



Module 1

1.1 Defining Your Niche

1.2 Finding Your Audience



This subject scares some, frustrates others and excites many.

It is the secret ingredient to your speaking success.

Do not skip it.

I truly believe each and every one of you has a very unique talent and gift to share with this world. I believe you are meant to serve one, and only one, group of people - one especially targeted group of people. Perhaps you haven't a clue which market you want to work with and which group of people to focus your energies on. If that's the case, this workbook will help you determine that. Perhaps you already have a focus area 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. You truly have not found your focus.

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. As in any other business, we must follow steps before we can get our first clients. You must take vital steps to position yourself before you start telling the world you are a professional speaker.

First Steps to Success & Fulfilment



1. Define with 100% clarity which group of targeted people you want to speak to.
2. Determine with 100% certainty that you can provide a very specific solution to their problem in a different way than anyone else.

The more you can niche yourself within a targeted market the better success you will have....

I can't stress this enough!

The following exercises will help you mine your own talents and experience, likes and dislikes, hobbies, personal and business experience and more. Please complete the entire worksheet as it will help you narrow your scope of target market and audience. This process 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 if you have the digital version), review it, think about it, and get it done. Keep it with you at all times for those notes and thoughts that will inevitably come to you. One more suggestion is use a highlighter, sticky notes, tabs, anything to help you come back to your notes quickly!

It may seem counter-intuitive, however, excluding as many people and/or groups as possible will bring the greatest success. **You cannot be everything to everybody.** We have all heard this, yet we 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. If this is your belief, then the time has come to change your mind set.

Questions



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?



TIC_{2.0}

Teach. Inspire. Connect

What does my 5-year goal look like? Where can I see 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?



List 3-5 top favourite hobbies

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



Additional Hobby Notes:



What experiences in life have changed me 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 exercise is going to bring out things you don't even remember. 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 something possibly as insignificant as 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. You'll see.....)

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



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

Once you do determine your market and who your audience will be, then you need to dig even deeper still.

We will use me 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**. My many years of experience are in business start up, development & marketing are.

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

Areas of experience:

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



More experience here _____

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?

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.

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 specializing in cosmetic procedures



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** in which you want to work and identified some very **specific groups** of people within it. What will determine which group you will market to is this: **A comparison of your beliefs with theirs.** What are their qualities and are they really your ideal audience? If belief-systems contradict one another, then this is not a good match. Move on.

Another determining factor is if this is a paying group of people. Sounds obvious, right? Maybe, maybe not. 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? Is this a solution that you can provide?

You can also research other speakers who have a similarly targeted group. Who is their audience? Where do they speak? What companies and organizations hire them consistently and repeatedly?

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 you are that will make your speaking successful, not a repackaging of someone else's persona, ideas or materials.

Below is another exercise 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 exercises below:





Market & Audience Viability Worksheet

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 mine?

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 clearly & easily identifiable and specific problem?

5. Can I provide a solution to this group? If so, what might it be?



Market & Audience Viability Worksheet

6. 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 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, 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 are too many fish in the water already.

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

7. 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 to within their group.)

8. 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?)



Market & Audience Viability Worksheet

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

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



Market & Audience Viability Worksheet

Market #2 _____

Can this market pay me? _____

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

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Once you have finished this worksheet, 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!

Once you have finished and have fully reviewed your work, **complete the last exercise below.** This will help 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 few problems.)

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 self-examination 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.



One word of advice: Don't try to enter a market that is already over saturated with speakers, unless you have defined a very specific group of people within that market, and you have a truly innovative solution to their needs. If you do have a new approach, one that is truly ground-breaking, then go for it. You can tap into a saturated market, but you will need to develop an excellent promotional plan.

Remember:

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