

Attracting Clients with Ease

Choosing Your Niche

What is a niche?

Your niche are the people you offer your services to, the problems they have, and the results you help them achieve.

Why choose a niche?

When I first experimented with choosing a niche, I had an immediate increase in my workshop income by 250% and my feedback from participants was better than ever. That was without spending any extra money on marketing.

Choosing a niche is the magic ticket to easier marketing and networking.

Not everyone makes it as an entrepreneur and having a niche increases your chances of success tremendously.

Can my modality be my niche?

(i.e. acupuncturist, reiki practitioner, life coach, body worker, therapist, etc).

Your modality is not a niche. This is hard at first for a lot of practitioners to hear because they have invested money and time into learning their modality. It is important to understand that there is no reason to feel bad about this.

Your investment and training in your modality is hugely important, and narrowing your niche doesn't change that.

Here is an analogy: Imagine you build houses for a living and are very skillful with a hammer. Your modality is your skill with a hammer. You might be incredibly proud of your ability to use a hammer, but that is not what other people care about. If someone asked you what you do for a living, you wouldn't say, "I work with a hammer.. Instead you would say, "I build houses."

People want to know the results you offer. When you describe your work, don't focus on the hammer (your modality), focus on the house you build (the results your clients get from working with you).

Do I really need to have a niche?

No, you do not have to have a niche. Many Holistic Practitioners and Coaches have not chosen a niche and they are still running successful businesses. These practitioners often rely heavily on referrals, rather than marketing.

On the other hand, Practitioners and Coaches who have a niche grow their businesses faster and larger, and they get even more referrals.

Why don't all practitioners have a niche?

Some Practitioners and Coaches don't realize it is an option. Others mistakenly believe that marketing to everyone will attract more people, which is the opposite of the truth.

Others resist narrowing their niche because they don't want to leave anyone behind. They have huge hearts and want to be help everyone. The problem is that they end up helping a lot less people.

Another common reason Practitioners and Coaches don't narrow down their niche is because they are afraid to show up in the world in a more powerful way.

Won't I get bored if I choose a niche?

Firstly, just because you have a niche doesn't mean you only work with clients who fit into that niche. Your niche is just where you spend your money and time marketing. People will still seek you out for other reasons and you are always welcome to serve them.

Secondly, people are unique. If you choose a niche you will still find a vast array of personalities to challenge and inspire you. Choose a niche that you are excited about and get really really good at serving these people and you won't get bored.

Thirdly, you probably will get bored or challenges at times, whether or not you have a niche. Find ways to keep your work interesting, get curious about your clients, and make time for self care.

What if I don't feel qualified?

Sometimes we may need more training or experience to feel qualified. Nine times out of ten people underestimate their abilities and use "needing more training," as a crutch to avoid offering their gifts now. We often make more progress when we embrace our fear of failure and go for it! Plus learning never ends. We are always students, even after we have a successful business.

How do I find my niche?

There are three components to choosing a niche:

1. Your people
2. Their problems
3. The results you help them achieve

Example (Jonah's niche)

1. *(People) Holistic Practitioners and Coaches*
2. *(Problems) Unsatisfied with income and impact.*
3. *(Results) To make money teaching workshops, seminar, and/or 1on1 work.*

Choosing Your People

When the group of people you serve is too vague, or broad, it becomes much more difficult to create marketing that attracts people. When you choose a specific group of people who are easily identifiable you will have a lot more people responding to your marketing efforts.

Choose labels that people know instantly. Examples: Men, women, young adult, mature adults, senior citizens, couples, parents, moms, dads, straight, gay, queer, wealthy, low income, race, religious group, entrepreneur.

Choosing a Problem

Your problem is specific to the group of people you serve. If you work with new moms then a problem might be postpartum depression or how to calm a colicky baby.

Your problem also needs to be serious and painful enough that people are willing to spend money to overcome it.

What Results To Focus On

The result you offer is directly related to the problem your people have. Examples: Regular headaches to no more headaches. Insomnia to great sleep. Single and lonely to an amazing relationship. Broke to wealthy. Hate my job to a career that is fulfilling.

Examples of a Niches that are **NOT** narrow enough:

Example 1

1. *(People) Everyone*
2. *(Problem) They don't feel good.*
3. *(Results) To be balanced and healthy.*

Why is this not narrow enough

Because everyone on the planet fits this at one time or another.

Example 2

1. *(People) Men, women, or children.*
2. *(Problems) They are feeling low energy, or are unsure what their purpose in life is, or they have something blocking them from their truth, or they don't communicate well, or....*
3. *(results) To have energy, or to connect with their purpose, or speak their truth, or....*

Why is this not narrow enough:

There are too many "or"s.

Each piece of marketing you create should focus on only one problem and result. If you work with new moms, it is wonderful if you can help then solve a lot of different problems, but you want to focus on one problem at a time. If you are going to create a workshop or educational video for new moms, instead of focusing on colic, depression, low sex drive, and lack of sleep, all in one workshop, it is more effective to choose just one of these problems at a time. Then offer separate workshops for the other problems. It seems counter intuitive, but you will have better results this way.

Another example of not being narrow enough is to offer one service to a lot of different people. For example, if you offer conflict mediation and you create a flyer that says, "conflict mediation is great for couples, roommates, families, businesses, friends, and siblings," than the response to your flyer will be lower than if you just focused on one group of people. This seems counter intuitive. It seems that if you only focus on one group than you could miss out on all the other people who might need conflict resolution. But what actually happens when you only focus on on group, such as couples, that all the couples who see your flyer are much more likely to be interested. You will end up with more business in the end by focusing on one group of people for each piece of marketing.

Worksheet:

Write down as many answers in each category that you may be interested in choosing. Then circle your favorite.

People
Their Problem:
The Result You Help Them With:

Creating a “What Do You Do” Statement

Why do I need a powerful “what do you do” statement?

When many Holistic Practitioners, Coaches, and Educators answer the question “What do you do,” their answers leave the asker either confused or disinterested.

A powerful “what do you do” statement creates one of two results. The first is that your people get excited, and say, “oh, that’s me, tell me more.” The second is when those who are *not* your people hear it they also get excited and say, “I know someone who fits that description. I’m going to tell them about you.”

Two ways to create a powerful WDYD statement..

First Way

You know how _____ (people) struggle with _____ (problems)?

Well I help them _____ (results).

Example:

“You know how a lot of couples who have been together for a long time lose the connection the excitement they once had?

Well I help get their excitement back so they spend less time arguing and more time loving each other up.”

Second Way

I help _____ (people) _____ (results).

Often they have _____ (problems)

Example:

“I help Holistic Practitioners and Coaches put on their first workshops and group programs. Often they have either tried to put on a workshop before and didn’t get as much attendance as they hoped, or they haven’t tried offering a workshop yet because they are scared and they aren’t sure what to do.”