

The Empowered Entrepreneur Show

Episode 060

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Intro:	00:00:01	Welcome to <i>The Empowered Entrepreneur Show</i> . Discover your life's purpose, reprogram your mind for success, and attract an abundance of paying clients to your business. Now here's your host, Tom Tenaglia.
Tom Tenaglia:	00:00:15	Aloha Empowered Entrepreneur. I am Tom Tenaglia and you're listening to the empowered entrepreneur show. And today I'm joined by John Owensby. John, welcome to the show.
John Owensby:	00:00:25	Hey. Thanks for having me, Tom.
Tom Tenaglia:	00:00:27	Hey John. So you and I were talking about you're about to start a new venture. And we got to talking, we thought it would be a good idea to bring you onto the show and I can help demonstrate to the listeners of the show a little bit about what I do with some clients that are at that beginning stage looking to start something new. And oftentimes people will, for example, they'll come to me and they're like, "Here's what I want to sell." Or, "Here's what I'm thinking about making to go sell." And there's so much more that has to occur before we make that offer or we sell that product or service. So I thought it would be cool to talk through that with you. We both agreed. And so why not tell us a little bit about yourself, what this new venture is, a little bit about where you're at with it, maybe your aspirations behind it and then we can just go from there and unpack it a bit and see if I can help you out with the marketing of it.
John Owensby:	00:01:19	That sounds great, Tom. It sounds great. Well I've had this idea of creating a father-son weekend. I've started life coaching, I'm encouraging men to become better selves. And I've come up with this idea of having a father-son weekend. It's a three day retreat where you take your son, you take him out, and we go clam digging, we do some sort of sporting event, we do some sort of fishing, hiking, outing that's for three days. And they just learn how to connect on a deeper level. And what I'm looking for is creating an avatar, getting an idea of marketing, how to put this out, how to actually put on the entire event, a three day event and exactly what we're doing.
Tom Tenaglia:	00:02:15	Okay. So a live event, three days, father-son. So tell me a little bit more about what would the result of coming to the weekend do for the father and the son.

John Owensby: 00:02:37 Well this would teach the fathers how to look at their sons a little bit differently. To look at them almost as a soul, as an individual. My experience has been that sometimes fathers will look at their sons as more a, "This is my child and I need to make sure that my child does kind of what I say." So this is kind of taking and seeing your son in a different light. So a couple of the ideas that I had was we teach the men how to... we're going to use razor clam digging, it's something that we do in the northwest here, we're going to take the fathers, teach the fathers how to dig razor clams and at the same time we're taking the sons out and we're teaching the sons to fly a kite.

And then the next day, what we end up doing is the fathers take the sons out and teach the sons how to dig razor clams. And we're teaching them to teach the son, look at the son as he's never done this before and just teach him as a man to teach your son how to do something. What we've done the next day, the day before, is taught the kids how to fly a kite and imagine being that kid trying to teach your dad something that sometimes it could be scary to teach your dad something. So what we've done is we've told the fathers, "Hey, your son's going to teach you how to fly this kite. We don't care that you know how to fly a kite or don't know how to fly a kite.

Look at your son as somebody that's trying to teach you something. Look at him, draw out the information in your son, draw out that it could be difficult for him to teach you this. So allow him to teach you how to fly the kite. Allow him to offer you something, something that a lot of times we don't necessarily do is allow our kids to teach us something."

Tom Tenaglia: 00:04:42 Okay, that sounds awesome. Thinking about it from a marketing perspective, so of course a lot of questions come up, when they go back home, what do you think the experience or what do you think the result is from the father and the son? Like I can just imagine that last day, that Sunday evening or whatever the case is, it's like what do they come in with at the beginning and then where do they end? Like it sounds like the relationship would have improved. I don't know... let's see, the relationship would improve. They would see each other, like you said, at a deeper level. These are so very abstract concepts. So we need to figure out what... maybe I can go a different angle with this one. What would be a problem in the lives of the father and the son or even a problem in the lives of the wife and the mother that would prompt the father and son to come to the weekend?

By the way, I should have said to you that I can't promise these questions are going to be easy.

John Owensby: 00:05:55

Right. So what we're planning on doing in the weekend is we're teaching some NLP techniques like mirroring, matching, we're teaching some sensory acuity, we're teaching fathers how to look at their son in a deeper level. Look at some of the physical shifts when they talk to each other, look at how you speak to your son, how to really connect, how to get your son to match and mirror as NLP technique matching and mirroring. When you match and mirror somebody, you're like somebody and you connect with them on a deeper level. So when we're teaching these skills, when they go home they'll be able to communicate with their sons and actually take it to their wives, their other children on a deeper level. So some of the things that they would take away from it when they go home are just connecting with their son.

And the wives that might see their father and son's relationship struggle, wives that have... like growing up with me, I kind of butt heads with my dad a lot. And it happened early on. And if there's women out there, sometimes the women are a little more in tune to their relationships, what's going on with... and there could be women out there that would be looking for this type of a connection with their husbands and their sons. And just a good place to start.

