



5 STEPS TO DISCOVER YOUR PROFITABLE NICHE

By Ruth Stern

Congratulations! You're on your way to discover and claim your perfect niche! The Profitable Niche Formula guide will give you the EXACT STEPS YOU NEED to get crystal clear on the audience you want to serve!

Does this sound familiar?

- You have been trying to figure out your audience for a while now...
- You don't feel very confident in defining your niche
- You're not even sure what your niche is...
- Don't worry...this Ultimate Guide is designed to give you so much more clarity.

GET READY TO SAY GOODBYE TO NICHE CONFUSION OR FEELING STUCK!

Here's Why Choosing a Profitable Niche Will Unlock the Next Level of Success In Your Business!

When you focus your business on the right niche:

- Ideal clients seek you out and are eager to work with you
- You become known in your niche as an expert
- Your income increases as it's easier to attract the right clients
- Marketing and growing your business becomes easy
- You get a lot more word of mouth referrals

This guide is for you if you...

*Want to stand out in the “sea of entrepreneurs” and get seen by your perfect clients

*Know you need to claim an audience to serve, but feel confused on how to choose a niche

*Want to attract your ideal clients more rapidly

This guide will show you a 5 step process to finally get clear on your profitable niche and help you create the foundation for the next level in your business,

In step 1: identify your client avatar- who you serve

In step 2: do a little research to know your market

In step 3: identify the main problems you solve

In step 4: get clear on the solutions or transformations you offer

In step 5: create your message -your magnetic introduction

Are you ready to claim your niche? Then, don't put this off, Get a cup of tea or coffee, Set aside 1 hour and you will be AMAZED on what you can get done with this simple formula to guide you!



Let's Begin...

What is a Niche?

A Niche =

- (1) a particular target audience or tribe of people
- (2) with a specific, painful problem that they are willing to invest into resolving
- (3) and an ultimate result that they want to get more than anything else



Why pick a specific niche?

If you're looking for a product or service, would you rather buy from a company that has what you're looking for who offers a bunch of other stuff, or one that has spent the time and resources to create a tailor-made offer that screams, "Pick me. Choose me"?

This is what defining a niche can do for your business. It helps your business appear more professional and credible than your generic competitors.

It makes it easier for clients to choose you. It can also help you be more efficient with your time and resources. Rather than running yourself into the ground creating a bunch of products or services for a huge market, you can scale back and focus on what you clients need you most. **YOU WILL SERVE YOUR PEOPLE ON A MUCH HIGHER LEVEL!**

At the end of the day, most clients aren't just looking for an option. They want **THE** option. The one that solves all of their problems, upgrades their life, or gives them the peace-of-mind they've been craving. It's nearly impossible to show up as the right choice for everybody in your market, so focusing your marketing, sales, and messaging around a specific target customer is the best way to maximize your efforts and get the best returns.

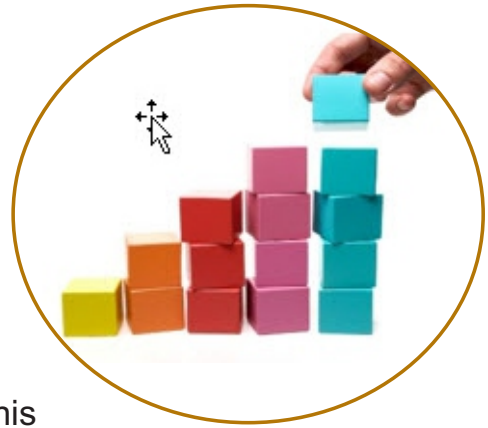
You've got to be very clear on who you serve, who you sell to and know them inside out. **YOU** want to be crystal clear on what they love, hate, need and want, Get to know them intimately

Here's the 5 Step Formula to Find Your Profitable Niche!

Step 1. Your Client Avatar.

To get you started, you need to be clear on who is your ideal client you want to serve?

