

Ten Steps to Finding & Attracting

Your Ideal Niche



**For the Solo Entrepreneur who
wants to Work Smart and Get
Faster Results!**

By Cindy Schulson



TEN STEPS TO FINDING AND ATTRACTING YOUR IDEAL NICHE

*FOR THE SOLO ENTREPRENEUR WHO WANTS TO WORK
SMART AND GET FASTER RESULTS*

BY CINDY SCHULSON

[HTTP://WWW.ATTRACTYOURNICHE.COM](http://www.attractyourniche.com)



Cindy Schulson is a Niche Attraction Expert. She has developed a step-by-step system that helps solo entrepreneurs find and attract their ideal niche so they can market themselves authentically and get faster results.

Cindy has over 20 years of business experience as well as an MBA. She has worked with several major international corporations, helping them develop strategic communications strategies aimed at their target markets. Cindy is a member of International Coach Academy and Coaching Cognition.

INTRODUCTION

Working as a solo entrepreneur poses many challenges and rewards. One of the biggest challenges is marketing yourself, especially in the world of internet marketing.

You can learn all about SEO, article marketing and social networking. None of it matters if you don't take the most important step for your business, which is finding your niche.

All of your marketing depends on understanding your niche. Every article you write, social media site you join, video you create, and email you send, should be targeted to your niche. If not, it's like shooting in the dark.

You have to know **who** you're selling to, **what** problem you are going to solve, and **why** they would buy from YOU.

Something magic happens when you put these pieces of the puzzle together. You are connecting with a group of people who you can genuinely help, they know you understand them, and they actively seek you out.

Like anything else worthwhile, finding your n idealiche takes work. But when you have a system to walk you through it, it becomes much easier. This book is going to walk you through every step.

You will learn how to:

1. Identify your niche
2. Evaluate your niche to make sure it is viable and profitable
3. Research your niche so you can understand and attract your target market
4. Set the foundation for your marketing strategy to attract your niche

If you're ready for a step-by-step system to learn how to identify and connect with your ideal niche while being true to who you are, then keep reading.

MY PERSONAL NICHE STORY

My niche is helping solo entrepreneurs identify and attract their ideal niche so they can market themselves effectively and authentically.

How did I arrive at that? By following the system I'm going to share with you in this report. Before I get to that system, let me share my story with you.

After graduating from MBA school, I went to work in strategic communications for Fortune 500 companies such as Visa and Coca-Cola. I had the opportunity to work in five countries – Canada, U.S. Holland, Vietnam and Singapore.

Then, when I was 36 I had my first child and my world completely changed. I decided to stay home with my son, but being the type-A person that I am, I looked for ways to work from home. I stumbled into network marketing and built a team of 200 people. After awhile, I grew bored of working traditional methods and started to search online for how I could do things differently.

I came across the concept of **attraction marketing** and that discovery changed my world. I'll explain more about attraction marketing later, but for now, let me tell you that attraction marketing lets you attract qualified prospects to you.

I joined some great internet marketing training programs, and also enrolled in International Coach Academy so I could become a certified coach.

I created a blog, did article marketing and learned social media. I generated leads and became profitable within a month. But the leads were coming in too slowly based on the time I was spending on my business.

In my gut I knew what the problem was. You see, I was in such a rush to start moving forward that I barely gave any thought to who my target market was and what their needs were. I thought I might target work from home moms, but I didn't really research the market or how I could differentiate myself from all the other entrepreneurs targeting this group. As it turns out, my site didn't attract work from home moms so much as it did boomers!

That experience taught me an extremely valuable lesson. If I, someone with an extensive background in market research and strategic communications, could make the mistake of not identifying my target market, then so could other people. And in all the coaching work I was doing, I found the lack of a clearly defined niche to be a huge challenge for solo entrepreneurs.

That led me to put together a step-by-step system to help solo entrepreneurs find their ideal niche. When I used the system, the results were fantastic. I saw people who had struggled to find their niche, nail it. I could then move on and help them learn how to use attraction marketing to connect with their niche.

In this report you'll find an outline of the steps I use with my coaching clients. Of course, when you work with a coach, you get guidance, support and accountability. I can't give you that here, but I will get you off to a good start.

VALUE OF NICHE MARKETING

Many entrepreneurs think that selling to the widest possible market is the likeliest path to success. They are afraid to pursue a niche because they fear they'll lose business by turning away customers. But this 'take all comers' approach is not very effective.

