

Defining Your Niche and Finding Your Audience Worksheet



This subject scares some, frustrates others and excites many. It is the secret ingredient to your speaking success, so don't skip it.

In my teachings and they may differ from many but I truly believe that each and everyone of you have a very unique talent and gift to share with this world and that you are meant to serve one and only one group of people, a very targeted group of people. Perhaps you don't have a clue what market you want to work with and what group of people; if that's the case this worksheet will help you determine that. Perhaps you already have one in mind or are currently working in a market but are not seeing the success you wanted, this means you have not truly defined exactly who you are meant to serve, who your very specific audience is.

If you can find this group of targeted people and you know 100% that this is the group you want to speak to and can provide a very specific solution to their problem in a different way than everyone else then you are on your way to success and fulfillment!



Yes there is a process to becoming a successful speaker...there are **steps** you must take. We don't wake up one day and say I'm going to be a speaker and start booking engagements the next day. Just like any other business we must follow steps before we can get our first clients, and the same goes for speaking. You have to take vital steps to position yourself before you start telling the world you speak.

The below worksheet will help you bring out your own talents and experience, likes and dislikes, hobbies, personal and business experience and more. Please complete the whole worksheet until you

have narrowed in on your target market and audience. This lesson should take you a week or longer, not a day. The worksheet is 28 pages long and it's not meant to be rushed through and will become one of the most important steps you take towards building a successful and lucrative speaking business. So, take your time, print it out, review it, think about it, and get it done. My recommendation for this worksheet is to print it out and write your answers in, it will make it a lot easier plus if you want to take it with you while touring or just get out of your office and go to the beach or the park and work on it. One more suggestion is use a highlighter!

The more you can niche yourself within a targeted market the better success you will have....I can't stress this enough!

Excluding as many people and/or groups as possible will bring success. This sounds strange, I know, **but you cannot be everything to everybody**, we have all heard this but still seem to let fear hold us back or feel we will lose clients and opportunities if we focus on only one group of people....you are very wrong if this is your belief, time to change your mindset.

Questions



List **ONE** targeted goal you would like to achieve 6 months from now.

If you could wave a magic wand where do you see yourself **6 months from now**? List four things:

- 1.
- 2.
- 3.
- 4.

List your top three passions

- 1.
- 2.
- 3.



List your top three values (you can list more if you like)

- 1.
- 2.
- 3.

What is your one year goal?

What would your five year goal look like, where can you see yourself in five years? Be very detailed and honest with yourself, but don't hold back due to fears or the unknown.

What do you want to become known as the 'go to' expert in?



Who do you feel needs your gift?

List 3-5 top favourite hobbies



- 1.
- 2.
- 3.
- 4.
- 5.

Additional Hobby Notes:



What experiences in life have you experienced that has changed you or a loved one? Please list as many as you feel necessary. These experiences can be childbirth, death in the family, sailed across the Atlantic, ran a marathon, speak multiple languages, quit an addictive habit, victim of an abusive relationship, anything you can think of list it here and make the list long! (Dig deep here because this is the one that is going to bring out things you didn't even remember you did or experienced, it will bring out some gifts, some uniqueness that you didn't even know you had. They are hidden and many of us overlook them. They can even be the smallest event or experiences, it can be from grooming your own dogs and your neighbours dogs...this is how in-depth I want you to get...No you probably won't speak about grooming dogs, but it will all tie together in the end)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

More life experiences here

What experience do you have in your career? Jobs you have had, positions you filled, teams you led, companies you managed, workshops you facilitated, or a business owner yourself. Did you become successful or bankrupt? Really zoom in and focus on these questions because they all going to help you become clear on exactly who your market and audience will be.

When you do determine your market and who your audience will be you need to dig deeper.

An example and we will use myself as an example. I work in the speaking industry (**this is my market**) but my area of expertise is helping new speakers (**my audience is new speakers**) start and grow their speaking business and get found so they can start booking speaking engagements. (**I provide solutions to this very specific problem/challenge**) I could have chosen many different routes within the industry, i.e. Presentations skills expert, speechwriting expert, overcoming the fear of speaking expert, etc. but those are **not my areas of expertise**. Business start up, development & marketing are my 25 years of experience. So, with that being said list below what you feel is your experience and in which market you would like to work in.

Areas of experience:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

More experience here _____

Now list the **top 2** you are **most experienced**

- 1.
- 2.

Now list what market you would like to work in, i.e. healthcare, government sector, education, parenting, communications, manufacturing, financing, travel, retail and the list goes on and on. List your top five. Remember you do not have to be experienced in this market because you are bringing a solution that you have experience in to this market and to a very specific group of people.

- 1.
- 2.
- 3.
- 4.
- 5.

Why do you want to work in these markets? What attracts you to these markets?

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 can be a huge market but it's your goal to zoom in on a

very specific group of people, the more targeted you can get the more you will succeed...trust me on this one and 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, determine a very specific group of people.

