



# RAVING FANS

## TOOLKIT

4 ELEMENTS TO HELP YOU  
BUILD YOUR NOBLE EMPIRE  
AND LIVE AN INSPIRED LIFE

**WELCOME!**

### What “Raving Fans” Really Means

Imagine you're thirsty, so you go to the sink with your cup. You hold the cup gently under the spigot and wait for the water to fill your cup.

After ten minutes, you're still standing there, waiting. Your arm is starting to get tired from holding the cup steady under the water spout. The pleasant smile on your face begins to fade as your thirst starts to overwhelm you.

Thirty minutes later, still no water. Your thirst is even more powerful, but you're also angry and frustrated. You've waited patiently, holding the cup faithfully under the spout, and still there's no water. At that moment, someone walks by and tells you to turn the handle on the faucet.

Within seconds, you have clean running water filling your cup to overflowing. You satisfy your thirst and know that you can go back to the sink at any time and re-fill your cup. Success!

I have a colleague who says that having raving fans is like turning on a faucet and unleashing a steady stream of clients any time you choose. Most people sit around with their hands cupped under the faucet, waiting for their ideal clients to start flowing in, but they haven't turned the faucet on!

Let's be honest. You don't *really* want Raving Fans. What you really want is money, influence, and impact. You want time freedom as well as financial freedom. You want to do more of what you love and have the time and energy to be able to enjoy the fruits of your labor. I call it building a Noble Empire and living an inspired life – without selling your soul. It takes years to build a profitable, sustainable business, one customer at a time. When you have Raving Fans you get there faster.

### **How?**

Raving Fans buy all your stuff. They sing your praises to their friends. The good news? You don't need millions of Raving Fans. Just a few will create significant leverage in your business. Raving Fans spread your message faster and easier than you ever could by yourself. And the best part? They do it because they **love** you.

The **Raving Fans Toolkit** is made up of 4 modules that break down exactly what you need to do to cultivate raving fans for your Great Work.



*Let's be honest.  
You don't want Raving Fans.  
You want money, influence,  
and impact - all of which are a  
lot easier with Raving Fans!*



# WHAT MAKES YOU RAVE-WORTHY?

## Why People Rave

Raving Fans begins with loyalty. There are two faces of loyalty: your loyalty to your fans and your fans' loyalty to you. B.J. Bueno, founder of The Cult Branding Company, puts it this way:



*“All major brands try to get their customers to be loyal to their brands. This should be called brand loyalty. Cult brands focus on being loyal to their customers. This should be distinguished as customer loyalty.”*

Raving Fans, then, are those people who are loyal to your brand, and to whom you are loyal. It's that deeper sense of *your commitment to them* that encourages fans to rave.

That means it's not just about how your fans can't get enough of you, but how you build a stronger relationship with your fans. It's what you do (or don't do) on a consistent basis that sets the expectations of your fans. Those expectations establish trust and deepen not only the loyalty of your fans, but your loyalty to them.

But you can't just slap together a “rewards program” or revamp your customer service program. Raving Fans transcend customer service to the total customer experience. To that end, I've identified four components that create Raving Fans.



# The Four Elements of Raving Fans

1. Brand Identity
2. Brand Loyalty
3. Brand Experience
4. Customer Loyalty

Here's a visual representation:



The word "brand" can feel nebulous and hard to define – especially if YOU are the "product" of your company. Most creative entrepreneurs are the face of their brand, so let's distill this image into a more relate-able visual:



In essence, you need to be clear about who you are, what you really offer to your fans, and why you do what you do. Then you need to communicate that through every experience you offer to your resonant audience – the people that love you whom you love right back.



# MODULE 1: BRAND IDENTITY

## How Do You Want To Show Up In The World?

Before you can effectively serve an audience, you need to understand who you are. Not just as a creative entrepreneur, but as a human being. How do you want to show up in the world? How do you want to be known? When do you want to work? For how long? How much “white space” do you need to relax, recover, and refocus?