1. Think of one person you would love to work with and the kinds of things you would love to help her/him with. Imagine she/he is front of you, Give her a name. Let's call her Jane for this example.



What are the characteristics of Jane (her age range, kind of work she does, personality, values, interests etc).

Example: Jane is 45 years old and she's an online mompreneur with teenage kids. She has high energy, loves working out and building her business. She values time with her family and also savors time for self care. She is open to investing in herself in both personal growth and business development training for herself. She is highly coachable, involved in FB communities for personal growth and building her business.

This is an example of your ideal client avatar. When you're clear about what she loves and needs and desires, you will be clear what services to create to meet her needs, what topics to post/videos, courses etc.

Your Turn: Write the characteristics and traits of your ideal client you would love to work with:

- Some examples include: small business owners, writers, authors, holistic practitioners, yoginis, mompreneurs, CEO's, women/men between ages of _____

[illegible]

Step 2: Research Your Market

1. In order to know how to serve your potential clients, it's important to take some time to do a little market research to know exactly what your ideal clients are struggling with; their biggest frustrations, their desires and dreams. A great way to get this information is to do a survey. In the survey, you ask specific questions



Here are some great questions to ask your audience to serve them. Copy and paste these and you will be on your way to knowing EXACTLY WHAT THEY WANT AND NEED. NO MORE GUESSWORK. The responses you get will be GOLD for you and your marketing!

Sample Questions:

* What are your biggest concerns and frustrations with your _____(business, health, relationship)

* If you have your _____(business, health, relationship) just the way you want it, what would it look like or be like?

*What's your theory of what might be in your way?

Magic Wand Question:

Use the magic wand question and post it everywhere!

If I could wave a magic wand and have your biggest (fill in your niche topic...weight, relationship, love, business, money, health, career)_____challenge disappear, what it would be?

Those responses are seeds for your topics as you're asking where they struggle.

2. Where to find your people to do the marketing research?

Join FB groups where they are hanging out and you can ask the questions inside the group. In some groups, you may be only allowed to do that on certain days, So check with the admin. If you have an email list, email the questions.

Step 3: Identify the Main Problems You Solve

1. Another great way to know their biggest problems; is to make a list of what you hear over and over with clients you serve. For example: I work with holistic entrepreneurs and one of the biggest things that comes up for my clients are the emotional and mental blocks such as:



I feel like a fraud, It's hard to believe I can really create a successful business, I don't feel I have enough_____.

Therefore, all my programs and services always have mindset growth healing processes. And I create a lot of free content on the topics of mindset and spiritual growth transformation.

2. So you've got some important information from your experience or market research. **Do a Brain Dump** of your audience's problems and key frustrations below and then Circle the most important urgent problems from your list .

Make sure that the problems you identify are specific. For example: feeling unhappy with my body is general vs. I can't lose weight is specific...not performing is general vs. overwhelmed and stressed is specific
Marketing problems is general vs. not making enough money is specific.

Brain Dump Here!

Now, Write your top 2 or 3 tops specific problems, that you love to help your clients with, and write them down here.

Step 4: The Solution/Transformation You Offer

1. Next, we'll look at the solution or outcomes you offer to overcome these problems. For example, if the problem is: Women who are divorced and are lost in finding love. What is the solution that you offer? Your solution might be helping them find their divine right partner, or helping them to get confident again to go out there and start dating.



Problem: single and lonely

Solution: find their soul mate

Problem: tired and fatigued
vibrancy

Solution: create energy and

Do you see how we get very SPECIFIC WITH THE SOLUTION? When you are specific with the problem you solve and crystal clear on the solution you offer you, It will make it so much easier for potential clients to know that you can really help them. And you will stand out, as your potential client will feel "you really get them".

1. Think of the 2 main urgent problems you work with and write down all the outcomes, transformations, healings or solutions that you offer. When you are done, circle one or two of your best or favorite outcomes or transformations that match your chosen problem.