Tom Tenaglia: 00:07:49

Okay. I don't know that we identified either a problem or a result yet. So I'm looking at which question might help us get closer to it. You're still talking about what occurs at the weekend. So there's got to be something that gets them there. And there should be a reason for them to be there. So unless you're telling me that they already know this concept of becoming closer or having a deeper connection with their son, the marketing message has to be something a little bit more tangible unless that's already what they're looking for. Even in the idea of having a deeper connection, there's ways that they know that they have a deeper connections. So how does the father know that they have a deeper connection with their son and vice versa?

John Owensby: 00:08:34

Okay, so the question is how... so say you have a 10 year old and how are we going to get that father and the 10 year old to the event? What is it that we're... how are we going to market that?

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Tom Tenaglia: 00:08:48 That's what we're talking about.

John Owensby: 00:08:49 Yeah.

Tom Tenaglia: 00:08:50 So if you're saying that what they're going to get is this deeper connection, there's got to be a way... if I were to be a movie producer and I was going to film a father and son without a connection and a father and son with a connection, what do I actually put on the screen?

John Owensby: 00:09:06 Okay. That's a good question.

Tom Tenaglia: 00:09:14 Yeah.

John Owensby: 00:09:15 Okay so maybe we get them there by just having it be more of a father-son weekend, clam digging weekend and clam digging, kite flying weekend where they can just go spend some time together. And how do we... that's the question, Tom.

Tom Tenaglia: 00:09:48 I mean, I have ideas but I'm trying to pull them out of you. If they know that they're just looking for something to do like, "Okay, what are we going to do together?" See, then you have to like, "Oh, okay. What can we do together?" "Oh, we can go kite flying or we can go clam digging," or whatever the case is. Then they need a reason why to come to your event as opposed to just going clam digging, kite flying, whatever. And then it's to build a deeper connection. But unless the father understands... so you still have to think about, let's say they know the idea of building a deeper connection which a lot of them probably aren't Googling, "How do I build a deeper connection with my son." Maybe your market is all though we can do research and figure out if people are looking for that or not.

It's like there's a way that they know that they have the connection or not. Maybe they don't know what's going on in their kid's life. Maybe the kid doesn't open to the father and ask the father about girls or about guy things. I mean, maybe they're looking to have that. Maybe the father is looking to have open communication and talk about certain topics with their son. Well now I could film a dad saying to his son, "Hey, you know, you dating any girls?" Or whatever. And the son's like, "I don't want to talk about it, dad." Versus at the end of the weekend being like, "Hey, dad. There's this cute girl in my class. What do I... ?" There's things that you can film around that to paint the picture of the transition.

The other aspect of it is maybe that the marketing is not for the father and son but for the people in the father and son's life. So like the wife or the mother. So we may not, in a one hour podcast, get to the actual marketing plan because if I do marketing consulting with somebody I'm doing a more longer term engagement, sometimes the consulting kicks off with a four hour call as opposed to...

So I'm going to paint a little bit, get you thinking in this hodge-podge of ideas because it could be that the wife or the mother wants either the husband/father or son to have a better connection with the other person. So then it's the wife that's doing the research on what they can do and then finds your weekend as an opportunity to do that. But then you've got to think about from the wife's perspective, how does she know that there's a problem and what would she like to have instead. And then your marketing can speak to that as well. Is this resonating at all?

John Owensby: 00:12:20 Absolutely. So you get a father and son that they don't speak very much. The son comes home from school and goes on and plays video games. The father asks the son to mow the lawn and the son doesn't do it. There's those negative aspects that can happen between fathers and sons and it's those things that are the key points of not having a very good relationship.

Tom Tenaglia: 00:12:52 Yeah. If you want to find that biggest one, that most painful one, the one that a lot of people have when they're interacting. Also want to probably figure out how old is the son, maybe the age of the father too. Whether it's their first kid, their third kid because a brand new father's first kid, 10 years old where the father has no other kids is probably a different marketing pitch than a father who wants to reconnect with a teenage son or wants to reconnect with... it doesn't mean the age has to stop, it could be an adult son too, right? The marketing message can shift or how to... maybe the father does have two sons or two kids and spent a lot of time with the first one because that was all there was and then feels like they're neglecting the second kid. And they want to develop that connection with the second kid.

And so that's a way of a little bit more pinpointing who we're talking to and the problem we're talking about. Then we have to ask ourselves, "How do we film it so it can get into actually what does the appearance of it look like so that they know that they have a problem?" Because the more you can articulate the

problem in the marketing message to them, then the more likely... basically the mind is thinking, "Well, if you can articulate the problem that clearly, then the solution would be known as well by you." So it's actually rapport, what you were just talking about, of matching and mirroring. You're matching and mirroring the problem, so that you can pace and lead them to the solution which is actually coming to your program. So the more you can articulate the problem in the way that they understand it, in a way that relates to them, the better.

And then so you can have different marketing messages but I think if you even pick one whether it's first time fathers whose kids are between the ages of, I don't know, eight and 12. Something so specific. Or maybe 13 and 17. Whatever the case is, maybe it's not first time fathers if the father has a teenager. But you get my point, how do you articulate who we're speaking to and then how do they know that they have a problem? Like yeah, if the kid comes home and just goes, "I don't want to talk about it, dad." Or you don't even have the open conversation, you're right. The coming home and playing video games is spot on, that's a possibility too. How do I get the kid out of their shell or out of their room and interact with people, want to build a connection?

