

How to Find Your Target Market Niche and Ideal Clients

1. Who do you REALLY want to work with? What are the demographic commonalities?

Male or Female or both? Age Range? How much money do they make? What kind of job do they have? What industry? Single or Married? Parents? Grandparents? Husbands/Wives?partners? Entrepreneurs? Other Life Roles?

2. Who are your IDEAL clients/customers /tribe? What are the psychographic commonalities?

What kind of music do they like? Do they share common spiritual views? Are they fast action takers? Do they have a great sense of humor? Do they love Italian food? Are they upbeat? Do they value your time and appreciate who you are and what you do? HINT: Look in the mirror....

3. How do you help them?

a. *What are their biggest fears, frustrations, problems and urgencies that you solve?*

b. *What are their deepest desires, aspirations and secret fantasies that you help them get?*

c. *What SPECIFIC results do they want that they are not getting? Describe things that are TANGIBLE and MEASURABLE.*

FIVE Question Test to ensure you've NAILED it!

1. *Am I crazy passionate about what I do?*
2. *Does my ideal customer have strong emotional needs or urgent problems or crazy passion about this?*
3. *Are they motivated/passionate enough to find a solution and willing to pay for it?*
4. *Are they SIX star clients? Ready, willing, able, know me, like me, trust me?*
5. *Can I get in from of them to show them how I can help them?*