second because renegade and revolution, a lot of times I think those terms are straight up BS, but Sally is the real deal. Sally actually comes from being in a rock-n-roll band. Tommy Lee from Motley Crue told her to become a life coach, so if anyone can use and own revolution and renegade, it is Sally. So let's dive into my conversation.

Hey, guys. I am so thrilled to have Sally Hope here today. She's a renegade life coach and the leader of the Wildheart Revolution, which we are going to talk about today. Sally, welcome to the show.

SALLY: Hey, Maggie. Thank you so much for having me. I'm so excited to be here.

MAGGIE: We are going to have such a good time talking about Wildheart because it's something we're both fairly passionate about. Just in the interest of

full disclosure, I am part of the Wildheart Revolution, and that may surprise some of you because you might think I'm, you know, a little buttoned up, but I have a secret side to me behind my third row seating SUV.

SALLY: Ain't that the truth? Well, and that's part of what's fun about Wildheart too is there's not just one type of person that is allowed in the group. It's anybody who shares the values of the group, so I know we'll probably get more into it.

MAGGIE: Yeah. So let's just dive right into it. What is a wildheart?

SALLY: So, to me a wildheart is somebody who wants to and is dedicated to living their life the way they want to live it, whatever that looks like. So for somebody that might be being a stay-at-home-mom. And for somebody else that might look like getting into an RV and traveling the world for ten years or something like that. So the common thread is that you want to be living the life you want to have.

MAGGIE: So you could be a lawyer, and if that's what you're passionate about, you could be a wildhearted lawyer, I guess.

SALLY: We have lawyers in there.

MAGGIE: Yeah. I will vouch for this. Sally is not just making this up. There truly is every age group, every single walk of life, like, it's pretty mind-blowing when you realize the diversity in that group.

SALLY: Yeah and, you know, it is for me too. And it's always one of my favorite things when somebody emails me saying, "I'm really interested in your Wildheart Revolution, but I'm an X, and I don't know if I'd fit in." And, you know, what they say is, "I'm an introvert or I'm in my 60s, or I'm a mom. Will I fit in?"

And the way I look at it is that anybody who has that feeling or spark when they look at the page or hear the words, I mean, for me, I'm such a word person, so like wildheart, to me, lights my heart on fire. I'm just like, what is that? I'm the leader of it. I'm like, what is it? I want to be part of it.

And I think if people feel that way then you belong there. And it's not -- wildheart is not an age. It's not a profession. It's not a place that you live. It is the type of person that you are and the dedication to living the life that you want to live. That's pretty much simply it.

MAGGIE: So Wildheart is a community, and that's right now I'm in the middle of a social media series, so I want to talk a little bit about this. Community is a huge part of who you are, how you work, and your brand, so how have you used Facebook to kind of facilitate that community and drive the growth of it over the last little bit?

SALLY: Yeah. So this is such an awesome question, and I have to be honest: community is everything. I don't know what I would have done without Facebook. When I first kind of started business, Facebook was just starting the groups.

MAGGIE: Mm-hmm.

SALLY: Like that hadn't been there before, and so I played with that a lot. Back in the day, I created the B-School Facebook group, which now has 13,000 and growing people in it. And from that I've learned the value of community because not only do you not have to go through everything along, you have a shared experience with people all over the world, which I don't know about you guys, but where I live it's not an entrepreneurial town. It's not necessarily -- it's not New York. It's not L.A. I live in Montana. And so the people that are in my immediate network, like right in front of my face, aren't always in the same spot that I am. And so online communities, I feel, are invaluable for that.

It's finding people with similar values to you who have an understanding of what you're going through, and then it's also a really, really rich place to talk about what you're up to, maybe get clients, and also hire people. So everybody I've hired since 2010, honestly, has been through an online network community that I'm a part of. And most of my clients come that way too. That is how I communicate what Wildheart is. That's how you guys all sign up. So being a part of a community has been invaluable in that way.