Because the interesting paradox, right, is the father is going to want to have that connection with them at some point and might recognize it later in life. And the goal is who knows about the problem currently. And the son doesn't build a connection with the father, the son figures it out later in life too. So this is an interesting one because temporally it's almost like to an extreme, then both of them can look back with regret and be like, "Why didn't we get to know each other that well when we were younger?" For example. And so it's stepping in before they recognize that there could be regret there but actually helping them out earlier on.

And you can pitch it like a fun getaway weekend with a group of other dads, a group of other kids that are the same age and that community aspect of it as well and so that you've kind of organized it all. People do pay for those things. So it can be that and then it's a... you have to know who you're marketing because if you want to say, "Build a better relationship, father and son," you have to know if your market understands the languaging that you're using and also how you know that they have that better relationship, how does that relationship before and after? And even then, the people that have a really strong

relationship. See the difference is if you have fathers and sons that have a strong relationship, does coming to your weekend further strengthen it?

Which I think it does but it's a different marketing pitch because if you're just saying, "Get that relationship," or, "Build that relationship," it kind of presupposes that they don't already have it. So there could be different levels of where they are in their relationship over time of, okay, you're establishing it, then you're strengthening it, then you're growing it. And so these can be multiple weekends like over time to help people move along and then they actually speak to each kind of avatar within because an avatar represents the qualities if you look across all your customers, what are the qualities that are the same? And so you have the people who might be learning to build that relationship which could be first time fathers, one kid, for example. And then over time, then they're able to pick up with, "Okay, now I've established the relationship, I'm deepening the relationship, I'm growing the relationship."

And then what happens is as you have those other offerings that you can roll out over time, you also attract the people who already have the relationship that want to deepen it or want to grow it. But you leverage the first group to have them become the second group, have them become the third group. Of course there's retention and all that you take into account. So the more we're able to pinpoint what's that problem that if someone else experienced occurring between a father and a son, like just observed it, that they could say, "Hey, you got to go to John's weekend"? You want to get to that point because then you're in people's heads. They're like, "Hey, this is the weekend that I just saw the kid give you the response I don't want to talk about it, dad. Oh shit, you say I don't want to talk about it dad, the two of you, you want to deepen your relationship, go to John's weekend." That is key, that kind of thing.

John Owensby: 00:18:47

So, on that note because I believe that... because this is all about the fathers. When it comes down to it, this is about the fathers and how they teach their kids, how do they interact with their children. So the first avatar that I believe that we would want to work on is that young father, say ages from five to 10, children five to 10. That's that imprinting stage, well it's a little after the imprinting stage but that's that age where they're very... it's a good age for fathers... well, depending on what age they've have their children, but it's a good age to start bonding

and connecting. Those teenage years might be a little more difficult or might be a little more baggage that has been installed that...

Tom Tenaglia: 00:19:54

Yeah, I mean the neat thing about building something with the earlier kids is you then get to take them through a process as they become teenagers. Like you get to work with the same audience and you get to build upon the things that they've done over the years so only then do you bring in people who are at, for example, you bring in the teenage kids but you would have already established the teenage business as a result of the younger kids growing up. I don't know the numbers because we don't have this business but it could be that 80% of the older kid group is actually kids that were in your younger kid group and then 20% of it comes because they just know that as teenagers now, they're aware that they want to build this relationship.

It can also be, John, people that go through a life experience. You could work with single dads, for example. You could work with father-son duos who are widowers. You can find a common life experience that bonds them together. It could be that fathers who lost their father but have a son like learning to pass that on, right? So these are all things to consider. I love what you're doing with them. I love the messaging of it, I love the effect of this. It's just you want people to be able to identify with, "This is me and this is what John's weekend's doing. This is how it's going to help." If, at the end of the day, you're just like, "Okay, we're just going to have a fun weekend out," whatever. And maybe they don't know the things that you're teaching them and then they're coming to be taught the things that you're teaching them, that's a possible marketing approach as well.

I think, though, in society today we're kind of waking up to this, how do we take these things further, how do we build these better connections with people in general? And then it's, yeah, it's what's going to unite them together because the more precise you get with that group, then the moment that you get the messaging out, the more people see that message, they start to identify who's the right fit for your program. And they start sending them there. And so if it's just all fathers with all sons, it's a bit generic even though your program works in that regard. What you then do though is you create what is going to group them together and then you create spin off programs for each of those groups so that the marketing can talk to each

specific group and you fill the group up that way. So I think people get confused.

You look at... what's a good example of a company that has multiple product offerings, I can't even think of one right now. But you look at the positioning of a variation, I mean, you could take anything. You could take toothpaste for that matter and you look at what one quality do they change in the toothpaste, rebrand it, call it a totally different product but it's the same company. And yet in each marketing message, they're only talking about one of their brands. And they're talking about the differentiator there. They're not even talking about the commonalities because I'm not a toothpaste manufacturer but my guess is 80% of toothpaste manufacturing is the same across all brands. So then it's, "Hey, this one's whitening, this one is deep stain removal," whatever, I'm making shit up, "This one is sensitive teeth," right? So they're finding that one and then they put the marketing message on that as opposed to saying, "Hey, this one toothpaste handles all teeth. We've got the whitener, we've got the scrubber, we've got the sensitive teeth chemical thing, we got all that all in one." No, they don't do it.