Here's an example of an audience's problem and the specific solution they offer. I show restaurant owners who struggle with low customer flow; how to create an unstoppable flow of hungry customers, even on the typically slow day. Do you see how clear that is?

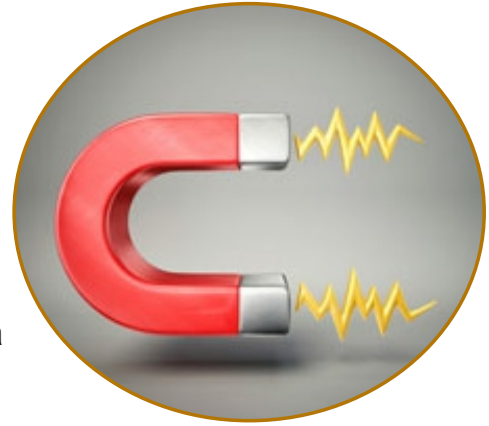
Your Turn: Write your 2 solutions/outcomes!

Problem #1 _____ Solution #1 _____

Problem #2 _____ Solution #2 _____

Step 5: The Magnetic Intro

1. We are now going to bring all the work together, that you just completed, into ONE POWERFUL PHRASE; which I call the Magnetic Intro. Remember, that when YOU HAVE A WELL DEFINED NICHE, YOU WILL ATTRACT a lot MORE CLIENTS to you with so more ease!



2. Your Magnetic Intro articulates what do you clearly. And you can use it in your Bio in your website; in your videos, anytime you introduce yourself when people ask what you do, use if for interviews, podcast you do etc.

3. Here are some examples of magnetic intros. Notice how specific they are and how they grab your attention.

Magnetic Intro examples!

★ You know how women over 40 often struggle with 10-30 pounds, and have tried endless diets and feel so defeated, I show them how to lose the weight naturally, re-ignite their self-confidence, regain their vitality, and get their sexy back along with maintaining their healthy slim beautiful body for life!

★ I help professional women over 50, who feel dissatisfied, stifled, and unfulfilled in their job, to step successfully into a life and career they love.

★ I show coaches, counselors and practitioners who are stuck in a five-figure income ceiling who feel self-doubt and resistance on how to market themselves, how to double their income, move beyond their fears and stand more boldly and confidently in their life and business.”

Step 5 Continued: The Magnetic Intro

The Magnetic Intro Template! Write Your Intro Here:

I show/coach/ support _____ (your audience/niche) who struggle with

(few pain points- the problems you solve)

I show them _____

(transformation, solution, the promise, what they will have, do or be)

And that is your intro! Your message to world!

The Magnetic Intro is one of the key foundations to fill your practice with lots of your ideal clients, who are craving to work with you. You just need to help them see you and know that YOU are the one to help them.

Your clients are waiting for you, so go out there and be magnetic!



There you have it! The 5 Step Formula for your Profitable Niche! You now have the foundation for your business, You know who you serve and are more clear on the problems you solve and the solutions or transformations you offer. When you claim your niche, you now know the kinds of posts and videos you will create. You will be more clear on the courses or packages you will create to serve your clients.

You are in the flow...You're in Alignment of how you will serve your clients...

Because everything you create to give value is based on giving tips, strategies and inspiration to help your audience solve their problem.

Clarity is king and your niche guides you to the next level of success in your business!

To Your Radiance, Abundance & Success!

Ruth



About Ruth

Ruth Stern is a transformational Business Coach & Mindset/ Manifesting Mentor and mental health therapist specializing in Client Attraction and Healing & Releasing The Core Blocks to success and happiness. She is also the Best Selling Co-Author, What Every MomPreneur Needs To Know!

Ruth is the Creator of the Evolve & Manifest Coaching Online Program- A comprehensive program to raise your abundance frequency; create new habits and ways of being to support you to become a magnetic manifestor, attract your ideal clients, create greater wealth and live in deep fulfillment and self-worth