

INE: Choosing Your Target Audience and Designing the Practice of Your Dreams




INE | INSTITUTE OF
NUTRITIONAL
ENDOCRINOLOGY

Choosing Your Target Audience and Designing the Practice of Your Dreams


Dr. Ritamarie Loscalzo

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Creating Your Dream Business

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How Do You Prefer to Work?

- ✓ At home in your PJs?
- ✓ In an office?
- ✓ Seeing people in your home?
- ✓ Groups vs. one-on-one
- ✓ Leading classes
 - Online
 - In-person
- ✓ Corporate setting

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Exploring Your Niche

- ✓ Expansive rather than limiting
- ✓ Successful business people define and redefine regularly
- ✓ Attracts the kind of clients you desire most
- ✓ Describe your ideal client


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So What Do You Do?

NOT:
I am a _____.

INSTEAD:
I help _____ who are struggling with _____ to _____ so they can _____.




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Solving Their Most Burning Problems

"I am the solution to the problem that people most want solved."

- What keeps them up at night?
- What is getting in the way of what they want most?
- How can you help?




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Type of Person

✓ The answer to the question:
People who...

- Women who want to experience comfortable menopause
- Athletes who want a performance edge
- Moms who want to know how to make quick and tasty meals their kids will love
- Business people who want energy and mental clarity for success at work



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Problem They Experience

- ✓ Pain and discomfort at period time
- ✓ Confusion about what to make for dinner
- ✓ Inability to work out for as long or as hard as they desire



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Core Emotions This Problem Causes Them to Feel

- ✓ Angry
- ✓ Frustrated
- ✓ Alone
- ✓ In pain
- ✓ Undervalued
- ✓



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Solution They Want to Experience

- ✓ Calm, relaxed meal times
- ✓ Long and fruitful workouts
- ✓ Calm and comfortable digestion
- ✓ Peaceful periods
- ✓ Harmonious menopause



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Possible Health Niches

- ✓ Children with ADD
- ✓ Women with hypothyroidism
- ✓ People with cancer
- ✓ Women with IBS
- ✓ Men with prostate problems
- ✓ Teachers with low energy
- ✓ Athletes looking for the edge
- ✓ Women in menopause



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Questions to Answer About Your Proposed Niche

- ✓ Is your niche BIG enough to be viable?
- ✓ Is what you are helping them to change something they are already aware needs changing?
- ✓ How highly do the people within your niche rank solving this problem?
- ✓ Are the people you are targeting used to spending money to solve the problem?
- ✓ Do you love them?



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