- John Owensby: 00:23:50 No.
- Tom Tenaglia: 00:23:51 You can't. It just doesn't speak to anyone. But you can offer all of them and that's the point. You can serve that large of an audience. You just have to do it incrementally with some form of grouping.
- John Owensby: 00:24:10 Right.
- Tom Tenaglia: 00:24:11 So you pick your first group is what you do.
- John Owensby: 00:24:12 And the weekend is all the same?
- Tom Tenaglia: 00:24:16 Uh huh.
- John Owensby: 00:24:17 Basically the weekend is the same, the marketing is different. Who you're marketing it to is different. The weekend is the same, the same events, Friday night through Sunday night are all the same.
- Tom Tenaglia: 00:24:30 Right. But then you're grouping them with similar people from similar situations whether it's age, whether it's life event, whatever the case is. And you can even do both variations but you can run the exact same weekend. You look at that group

and you're like, "Well, yeah, this weekend will work. It can be generalized. You're speaking to that group." This way when people get there and they start networking, they recognize that they're with people who are just like them. That's another key point there too, right, because if everyone... or fathers with sons who just got a divorce. Like now all of a sudden, man, these guys that have their son, they're going to want to network, right? And what brings them together, the sons can talk to the other kids about what it's like going between mom and dad or whatever the case is.

And the dads are probably looking for other guys to network with and that kind of thing and also looking at talking to other people about, especially over time, it's like, "What worked for you to maintain your relationship with your son after your divorce? If you work a lot or you're a corporate exec, how do make sure to find that time with them?" And that kind of thing, right? So you find that grouping piece, the weekend can be absolutely identical but then you're getting a group of people together who are in the same situation. And they're able to build that relationship.

John Owensby: 00:25:58 Yes. And one of these neat things that we're going to do is we're going to take pictures of them when they get there and take pictures of them when they leave. Well, we're going to take a picture of them so they can have it when they go home, there's a picture of the father and son, here's a picture of the father and son at Roosevelt clam digging weekend that they can put on the wall and remember that weekend.

Tom Tenaglia: 00:25:58 That's a great idea.

John Owensby: 00:26:25 And invite them back to next year and they might want to bring their buddies back or people that they've just connected with, the ones that they're networking with, the ones that they stay friends with. And then they have these plaques year after year or even after event because we're looking to have multiple events through the year, four or five different events for the year where they could come to each one. They can come in a little bit more each year.

Tom Tenaglia: 00:26:50 Yeah. And you can ask them as part of the sign up/registration intake questions, obviously I'm not a lawyer so any time you're asking personal information I always encourage to check with a lawyer but from a marketing perspective, the categories of data that you get on who's attending can help you with the

messaging from marketing perspective or it can help you recognize, "Well, wait a minute. If 80% of the people here, or there's a strong need for this type of niche, essentially, sub niche, then you can make a weekend specifically for that." Or maybe you ask them questions like what is something they want to learn as well and then maybe put weekends together that help incorporate those types of things in, maybe it's weekends that help group things together. Like you could look at kids that are entering middle school, kids that are entering high school. They would be teenagers at that point, but you could look at life events in the child's life as well.

How does the father help the kid through becoming a man? I mean, there's all sorts of opportunity. It's just then narrowing it down to that first one and thinking through a little bit about if I pick this first one, can I get repeat business from that group? If you do an age based one, well as they get older you would have older aged based groups. And then I think, really... ah man, if you pick a life event like a divorce and you're marketing, at that point you're probably marketing it toward the father if it's a divorce situation.

If it's a situation where a newly married couple with they just gave birth to their first kid, then yeah, maybe the wife might be looking at some questions or some help like, "Oh, hey, the husband's always on the road or the husband works 80 hour weeks," or whatever. And so she's home Googling, looking... I mean, she's doing a lot, obviously, with a newborn. I'm not trying to say she's not but she has opportunity to look up, "Hey, how does he build a relationship? How can I help my husband build a relationship with our son?" Right? So the more you refine that, the easier the marketing message is because a lot of times what people do is they come to me with a product and the offer to me is actually one of the last things.

You can start with what the offer is to then back pedal into the marketing message but what I like to do is take that offer, look at who I'm talking about, refine that, which is what we're talking about here, look at the problem that they have. The recognition of the problem, where are they at in that problem recognition to begin with? What do they think the problem is. There's often what the real problem is and what they think the problem is. We also have to understand what they think the problem is from a marketing perspective at least. And then what would the ideal result be for them from both possibly something that they think should be the ideal result versus what should really be the

ideal result. There's that piece of it. And then there's the path from the problem to the result which is the offer.

So I look at the offer, often I come back to it after the problem and new result, because then it's easier to explain the messaging as to why this offer, why this weekend when you know who you're speaking to, when you know the problem that you're targeting, and you know the result that you're helping them achieve. Especially if it's the result that they know that they're looking for. So you could even market to dads who look back... this is interesting, this is spinning it slightly differently, you could look back to dads who look back and go, "I wish I had a relationship with my father. " And then it's like that and then they go, "Okay, don't make that same mistake with your son."