These are important considerations for creative entrepreneurs – yet they are just the start. When you're building a business around doing what you love, you have to create boundaries. Those boundaries need to build you up and make it easier for you to do your Great Work. As such, they might not make sense to anyone else. That's okay. Remember: we're not building a multi-national conglomerate here. We're building your *dreams*, founded on your Great Work, and turning them into reality.

To that end, it's important for you to know more about... well, yourself. If you build something that doesn't fit with who you are and what you want to be about in the world, you'll be hard-pressed to stick with it.

If you've already begun your business journey, this process can still be beneficial, because chances are good that something's fallen off course or you wouldn't be reading this now. Let's begin by getting clarity on where you are in the growth of your business. Clients typically come to me in one of two stages:

### Early Struggle

When you're brand new to business, cash flow can be challenging and it's not uncommon to wear most, if not all, of the many hats of entrepreneurship. Bluntly, there are many things you simply don't know that you don't know.



My friend and former client, Les McKeown, is the author of the book [Predictable Success](#). He calls this stage “Early Struggle”. The singular focus of Early Struggle is to find a viable market for your offer before you run out of start-up capital. As a creative entrepreneur, that means finding the right people to invest in your Great Work – Raving Fans not only buy what you’re selling, they’ll often buy extras for their friends, and while they’re at it, they’ll post pictures of themselves with you or your great work.

When I launched my last album, several of my fans took pictures of themselves with their copies of the CD and tagged me on their favorite social media channel. This helped spread the word about my new record. As a result, I sold more records. How many more? *Three times* the total of my previous albums *combined*.

### **That is the power of Raving Fans.**

If you’re just getting started, the Raving Fans Toolkit is designed to help you clarify who will RAVE about your Great Work – find them, and begin to build relationships with them. Regardless of your Creative Freedom Entrepreneur Type, there are a few common traits that all Raving Fans have in common. I’ll walk you through each, and offer specific advice tailored to your Creative Freedom Type.

## **Whitewater**

Whitewater, according to Les, is when your company has hit a rough patch. You may have been in business for a while now, and maybe making good money, but you’re so bogged down in the day-to-day activities that you don’t have time to enjoy it. You’ve created a job for yourself, and it’s simply not sustainable to keep running the business this way. Or worse, your profitability has started to slip, because there are a lot of dropped balls, things falling through the cracks, and customers not getting what they’ve come to expect from you in the past.

One of my clients was making a solid six-figure income as a direct sales leader, but had no time to enjoy her life. She was up by 6am,



worked in her business all day, spent a little time with her husband (who had health problems to boot), and if she was lucky, caught a nap in the afternoon. She held sales parties at night - sometimes driving an hour each way to the venue. Then she'd come home, input orders, reply to her team emails, and finish up around 2am. She'd sleep for a few hours and get up to do it all over again the next day.

We took a look at her business from end to end and discovered that her sales team was riddled with Raving Fans and she wasn't making the most of them. By delegating some of the workload to those most eager (and able) to help her, she cut her work day almost in half, was able to go back to a regular sleep schedule, and had time to spend with her husband. What's more, she more than doubled her six-figure income in less than three months. Then, she bought a new home, and paid off in less than two years!

**Raving Fans are willing to lend a hand and be more intimately connected to the work you're doing in the world.**

If you're an established business owner feeling the effects of Whitewater, the Raving Fans Toolkit can help you put your existing fan base to work for you, freeing up your time to focus on what really matters in your life and work.

## **Your Creative Freedom Entrepreneur Type**

In my years as a business coach and consultant, I've discovered a spectrum of entrepreneur types - ranging from the very Linear to the very Chaotic. Right down the middle is the Fusion type - a fairly equal mix of Linear and Chaotic tendencies. I developed a free quiz to help you determine your type at [lisarobbinyoung.com/quiz](https://lisarobbinyoung.com/quiz). If you haven't already, I strongly encourage you to take the quiz and get clarity around how you prefer to show up in the world.

Why? Just because you're good at something doesn't mean you should be doing it. I had over a decade of experience working as an office administrator. I could type and file with the best of them.



