Discover Your Ideal Niche

Do the Work You Love with the People You Love to Work With



Cindy Schulson

I remember when I first started marketing myself online back in 2008. I spent hours learning about social media, article marketing, video marketing, SEO, social media, etc...

After a year and a half, I had 71 people on my list and was barely earning anything. It wasn't just an expensive hobby, it was a frustrating and exhausting one.

I finally took a step back and realized that while I had taken lots of action, it wasn't targeted or strategic action.

I had no idea WHO I helped, WHAT solution I provided for them or WHY people should work for me.

I realized that answering these 3 questions was the missing piece of the puzzle. And that these 3 elements - Who, What and Why - were at the heart of my niche.



So I read everything I could about finding a niche. Everything said to choose a target market and figure out what they want. In my gut I just knew that wasn't going to cut it.

I had worked in Strategic Communications for 10 years, with such companies as Coca-Cola and Visa. I had lived and worked in 5 countries, and had an MBA in Marketing and International Business. I didn't want to just throw that down the drain.

You bring valuable strengths and experiences to your business. The key to discovering your niche is learning how to leverage that in a way that you're passionate about.

In this report, I'm going to show you how to do that. And I'm going to show you how to take the next steps so your ideal clients want to work with YOU!

You really can make that happen. And this is the first step in making it happen for you. I've worked with hundreds of coaches and consultants just like you. They're gotten the clarity they need and so can you.



What is a Niche?

There are lots of definitions of niche, so let's be sure we're on the same page.

When I talk about a niche, I'm not just talking about a slice of your target market. That's far too narrow a perspective.

Think of your niche as the solution you provide (WHAT) combined with the target market you serve (WHO).

It's not enough to know who you help. You also have to know what you help them with. Because what people really want are solutions, not services.

Coaching or consulting is how you deliver the solution. That's not so important to your potential clients. They want to know what solution you provide and the results you will help them achieve.

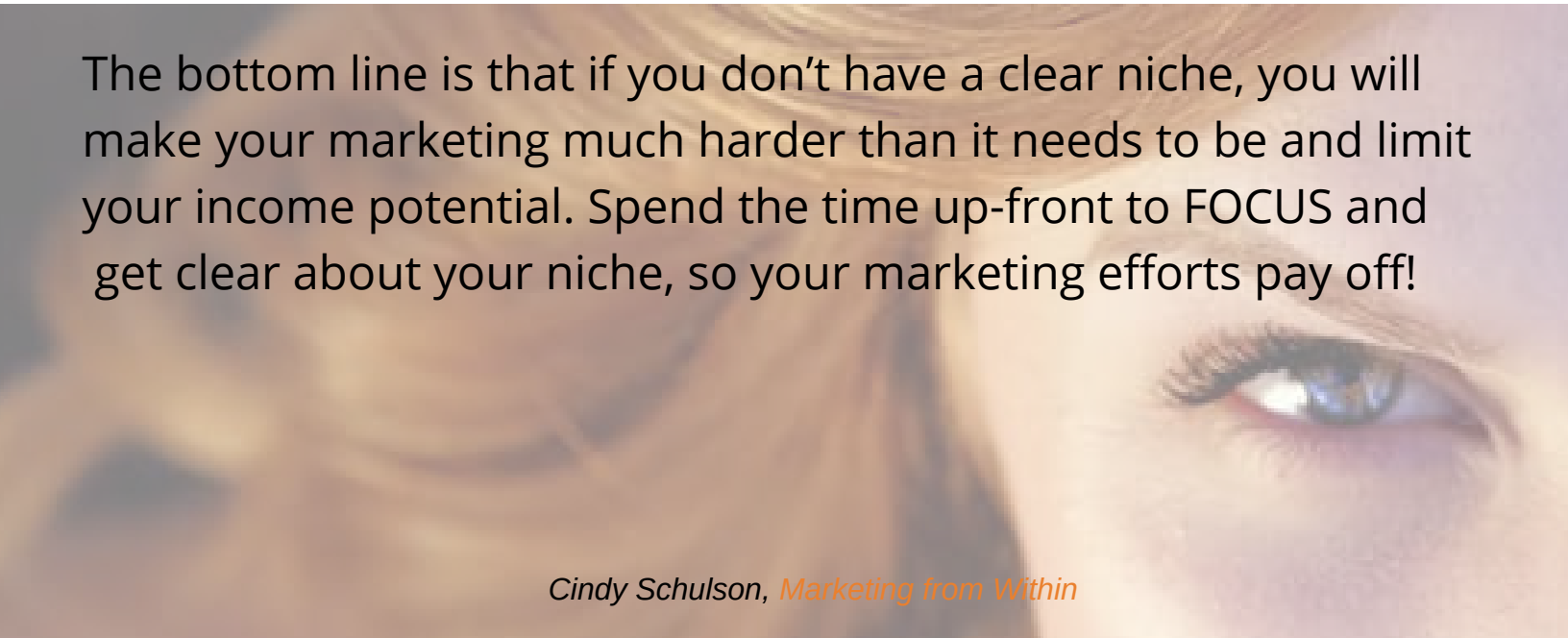
Stop selling what you do and start selling what you deliver. Solutions and results.

Cindy Schulson, Marketing from Within

Niche Benefits

You've heard about the importance of a niche, but let's take a minute to review the biggest benefits of a clear niche.