John Owensby: 00:30:59

Yes.

Tom Tenaglia: 00:30:59

That is also a very powerful way to spin it. And now that's an away-from as we know. And what you end up having is you end up helping them realize how they can get more and more of that relationship with their son and then they actually want the relationship for the sake of the relationship as opposed to the fact that they didn't have one with their own father. Right? So you can use that as well. So it could be that. It could be fathers who just lost their father but yet have a son and really want to not have that regret, not that they didn't have the relationship with their father.

John Owensby: 00:31:39

Right. And what you talked about a couple minutes ago could go both ways. It could go, "I have a better relationship with my son because I didn't have a good relationship with my father," but creating that relationship with the son, now they can go and create that relationship with their father.

Tom Tenaglia: 00:31:54

Oh yeah, you could absolutely do that one too. Yeah, yeah, for sure. There's so much opportunity in this one. So much. Yeah, so you have to pick what one you're starting with and then from there once you know more about that person where they're at, yeah, then it's the marketing message becomes a lot easier and starts to unfold. It's like, okay, well if they don't have a relationship with their son but they don't have a relationship with their father, well what's their experience like that tells them they don't have a relationship with their father? It's like, oh okay, they don't call them for months on end, they only see them at Christmas. You're able to come up with more concrete responses to those problem related questions.

John Owensby: 00:32:43 Right. And when we market it, it needs to be marketed for both the mother and the father because a lot of the cases the mother could end up suggesting to the father, "This would be a really good idea for you and little Joey to go and hang out for a weekend." So the father is going to look at the flyer, look at the website, look at what it is. So we need to market it to him really well.

Tom Tenaglia: 00:33:19 So what you do, this is a good point, you do. You have two different marketing messages, one that speaks to the mother, one that speaks to the father. But if you know that the mother is passing the information along to the father, you actually provide a marketing message to give the mother that's specific for the father. And so what happens is you helped them understand, "Here's the brochure to show your husband. It speaks his language." So your marketing message with the mother, with the wife, this is a great analogy for any time somebody comes in to me and they're like, "Hey, I'm talking to somebody, they're not the decision maker, they're connected to the decision maker, what do I do?"

I say, "You have two things you've got to do there. You've got to get the person you're talking to sold so they can get you to the decision maker. But you also," or and, "But you also need to get them what they need to get to the decision maker for the decision maker to say that it's okay. You have to actually provide the marketing message to the gatekeeper, if you will, so that you're able to get it to the right person." So if you sell the wife or the mother on an emotionally bonding experience with the father and the father's like, "Pff, whatever. I don't want to..." then you missed the sale.

And if it's the wife that's looking for it and you only speak the, "Hey, let's go clam fishing," then you missed the sale. So what you do is here to the wife, here to the mother, here's this result, this emotional bonding experience. Here's what it does and you kind of paint the picture, I'm going very extreme with my analogies for the sake of demonstrating, not for anything else. Everybody's always somewhere in the middle with all of these things. You would speak to both the practical, the fishing, the bonding, the emotional connection, all that. And then you give the wife or the mother the pamphlet that speaks to based on what you know the avatar of the father is. You write that brochure based on the avatar of the father and then they end up becoming the sales person for you.

They found you and then the wife is able to connect you and kind of make the sale with the husband. So yeah. You could also put on the website where it's like, "Hey, fathers, mothers..." that kind of thing. So that you separate out the mother reads the message based on that. And you might even get mothers that go, "Hey, how do I build a connection with my son because he's a boy and I'm a woman so how do you...?" So you may even find inquiries in that regard as well. Probably may or may not be your niche at one point, not sure. But that could come up because what you can do is you can empower the husbands to help relate to the wives and help the wives relate to the son. And it's beautiful.

John Owensby: 00:36:13 The connection is just as needed in a woman, like you said. The woman and her son, how do they connect? They go to a father-son weekend.

Tom Tenaglia: 00:36:22 Yeah, they can do that. Yeah, I mean, you can have a breakout session. You can have a certain couple hours like during the weekend. So you can do all sorts of things that help. You can also empower the husband to relate more to the wife. I mean, you're really helping family systems get stronger and build deeper relationships. I think this is very amazing.

John Owensby: 00:36:45 Yes.

Tom Tenaglia: 00:36:48 So where would you like to take it with everything I unloaded on you there?

John Owensby: 00:36:52 That's a lot of unloading.

Tom Tenaglia: 00:36:55 Yeah, I tend to over deliver.

John Owensby: 00:36:59 That's good, good plan. I really like the idea of focusing on younger fathers, younger sons in that-

Tom Tenaglia: 00:37:17 Younger fathers or newer fathers? What do you mean?

John Owensby: 00:37:19 Newer fathers. Yeah, newer fathers with kids around ages five to 10. Five to 10 and I don't know if they need... probably not divorced. Probably just newer fathers ages five to 10.