Then on the other side of it, creating community is just the most fun thing ever because what is a community? It's basically a lot of people that are rallying around a central idea that they all subscribe to. And so the beautiful thing about that is if you're the leader or somebody who starts a community, whatever you decide is important gets to be the center.

Then the people that want to be part of it get attracted to it because you're speaking their language. So that's what happens with Wildheart. You know, I wanted a community of people who are dynamic, who are seekers, who question live. They're not the status quo people. You know, they're people who are like, I want the absolute best for myself, and I know I can have it, and I just don't quite know how to get there.

And so I tend to attract people that, you know, like those kinds of conversations and who want to learn tools to get that. So I find it fun and a beautiful way to grow your business because you're the one putting the idea out there. This is what my group is about. You guys like it. Come on in and join it.

MAGGIE: I think the interesting couple points there is a group could be as simple as a place for you and people to rally. Maybe it's a group of fellow business owners or shared hobby, or it could be something that is actually a revenue stream for your business, like you've done with Wildheart, and it's a real place of connection and community. It's pretty surprising to me,

having built my business really online the last year, the critical role online communities have played. It's really mind-blowing when I look at it holistically and even just from a business and friendship point of view. I can't even get over it. I have this whole other secret life on the Internet.

SALLY: Well, that's right, and I do too. Nobody where I live in Montana really knows what I do.

MAGGIE: Yeah.

SALLY: But you guys all do. And it's kind of the same idea as the old school thought of it takes a village. You know, none of us can do this alone, and that doesn't only mean getting our emotional support by people who understand and in a shared community, but also getting the word out there. You know, how many times, Maggie, have you talked about your podcast through social media or through the communities that you're in? For me, my communities, it's like, hey, guys; what do you think of this idea, or I wrote this blog post; do you resonate? I don't know where else I would be able to do that in real life.

MAGGIE: It'd be pretty slow and tedious, so I think it suffices to say that I have a big crush on the Internet when it's working.

SALLY: No kidding. No kidding. Me too.

MAGGIE: So if I really wanted to get started with using groups or communities in my business, either networking or for a paid thing, what would you really recommend as a starting place?

SALLY: Absolutely join communities because, when you're in community, you will learn how it works and also what works for you, what doesn't work for you. And I will say that building your own community has more challenges than you probably imagine, so make sure you're going into it for the right reasons, so because you love community.

For me, I love setting the stage for people to transform. And like the B-School group, I've loved having it. I don't have to have my hands on all the pots in there, but I love that it exists. And the same with Wildheart - you lean on the community. So I would say, first, join a lot of communities and participate. And then if you want to create your own, I would say the best thing to do is build your foundation first with your people and your message.

So if your message is travel the world while running a business, awesome. If that's the message, cool. People can totally rally around that. But if your message is kind of like, I like cooking and also I like healthy stuff and exercise is cool too, and life coaching, I do that, it's a little less focused. So I'd just say think about what your real message is and what your purpose for it is. What do you want for the people in your community? And I feel that that really drives really beautiful communities.

MAGGIE: I think that's a good point to have a declaration about what this is all about, what kind of people hang out here because I know for Wildheart that's very, very clear. As soon as I found it, as soon as I got involved, the one thing that became clear about all of it is that the people in that group are willing to do the work on themselves.

SALLY: Yep. And I'm so glad you said that because that's one of my biggest values is I don't have the patience or time to help people who don't want to be helped.

MAGGIE: Yeah.

SALLY: And so that's pretty much it. Wildheart doesn't actually work for people who don't want to get in there and do the work because then it's just another Facebook group. But if you do want to really see changes in your life, there is like a billion opportunities for you to have that in the group, and that's what I wanted to provide was like a super affordable way, an alternative to the one-on-one coaching model where most people who need it can't afford it. And here's a group of people that are super awesome, just like you, and you have all these opportunities to have the change that you really want to have while in the group if you show up.

MAGGIE: One thing I will call out too, and this is not meant to be a big Wildheart commercial, but I love Wildheart because --

SALLY: I know. I'm like, thanks, Maggie!