However, I HATED every minute of that work. To me, it was soul-sucking, energy draining work that left me exhausted at the end of the day. Yes. It's filing, not ditch-digging, but because it wasn't work that was in alignment with my Creative Freedom Entrepreneur type, it actually took more energy to do. Yes, I was good at it, but I was not cut out for it.

In researching my book, Creative Freedom, I met Regina, who had spent most of her work life building systems and developing processes for a corporation. She was exceptionally good at her job, and did it for decades.

When Regina finally retired, she took up Latin dancing – something she had dreamed of as a child. As we talked, it became clear that this woman was a Chaotic trapped in a Linear job role.

Regina grew up in a tiny village in Germany (10 houses, no store), and dreamed of being a dancer. Sadly, there were no opportunities to learn dance where she lived. Regina started learning languages, and hoped she could travel to other parts of the world. In her words:

"I moved into a corporate environment as a translator... It was very demanding. I was always ambitious... I followed opportunities and accepted the challenges given to me. It forced me to be structured and organized, or I would have been in the office 24 hours a day."

## **Chaotic Creatives**

Phrases like "forced to be structured" signify a Chaotic person. Chaotics tend to avoid schedules, structures and routines as much as possible, because it feels like a prison if they don't allow enough "wiggle room" for a Chaotic to be spontaneous.

Regina confirmed my suspicions when she told me about her life now that she's retired. You can see the Chaotic tendencies in the following quotes from our conversation:





"Sometimes I need to completely declutter."

"If it's too systems driven I can't stand it. I like free translation versus technical translations. They completely limited my creativity."

"I don't need classes - I don't like choreography because it makes me think about sequences. Partner dances allow me to adapt to my partner. My favorite partner doesn't dance like most other dancers. He's unpredictable."

"I feel unfulfilled without it (dance). I love writing for my blog, too. These are things that make me forget about other things."

Chaotics fall easily into the work they love and can get lost in it for hours. They will often "forget about other things" because they are focused on the craft, the vision, their Great Work coming to fruition. They can often appear "scattered" or have a lot of clutter around them... but that doesn't mean they don't have a method to their madness.

Chaotics have rituals, superstitions (a lucky shirt, perhaps), or other "routines" that support their work, yet don't *feel* to them like a limiting structure. One Chaotic I know has to have a morning pot of coffee before she can do anything else. It's part of her process – even if she tells you she doesn't have a process.

## Linear Creatives

Systems, processes, order, and routine are a joy for Linears. They crave patterns, structure, and rules, because, in their mind, a step-by-step process makes success easier to attain. Most best-selling business books feature a process, a system, or some other order of operations that was written or codified by a Linear.

Author Mike Michalowicz is a Linear Creative. One of his books, [Profit First](#), features a "simple system to transform any business from a cash-eating monster to a money-making machine."



Hear those words: "system," "machine." Those are Linear words.

Mike has built and sold multiple businesses in his lifetime. From computer forensics to bookkeeping, Mike's focus hasn't been on a particular vision for the "look and feel" of his company, but more on the results he can provide for his clients.

Here are some phrases from his writing and our conversations together that are indicative of his Linear tendencies:

"Entrepreneurs are the driving force of the economy, and I want to help them succeed."

"Get rich right."

"Immutable Laws are the rules we have defined for ourselves, almost subconsciously, on what is right and wrong."

"If at first it doesn't succeed, change the formula."

Linears aren't afraid to tear something apart, analyze it, and rebuild it in an entirely different way. They are relentlessly organized with charts, formulas, diagrams, and spreadsheets coming out of their ears... and they like it that way. Everything has a place, and you'd better believe everything is in its place in a Linear's world.

Mike is also a special kind of Linear – a Linear Cusp. That means, while his natural tendency is to operate in a Linear mode, he's also close enough to the middle of the spectrum to demonstrate Chaotic tendencies on a regular basis.

How does that show up for Mike? In his own words:

"I called myself an angel investor. The model was simple. I'd put \$50,000 in this company, \$10,000 in that one, and perhaps \$75,000 in another. Then I'd hire a team to help manage the infrastructure



of all these start-ups... Within 12 months, all of the companies, except one, were belly up. It was so bad, that there were times I was paying bills for companies that were already out of business... That's when I knew I was really the angel of death."

