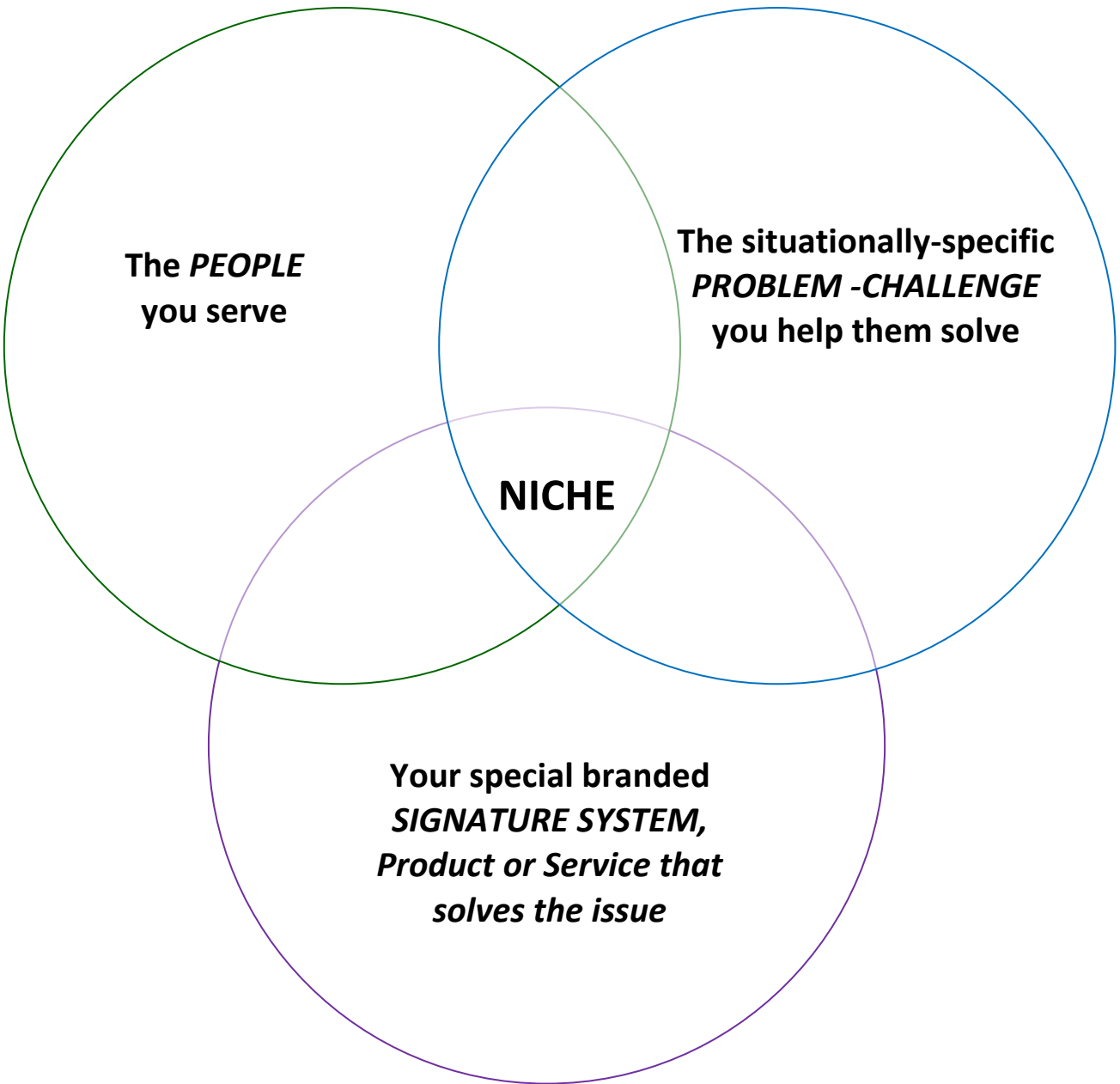


# Your Market Target “niche”



## What Is a Niche?



## The Phases of Niche In Your Business

Phase 1. Deciding on your initial niche

Phase 2. Refining your niche

Phase 3. Up-leveling your niche

**When honing in on WHO remember the more targeted the more reach. Dissolve any thoughts like:**

*"I don't want to leave anyone behind."*

*"I may lose business or opportunities."*

*"What do I do with the clients I already have?"*

*"But everyone can use what I have to offer!"*

## 6 Steps to Honing in on Your Niche

**Step 1: CHOOSING** your category of highest potential impact, income, influence, and / or reach – people (or organizations) to work with or who get to experience the love and expression of your offerings

**Step 2: IDENTIFYING** specific “tribes” of potential ideal clients within your category to help you align with your divine right clients

**NOTE FOR SERVICE PROVIDERS:** Clients vs. Customers- signifies trusted advisor relationship. Regardless of whether you sell products or services – the Strategy of Preeminence calls forth a client/advisor relationship and positions you as the expert in your field.

**Step 3: BRAINSTORMING** out of the box – ‘widen your lens to narrow your niche’

**Step 4: TESTING** for “hot or not”

**Step 5: MAKING** your final choice

**Step 6: CLARIFYING** the “Big Idea” Of Your Business

**Step 1: CHOOSING the category of people you or your organization works with** *(Check one now)*

**Business/Entrepreneurs/Investors  
Lawyers/Service Professionals** Entrepreneurship is rapidly rising and entrepreneurs need a wide variety of services and products to support their business growth.

**Marketing/Sales** From small businesses to corporations, everyone wants help with marketing and sales to attract more clients and gain new business.

**Executive/Corporate/Lawyers** Executives within corporations seek out a variety of specialty services to help them advance their careers, images and/or the company they serve.

**Health/Beauty/ Relationships/  
Wellbeing/ Exercise/ Spiritual/  
Transformation** Everyone wants to feel better, look fabulous and be healthy, aligned, on purpose, happy, whole, integrated, integrated, in harmony, fulfilled...

