Life with Passion™

Nailing Your Niche

6 THE INCOME REPLACEMENT FORMULA LIVE MASTERMIND
YOUR CLIENTS ARE WAITING

Contents

Assignments

- Participate in the group call on Tuesday, March 12th at 12PM EDT
- Revisit the Confidence Resume you created in Week 1
- Schedule & begin market research interviews
- Complete this PDF by next Wednesday, March 13th

**This PDF is for you, so feel free to be completely honest here--you'll only share what you choose. You can complete them in your own time, but we will be moving on each week to the next module.*

In this module, you're going to:

- Quickly identify your perfect niche
- Discover why you're already ready to serve your clients
- Open the door for bringing in your ideal, paying clients

— Your Goals —

What are your intentions this week for discovering who you most want to work with, and creating the perfect package for them? Be specific.

— Your Ideal Client—

Who do you most want to help? Be specific in describing this person. *It's okay if you don't know the answers to all of these questions - we'll be getting to that!*

What do they love?

What do they hate?

How old are they?

Where do they hang out online?

How much money do they make?

What are their dreams?

What is holding them back from those dreams?

What keeps them up at night?

Where are they struggling?

What problem would they pay to solve right now?

Where do they wish they had more confidence?

How do they most like to spend their free time?

*Note about your ideal client: Often, it's someone a lot like you were before you changed into the better version of yourself that you are today! They can be just one half-step behind you, and you are totally qualified to help them!

Why do you want to help them?

Make a list of 5-10 people you know who fit some part or all of this description--or where you could find these people.

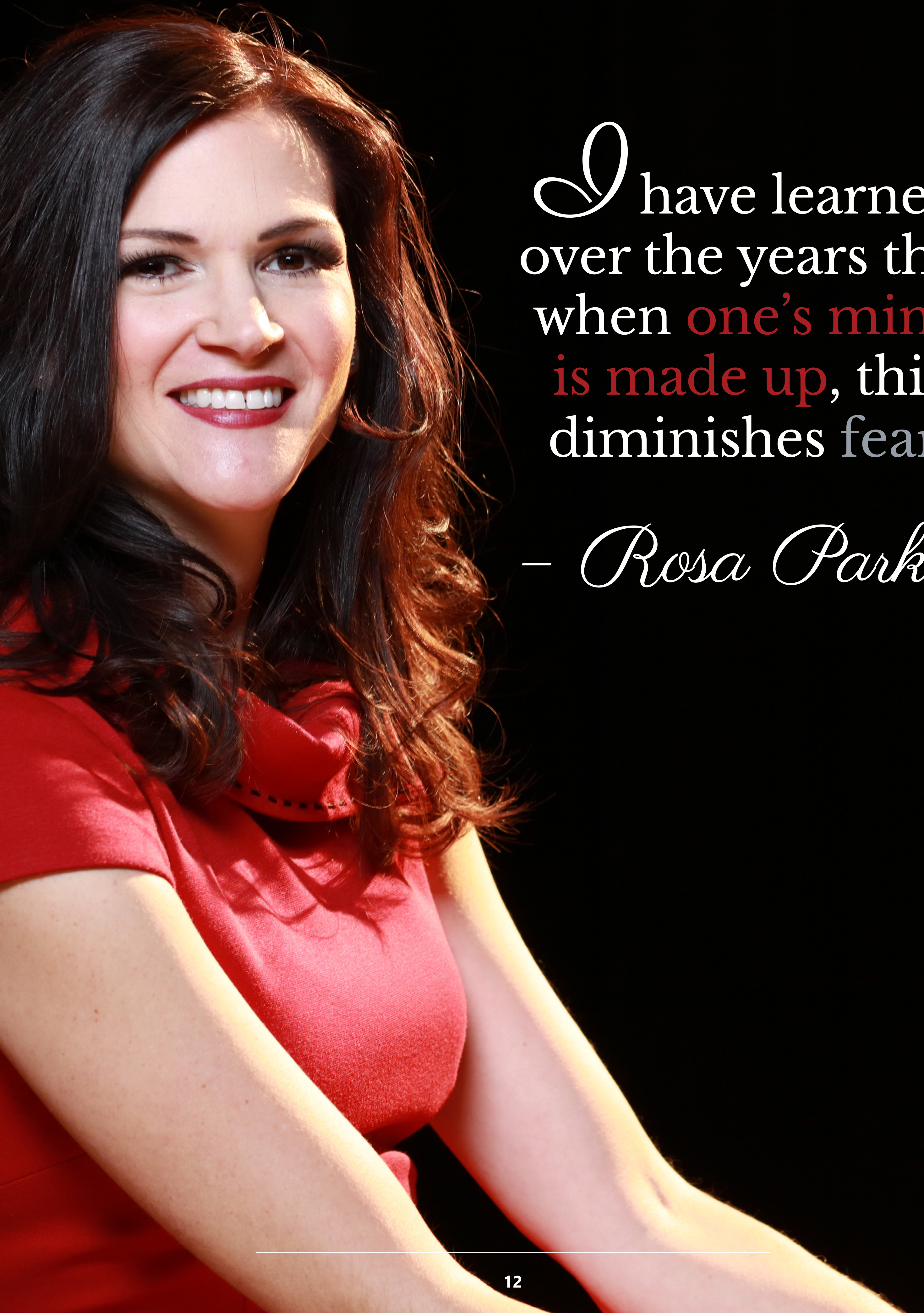
Now, start reaching out to ask to do a 15-minute interview to ask them some of the questions above. *Especially the ones that you didn't have an answer for!* You can offer something of value in exchange, if you'd like (like a free assessment or recommendations based on your expertise). **Who will you reach out to, and where?**