## **Squirrel! I mean, Fusion Creatives**

While Linears tend to be fairly low-risk investors, Chaotics are willing (and often need) to take bigger risks to see their dreams come to fruition. Mike's Chaotic risk-taking (also known as "entrepreneurial ADD") found him spread too thin. Mike re-built his financial stability on the back of his Profit First approach, but not before losing almost everything and facing bankruptcy.

There are Linear Cusp Creatives and Chaotic Cusp creatives. It doesn't have anything to do with how good you are at something, but rather, your preference or tendency to behave, given the choice. In my years of research, I've yet to meet someone who is strictly Linear or strictly Chaotic. We all fall somewhere along the spectrum. Cusp types fall near the middle of the spectrum, but still have a natural tendency for one type. Those of us who fall right in the middle (myself included) have been blessed and cursed with both Linear and Chaotic tendencies in roughly equal measure.

Unlike Regina, who was a Chaotic that *learned* to be linear (she was forced, really), Fusions have a natural inclination toward both the Linear *and* the Chaotic. We like them (and hate them) both fairly equally.

Fusions appreciate structure and rules because it helps us stay sane, but we also love the flexibility and spontaneity that comes from not having a schedule. To that end, Fusions are often dubbed "Jack of all trades, master of none" because they are competent at a lot of things... and because they have a hard time deciding which "one thing" to focus on.

Asking me to pick just one thing to build my career on is like asking me which of my children gets to live. Not possible. I'd kill myself



first. And often times, that's exactly what happens to Fusions. We find ourselves caught up in comparing ourselves to the others around us. Instead of recognizing that we have a gift of well-rounded-ness, we Fusions tend to see ourselves as "not enough" because we know people who are excellent at the Linear functions (because they are true Linears), and others still who are more creative and spontaneous (because they are true Chaotics). So instead of embracing our awesome combination of skills, we're constantly feeling like a fraud, questioning our abilities, and bemoaning how we "should be farther along by now."

## **A Lesson From The Eagles**

The key for Fusions is to focus on not one, but a small handful of talents and use them in rotation to enhance their success. I use the musical group the Eagles as an example. Each member of the group is a gifted and skilled musician in their own right. They've all done work as solo performers, and each one brings their own following to the group. But when it's time to sing "Hotel California" Don Henley sings lead. If everyone else started singing lead, too, the song would be a mess. Can you imagine Joe Walsh singing lead on that dark, mysterious song? It just wouldn't work.

Instead, by giving each singer a turn in the spotlight, while everyone else "sings backup", the whole band gets a chance to create a remarkable experience.

Fusion types are usually the slowest to find financial success but are capable of earning the most over time. Linears are typically the first to find financial success, but as Mike proved, don't always hold on to it. Chaotics tend to find celebrity in their chosen field, and are surrounded by a sea of admirers when compared to the other types.

Knowing where you fall on the Creative Freedom Entrepreneur spectrum can help you get clarity on the blind spots common to your type. That clarity gives allows you to build a business that works with your natural tendencies, rather than against them.



## Your “Immutable Laws”

Mike Michalowicz also wrote an incredibly funny and useful book called [The Toilet Paper Entrepreneur](#). In it, he defines what he calls your “immutable laws.” In short, these are the subcon-scious principles that guide you in everything you do.



*“Immutable Laws are  
the rules of our lives.  
They define you.  
They define your business.”  
- Mike Michalowicz*

The image above is of a sign that hangs in my office. On the reverse side is a yellow cautionary sign that reads “Proceed With Kindness” - both of these are immutable laws in my life. I believe that my clients come to me because they have big dreams and need help moving forward. And here's the thing: EVERY dream is big – because size is relative. If it's your dream, it's big. Period. I also believe that no amount of “push” or “hustle” will ever make a difference without kindness. My short list of immutable laws are:

- 1. Dream Big** – all dreams are big, so long as they are meaningful to you.
- 2. Excellence, not Excuses** – show up and do the work you committed to doing– without bitching. Others have done more with less.
- 3. Proceed With Kindness** – be compassionate with yourself and others. Nobody is perfect.