There are many benefits of niche marketing, including the following:

- **Easier to become an expert.** By focusing on a niche, you become an expert at providing your service or product.
- **Focus your marketing resources.** In knowing your niche, you understand their buying habits and how to reach them.
- **Tailor your services.** When you serve a niche, you can offer products and services that meet their specific needs and what they are motivated to buy.
- **Speak their language.** When you understand your niche, the better you can communicate what you offer and speak directly to their situation.

- **Differentiate yourself.** In targeting a niche, you can significantly reduce your competition and create a distinctive personal brand.
- **Earn more money.** As an expert, you can command higher fees, and leverage your efforts into multiple income streams.

The bottom line is that if you don't identify your niche, you will have limited success. So many solo entrepreneurs fail because they rush ahead without research or planning. They spend time and money without stopping to understand the value they can offer, and how they can communicate that value.

NICHE AND TARGET MARKET DEFINED



There are different definitions of niche and target market, and sometimes the terms are used interchangeably. Here is a good working definition of target market and niche.

A **target market** is the group of people most likely to buy your product or service. They are the people to whom your product is being marketed

A **niche** adds another dimension. A niche combines your target market with what you are helping them with.

Niche = target market (who) combined with the problem you are solving/need you are fulfilling (what)

Your “who” is your target market. When you combine your “what” with your “who”, you have your niche.

For instance, say you are a life coach. Your target market could be people going through a divorce. Your niche might be people going through a divorce who want to take control of their physical and emotional wellness.

Or say you are a network marketer and you sell non-toxic cleaning products. Your target market could be people with asthma, while your niche is people with asthma who are looking for natural solutions to improve their health.

Is it starting to become clear?

The key to understanding niche marketing is realizing that people don't buy a service or product, they buy a solution. That solution can help them solve a problem or achieve a goal. When you become the solution provider for your target market, you are a winner.

WHERE DO YOU START FIRST?

So where do you start first? With your "who" or your "what"? You really can go either way but I would argue that it is **best to start with YOU**.

You can't be great at everything, but there is an area in which you have something special to offer -- a **unique** skill or perspective or approach. Now, you just have to figure out who wants what you have to offer. And are they willing to pay for it?

There has to be synchronicity between what you offer and what your target market wants. When you find that connection, you can identify your niche.

Remember, there is only one YOU, and you will ultimately attract those who find you compelling. Be true to yourself and you have the ability to help other people in ways that nobody else can.

STEP 1. START WITH YOU



To succeed in business, you must offer value to your target market. And as a solo entrepreneur, that value is primarily YOU. You have something unique to offer, and there are people out there who can greatly benefit from it. You just have to tap into what that is, then find the people who are motivated to pay for it.

So to discover your niche, start with you. Start by evaluating your passions, skills, experience, and expertise. List everything you can think of in each category. Remember, this is a brainstorm – there are no bad or wrong answers. Once you have your list, look for areas of overlap. Which areas stand out the most? These are the areas that you can flesh out to arrive at your “what”.

This is one of the most fun yet challenging steps in the process. Often the things that make you unique come so naturally, that you don't even think about them.

You might not know what you really enjoy or what you are really good at. You might have so many different passions that you don't know how to prioritize or focus. This is one example of how working with a coach can bring more clarity.

STEP 2. IDENTIFY YOUR TARGET MARKET

After you have identified your “what”, the next step is to identify your target market, or your “who”. Who can most benefit from what you have to offer.

If you are already in business, take a **look at who you are attracting**. Make a list of the common factors among your existing clients. Pay attention to the people you are most drawn to work with, the people that naturally turn to you for help, and the people you have had some experience with.

Another approach is to **look at the all the benefits you offer**. Then identify who could most benefit from what you have to offer.

STEP 3. DEFINE YOUR POSSIBLE NICHE

Once you have identified your “what” and your “who”, you are ready to pull the pieces together and define your niche.

Remember that people don't buy processes, they buy solutions. You need to be able to communicate what solutions you provide for people.

To do this, you want to create a **Problem-Solution Statement**.

For instance, my problem-solution statement is the following:

"I help solo entrepreneurs find and attract their ideal niche so they can market themselves authentically and get faster results."

STEP 4. EVALUATE YOUR NICHE

You want to make sure your niche meets certain criteria.

- **Well defined** -- The group has specialized interests and needs.
- **Desire** -- They have a strong desire for what you offer.
- **Competition** -- There are businesses serving this niche but not so many that it is saturated.
- **Access** -- You can reach your niche through clear communication channels.
- **Size** -- The group is large enough to produce enough business.
- **Connection** -- You have inside knowledge about this group and enjoy working with the people in this group.
- **Profit** -- They have the income to invest in your products and services.