**TIP: Brainstorm OUTSIDE of who you normally think you would work with or serve.**

## **Step 2: IDENTIFY specific “communities” of potential ideal clients within your category**

Within the category you chose, what are some of the specific groups of people? Keep an open mind and don't decide yet if they “need/don't need” your products or services.

The category I choose is:

### **Potential Ideal Clients Within this Category Might Be:**

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## **Step 3: BRAINSTORMING out of the box**

Brainstorm OUTSIDE of who you normally think you would work with.

For example, Goal: “map over” what you do or who you will serve to new groups of people that you may not have previously thought of and help you see how your services can benefit people who have the money to pay you handsomely or become your most loyal fans.

**Review the example on the next page, then use the blank worksheet for yourself.**

# Brainstorming Out of The Box

Potential Ideal Client	Problem They Experience (daily is best) “How do they...”	Solution They Want Instead (HINT: Identify specific behavior, actions/situations) “When what they really want is...”	What Do They Need To Learn/Know/Do?	What Is Their Ultimate Outcome?	What Is Their “Why?” “So they can...”
Example: Women who want a promotion	Get taken seriously and seen as capable of taking on a new level of responsibility and leadership.	To be noticed and seen as credible, how to handle increased responsibilities, more people to manage and bigger expectations. How to look the part of the new role they want. Someone to tell them where they may be sabotaging themselves in meetings, or on projects.	Ask for what they want. Better: manage their time. Learn how to delegate with authority and confidence. Stop unconsciously giving away their power in meetings.	Rise to the top of their profession.	Prove they can do it, provide for their children and be respected by others.
Example: Women who want out of their corporate job	Figure out what to do next, while working full time.	Someone to give them permission to start something new, and give them a step-by-step plan so they know what to do first, next, etc.	Create an exit strategy. Clarify what they really want to do. Design/plan how to be successful once they leave their corporate job.	To open their own business.	To feel fulfilled and feel that they're making a difference.



