



In the first Module you are going to learn:

1. How to Find Your True Niche
2. Finding Your Target Audience



**ONE targeted goal I would like to achieve within the next 6 months is?**

If I could wave a magic wand, where do I see myself **6 months** from now? List four things:

1.

2.

3.

4.



My top three passions are:

1.

2.

3.

My top three values are: (You can list more if you like.)

1.

2.

3.





What is my 1-year goal?



# Vision

What does my 5-year goal look like?

Where can I vision myself in 5 years? (Be very detailed and candid with yourself. Don't hold back due to fears, the unknown, what-ifs, etc.)

In what area of expertise do I want to become known as the 'go to' expert?



Who do I feel needs my gift?



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List 3-5 top favourite hobbies

1.

2.

3.

4.

5.



# What experiences in life have changed me or a loved one?

**Work**

**Life**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



# What experience do I have in my career?

List your most viable areas experience & in which market you would like to work



1.

2.

3.

4.

5.

6.

Now list the **top 2** areas in which you are **most experienced**

1.

2.

Now list which market you would like to work in, i.e. healthcare, government sector, education, parenting, communications, manufacturing, financing, travel, retail, etc. Remember you do not have to be experienced in this market. You are bringing a solution that you have experience in *to* this market and *to* a very specific group of people within this market. **List your top five potential markets:**

1.

2.

3.

4.

5.

**I want to work in these markets. How come? What attracts me to these markets?**

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# Top 3

Now comes the hard part, but an essential one. Take your **top three** markets and be more specific, i.e. healthcare market.

Do you want to reach nursing home administrators, dentists or dental assistants even, orthodontists, nurses or directors of nursing?

The healthcare industry taken as a whole is a huge market. **It's your goal to zoom in** on a very specific group of people, the more targeted you can become, the more you will succeed. Trust me on this one - **really focus and think**. If you need to walk away and take a break and come back to this section then do so. The same would go for any other market you listed. You must determine a very specific group of people within each market.

## Market #1

- 1.
- 2.
- 3.

## Market #2

- 1.
- 2.
- 3.

## Market #3

- 1.
- 2.
- 3.

**TIP:** Do not by any means copy another speaker. You may research, but always remember the importance of *being YOU*. It is only the YOU that will make your speaking successful, not a repackaging of someone else's persona, ideas or materials.



The next exercise is going to help you narrow in on your audience. You have already listed your top 3 markets and which groups within that market you would like to target. Now comes the research part.