Example

Market #1 - Healthcare

Audience (very specific group of people you want to reach)

1. Retail for home healthcare (upper management only)
2. Nursing Administrators to long term health care facilities
3. Dentists



This is just an example. The field is wide open. If you have a great solution to this very specific group of people's problem then you will do great! Remember you do not need a PhD or a nursing degree to speak to this group of people. Do not be intimidated by degrees and certifications. You have a solution to their problem. That's it. This is where many are misinformed or feel they do not "*qualify*" to speak to this group. If your experience is in Management at the administration level then you can speak in any market and within any group on this topic. Now it's your turn.

Market #1

- 1.
- 2.
- 3.

Market #2

- 1.
- 2.
- 3.

Market #3

- 1.
- 2.
- 3.

By now you should have narrowed down the **market** you want to work in and some very **specific groups** of people. Now what I feel will determine what group you will market to will be by comparing your beliefs with theirs, what are their qualities and are they really your ideal audience, if beliefs contradict then this is not a good match and move on. Another factor is by determining if this is a paying group of people. Do some research, is this a group that makes enough money to pay you, are they visible and easily accessible, do they have groups, associations and organizations? Do they have a very specific problem that needs a solution/s, a solution that you can provide? You can also research other speakers who have a similar targeted group, who is their audience, where do they speak, what companies and organizations? **Do not** by any means copy another speaker, you may research but remember the importance of being **YOU**, everyone else is already taken...plus its **YOU** that will make your speaking successful.

Below is another exercise to help you narrow in on your audience. You already listed your top 3 markets and what 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 exercise below:

Market #1 _____

Can this market pay me?

Audience #1 _____ (answer the below questions about this group of people)

1. What are their beliefs and do they coincide with yours?

2. Can this group of people pay me?



3. Are they visible and easily accessible? Do they have associations or organizations (do your research thoroughly before answering this one)

4. Do they have a very visible and specific problem?

5. Can you provide a solution to this group?

6. Do you have competition? If so, whom and what will set you 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 yours toes and helps you become creative. Don't back away form a group you feel you are perfect for and one you are meant to serve because you have a little competition. Now, if you're trying to compete with hundreds to a very small group of people you may want to think about another group, meaning there are too many fish in the water already

In-Depth a little more on the problem and solutions

7. What do you feel is the number one problem or challenge this group of people have? (Be very specific, it needs to be something that they are searching out help for, something that they just cant seem to solve or find answers to)

8. What do you feel your solution is to help 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 and is it enough of a problem that they are willing to pay you for the solution?)

Audience #2 _____ (answer the below questions about this group of people)

1. What are their beliefs and do they coincide with yours?

2. Can this group of people pay me?

3. Are they visible and easily accessible? Do they have associations or organizations (do your research thoroughly before answering this one)

4. Do they have a very visible and specific problem?

5. Can you provide a solution to this group?

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Audience #3 _____ (answer the below questions about this group of people)

1. What are their beliefs and do they coincide with yours?

2. Can this group of people pay me?

3. Are they visible and easily accessible? Do they have associations or organizations (do your research thoroughly before answering this one)

4. Do they have a very visible and specific problem?

5. Can you provide a solution to this group?

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Do the same exercise below with each market you list previously in the above exercise

Market #2 _____

Can this market pay me? _____

Audience #1 _____ (answer the below questions about this group of people)

1. What are their beliefs and do they coincide with yours?

2. Can this group of people pay me?

3. Are they visible and easily accessible? Do they have associations or organizations (do your research thoroughly before answering this one)

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Once you have finished this worksheet I want you to print it out, it will be better for review instead of trying to scroll up and down your computer screen. Double check that you thoroughly answered all questions...no short cuts because that won't help you out any.

Make sure you have added all experiences both personal and business and remember I said dig deep and put the smallest to largest things you can think of, list your hobbies (as many as you can think of)

Now you will spend a few days reviewing and going over the worksheet, you may add or change entries at anytime, but this is going to be the point 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% percent that this is your true niche and that it is a paying one!

Once you're done and have fully reviewed your worksheet **complete the last exercise below** to make sure you are truly clear about your market and targeted group of people.

My defined market is:

The below targeted group of people is whom I will serve and market my speaking to:

My target audience's very specific problem/s is: (be clear in answering this and write down only a couple of problems)

What is your very specific and clear solution (How will you solve it, how will you deliver it, and what is your solution/s)



Now, that's it! Do not second guess yourself and if you have followed the worksheet precisely and have been honest then you should know without a doubt the above is where you will market your speaking services.

You should have a very specialized niche. One market. One group of people. Know they're very specific problem. Have a clear solution. That's it.

One word of advice is don't try and go into a market that is already over saturated with speakers unless you have defined a very specific group of people within that market.

Be a Specialist...Not a Generalist...this will make a Big difference in your speaking business and could ultimately determine its success!

After you have completed this lesson and worksheet, have done your research, have printed it out and reviewed it and you are still lost and unsure of your special talents, your uniqueness, your niche, your target market and audience then you may be a good candidate for one of Wendi's programs. You can learn more here <http://www.charlijane.com/e-coaching>

I wish you the very best of success,

Wendi McNeill, Charli Jane Founder & Owner

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