

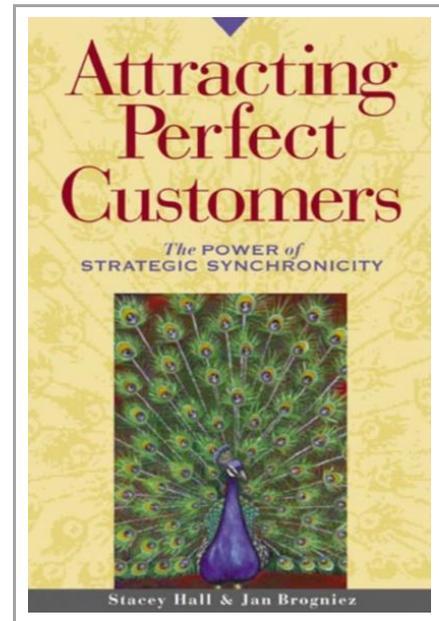


Identifying your Perfect Customers

Defining Your Niche

How often are you, your employees, and your coworkers operating like lighthouses standing securely on the shore, attracting and safely guiding the boats (customers) that need your business with your light? How often do you run up and down the beach frantically looking for boats (customers) to serve?

Reference - Attracting Perfect Customers - The Power of Strategic Synchronicity by Stacey Hall & Jan Brogniez



I love this quote

"Our business now attracts Perfect Customers only" also from the book above (Perfect Customers) and thought it would be an excellent mantra or affirmation to use when starting your venture or new business.

A lot of us coaches struggle when we are trying to establish our niche. If we think of it in terms of what is the main problem that we can solve or who specifically can we help it will be much easier to work out. Look at your strengths. What are you already doing? What are the benefits that you can provide?

One of the reasons Niche Networkers (our private facebook group) first got established was because we realised that so many of us were struggling with all the different aspects of the online technology and marketing required. We had sold on the marketing dream that it was what we wanted, but the reality was that we soon became overwhelmed and frustrated when we started trying to get clients, build up our lists and our biz.

Niche Networkers - Online Coach Support example

We help new overwhelmed and stressed start up coaches, **who** have tech & marketing fears learn the basic skills, **to** get set up and move forward in their new business by giving them the experience to try different platforms and have a place to share their ideas with each other.

What if you are still deciding or can't make up your mind? **"You may think I want to help everyone - by defining my niche I won't be able to help as many people."**



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It may sound crazy but by defining your niche and being very specific you will be known as the expert or the go to person for solving a specific problem. This helps create your identity and makes you stand out from the crowd. A quote from Alex Mandossian "**Be like a well - narrow and deep**".

If you could spend all day, every day working with a particular group of people, who would it be???

It is often said you don't find your niche but your niche finds you. If you are unsure ask some of your friends, work colleagues what they think you are good at. You may think that you haven't got a particular skill or have actually taken something you do well for granted and it is not until someone gives you praise or asks for advice or help that you may realise your worth.

What do you like to do?

You may start off more generalised but find that certain types of people actually make you feel drained whilst others will make you feel vibrant and alive.

Ask yourself these questions:

- 1. What am I good at?**
- 2. What areas am I confident in?**
- 3. How have I been asked to help someone else?**
- 4. Who and what makes me feel alive and vibrant?**

Demonstrate how you can help someone either solve a problem or how they can benefit from the solution or tools they are getting from you.

By being clear on who you are, what you do and who you serve you will attract your perfect customer.

Spend some time on this as this is the most important aspect to get right, to be in alignment with yourself and your core values.