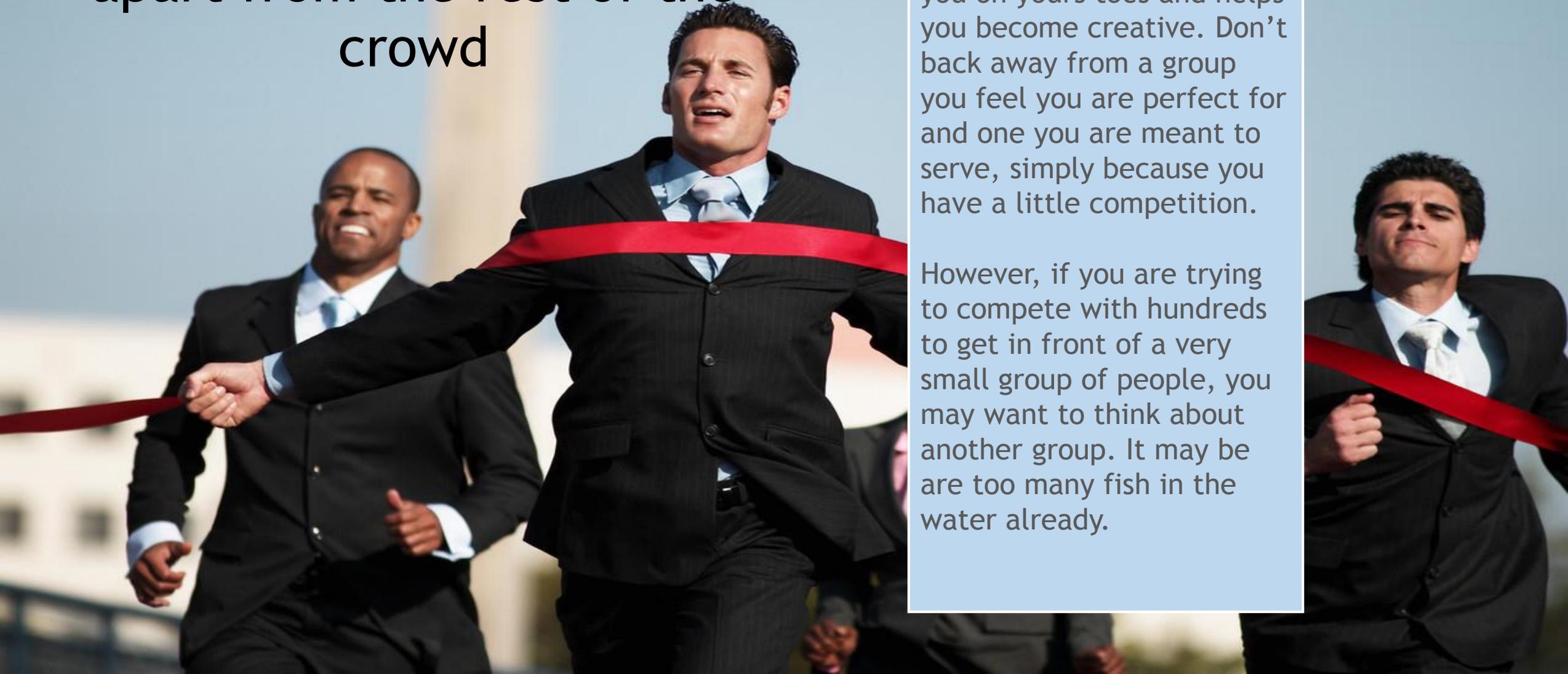


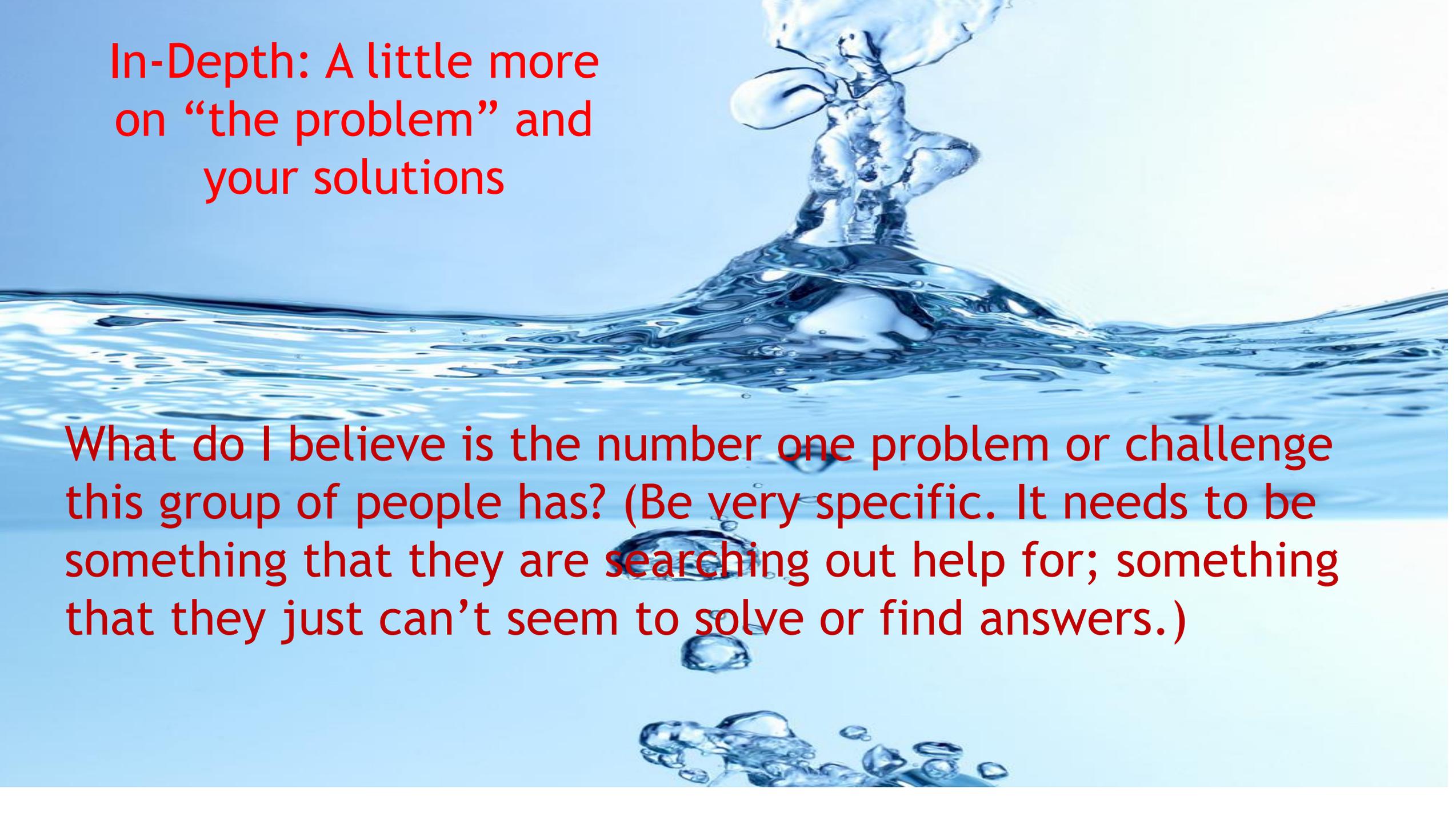
Use the model you created above when listing your target markets and groups of people for the following exercise:

**Do I have competition? If so,  
whom and what will set me  
apart from the rest of the  
crowd**

Remember don't be afraid of a little competition. This is a good thing and keeps you on your toes and helps you become creative. Don't back away from a group you feel you are perfect for and one you are meant to serve, simply because you have a little competition.

However, if you are trying to compete with hundreds to get in front of a very small group of people, you may want to think about another group. It may be there are too many fish in the water already.





In-Depth: A little more  
on “the problem” and  
your solutions

What do I believe is the number one problem or challenge this group of people has? (Be very specific. It needs to be something that they are searching out help for; something that they just can't seem to solve or find answers.)

What do I believe my solution is that will help them solve their problem?

Once again be very specific. You need to have a clear solution to a very clear problem that your audience has. What is it? Is it enough of a problem that they are willing to pay you to deliver the solution?



You will do this 3 times. Look on worksheets

Next you will do the same exercise with each market that you listed previously in the above exercise

Once you have finished I want you to double-check that you thoroughly answered all questions...no short cuts because you are only short-changing yourself if you take them.

Make sure you have added **all experiences, both personal and business.**

Remember, I said dig deep and put the least and the greatest things you can think of. List your hobbies and interests (as many as you can think of.)

Now, you will spend a few days reviewing and mulling over your work. You may add or change entries at anytime; but this is going to be the point in the process where you will notice things are starting to come together. You can see how your experiences or passions are meshing with a certain market and group of people.



**Don't rush! Be very clear and 100% clear that this is your true niche and that it is a paying one!**

# ONE last thing with Module 1

Once you have finished and have fully reviewed your work, I want you to **complete on last quick exercise**. This will help to make sure you are truly clear about your market and targeted group of people.

## Answer the Following

1. My defined market is:
2. The below targeted group of people is whom I will serve and market my speaking to:
3. My target audience's very specific problem/s is: (Be clear in answering this and write down only a few problems.)
4. My very specific and clear solution is: (How will you solve their problem? What is your solution? How will you deliver the solution?)

**That's it!**

**Congratulations on your hard work.** Do not second guess yourself. If you have followed the workbook precisely and have been fearless in your introspection and dreaming; then you should know, without a doubt, the markets and audiences defined above will be where you will market your speaking services.

You should have defined for yourself a very **specialized niche**. One market. One group of people within that market. One very specific problem. A clear solution. Your niche. That's it. Moving forward ....