STEP 5. RESEARCH YOUR NICHE

In order to connect with your niche in a genuine and compelling way, you must have in-depth knowledge of your target market. What are their worries, challenges, dreams, goals and needs? How do they learn best and where do they go to seek information? Where do they hang out online?



You can do this research in different ways, and I would encourage you to explore all possible avenues.

- **Interview your target market** -- Interview people in your target market.
- **Immerse yourself in the target market** – Find discussion groups and social media sites where your target market hangs out.
- **Assess the competition** – Discover what your competitors are doing to serve and attract this niche.

An important part of researching your niche is **keyword research**. People get intimidated when they think about keyword research or Search Engine Optimization (SEO). You don't have to be an expert but it will do you a lot of good to at least understand the basics. I won't go into details here but encourage you to read an article I wrote about [SEO Help for Beginners](#).

STEP 6 – DEFINE YOUR UNIQUE SELLING PROPOSITION

Your USP or Unique Selling Proposition is a phrase that shows what differentiates you from your competitors and makes you special. It is the answer you give when someone asks "Why should I buy from you?" The ultimate goal of your USP is to have people say... "Oh yeah, I've heard of you. You're the one who..."

There are three components to your USP

1. Specific problems you solve
2. Who you solve them for
3. The benefits and results you help achieve

There is a fourth element that you should take into account. It is who you are as a person. Potential clients want to see if they can connect with you on a personal level. If people can resonate with you on a deep level they will be, almost magnetically, attracted to you.

STEP 7 – UNDERSTANDING MARKETING FROM THE NICHE PERSPECTIVE



Now that you have identified, evaluated and researched your niche, you are ready to start developing a marketing plan that allows you to genuinely connect with your niche.

Let's review some important ideas that are essential for niche marketing success.

1. MARKETING BEGINS WITH YOUR CUSTOMER

Much as we would like to think people make logical buying decisions, in most cases logic plays a secondary role to emotions. For any marketing message to be compelling, it must go beyond the rational thinking and strike the right emotional chord.

2. MARKETING HELPS PEOPLE

Many solo entrepreneurs have a fear of marketing. This is an unnecessary fear if you understand that marketing is just helping people make a buying decision. One of the best ways you can do this is by creating **valuable content** that helps your target market solve a problem or reach a goal.

3. MARKETING IS AN ONGOING PROCESS

Marketing is an ongoing process of telling people over and over what results you can help them achieve. You have to devote regular time to your marketing efforts and develop a "marketing consciousness". Become attuned to how other people are marketing their businesses and learn from them.

4. THERE ARE MANY MARKETING OPTIONS

There are many different types of marketing, and over time, you can do them all. But to avoid drowning in a sea of overwhelm, take things one step at a time. To start, identify what kind of marketing is the best match for your skills and interests, as well as what will resonate the most with your niche.

5. ATTRACTION MARKETING IS POWERFUL

Attraction marketing lets you attract your target market using the power of the Internet, combined with sound marketing principles. It is like using a magnet to attract the people you want. Remember that you are attracting people to YOU. You have to sell yourself before you can even think about selling a product, service or business. The best way to do this is by providing educational information that is of value for your target market. Educate, don't sell!

STEP 8. BUILD YOUR ONLINE MARKETING SYSTEM

You have heard the expression, “the money is in the list”. In fact, **the real money is in having a targeted list of your ideal clients.**

Your goal is to attract your ideal clients, and inspire them to opt in to your list so they can receive further information from you. Essentially, your prospects give you permission to put them on your emailing list. They’ll generally do this if you offer them something valuable for free. This is known as an “ethical bribe”.

Once you have their contact information, you can use an [autoresponder](#) system to continue to correspond with them, and build an ongoing relationship of trust.

Here are some of the key elements you need to include in your marketing system. You can find a full list of the resources I use and recommend at www.attractyourniche.com/resources.

1. DOMAIN NAME

You need to choose a domain name for your website, blog or landing page. [GoDaddy](#) is a good option to register your domain name.

2. LEAD CAPTURE PAGES

You use a lead capture page to gather your prospects contact information, so you can continue the relationship with them. In creating your landing page, make sure that you create a compelling headline, and write effective copy that connects with people at an emotional level.

3. SALES PAGE

You use a sales page to convert your prospect from a “lead” to a “buyer”. For instance, you might create a sales page for an ebook, coaching program, membership site, etc. For instance, here is an example of a sales page for one of my products, [“Dominate Your Niche with a Personal Brand That Sells YOU!”](#)

4. YOUR BLOG

Your blog is your central hub. There are different blog platforms, but the best choice is a Wordpress.org site that you host privately through a service such as [Hostgator](#). This means you own the content and have full control over your site.

