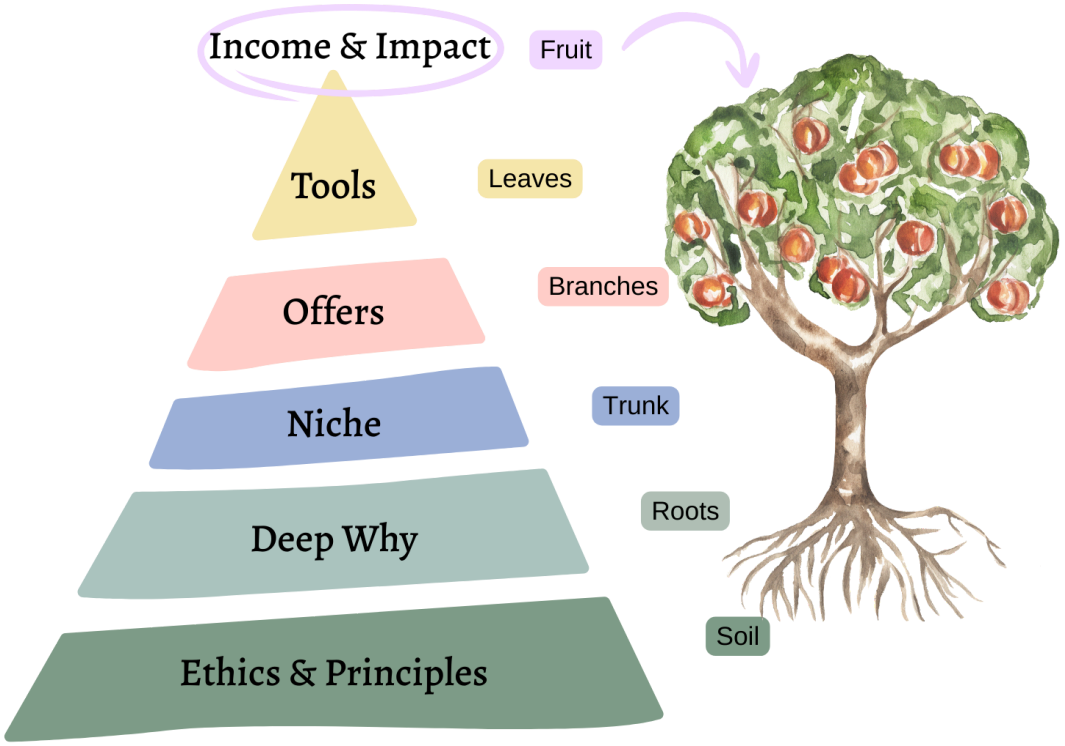
WORKSHEET

The Tree of Five Needs

The Tree of Five Needs indicates the key parts your business needs to be effective with ethical marketing. When your whole tree is healthy and thriving, it's able to produce bountiful 'fruit' — aka, sustainable results.



The tree is based on a permaculture concept called the Scale of Permanence — starting with the slowest-changing things first (your ethics and purpose) before moving outward to things that are easier and quicker to change (your offers and marketing platforms).

Key parts within the Tree of Five Needs

Business part	Tree part	What it means	How it supports your marketing
1. Ethics	Soil	The **core values** that guide how you operate and make decisions.	The **underlying foundation** of your entire marketing system, the fertile ground that everything grows from.
2. Deep Why	Roots	The **deeper purpose** that drives your work, beyond just making a profit.	The **stabilising anchor** for everything else, helping you draw energy from your Ethics while connecting and nourishing what's 'above ground' in your business. Storms are easier to weather when your roots are strong.
3. Niche	Trunk	The specific **people you serve** and the needs you help them meet	The **supporting backbone** of your marketing, giving structure and clear direction to your Offers and Tools, while channelling the energy of your Ethics and Deep Why into the public realm. This part also includes **key messages**.
4. Offers	Branches	The **products or services** you sell to deliver transformation to your clients.	The **pathways for connection and helping people,** and the key ways your business expresses its purpose and makes your mission a reality. This part also includes **pricing**.
5. Tools	Leaves	The **marketing platforms and tactics** that help you share your work with the world.	The **most visible part** of your marketing system and the main interface between your business and the public. Ideally, a minimalist combination of tools such as a website, emails, social media, events, flyers, etc. These collectively transform visibility into connection with real people, which leads to clients. **The success of this part relies heavily on the parts beneath it**.
6. Income + impact	Fruit	The **results** your business achieves when all five other parts are working.	Just like a real tree, your business will only produce consistently high-quality 'fruit' when every other part (soil, roots, trunk, branches and leaves) is healthy.

✱ The first four parts help you figure out **who you help, why and how**; the fifth part focuses on **where you share** it.

✎ Which parts of your business feel underdeveloped?

It's **helpful to understand where you're starting from**. So, at just a quick glance (remembering that we'll dive deeply into each of these in upcoming modules), which parts feel underdeveloped or unclear in your business right now? Which parts feel strong and defined?

Business (tree) part	Your reflections
Ethics (soil) Are you clear on your core values?	
Deep Why (roots) Do you know your driving purpose, beyond just making money?	
Niche (trunk) Are you clear on exactly who you serve, or what your role in the community is?	
Offers (branches) Do you have defined packages and offerings, and are you clear on the transformation you deliver?	
Tools (leaves) Do you know which marketing platforms and tactics are right for your business?	
Income and impact (fruit) Are you generating the level of income or impact you want?	