MAGGIE: No, but really what's interesting to me and I think that what we can learn from it is that Wildheart, while it has a very clear declaration, on the inside it's very holistic in that it's not just a business group. It's looking at life. It's looking at love. It's looking at relationships. There's really no part of your life it's not touching, which I do think it makes it very special and unique in its own way.

SALLY: Thank you. And the reason I do that is because no one's life is in segments. Your business is tied to your relationship, is tied to your spiritual practices, is tied to your health, is tied to everything. We don't live in a bubble where we only have to focus on one thing at a time. It's kind of like this week my business is driving me crazy. Next week I might have a broken heart, the next week from that I feel awesome.

So Wildheart is really set up to roll with the changes that life brings to us inevitably. And that's what I wanted because I'm a whole person. I'm not just a business. I'm not just a person in a relationship or not. And I think I love that aspect of it. It's like, all right. If you have a love problem, here's the coaching hour for this week on love, and here's the business one. So whatever it is that you're going through, there's an opportunity to work through it.

MAGGIE: I know for me a big kind of learning this year has been that, I mean, I've been in business for nine years, but I got into this point of kind of isolation

where I realized that the rest of my life might be fine, but my business isn't going to work well, like how intertwined it all was. Like, if my son is having a problem at school or something in my house is -- that impacts how I show up in the world and how I service my clients in that given day or week.

SALLY: That's right. That's right, and I think that a lot of people skip over that, especially when a lot of us online entrepreneurs are in the world of let's take the next program, right? Like, what's the next -- I'm going to take a business program, then I'm going to take a marketing program, then I'm going to take a copywriting program. Well, where is the program that deals with the fact that when you're, like you said, when your son is having a problem at school and you don't know how to handle both business and that, or when you're so afraid of posting your blog post that everyone will hate you. What about that?

And so I feel like that was kind of missing in the online world I had seen. It's actually kind of funny because, marketing wise, people tell you to focus in. Do a program that solves one particular problem - marketing, copywriting, social media, whatever - which, from a marketing perspective totally makes sense. Well, me personally, I'm a bit of a rebel in that way in that I never am just one thing. There are always so many things going on. And I didn't want to niche it down. I didn't want to be like Wildheart is a business program. I want it to be like Wildheart is an everything program.

Sorry, marketing. Like, I know it's more challenging. It's more challenging, and Maggie knows this. You know, it's more challenging to talk about, but I don't care because it's important, and I think it's awesome. And the people that need to be there will find it.

MAGGIE: And, ultimately, I mean, that just -- it's a beautiful point because that's totally how I feel. I told you this yesterday. I don't really want to pick being a copywriter or being focused on PR because I'm multi-passionate about marketing. So you can be multi-passionate and still make it work in your business or your community because, ultimately, it's your choice.

SALLY: Yeah. And also there's -- Maggie and I, like she said, we were talking about this yesterday. There's always somebody who needs what you have, so my people, like the Wildhearts, as also multi-passionate. They're also all over the place. They also bounce from business to relationships to spirituality or whatever it is, and that works for us. They don't want to niche down either, just as much as I have been kicking and screaming for the five years I've been in business being like I don't want to niche. I don't want to do it. That isn't how it works for me.

And so the people that feel that way find a lot of solace in the group because they're like, oh, my God. Everyone else tells me in order to be successful I have to have a niche, but I don't feel like I have one. So it's just another place to be where you can be yourself.

MAGGIE: Ultimately this comes down to the case of the shoulds. I freaking hate that because what's going to work for you, like having a niche or all this kind of classic business advice, it doesn't work for everyone.

SALLY: It certainly didn't work for me, girl.

MAGGIE: Yeah, like, let me tell you. The second, in my online business, I realized I would prefer to work with people one-on-one, the business came because that's where I can work. Having a program is not necessarily something that I want to do. I don't want to have this big impersonal business where you buy crap from me on the Internet and I make money off you, and you're nothing but a number. That doesn't align with who I am, so screw you "shoulds". I'm not doing it.

