

# TEN STEPS TO FINDING AND ATTRACTING YOUR IDEAL NICHE

BY CINDY SCHULSON

[WWW.ATTRACTYOURNICHE.COM](http://WWW.ATTRACTYOURNICHE.COM)



## ***ABOUT THE AUTHOR***

Cindy Schulson is the Founder of AttractYourNiche.com. She helps coaches, consultants, trainers and other solo professionals master their niche strategy so they can attract their ideal clients, earn more and market less.

Cindy is well known for her down-to-earth, no-hype approach and her ability to help her clients gain strategic focus and clarity. Whether you want to find your niche, research your target market, or do targeted marketing to build your list, Cindy is there with her expert knowledge, strategies and coaching skills to help you build the business of your dreams.

As a member of the International Coach Academy and Coaching Cognition, Cindy brings both coaching experience and over 20 years of business experience to help you build a successful business. She has worked in Strategic Communications for such companies as Coca-Cola and Visa International. In addition to an MBA, Cindy has a graduate degree in Asia Pacific Studies, and has lived and worked in five countries.



## ***INTRODUCTION***

Working as a solo professional 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.

Like anything else worthwhile, finding your ideal niche takes work. But when you have a system to walk you through it, it becomes much easier. This report 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 find and attract your ideal niche while leveraging your passions and strengths, then keep reading.

## ***MY PERSONAL NICHE STORY***

I help coaches, consultants and other solo professionals master their niche strategy so they can attract their ideal clients, earn more and market less. 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. After playing around with some things I wasn't passionate about, I decided to start studying both coaching and internet marketing. I didn't know at the time how the two worlds would collide, but my gut told me they were both valuable skills as I went about reinventing my career.

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 professionals 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 internet marketing to attract their ideal clients, and earn multiple streams of income.

In this report you'll find an outline of the steps I use with my coaching clients. Of course, this is just an outline. If you want more help on exactly how to find your niche, create your personal brand, build your list, and

attract your ideal clients, then you'll want to check out the different [programs](#) I have available to help you do just that.

## ***WHY DO YOU NEED A NICHE?***

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 programs and 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 have a clear niche, you will have limited success and make your marketing much harder than it needs to be.

So many solo professionals fail because they rush ahead without research or planning. They spend time and money without stopping to understand the needs of their target market, the solutions they provide and how they can differentiate themselves from the competition.

I promise you that a shotgun approach will not get you the results you want. Nor will jumping around from one niche to another. I have met coaches and consultants who have spent months and even years without a clear niche, or working with their less than ideal clients.

It doesn't have to be that way. Spend the time up-front to get your foundation in place before you start spending time, money and energy on marketing.

## ***WHAT IS A NICHE ...REALLY?***

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 the solution you are providing. When you become the solution provider for your target market, you are a winner.

I like to think of a niche as your "Who" plus your "What". Your "who" is your target market. And your "What" is the solution you provide.



**Niche =  
Who (Target Market) +  
What (Solution You  
Provide)**

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.

The key to understanding your niche is realizing that people don't buy a service or product, they buy a **solution**. That solution can be a goal you help your target market achieve or a challenge you help them overcome. Just be sure it is a top-burning desire for your target market. We'll talk about that more in a few minutes when we discuss evaluating your niche.

## ***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. One of the things that differentiates me from other people who talk about niche is this focus on starting with you vs. your target market. I really believe that if you're going to build a sustainable business that you're passionate about and that leverages your experiences, you have to start with YOU.

Another important difference is that I don't just talk about principles and concepts. I like to take a very intangible, complex idea (e.g. niche) and break it down into a step-by-step process. So let's get started with the 10 steps to finding and attracting your ideal niche.

## ***STEP 1. START WITH YOU***

To succeed in business, you must offer value to your target market. And as a solo professional, 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”.

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.

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.

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.

## ***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 your solution? Who is willing and able to pay for it? Who is actively looking for your solution?

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.

## ***STEP 3. IDENTIFY YOUR COMPETITION***

We don't operate in a vacuum. It's really important to know who else offers a similar solution for the same target market. Rest assured that your ideal clients know who your competitors are. Shouldn't you?

You want to not only identify your competitors, but study and research them. Figure out what sets you apart. You don't necessarily need a completely unique solution. But what is it about your solution and the way you approach things that makes you different?

There another 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.

Ultimately, you want to be able to clearly communicate your "Why", namely why should people choose to work with you.

## ***STEP 4. PUT ALL THE PIECES TOGETHER***

Now that you've looked at your solution, your target market and your competition, you're ready to put all the pieces together.



Your “What” (Solution), “Who” (Target Market), and “Why”(Competition) are the three pieces of your **Niche Puzzle**. You have to address all three pieces in order to arrive at your ideal niche.

It's a synergistic process. You have to make sure that all the pieces fit together. Ultimately, you want to ensure that you have a solution that is valuable for your target market (it should really be a top burning desire for them) and that you can deliver in a unique way.

## ***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 and survey 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**. The tool I use and recommend is my secret weapon in finding the best keywords.