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Be really specific - no more than 60 seconds. This is your elevator script. Included are some templates

<i>I help (people - what type)</i>	
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<i>Who (problem - be specific, drill down)</i>	
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<i>To (solution - do what)</i>	
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Another alternative is by saying it in the positive:
(Ref: [Leonie Dawson's Double Your Biz](#))

<i>I help (my target market)</i>	
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<i>To (whatever benefit or result you can give your target market)</i>	
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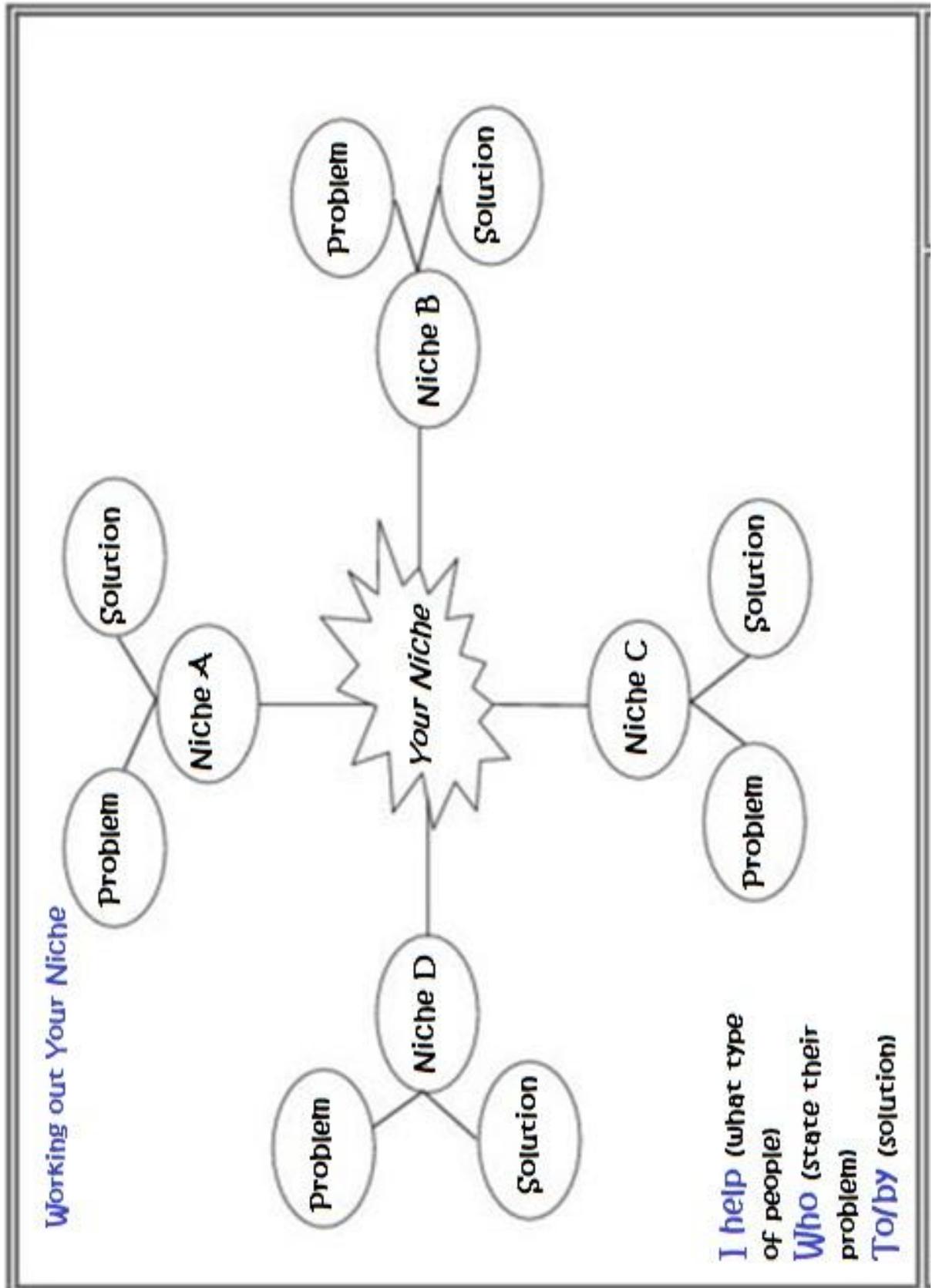
<i>By (what service do you provide or do)</i>	
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Below are some templates. This is also in our Ninja Section of our website - <http://www.onlinecoachsupport.com/your-target-market.html>

