

Stuff Lisa might say
about Transcendent Sales

if she wasn't on a plane to Borneo

Hello, wonderful you!

Thank you *so much* for caring about transcendent sales.

One of the great things about being ourselves for a living is that we get to drive the vibe.

And since I *really like* the people who take some time to check out the stuff I make, I want that vibe to be a sweet one.

Welcoming. Gentle. Safe. Warm.

No hurry-ups. No squeeze tactics. No pinchy stuff.

Just loveliness.

And since you've signed up for the telemagic that is Transcendent Sales, I'm guessing you want similar things for your people.

Maybe it takes a different shape for you, but the undercurrent is the same – you want to make a good living without being an ass.

Again, thank you.

And since I couldn't be on the call, I've put together some thoughts for you, here on the page. Two 'yay studies' (like case studies, but with yays) and a post I wrote a while back about idealism and the way I work.

xo Lisa

Yay study #1: 23 Things (in which love comes first)

I set out to write one of those 'things you might not know about me' posts. I'd seen a few I really liked, and it seemed like a fun bandwagon to ride.

But as I began to write a list of stuff about me, I realised I could only go so far with a post about, well, me.

I have one tattoo. I like orangutans. I don't like poems that rhyme (but I do like Dr Seuss). Umm... Now what?

Hey, wait a minute... What if it was a post about you? Ooh! And what if I invited other lovely people - encouragers, truth-tellers - to contribute their notes to you? Yes!

And so I did. I sent invitations to some lovely people, and the lovely people said: Yes!

As the writings rolled in, I knew we had something beautiful.

I gathered it all together in one ebook, and set it free in the world. No hoop-jumping required – you didn't need to sign up for anything. You could just stop by and download if it seemed like something you'd like.

The response? Astonishing!

More than three thousand people came by to download the book on the first day, and then more kept on coming.

Many of these people subscribed, or followed my trail of breadcrumbs to hang out

with me on Twitter and Facebook.

They also told their lovely friends.

23 Things has turned out to be one of the best marketing moves I've ever made, even though (because?) I wasn't even thinking about marketing when I started it.

It was all love, baby.

Ponderables:

- Marketing can be a happy side-effect of love. Make something sweet for people just because you like them, then give it freely. People will talk.
- We really don't need to wrestle our people to the ground. If you make something sweet, just make sure there's a way for people to hang out with you afterwards if they like what you've made. Many will, especially if they don't have to.

Wanna see? The book is here: [*23 Things You Might Not Know About You*](#) xo

Yay study #2: Monk vs Mogul (in which the pricing gets bendy)

For the longest time, I've had a tiny monk on one shoulder and a little mogul on the other.

As you can imagine, they don't always see things the same way.

The monk wants to give freely, trusting that our work will be supported by the people who enjoy it. *Let go!*

The mogul sees icky business stuff and is convinced that's what we need to do if we're to avoid living under a bridge in later life. *Harden up!*

Awkward.

And even though I'm rather fond of having money (I find it's a good way to support my fancy habits, like eating food and wearing clothes), the monk has my heart.

So I put the monk in charge. His first move? Bandy pricing.

I changed the code for the book's buy button so people could alter the price in the cart, and added a few words to the sales page:

*“Take That Nap is part of my *bendy pricing* policy. When you click the ‘yes please!’ button, you’ll see that I’ve suggested \$15 as the price. If you’d like to pay a different amount, you can change it to the number that feels good to you. Yes, really!”*

And while my mogul hyperventilated, I was curious to see what would happen. You too, yes?

Sales went *shazam!* in the best possible way. That's what happened. Copies flew out the virtual door at a speed I hadn't seen since launching the book months before. Most people were paying the suggested price. Some paid less, some paid more.

I'd let go, and the people had responded. *Beautiful.*

Ponderables:

- Bendy pricing might not be a good fit for you or your thing, but the idea of letting go a little could be. And if you have a little monk on your shoulder, maybe he has an idea or two worth playing with. *Trust!*
- And while we're talking about applying the *idea* of the thing without necessarily applying the *whole* thing, it might be helpful to remember that you can do the same with other marketing campaigns – even ones with icky bits. You might not want to replicate every piece, but maybe there are elements or qualities you could pick out and wrap in your own sweetness. Non-icky marketing doesn't have to be bland – you can bring the sparkle, the vavoom, the theatre, if that's what fits your style. *Dig deep, then reshuffle!*

And this, sweet pea, is a piece I wrote a while back. A manifesto, if you like.

This is how I work: an ode to idealism +
things that solve nothing

I refuse to profit from the idea that you are broken.

You are *not* broken.

You are exquisite. Even in the places with the shadows. *Especially* in the places with the shadows.

I will speak to your brilliance, your depth, your beauty, because that's what I see and know to be true.

Likewise, I refuse to profit from pain.

Especially the kind of pain that is manufactured in a sales page.

Especially that.

Speaking of sales pages... I refuse to write those, too.

Of course, I will tell you when I've made something for you. Of course.

And yes, I would like it very much if you buy what I make. Yes.

When you buy what I make, you help hold the space for me to make more, give more, explore more. As far as I can tell, that is a good thing.

And my hope is that you will love the thing I made for you much more than you loved the dollars you paid for it. That is definitely a good thing.

Even so...

I want it to be because you're motivated by curiosity and love, not because I shook you up with urgency-speak and fear, then pushed you to the buy button while you were still seeing stars.

Language matters. Tone matters.

I want the books I write for you to be happy discoveries – the quiet love seat in the secret garden behind the hedge, or the intriguing night bazaar you found down a side street when you, fortuitously but unexpectedly, turned left instead of right.

And I want the pages I write about those books to feel the same: curious, loving, laden with unexpected discovery.

Furthermore, I solve no problems.

Unless your problem is that you don't have enough curly, gentle, ponderous writings to explore. If that's the predicament you find yourself in, then I'm your girl.

Lighting an old shape from a new angle? Absolutely. Fixing what's broke? Not so much. (See also: You are not broken.)

I do not believe that those are demons in your closet, and I will not pretend to have the one secret weapon that will defeat them. (Maybe we can just switch on the light, yes? Kindness is useful for that kind of thing, and I have plenty. Help yourself to as much as you need.)

Of course, the lack of a secret demon-defeating weapon limits my opportunities to hold you hostage. That's fine with me because...

I also refuse to inflate prices with the hot air of anxiety.

Instead, I choose numbers that are fair for you, and sustainable for me.

Radical, I know.

Those numbers will shift over time as I find the sweet spot where I get to eat, and you get to read all the wiggly ponderings you can handle. I reserve the right to experiment, yet the shifting of the numbers need never be justified by holding a magnifying glass over your discomforts.

Conventional business wisdom would have me believe that such idealism will almost certainly lead to bridge-dwelling in later life.

And while I'm not at all convinced that poverty is noble, and while I intend (enthusiastically) to have something cosier than a bridge with a view when I'm elderly, I'm willing to risk it if it means I get to work in the way that I must.

These are the conditions under which I will play in the small business sandpit.

Hard won. Long silenced. Deeply felt.

This is how I work.

<http://zenatplay.com/livelihood/this-is-how-i-work>



Who wrote that?

I did! Lisa Baldwin. Prolific ponderer. Kindness enthusiast. Writer of short things. A playful Buddhist with a passport and a pencil.

You can find me on the interwebs. That would be lovely.
ZenAtPlay.com | [@zenatplay](https://www.instagram.com/zenatplay) | [facebook](https://www.facebook.com/zenatplay)