**4. Build a Noble Empire, Live an Inspired Life** – You are creating a legacy. Do you want to be remembered as an evil emperor? Don't wait until retirement to enjoy the fruits of your labor. Retirement may never come!

**5. Be Yourself: Warts, Sparkles, And All** – own the light and the shadows that make up who you are. Remember, none of us is perfect, and pretending otherwise creates stress. People can't love the real you if you're wearing a mask all the time.

**6. Souls Are Not For Sale** – I'm not here to sell my soul or to buy yours. If that is the cost to win, it's too high a price.

**7. Pick Your Battles** – you can't fight on every front, or you'll deplete your resources. Wisdom comes in knowing which battles to fight and which to let go. Hint: most of the time, you can let it go.

**8. Play Where You Can Win** – I never lose. I win or I learn, in which case, I win.

**9. Define Success On Your Own Terms** – the way you frame your conditions for success are entirely up to you. Don't let other people “should” on you.

**10. Stuff Happens. Make It Right** – Not everyone will be happy, but if you do your best to fix your screw ups, that's the best you can do.

I have other immutable laws, but these are the ones that come up most often in my daily life and work. As Mike says, your immutable laws “cause you to judge yourself. They keep you on track. It is your soul that guides you. It is the soul of your business.”

Can a business have a soul?

As sure as there's a person behind that business (you), I'm inclined to say yes.

Use the worksheet on the following page to dig into some of your Immutable Laws and get them down on paper. For more about Immutable Laws, including a few examples, [check out Mike's blog](#).



## EXERCISE: MY “IMMUTABLE LAWS”

Most of our Immutable Laws are subconscious, unspoken “rules” that we've created for ourselves. To get at them, we have to dig a little.

Take a few minutes to remember a time when something went wonderfully right, or when you were negatively triggered by something that happened. You're looking for a positive or negative emotional reaction. This is when one of your Immutable Laws has been validated or broken. Describe what happened here:

Now, shift your focus from what happened, and consider which of your Immutable Laws might have been triggered.



*Congratulations! You just identified one of your  
Immutable Laws! Continue as needed to uncover more.*



## Creative, Know Thyself!

It takes diligence to stay true to yourself in business (remember my Immutable Law about NOT selling my soul?) There's a fine line between compromise and corruption. Sorry to be so brazen about it, but it's true. When you've started to corrupt your Immutable Laws, one of two things happens: you become angry, resentful, and often take it out on others, or you internalize everything and make yourself physically ill.

For entrepreneurs in early struggle, it often happens because they're doing everything in their business and haven't learned how to delegate effectively (or they think they can't afford to delegate yet). For entrepreneurs in Whitewater, they've picked up the slack or a dropped ball in their business because it needs their attention, and they're finding that more and more of their time is spent putting out fires that they feel must be addressed in order to get their business back on track.

It's time to hit the re-set button.

Once you've got clarity on who you are and how you prefer to show up in the world, only then can you begin to create brand loyalty. As Simon Sinek is known for saying, "people don't buy what you do, they buy why you do it." And you can't begin to know why you do anything, until you know who you are.







## About Lisa

Known as "The Courage Catalyst," **Lisa Robbin Young** believes the best way for creative entrepreneurs to be successful is to be yourself - fully and completely, and define success on your own terms.

With more than 20 years as both a performing artist and entrepreneur, Lisa has helped hundreds of clients make more money, have more impact – and more fun – doing what they love. Lisa's mission is to help you Noble Empire and live an inspired life – without selling your soul.

An award-winning author and composer, Lisa has three albums to her credit, including ***The Fine Line***, a collection of pop-infused jazz and blues tunes. When she is not coaching clients, Lisa is currently working on a project to record 300 songs. She is also the author of the international best-selling book, ***The Secret Watch***, a success parable written specifically for entrepreneurs.



*This is the first module in a four-module training series. Look for Module 2 in the coming days. If someone shared this with you, you can sign up for your own free copy at [lisarobbinyoung.com/gift](http://lisarobbinyoung.com/gift)*

