Simply Launching 101

Monetize your Business with your Magic

Call #3 - Niche Breakthrough (Part 2)
Handouts & Worksheets

with Sherley Grace

www.DiscoverYourPowerStrategies.com
Niche Mindset

Everyone in my niche loves me
Everyone in my niche wants to be my friend
Everyone wants to hire me
My niche is the opening to my deeper work
I will attract 100% of the people who are meant to work with me
I am the solution to the problem people most want solved
Within my niche, endless possibilities are available to me
Money flows to me, through other people
Niche Breakthrough Formula

Step 1: Discover what business you are really in
Step 2: Choose your lucrative category of highest potential people to work with
Step 3: Identify specific groups of potential ideal clients within your category
Step 4: Brainstorm out of the box
Step 5: Test for viable or not
Step 6: Make your final choice
Niche Breakthrough Formula

Step 4: Brainstorm out of the box

Brainstorm OUTSIDE of who you normally think you would work with.

For example, if you are a healer, brainstorm what specific problems your service can help women in corporations solve. You’ll be surprised at how this will help you “map over” what you do to new groups of people that you may not have previously thought of and help you see how your services can benefit people who have the money to pay you handsomely.

Review the examples on the next two pages, then use the blank worksheets to work on your own business.
# Niche Breakthrough Formula

## Step 4: Brainstorm out of the box

<table>
<thead>
<tr>
<th>Potential Ideal Client (From Step 3)</th>
<th>Problem They Experience (daily is best)</th>
<th>Solution They Want Instead (HINT: Identify specific behavior, actions/situations)</th>
<th>What Do They Need To Learn/Know/Do?</th>
<th>What Is Their Ultimate Outcome?</th>
<th>What Is Their “Why?” “So they can…”</th>
</tr>
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<tbody>
<tr>
<td>Example: Women who want a promotion</td>
<td>Get taken seriously and seen as capable of taking on a new level of responsibility and leadership.</td>
<td>To be noticed and seen as credible, how to handle increased responsibilities, more people to manage and bigger expectations. How to look the part of the new role they want. Someone to tell them where they may be sabotaging themselves in meetings, or on projects.</td>
<td>Ask for what they want. Better manage their time. Learn how to delegate with authority and confidence. Stop unconsciously giving away their power in meetings.</td>
<td>Rise to the top of their profession.</td>
<td>Prove they can do it, provide for their children and be respected by others.</td>
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<td>Example: Women who want out of their corporate job</td>
<td>“How do they…”</td>
<td>“When what they really want is…”</td>
<td>Create an exit strategy. Clarify what they really want to do. Design/plan how to be successful once they leave their corporate job.</td>
<td>To open their own business.</td>
<td>To feel fulfilled and feel that they’re making a difference.</td>
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Niche Breakthrough Formula

Step 4: Brainstorm out of the box

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Niche Breakthrough Formula

Step 5: Test for viable or not - “thumbs up or down?”

- **Question #1**: Is your niche BIG enough to be viable? It must be at least 10,000 people or more.

- **Question #2**: Are your ideas/services flowing upstream or downstream within the culture of your niche?

  Flowing *upstream* within the culture that is already present within your niche means you are attempting to get them to change their mindset and beliefs about your topic. Flowing *downstream* means your ideas are ones your niche is likely to accept. Any time you are flowing upstream within your niche’s culture you’ll find marketing and making sales difficult, time consuming and costly.

- **Question #3**: How important will the people within your niche rank solving this problem? A 10 is a “must solve now” and 1 is “I can live with it for a long time, as is.” This ranking must be a SIX or higher to make your niche viable for you.

  1  2  3  4  5  6  7  8  9  10

- **Question #4**: Do the people within your niche have a history of investing in things of a similar nature to what you offer? Remember that people will put up with a lot before they decide to invest in solving a problem. So, it’s best to focus your business on solving a problem your clients already prioritize as important.

- **Question #5**: Do you love them? You will be spending a lot of time with the people in your niche, which means you need to love these people and what you are doing with them.
Step 6: Make your final choice!

Use your answers from your “Brainstorm out of the box” worksheet to complete this description of your Niche.

My ideal client is a (Column A) ________________________________________________________________

who struggles with (Column B) ______________________________________________________________

and wants to (Column C) _________________________________________________________________

by learning how to (Column D) _____________________________________________________________

so he/she can (Column E) _________________________________________________________________

and (Column F) __________________________________________________________________________.
Niche Breakthrough Formula

Homework

1. Review Step 4 - the “Brainstorm out of the box” exercise and complete it.

2. Review Step 5 – the “Testing for viable or not” exercise and complete it.

3. Review Step 6 – the “Make your final choice” exercise and complete it.

4. Email your answers for Step 6 to us along with any ahas’ /key learnings and your questions at support@DiscoverYourPowerStrategies.com