



Week 2: Identify your niche category:

What category do you fall under?

- ☐ **Health & Wellness**
 - Weight Loss
 - Healthy Vegetarianism
 - Herbal Healing

- ☐ **Fashion & Beauty**
 - Color Consulting
 - Personal Styling
 - Creativity

- ☐ **Relationships & Sexuality**
 - Sex
 - Dating
 - Couples Communication
 - Conscious Divorce

- ☐ **Business & Career**
 - Getting Clients
 - Start a Business
 - Finding a job

- ☐ **Spirituality**
 - Intuition
 - Religious/Spiritual
 - Tarot/ Astrology

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1. What's the demographic of your ideal client? {Sex, ethnic background, age, interests, employment status, etc.}

2. What's the most pressing concern or frustration that your ideal client is dealing with?

3. What's the impact of them solving this problem right now?
How urgent is it for them to find a solution?

4. How will your ideal client's life improve as a result of finding a solution to this problem?

6. List all the challenges you have had in your own life that you have solved in any area of your life? {career, health, business, relationship, spirituality etc.}

Your What Do You Do Statement or Elevator Pitch:

I help _____ who are dealing with
_____ to _____
_____ so that they can _____.

OR

For example:

I help new female coaches who are struggling to get paying clients to realize their value and learn the steps to start earning money doing work they love.

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