Click [here](#) to get a free trial.

## ***STEP 6. EVALUATE YOUR NICHE***

You want to make sure your niche meets certain criteria. Here are some of the criteria you should use to evaluate your niche:

- 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 7. COMMUNICATE YOUR MESSAGE***

Once you know your niche, you have to clearly and consistently communicate your marketing message.

Remember that people don't buy processes, they buy solutions. You need to be able to clearly explain who you help, the solutions you provide, and the outcomes you help them achieve.

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

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

"I help coaches, consultants and other solo professionals master their niche strategy and create a solid strategic foundation for their business, so they can attract their ideal clients and make marketing much easier."

## ***STEP 8 - UNDERSTAND MARKETING FROM A 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.

- ***MARKET STRATEGICALLY***

Hang out where your target market hangs out and speak their language. Understand not only who your target market is, but who within that group is your ideal client. Everything you write should be aimed at that person.

- ***UNDERSTAND THE EMOTIONS BEHIND DECISIONS***

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.

- ***ACKNOWLEDGE THAT MARKETING HELPS PEOPLE***

Many solo professionals 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.

- ***COMMIT TO MARKETING AS 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.

- ***TAKE MARKETING ONE STEP AT A TIME***

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.

- ***SELL YOURSELF FIRST***

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 9. BUILD A TARGETED LIST***

You have heard the expression, "the money is in the list". In fact, the 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".

If you don't have an opt-in form on every page of your website or you don't have a valuable giveaway (hint: an ezine doesn't cut it any more), then you absolutely need to do this. I've developed a special program to help you [create and market your giveaway](#).

Trust me on this. Without a great giveaway, you can't build your list. And without a list, you cannot build your business online.

Once a prospect opts into your email list, you have permission to communicate with them. The best way to do this is with an [autoresponder system](#). Auto-responders allow you to send emails to your list so you can build relationships and share your offers. Be careful to not be overly

promotional or people will unsubscribe. You need to continue to provide valuable information.

## ***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 clients and prospects, 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 .

## ***NEXT STEPS...***

The topic of finding and attracting your niche is a big one. If you want to learn more about how to find and attract your ideal niche, then I encourage you to learn about the custom programs I've created to help you.

There are two things that distinguish my programs and that are at the heart of my approach:

1. **Step-by-Step** ~ Just as this report takes a step-by-step approach, so do all my programs. This is the best way to avoid overwhelm and move forward.
2. **Training + Action** ~ It's not enough to learn new things. You have to put them into action. Every program I create has both a training component and an Action Guide, to help you take what you learn and implement it, step-by-step.

My signature program is a **step-by-step program** that takes you by the hand to help you create the entire strategic foundation for your business success.



[Your Clear Path to Ideal Clients](#) -- Through this program, you will solve the Niche Puzzle -- your solution, target market and competition. You will also create your personal brand, compelling marketing message, and giveaway. You'll understand how to move people through your world with a marketing funnel so you can create multiple streams of income.

You'll also find two Home Study Programs:



**Dominate Your Niche with a Personal Brand that Sells You -**

This program will help you master your niche and create a powerful personal brand. You'll find an easy-to-read Training Guide, Training Video and Action Guide.



**Create Your Magic Giveaway to Attract Your Niche and Make Money**

This program shows you how to create and market your giveaway so that you not only build your list, but

create multiple streams of income.

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

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

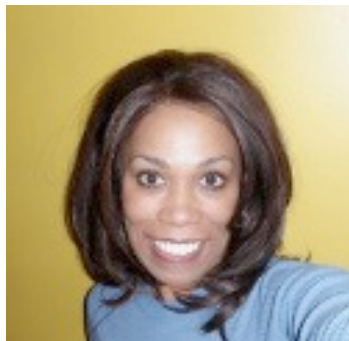
Warm wishes,

*Cindy Schulson*

## ***HEAR FROM SOME OF MY CLIENTS***



“Cindy is helping me **bring my coaching business to life**. I was confused and struggling before I started working with Cindy because I had trouble picking a niche and didn’t understand how to market myself effectively. Now I’m learning how to make the internet work for me. I know that with her help, my business will flourish. As a coach, I’ll be much more effective at helping others as well.” ~~Tony Passera



“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 help the most. Your step by step system is one that business owners cannot afford not to experience and grow from.”, Dena-Lynn Bethea



“Not only has Cindy helped me to get clarity on my niche, her generous nature and strategic approach has brought great success in my practice. She has helped me grow within myself and that has led to my practice growing as well. I am now attracting only ideal clients and the direct effect of that is...happy clients who get the results they want.” ~~Toy Joubert



“Not since my Fortune 500 branding days on Madison Avenue, have I met anyone as niche and brand-savvy as Cindy Schulson. She connected me with my gift, my gift with my niche, and all of it to the \$\$\$. Cindy helped take my “okay” business to an exciting new level. She’s saved me precious time and is a treasure-trove of profitable ideas.” ~~ Al Carlson