5. AUTORESPONDER EMAIL MARKETING SYSTEM

Once a prospect opts into your email list, you have permission to continue to communicate with them. The best way to do this is to use an [autoresponder system](#). Auto-responders allow you to send pre-designed and broadcast emails to your list so you can build relationships with your prospects and put your offers in front of them. Be careful to not be overly promotional or people will unsubscribe. You need to continue to provide valuable information.

6. YOUR WEB OF CONTENT

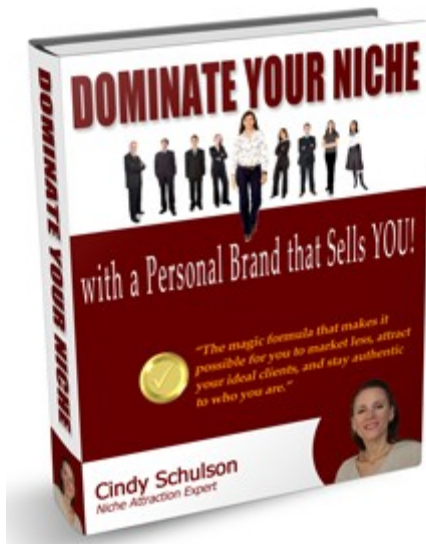
There is no point in having a blog if you cannot drive traffic to it. Your web of content helps drive traffic to your blog, and includes article marketing, video marketing, social networking, and commenting. Remember to be strategic and tailor your efforts to your niche.

STEP 9 – NURTURE YOUR NICHE

Once you've attracted your niche, you need to take good care of them and maintain open communication with them.

There are many ways to communicate with your customers, including phone, emails, cards, and conference calls. You also want to encourage your customers to communicate with you. Surveys are a great way to gather information and show that you are listening. You can also have areas of your website that allow your customers to communicate with you, such as a "contact us" area form, and comment areas on your blog. You can also install a live chat system on your site .

STEP 10 – NEXT STEPS



The topic of finding and attracting your niche is a big one. To continue your learning, I invite you to learn how [coaching](#) with me can help you start attracting your ideal clients. And if you are ready to step it up, learn how you can [Dominate Your Niche with a Personal Brand that Sells YOU!](#)

If you have any questions, please call me at (619) 318-8688, or email me at cindy@attractyourniche.com

I wish you the best of luck as you move forward with your business!

Warm wishes,

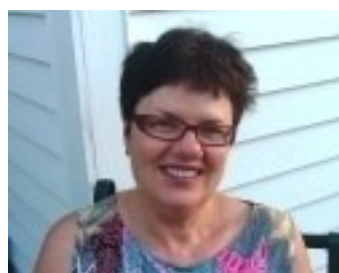
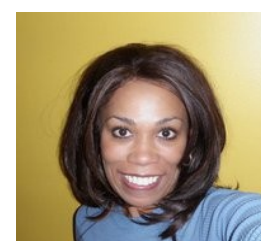
Cindy Schulson

Hear From Some Of My Clients



“Cindy is absolutely the best thing I could have done for my business and myself. Her skills as a coach as well as her knowledge of how to make your business profitable are amazing. She has so much knowledge and has the gift of helping you get to where you want to go.” *Pam McKeen, www.healthyboomeronline.com*

“I’m amazed at how Cindy helped guide me away from a confused and scattered state, towards empowering me with the basis to successfully attract the audience that I love to work with and whom I can successfully help the most. Your step by step system is one that business owners cannot afford not to experience and grow from. Thank you so much, Cindy, for what you’ve taught me – I am forever grateful.”, *Dena-Lynn Bethea*



“I am so very happy that I decided to turn to Cindy for help. I was stuck in the dark with finding my niche. Cindy shone her light ever so brightly to allow me to dig deep and find my way. Cindy is a bright, fun and encouraging. She truly believes in what she does. I feel so motivated and inspired after a session, that my set tasks become effortless. Thank you Cindy, you have helped me to move forward in my life.” *Helen Wenley, www.antiagingboomer.com*



“Through Cindy's coaching, I am not spinning my wheels trying to figure out whom I’m trying to attract to my business. She has helped me dig deep in discovering who I am, what my skills are, where there are patterns in my interests, the type of people that I attract, and how I can use this to find my niche. Her coaching has been nothing short of superb.” *Mark Herdt*