



## *Your Clear Path to Ideal Clients*

### *Evaluate Your Niche and Marketing Message*

You want to evaluate your niche using specific criteria such as: Profit, Access, Connection and Desire.

You know you've nailed your niche when you can do two things.

- ✓ Clearly state your **Problem-Solving Statement**
- ✓ Identify a free giveaway that is valuable for your target market

Your Problem-Solving Statement is a powerful marketing message that clearly explains who you help, what solution you provide and the results or benefits they get from working with you.

You want to communicate it clearly and consistently everywhere, including social media profiles, website, author resource box, networking events, etc.

Use the following questions to help clarify who your niche is.

1. What solution will you provide for your target market?
2. Is your solution a top-burning desire for your target market? Is it something they are actively searching and are ready to pay for?
3. What is unique about your solution, perspective or approach?
4. What are the outcomes or benefits your clients will get from working with you? Differentiate between solutions and outcomes. (For instance, a solution might be teaching email marketing, and the outcome is building relationships with prospects. Another

example of a solution is time management, while the outcome is more time with your family or work-life balance).

5. What is your problem-solving statement? Try writing a few versions and choose the one you like best. You can tweak this over time.

*I help \_\_\_\_\_ (who/your target market) do  
\_\_\_\_\_ (what/your solution) so they can  
\_\_\_\_\_ (results/outcome).*

How well does your niche meet the following criteria?

**Well defined** – the group has specialized interests and needs.

**Desire** – they have a strong desire for what you offer, and are truly concerned about the issue with which you can help them.

**Intent** – they are actively looking for the solution you provide.

**Accessibility** – the group is accessible so that you can easily reach it through clearly defined communication channels.

**Competition** – there are already existing businesses serving this niche but not so much competition that it is saturated.

**Differentiation** – you can create a compelling reason for them to hire you versus someone else.

**Connection** – you have inside knowledge about this group, which usually means that you are (or were) a member of this group.

**Passion** – you enjoy working with the people in this group, and are passionate about helping them succeed.

**Profit** – they have the discretionary income to invest in your products and services.