# *Brainstorming Out of The Box*

<p>(A) Potential Ideal Client</p>	<p>(B) Problem They Experience (daily is best) “How do they...”</p>	<p>(C) Solution They Want Instead (HINT: Identify specific behavior, actions/situations) “When what they really want is...”</p>	<p>(D) What Do They Need To Learn/Know/Do?</p>	<p>(E) What Is Their Ultimate Outcome?</p>	<p>(F) What Is Their “Why?” “So they can...”</p>

## Step 4: TESTING for “hot or not”

IS YOUR NICHE HOT... OR NOT?

**QUESTION #1:** Is your niche BIG enough to be viable?

It must be at least 10,000 people or more.

**QUESTION #2:** Are your ideas/services flowing upstream or downstream within the culture of your niche?

Flowing *upstream* within the culture that is already present within your niche means you are attempting to get them to change their mindset and beliefs about your topic or offers. Flowing *downstream* means your ideas are ones your niche is likely to accept. Any time you are flowing upstream within your niche’s culture you’ll find marketing and making sales difficult, time consuming and costly.

**QUESTION #3:** How important will the people within your niche rank solving this problem?

A 10 is a “must solve now” and 1 is “I can live with it for a long time, as is.” This ranking must be an EIGHT or higher to make your niche viable for you.

1 2 3 4 5 6 7 8 9 10

**QUESTION #4:** Do the people within your niche have a history of investing in things of a similar nature to what you offer?

Remember that people will put up with a lot before they decide to invest in solving a problem. So, it’s best to focus your business on solving a problem your clients already prioritize as important.

**QUESTION #5:** Do you love them?

You will be spending a lot of time with the people in your niche – or at least thinking about them and focusing on them, which means you need to love these people and what you are doing with them.

## Step 5: MAKING your final choice

Use your answers from your Brainstorming 'Out Of The Box' worksheet to complete this description of your Niche.

<b>My ideal client is a (Column A)</b>	
<b>who struggles with (Column B)</b>	
<b>and wants to (Column C)</b>	
<b>by learning how to (Column D)</b>	
<b>so he/she can (Column E)</b>	
<b>and (Column F)</b>	

## Step 6: CLARIFYING the “Big Idea” of Your Business, Offering, Mission or Movement

### Your Big Idea Will:

- ✓ Clarify your unique position with your niche
- ✓ Anchor your service in specific results

### Your Big Idea is Two Simple Sentences.

The first sentence describes the primary problem your clients struggle with and the core mindset (belief or paradigm) YOU have regarding how this primary problem can be turned around. The second sentence describes what gets to happen for your clients as a result of your Big Idea.

### Examples:

A professional organizer’s Big Idea is:

*“Systems liberate you. Once you have removed the chaos you can take your income or your job performance to the next level.”*

A coach specializing in coaching credit union board of directors Big Idea is:

*“The better the board the bigger the community impact. Each member of the board is contributing to the legacy of the organization.”*

A process improvement specialist for entrepreneurs Big Idea is:

*“The business owner is the bottleneck. Once you remove the business owner from being the hub of operations, their income can sky rocket.”*

The Big Idea for an interior designer for hotels is:

*“Every Hotel deserves to hit the top of the charts. When a hotel is designed with unique style that specializes in what their target guests’ love, they get rave reviews and profits double.”*

**What is the Big Idea for YOUR business?**

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# Intentional Paradigms

I / We help \_\_\_\_\_

Specifically those who \_\_\_\_\_ to [create, improve, reduce, increase, transform] \_\_\_\_\_ by \_\_\_\_\_%.

First Ideal Clients:

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Second Ideal Clients:

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Third Ideal Clients:

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Fourth Ideal Clients

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