SALLY: Totally. I mean you should have seen me at every business program where it's like, "What's your thing? What's your niche?" And I would try. I would do it just like everyone else. I'd be like, all right, well, I'm going to try on love because I love talking about relationships. I really, really do. It's one of my areas of biggest intuition and expertise. However, every single time I said I'm a coach that coaches on relationships, I just didn't feel it.

MAGGIE: Yeah.

SALLY: Like, I'm a love coach. No, I'm not. I'm a wildheart. And what does that mean? Who knows? I'm going to define it for myself. You're going to define it for yourself. But for me personally, like, that is just the way I had to do it.

MAGGIE: And I think you bring up a good point about tapping into your intuition in terms of what's actually going to work for you instead of blindly trying to follow the rules.

SALLY: Well, yeah, and you know when people are following the rules because --

MAGGIE: Oh! Ack!

SALLY: -- any time you see -- like I'm pretty intuitive, but I'm guessing most of your people are too. And when you see somebody being like - I'm a health coach that coaches on emotional eating or something like that, and it's not resonate for them, you can always tell. And it's always those businesses that are like, I changed my mind a million times on what I do, which is fine. I believe in experimenting. Go for it. Try different things and see what works. But it's just a longer path to it all.

For me personally, I did try that stuff. And I was like, you know what? Nope. It just doesn't work. The people will find me. I'm going to build it, and they will come.

MAGGIE: Yeah, and then, I mean, the whole other part of that discussion is knowing when to cut your losses and being okay with failing and, you

know, the test and correct going, okay, that wasn't quite the right thing. Keep going.

SALLY: Yeah, and the keep going is the most important part because business is trial and error. I always like to look at it like throwing spaghetti at the wall. You're like, okay, I'm a coach. Throw spaghetti. Okay, well, maybe I'm a mentor. Throw spaghetti. Maybe I do marketing - spaghetti. And you try a lot of different things, especially in the first few years, to see what feels good to you because you're not going to know really.

In the beginning, you can't come up with it in your head of what's going to be the perfect model for you or the perfect client. You just have to get in there and try it and evaluate afterwards and be like: that worked, that didn't, this is what I'm going to do moving forward. I think that's always how it goes. I think we never stop doing that.

MAGGIE: Ultimately, I think that's where the communities can come back in because you can test your ideas. You can have relationships to have conversations to say this is what I'm thinking, business best friend. What do you think? Because I know for me, in the last few weeks, I've had some conversations that pretty much everyone said the exact same thing to me, but I needed the external confirmation from people who knew me really well.

SALLY: Totally. Well, and that's the power of not doing it alone. You know, that's the village.

MAGGIE: Oh, thank goodness.

SALLY: Yeah. I mean, none of us can do it alone. We all need support, and so I just really suggest find the support that feels good to you and keep asking for the help. So just being a part of the community isn't good enough because if you're just sitting there kind of in the backseat as a wallflower, you know, that's not going to do you any good. But if you show up, and you say, hey, I'm really struggling with this. I could really use your guys' help and opinions, I have found that that's been so invaluable to my whole business so far.

MAGGIE: I will say, as an introvert in communities, it's a beautiful thing because I can engage on my terms of when I want to.

SALLY: Yep, totally. Well, and I think I love that you bring up this idea of introversion because this has been coming up a lot lately. And I think that's a lot of the reason people don't do business or don't join communities or don't show up in the world in their true selves is because you're introverted. I'm introverted too, which surprises a lot of people, but I'm kind of a homebody. I keep to myself. I'm fairly quiet in real life, you know, in person and everything, and that's what I love about communities too. What you just said, Maggie, is you get to kind of control how much you show up, how much you put out there, when you want to show up. You're not bombarded unless you want to be. And it's very, like, created

exactly how you want to create it, and that's a huge part of Wildheart too, so I'm glad you brought that part up.

MAGGIE: Yeah. It's like, introverts, choose your own adventure.

SALLY: I love it. It totally is. It's like I want to step my toe into extroversion today, but no, go back into the hole, you know.