Tom Tenaglia: 00:37:40 That's a great start. You can see how the messaging plays out. And some people think that the kid's needs at five are different than the kid's needs at 10, you might have to get more precise. You could do it with kids starting first grade or whatever. So six or

seven year olds, you can focus on, "Hey, if your kid's in first grade, now they're starting school," that might work, yeah. Fathers whose kids just entered first grade or about to enter first grade. Now at least the kids are then going to be with other kids that are the same age or at least at the same area of school. And then, yeah, then you have to unpack, okay, what's attracting them to the event. Is it the actual things that they're doing or it's probably a combination of the two, it's probably that plus the problem statement, the results that they're looking for. They want to build a connection.

I mean, they may not know, they may think they have a great connection with their son at six or seven because it might be later that the kid goes through the other phase where dad doesn't know anything. At the beginning, it's dad knows everything kind of thing. So it might be that. So that's why understanding how the father sees the relationship with the son, because at that age, the son is... you're not marketing to the son at that point. So it's looking at how the father sees the relationship with the son, how the wife sees the father-son relationship. And if you can unpack those and come up with... you really want to get to a point where if somebody experiences that, absorbs it in the world, that they can go, "Here. Talk to John. You need to go to his weekend."

- John Owensby: 00:39:34 Yes. And we might not be targeting them that there's issues, there's problems. We might be targeting them that they want to have a good time. We might be targeting fathers that didn't have that great of a relationship with their fathers.
- Tom Tenaglia: 00:39:49 Yeah, that's fine.
- John Owensby: 00:39:51 Yeah, fathers that don't have a lot of experience. Fathers that don't know anything about the outdoors.
- Tom Tenaglia: 00:39:58 That's a good one.
- John Owensby: 00:40:02 Living close to Seattle, there's a lot to do around Seattle. But once you get on the outskirts, there's more of the outdoors.
- Tom Tenaglia: 00:40:12 Yeah, that is a absolutely good one. The fathers who aren't familiar with the outdoors and maybe they just want to expose their son to an outdoor experience and that's good because then they have a reason why they go to you. Then they have this like... a father who's very outdoorsy might be like, "Well I can teach them how to fly a kite. Why do I have to go to John's

event?" Because they're missing the other aspects of what you do. But a father who doesn't understand anything about it, is a brand new father, just wants to get the son familiar with these other things goes, "Well I'm going to go to a place where they're experts, they know how to do this. And we'll pay them and they'll help me do it. And I'll get that connection with the son that I don't know how to do." There might be something there. There's definitely something there that's worth unpacking a bit.

Fathers who are not outdoorsy, there needs to be then a reason why they would... well, if they don't have a connection with their dad and they're looking at that, that's a good reason for them to want to build a connection with their son. And then looking at why you and why outdoorsy, like you would have to answer those things too. Like why is the outdoors experience a positive one for the father-son relationship? And I think you can unpack that too because, yeah, I mean-

John Owensby: 00:41:52 There's men out there that never experience the outdoors. They never experienced camping outside, sitting around a campfire, telling stories around a campfire, making s'mores, connecting with other people around the campfire. You see that, you hear about it and it's like, "Wow. Here's this event down at the ocean. I've never been to the ocean before. Here's the perfect time for my son and I to go spend a little bit of time and experience the ocean."

Tom Tenaglia: 00:42:24 Yeah. I think there's something there. I think hooking the father, so to speak, with they didn't have a connection with their dad, they want to build a connection with their son, they're newer fathers, younger son. Son's about to enter first grade or whatever the case is, here's an outdoorsy experience for non outdoorsy fathers or even for outdoorsy fathers. You don't have to separate that out. But you would want to explain the fact that it's for both people who are familiar with the outdoors and people who aren't. Or maybe even stick with people who aren't familiar with the outdoors to start just to test that message and see.

I'm always a fan of picking one variable and making it a constant and testing that before opening it up even further. So I really think that, you're right, fathers who are not outdoorsy fathers who want to build a connection with their son, this is... that works because I can see myself being out and about, talking to people, "Oh, hey, how old is he?" "Oh he's six years old, he's about to go into first grade." "Oh, cool, cool."

They say, "Well, what do you do in our free time?" "Oh, I just work so much. Blah, blah, blah." I'm like, "Oh, have you taken him camping?" "No, I don't know any of that. I never had a connection with my dad. I never learned how to camp, never did any of that." "Hey, would you want to?" "Yeah, I think that'd be a great idea." "Oh, hey, go to John's event. They help you with it. This way you're not figuring it out on your own having to take care of your son. You're with a group of people who understand."

I could see myself talking to people about that for sure. And recognizing, "Hey, that there's something there." Yeah, does that help?

John Owensby: 00:44:19 It does help. Yeah, that shines a lot of light on different possibilities.

Tom Tenaglia: 00:44:28 Yeah. And you can always expand, you just do it as different marketing messages and different events. Right? So you recognize there's unlimited scale; you don't have to have one event that solves everybody's problem. You have individual events over time. You just speak to... you could totally speak to that. That newer father, son's about to go into first grade, who he didn't have a relationship with his father or at least not a good one. And he'd learn having an outdoorsy experience because he didn't have one when he was a kid, he always wanted to do it because there's probably some fathers where that's the difference. They've always wanted to have that outdoorsy experience but they never got it because that explains why are they coming to you for an outdoorsy experience a bit. They always wanted it, they never got it. They might even be blaming their father for it, who knows.