If you would you like further help with this organise a strategy blitz call – only \$35 AUS for non members. This service is free if you become a member of Online Coach Support (currently only \$15 per month or annual fee of \$127 per year – less than two cups of coffee or glasses of wine per month)

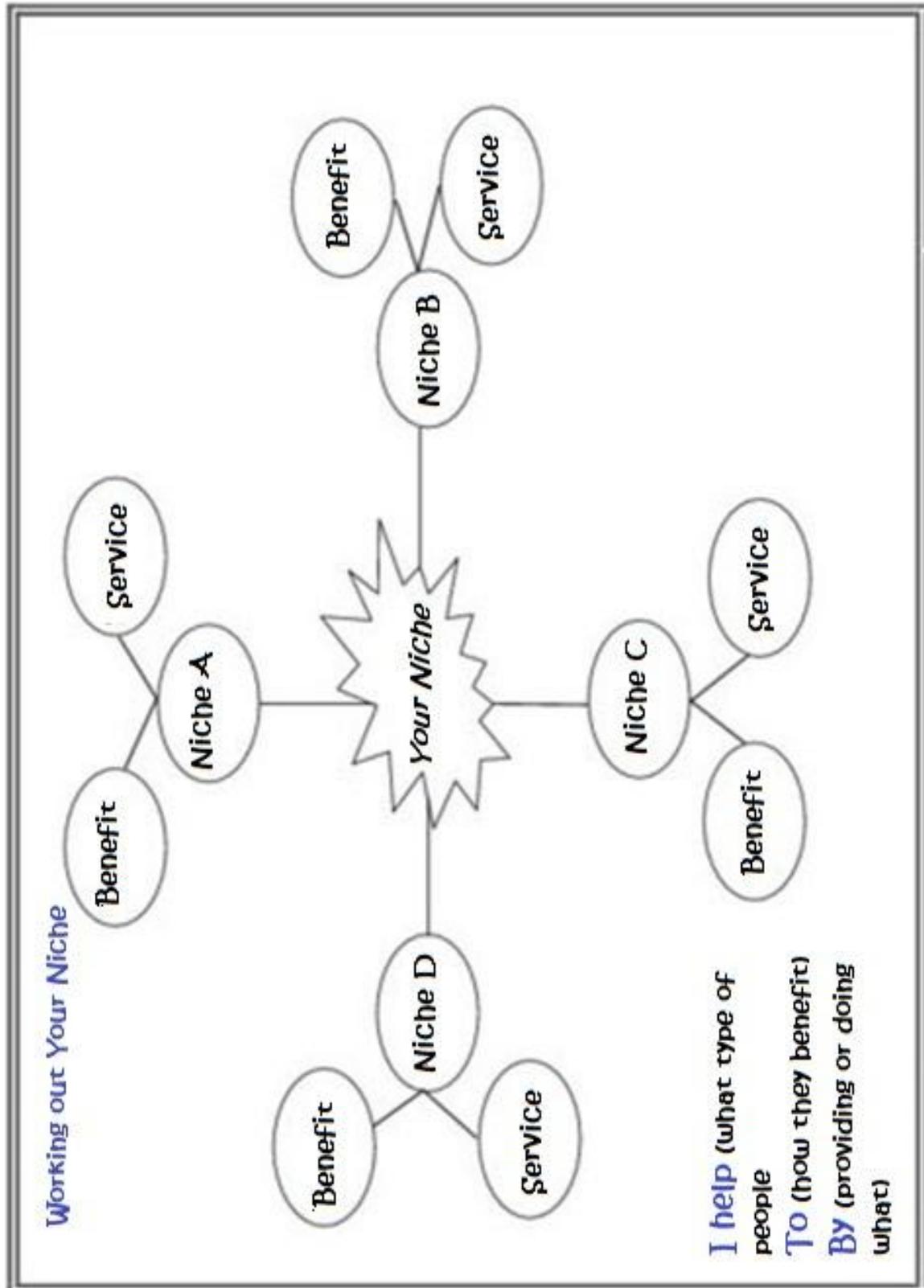
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