MAGGIE: Yeah, because, I mean, I will confess there's days that I literally will be like, okay, there's no interaction happening today. I need to recharge and internally focus. And, I mean, that's what introversion is. That's where I get my energy. I think that's what a lot of people don't understand about introversion. It doesn't mean I'm shy or awkward or have problems conversing with people. I just really prefer that alone reflection time to charge up my battery.

SALLY: Me too. I need it.

MAGGIE: So, introverts of the world, go join some communities. You can do it on your terms, and you will love it. Sally and I highly recommend it.

Sally, if we want to learn more about Wildheart and if it appeals to people, where can they find out all the details?

SALLY: You can find out about me and Wildheart over at SallyHope.com. There are lots of ways to find out what Wildheart is through blog posts or through the website that describes it all. But definitely go ahead and check it out. And make sure you sign up on my list because there are some really super exciting, fun things happening in Wildheart this month. I'm going to be opening registration, and you're going to want to make sure you're on the list because things are changing in Wildheart and, if you're interested, you're going to want to get in now. So make sure you sign up for the list, and I'll tell you exactly when all of that fun stuff is happening.

MAGGIE: And I have the inside track, so I will tell you Sally is not just making that up. There are some exciting things happening.

SALLY: Yes. Maggie is definitely in on the inside.

MAGGIE: Sally, thank you so much for your time and expertise today. We really, really appreciate it.

SALLY: Thank you, and thank you for chatting up Wildheart. You know I love talking about it and appreciate the opportunity to be here with you and all your people.

MAGGIE: Woo, Sally and I talked about a lot in this show, didn't we? What I loved about this conversation is you can really tell how I am actively engaged with Sally, and you can always tell when I know someone's story really well because I'm able to pull out more out of the conversation. That's why

I really try to do my homework with my guests. And you will be getting all kinds of different guests in the next three, four months. I've got some really, really great stuff planned here on the Marketing Moxie podcast.

Let's talk about today's takeaways. There was a lot of tips, a lot of gems about communities that Sally shared, but the three I really pulled out and that I want to share is really start by taking a look at how you're using your communities. Are you stopping to do a drive-by in your communities and just promoting, or are you actively engaging and adding value?

Understand the real value of communities to your business and to your mental state. Maybe your community needs to be about something more than just business. It needs to be about life, love, relationships. We don't exist in isolation.

Takeaway number two: understand how you might actually be able to create your own community for your own tribe, for your own client base, and how that might play out. Before you get in there, make sure that you've really studied how communities work so that you can make the most of your own community. Understand that it is time-consuming and, hey, I have my own community, so I can definitely speak to this, and I am a part of tons of communities. It's been a really integral part of my business.

Number three, and this is about communities and just your business in general. Understand the signs of when conventional wisdom does not apply. Be willing to experiment. Maybe a normal business group structure isn't what you need. You need something like Sally's Wildheart. Maybe you need something that is different that just talks about a hobby or a passion. Maybe the rules around niches don't work for you. Try to get clear what works for you and really what's going to appeal to your "ideal customer".

If you want to check out anything we talked about today, you can hop on over to the show notes page at www.MaggiePatterson.com/Episode22. You can also get links to learn more about Sally and some other fun stuff I put on the page.

If you love this show, even if you moderately enjoy it or it's not annoying you, I would love a rating and review in iTunes. It's very easy. You just have to log into your iTunes account, find the show, which I'll put a link here and say, "Please leave me a review," and you can subscribe and then leave me a little love note over there. And it doesn't have to be a love note. It could be a like note. It could be a fan mail. Oh, I crack myself up - fan mail. That's just disturbing. Please don't send me fan mail. We're all just normal people here.

And with that, I'm going to go clean up my kitchen and fold the laundry because that's how we roll here on the Marketing Moxie Show. So have a great day, and I'll catch you all soon.

OUTRO: Thanks for listening to Marketing Moxie with Maggie. Visit our home base at <http://www.maggiepatterson.com> for show notes and more episodes.

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