John Owensby: 00:45:26 And some of these men might not even know how to set up a tent.

Tom Tenaglia: 00:45:30 Yeah. I used to pitch a tent in the fricking living room when I was kid because it was so much fun. It was just fun. I don't know if I could do it anymore but no, I think I probably could. But tents have changed over the years. Back then there were so many polls and sticks and anything else. It's like, "What's this?" "oh, that's the hook that goes into the ground." Okay. And try to put it in the rug, "Not the rug." Huh, what did I know? It's like, "Why do you have to put it in the ground then?" "To keep the tent from flying around." It was just always a lot of fun. Yeah, so

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- you're right. It's like even basic things like that, like pitching a tent is such a bonding experience.
- John Owensby: 00:46:07 Building a fire, pitching a tent.
- Tom Tenaglia: 00:46:09 Building a fire.
- John Owensby: 00:46:11 What gear to wear while you're clam digging, how to fly a kite. There's a lot of people out there that don't even know about flying a kite and what a better place to fly a kite than at the ocean?
- Tom Tenaglia: 00:46:25 I like it. Yeah, because the only time I flew a kite, the kite didn't stay in the air. It was like, "Where's the wind when you need it?" Yeah, there's definitely something there. Plus it turns the outdoorsy experience into something that's extremely positive. I can't say that my outdoor experiences were positive when I was a kid. So there's that aspect of it too that it's like how that shifts, I mean some of them were but a lot of them were not, so it's like, "Okay, why do I need to go camping when I have a house?" But yeah, the guy who... or even the father who didn't have a positive outdoors experience hanging around with like minded people and networking and connecting and sharing experiences. Yeah, I think there's something there. I definitely do.
- John Owensby: 00:47:28 And we put an event on every quarter. We put an event on every quarter. However often we end up putting one on and those same people can come along and get their experience, learn their skills, and then take those out and do things on their own. Go to their own camp sites. Find places where they can take their whole family out.
- Tom Tenaglia: 00:47:51 Yeah. Yeah, so I think that's it. I think that's the beginning of the marketing message and how... so you've gotten clearer on who the guy is, who the son is, the mother, what they're coming for, why they're coming there, what result they'll have. And the method of getting there. Yeah, I think that tells the story. That's the initial story. And then, yeah, it can expanded upon from there. Yeah, if you want to start with newer fathers that didn't have... that didn't really have a good enough relationship with their father or didn't have that... or strongly crave that outdoors experience that they didn't have when they were a kid. And they really just want to experience that with their son and then it does, it bonds them and brings them closer together.

Then, at that point, you look at the impact of that as it impacts the, in a positive way that the wife or the mother, the other siblings if there are any, that kind of thing. It can be like a... let's say he could have a younger kid and then when that kid turns six or seven, then they come to your event as well. So they can be this experience that's passed on in families kind of thing. So there's a lot that you can do with this. I think from a marketing perspective that helps. Now, all of a sudden, I'm thinking about all the people I know that just had sons and I'm like, "Well shit. Yeah, hey, take them to this outdoorsy retreat." And it's like they fit. It does fit. So that's very cool.

- John Owensby: 00:49:53 And the men, somewhere around that 27 to 30 age group of men, you become a different man. You're evolving from a younger adult into a more established man, you are learning and growing at a different level. A lot of men are coming through the night life phase, they're coming into their own, settling down, raising a family, and learning different skills. So those men, that age group, would be looking at maybe doing something a little bit different.
- Tom Tenaglia: 00:50:40 That's true too. Yeah, you want to figure out which message you would send first. But yeah, that's true, they shift as well. As the guy shifts, as the son shifts. Yeah, you could even teach both the father and the son about building a better relationship with the mom and the wife. There's so much opportunity in that. There's always reasons for them to continue to come back. So that's pretty cool. Yeah, that should get us started. There's definitely something there.
- John Owensby: 00:51:29 I think it should
- Tom Tenaglia: 00:51:33 Cool. What questions might you have for me?
- John Owensby: 00:51:41 Now, in the marketing scheme of things, where would one go from here? Just sit down and come up with ideas, come up with a why, what, how, and what ifs?
- Tom Tenaglia: 00:51:54 Well you do. I mean, you can map out the event from a logistical standpoint. From a marketing perspective, you actually still have to map out the event because you have to take what they're actually doing and ask yourself why they should care that they're doing it. And you get the marketing message from that and you also want to refine who the people are, redefine them like name them, define here's the father, here's the

qualities of the father, here's the beliefs of the father, here's their motivation, here's why this is game for them.

Here's the son, here's the qualities of the son, that kind of thing. Here's possibly the wife and mother and their impact in the whole thing. You want to just capture that, define that, and then you take the why... you take what they're doing and you've asked yourself why they care about it. And then you put that why in the context of what you wrote down about who these people are. So if it's a father who never experienced the outdoors, always felt like they wanted to. And then you need to go, "Okay, well the retreat..." Well the what, the what is a retreat about outdoorsy activities led by you and your team. But why should they care? Well they don't have to go figure it out on their own.

