



**INE** | INSTITUTE OF  
NUTRITIONAL  
ENDOCRINOLOGY

# Choosing Your Target Audience and Designing the Practice of Your Dreams

**Dr. Ritamarie Loscalzo**



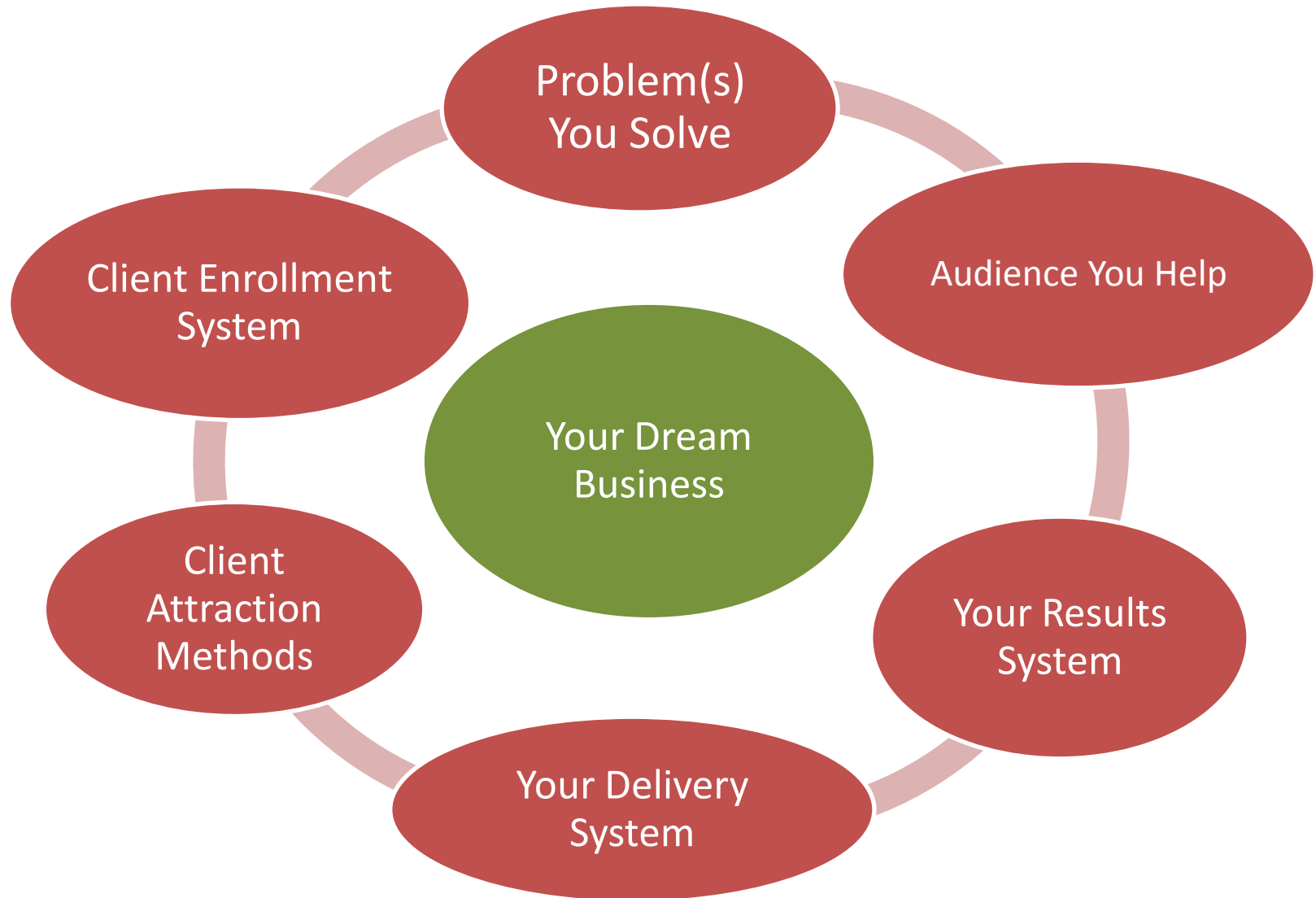
**Medical Disclaimer:** The information in this presentation is not intended to replace a one-on-one relationship with a qualified health care professional and is not intended as medical advice. It is intended as a sharing of knowledge and information from the research and experience of Dr. Ritamarie Loscalzo, [drritamarie.com](http://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



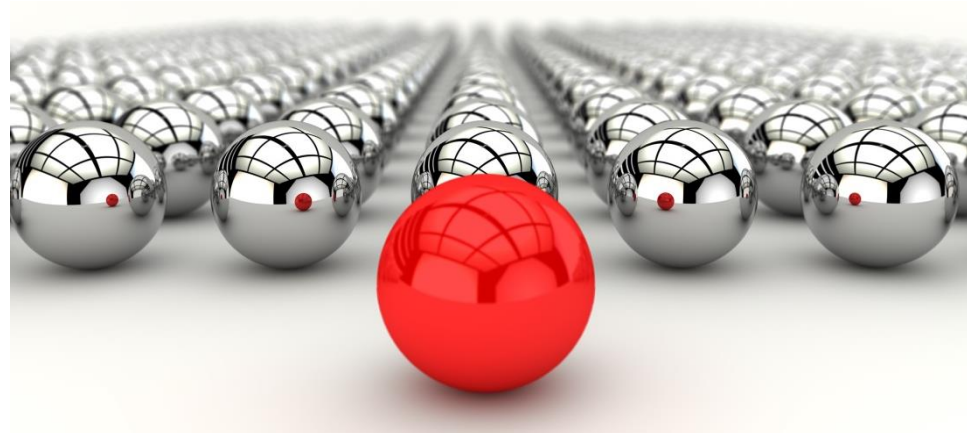
# So What Do You Do?

**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?