- **Easier to become an expert** - When you have a clear niche, you can focus your attention and hone your skills in a particular area.
- **Focus your marketing** - You can focus your marketing on where your target market hangs out, both online and offline.
- **Speak their language** - You can speak directly to your ideal client, addressing their challenges and using their language.
- **Get more referrals** - If people don't know who you help or what you help them with, then it's going to be hard to get referrals.
- **Build a list** - You don't just want to build a big list, you want to build a targeted list of your ideal clients.
- **Attract joint venture partners** - Without a clear niche, you won't be attractive to joint venture partners.
- **Earn more income -** As an expert you can command higher fees. And if you want to earn leveraged income, such as a group coaching program, then you need a clear niche.



The bottom line is that if you don't have a clear niche, you will make your marketing much harder than it needs to be and limit your income potential. Spend the time up-front to FOCUS and get clear about your niche, so your marketing efforts pay off!

Niche Fears

While you might recognize the value of a niche, a little voice in your head might be resisting. Trust me, you're not alone.

There are 4 main reasons people resist choosing a niche.

1. Afraid of turning away business
While you may think you're limiting yourself with a niche, the opposite is true. With a clear niche, you attract more clients because your message is clearer and your marketing is more effective.

2. Afraid of being boxed in
Focusing on a niche doesn't mean that you can't help people who fall outside it. Your niche is meant to focus you, not limit you.

3. Afraid of choosing the wrong niche
Choosing a niche isn't forever. Your niche will evolve as your business evolves. It's pliable and has room to grow and expand.

4. Don't know how to find their niche
Choosing a niche can be hard. You need a step-by-step system that eliminates the overwhelm. That's what I've created for you!

Okay, now that we've laid the groundwork we're ready to embark on the process of discovering your ideal niche.

Discover Your Niche

At the heart of my system is what I call the Niche Puzzle. There are three pieces of the puzzle and you have to put together all three pieces in order to find your ideal niche.

1. WHO do you help?
2. WHAT solution do you provide?
3. WHY should people work with you



1. Start with WHAT

I highly recommend that you start by finding your WHAT or your solution. This is one of the things that distinguishes my approach from others.

You've probably heard that you should choose a target market and figure out what they want. But if you're going to build a sustainable business - one that leverages your strengths and fulfills your passions - you have to start with you!

You have something unique to offer, and there are people out there who can greatly benefit from it. You just have to tap into what that is.

Often the things that make you unique come so naturally, that you don't even think about them. We have a tendency to take our special gifts for granted.

Don’t undervalue what you know, but rather recognize and celebrate it. I strongly believe that each of us has a unique gift to share with the world. Something we want to share, not just because we are experts in it, but because it excites us and is central to who we are.

Tapping into your unique gift is the key to finding your niche and living your passion.

2. Align WHO with WHAT

There has to be synchronicity between what you offer and what your target market wants. When you find that connection, you can identify your niche. You need to align your solution with the right target market.

Ask yourself:

- Who can most benefit from your solution?
- Who is willing and able to pay for it?
- Who is actively looking for your solution?
- Who can you reach both online and offline?
- Who are you passionate about helping?

If you're already in business, take a look at who you are attracting. Make a list of the common factors among your existing clients. Pay attention to the people you are most drawn to work with, the people that naturally turn to you for help, and the people you have had some experience with.

As part of this process, it’s a great idea to do some target market research.

For instance, you can interview and survey people in your target market. You can also find discussion groups and social media sites where you target market hangs out. Observe the conversations and get engaged.

3. WHY You

To know why people should work with you, you have to know what differentiates you. We don’t operate in a vacuum. It’s really important to know your “competition”.

Who else offers a similar solution for the same target market? Figure out what sets you apart. You don’t necessarily need a completely unique solution. But what is it about your solution and the way you approach things that makes you different?



There's another element you should think about when answering the question, “why should people work with you”. It’s about who you are as a person. Potential clients want to connect with you on a personal level.

There's only one YOU, and you'll attract those who find you compelling. Be true to yourself and you'll be able to help others in ways that nobody else can.

4. Put the Pieces Together

These three elements - your Who, What and Why - are the three pieces of the Niche Puzzle. You have to address all three pieces to arrive at your ideal niche. It’s a synergistic process and you want to make sure that all three pieces of the Niche Puzzle fit together.

Ultimately, you want to ensure that you have a solution that is valuable for your target market and that you can deliver in a unique way

Evaluate Your Niche

Before you declare your niche, you want to make sure it meets certain criteria. For instance:

- **Well defined** -- Specialized interests and needs.
- **Desire** -- Want what you offer.
- **Competition** -- Businesses already successfully serving this niche.
- **Access** -- Can reach them through clear channels of communication, ideally both offline and online.
- **Size** -- Big enough to give you enough business.
- **Connection** -- Knowledge about this group and enjoy working with them.
- **Profit** -- Income to invest in your programs and services.



Cindy Schulson, Marketing from Within

Next Steps

If you're ready to simplify marketing, and enroll more of your dream clients by Marketing with Heart vs. Hype, then I invite you to schedule a complimentary Marketing with Heart Discovery Session.

Together, we'll:

- Identify the missing pieces that are getting in the way of your marketing results
- Create a tailored action plan that will allow you to gain more clients and income.
- Explore how I can best support you with your business.

Click here to schedule your complimentary Marketing with Heart Discovery Session.

We'll talk soon:)



Cindy Schulson, Marketing from Within

Meet Cindy

Cindy Schulson is the Founder of **Marketing from Within**. She shows coaches and consultants how to stand out in this noisy online world by marketing with heart vs. hype.

Cindy brings a decade of marketing experience working for such companies as Coca-Cola and Visa, combined with a decade of online marketing to create a paradigm shift in how marketing can be done with integrity and heart.



One of her greatest gifts is helping her clients sort through their "brain dump" of ideas so they can find the golden nuggets that make them shine in their own unique way.

Marketing from Within™
with Cindy Schulson