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ENDOCRINOLOGY

Choosing Your Target Audience and Designing the Practice of Your Dreams

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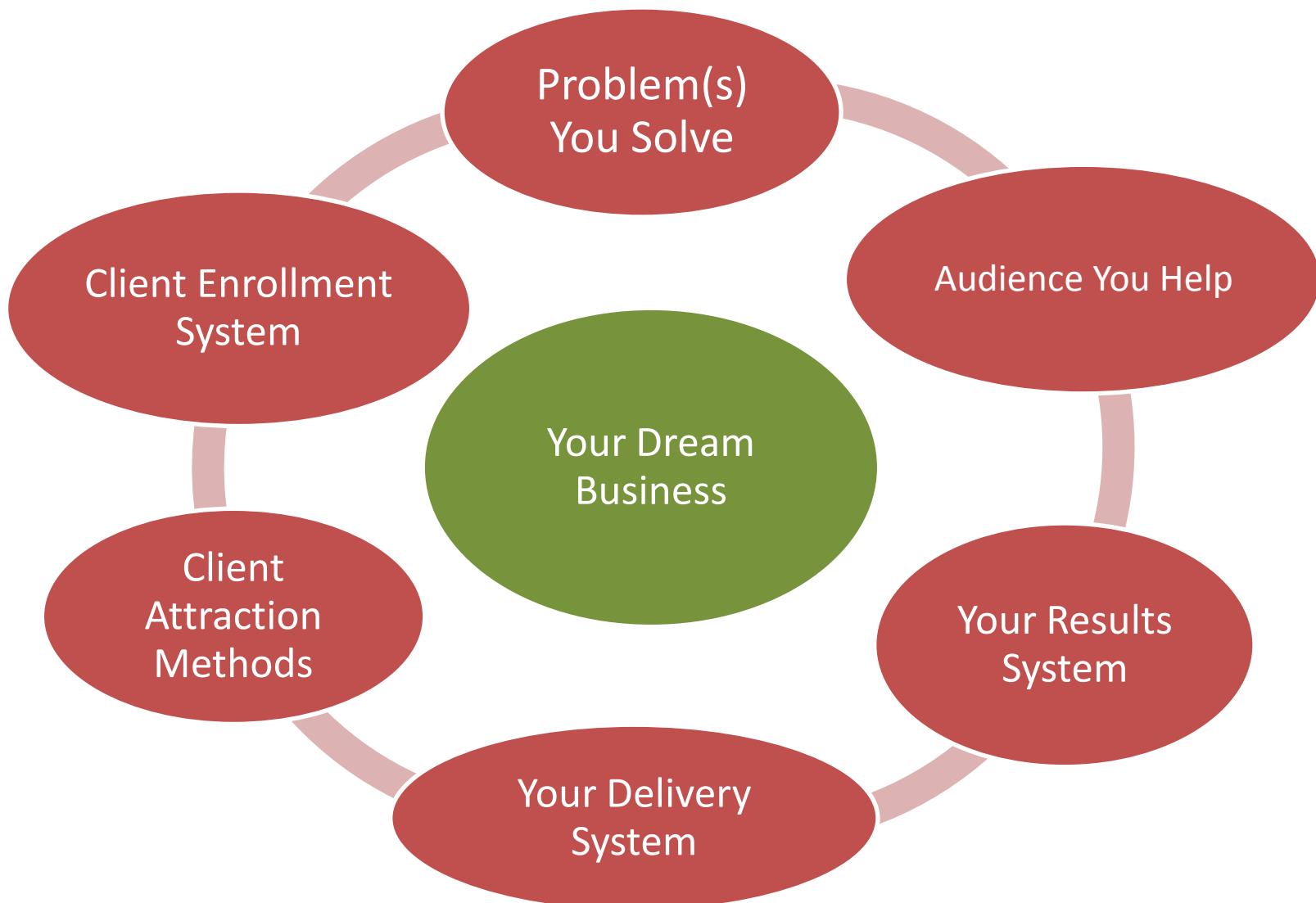
Medical Disclaimer: The information in this presentation is not intended to replace a one-on-one relationship with a qualified health care professional and is not intended as medical advice. It is intended as a sharing of knowledge and information from the research and experience of Dr. Ritamarie Loscalzo, drritamarie.com, and the experts who have contributed. We encourage you to make your own health care decisions based upon your research and in partnership with a qualified health care professional.



Creating Your Dream Business



Creating Your Dream Business



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



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



So What Do You Do?

NOT:

I am a _____.

INSTEAD:

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



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?*



Type of Person

✓ The answer to the question:

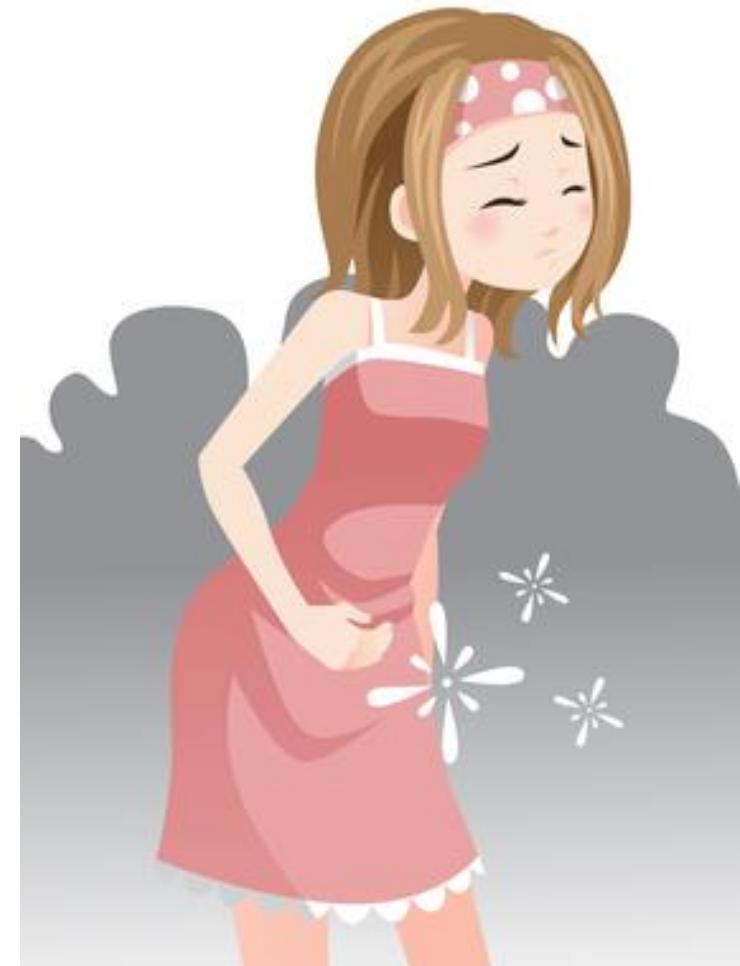
People who...

- 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



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



Core Emotions This Problem Causes Them to Feel

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



Solution They Want to Experience

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



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



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?