— Ideal Client Interviews—

Once you have your interviews set up, prepare to take detailed notes--even record the conversations if possible, because we're interested in the exact words your ideal clients use to describe their struggles and dreams. You're going to use these words to help you market your package, so this is really important!!!

Ideal client interview notes:





I have learned over the years that when one's mind is made up, this diminishes fear.

– *Rosa Parks*

— Ideal Client Surveys—

When doing ideal client research, surveys can be a great way to cast a broader, more shallow net than offering one-on-one calls.

I recommend that you do both because different people will respond to each.

Advantages:

Easier to get people to complete them

Less "risk" on both sides; more anonymous

Disadvantages:

Can't ask follow-up questions to find out what someone really means

Lack of personal connection to build the relationship toward becoming a potential client

Less practice for you as a service provider

What questions should I ask?

Simple, short, to-the-point questions work best for these surveys, and a short number of questions is the way to go to get the most completion.

At the end of your survey, you can offer a free coaching call to people who complete it, to help them with the biggest challenge or struggle they identified in the challenge. Make sure that you include an optional place for them to enter their name and email, or a link to your calendar scheduler (I use Calendly) if they'd like to sign up for a call with you.

Unless you're pretty confident in the potential goals or struggles of your ideal

clients (in which case you can use multiple choice questions), I recommend that you ask 3-5 open-ended questions that inquire about both your ideal client's biggest goals and biggest challenges in their business.

You're looking to get at the heart of what excites them and drives them, what they're most passionate about creating, as well as what's most holding them back in getting those things, so that you can create something that will serve them AND talk about it in a way that lets them know that you GET them.

These are the very things (and exact words) you're going to use in the creation of your packages and services, when we work on that next week!

Then, create your survey using something simple (and free!), like Google Forms, Typeform, Survey Monkey, or even a form on your website if you have one (Squarespace's are easy to create and use). Don't let the tech stand in your way--use whatever looks easiest to you.

Write your survey questions below:

What online tool will you create your survey with?

Sharing Your Call and/or Survey

Once you create it, it's time to think about where you want to share it.

Some options:

Through personal outreach to people you feel are potential ideal clients

Facebook groups where you are active

Your Facebook page

Your personal Facebook profile

Any other social media platforms where you are active

Your email list (if you have one)

It is important to remember to be visible about this more than once. Research shows that people need to see something about 7 TIMES before they remember it, much less act on it, so if you put it out there only one time, you're missing a HUGE opportunity to connect with your ideal audience.

Offer it at LEAST 7 times over the next month, amidst other things you're sharing, creating, and posting--you're not being annoying, you're being consistent!

Create a schedule for posting your survey and/or call offer at LEAST 7 times over the next 4 weeks:

— Refining Your Niche—

When we narrow down our niche, sometimes our confidence issues can arise as we wonder if it's the right one, especially if we're not seeing the sales we'd like.

Usually, it takes about 90 days for us to see the efforts of the marketing we do today, so take a look at what you've been doing and ask yourself:

Do I know exactly what my niche wants and needs? If yes, state below.

Have I been consistently visible with this niche for 90 days? If yes, where? If not, make a plan below.

Have I been or will I be talking to them about their specific pain points, their struggles, and the potential of what working with me can do for them and their goals?

Have I been making consistent offers for 90 days? If yes, where? If not, make a plan below.

Is my mindset on point (not perfect, but consistently a priority) and am I feeling the effects of that?

Am I focused, clear and confident on the value I bring, and am I sharing that daily? If not, how could I improve that?

Am I consistently following up with people I've had calls with? If I've not had them, make a plan below to book more calls.

Am I passionate about serving this niche?

Is my intuition saying, "YES, these are the people I take a stand for!"?

Write down your answers, thoughts, and a-has to these questions below.

If you've identified any areas where you could further explore, focus or hone in, or get answers, share below.

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