One thing that popped into my head is they don't have to make a fool of themselves in front of their son. They can actually leverage your credibility, your experience, your passion for the outdoors and together it's a father-son experience that they're going to. So it's even the fact that they're both going to it that is part of that experience. And so then it's like it helps connect back to, okay, because they'll be like, "Well I'm not an outdoorsy person." They wouldn't want to come to an event and just be like, "Okay, pitch your own tent, fend for yourself." That isn't what they would want to do.

So you have to explain, "We walk you through it. Then you go do it. We have people walking around to help or to answer questions or what not. You'll be successful," basically. And so then you connect what they're actually doing to why they should care about it but that's only because then you fully understand where they're at and who they are. And then you give them an idea of who they're going to become or what they're going to get as a result of going through the weekend. The weekend is the bridge to get there. The more you identify with who they are, where they're at and where they want to go, then the easier it is to explain the bridge to get there.

John Owensby: 00:54:52 I love that idea. Yes, so we create the avatar. Mother, father, children.

Tom Tenaglia: 00:55:01 Yeah, children even because you do because keep in mind you have to look at if they have siblings because, this is a really good point, if the father and son come back and they this strong bond and there's other siblings involved, let's say you might have

taken the bond away from a different sibling unintentionally. The perceived bond that the one son's like, "Oh, I'm gong to go on this to get along better with dad." And then all of a sudden the other brother is like, "What the... " So you do have to count them in your avatar process because some concept of, hey, the fathers that have multiple kids, daughters included, need to understand, "Hey, you're going to come back," it's like a talk on Sunday, it's like, "You're going to come back from this with this stronger bond with this kid, with your son, you've got to be mindful of that when you're interacting with other siblings, with your spouse." How that plays a role.

So yeah, it is important to define that parameter of people in what you're going because your whole goal is to help them bring this bond back into the family unit as opposed to pulling them apart from the rest, right? So you're going to help them bring it together so you have to have this integration discussion, so to speak, and that awareness of it. Yeah, that's a really good point.

- John Owensby: 00:56:23 Yeah, that's a great point.
- Tom Tenaglia: 00:56:30 Did we do it?
- John Owensby: 00:56:31 I think so. I think we did a great job.
- Tom Tenaglia: 00:56:36 I'm glad we decided to do this on the podcast and I'm happy that I could help and, yeah, this is just the beginning. Marketing's a process. I always say that. And the more you refine who you're talking to, where they're at, their beliefs, what the result is that they're looking for and your offer to help them get there, then it's an evolution of that. Obviously this sets us up in a way where we can scale the offer and bring it into different avatars, bring it into different sub niches. So yeah, it's really, really cool.
- John Owensby: 00:57:07 Yeah, I really like that idea. Figure out what they're looking for. Who they are, what they're looking for and where they want to be. You could create anything on that, any avenue to get them there.
- Tom Tenaglia: 00:57:23 Yeah, it's what we do. That is marketing directly applied to what it is that you want to offer. It's taking the offer and applying the marketing principles on it to figure out what the marketing is. Yeah, the first question anybody... if somebody says, "Can you help me market something?" I mean, I think I said it to you in

our original call back in the day, the first question I ask is, "Who is your ideal customer? Tell me about your customer," sometimes I say it that way because I always say, "If you're selling dog food, the dogs aren't your customer. The dog owner's are your customer. The dog is the beneficiary of the product but you're actually selling to dog owners." So if you pay attention to ads and you pay attention to their speaking who the dog owner is and the dog owner's perception of their dog. And that's how the ads are done, right? So then you're still looking at differentiators but they're speaking to dog owner.

Yeah, if you tried to market to the dog, it's not going to work. You have to market to the actual dog owner. So I always ask, "Tell me about your customer." Then you have to look at who's in that customer's circle, who's in that periphery? Because I did a podcast on this very early on where I talked about it from different voices that there are in the marketing process, right? Because then you also have to look at, this is taking it even further, we don't necessarily have time to unpack it, but you then have to look at those other people like your dad's... the son's father's buddies. And then the experience of the father talking to the buddies about coming to your weekend and what it did and all that, right?

So then there is this effect of the marketing circle. There's also the, hey, they signed up to go to your weekend and all of a sudden these people are like, "Well, what is this weekend, how does it work? Blah, blah, blah, blah, blah," right? So there's that voice in the sales conversation as well and so the marketing message even has to speak to handle those elements of it. Yeah, but that's further down the line. Stick with the customers, stick with where they're at, stick with the products, stick with the offer, and the result. And it's going to get you very, very, very, very far.

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| John Owensby: | 00:59:55 | Wow, this helps a lot, Tom. This really helps. It gives me a lot to think about and it just puts me that much closer to this being done. |
| Tom Tenaglia: | 01:00:05 | Good. I'm very glad. I'm glad I could help. Thank you so much for being here and letting me do this. |
| John Owensby: | 01:00:11 | Thank you again, Tom. And I appreciate it very much. |
| Tom Tenaglia: | 01:00:15 | You got it. I appreciate it, John. Thanks. With that, <i>Aloha; a hui hou</i> . I'll talk with you again soon. |

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