

FINDING YOUR PERFECT NICHE PERSON

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When running a business, it's highly important that you become an authority for a specific market. The easiest and best way to do that is to figure out who your ideal customer is.

This is the *only* person you need to talk to.

What do they look like? How do they talk? How much money do they make? Where do they live? Are they technologically advanced or not?

All these are important as they will help you figure out who you need to talk to and how. Give them a name. A persona. Whatever you want to call it, but talk to them in everything you do and you will connect with them and slowly become the expert in that niche field.

I hope this worksheet puts you on the path to getting the most out of your talents and sharing your gift with the world. We certainly need you and what you have to offer. Don't let business pass you up because you're talking to all the wrong people.

Keep in mind this is geared toward speakers, consultants, coaches, writers and those of us building a personal brand. There are tons of variations of this, I've just nailed it down to my perfect niche person.

- Jared

STEP 1

Describe what your gift is. List it out in detail and tell yourself why you're the expert (or striving to be) in this field. What do you enjoy? Are you passionate about? Feel called to do? Take some time on this part.

Example:

My gift is helping people to be more effective in their brand message. Many people find branding confusing and don't realize it will make or break them regardless of how good they are at what they do. I have a way of making the complicated simple and providing a clear path to produce results.

I love helping people. I love seeing that light bulb go off when they learn something or finally "get it." I feel called to help them use their gift to better this world. It is my duty to use my gift of simplicity and brevity to help people grow and thrive.

STEP 2

Describe the person you are talking to. What do they look like? What's their physique like? Are they the average person, high-end executive, or something in-between?

This person's name is:

Example:

I am talking to the average entrepreneur with medium-level income who is a speaker, consultant, coach or someone with a small personal brand. They are passionate about what they do, want to see a change in the world and will work extremely hard to see that happen.

This person is motivated to attack their goals and dreams and tries their best to keep their lives in balance. They also love God and recognize His presence and their need for Him. This also allows them to make decisions based on trust in Him for what they are called to do.

This person's name is: Mike

STEP 3

Why should this person listen to you? What can you do for them that no one else has before...or what can you do better? What credentials do you have?

Example:

As a web designer for over 10 years, I have extensive knowledge of the web industry. I have also primarily worked with the owners of very small businesses that have given praise for how easy I am to work with and understand. Many of them have little to no branding expertise but through my simple training and instruction, I have been able to help them establish their clear message.

This person should listen because of the passion I have for helping people and wanting to see them grow and use their gift with the world.

STEP 4

If this person walked up to you today and said “Hi, I’m [your person]. I hear you’re good at [your gift] and I need serious help with that.” What would you tell them? Think of this as a elevator speech. Keep it short and concise but informative enough so they want to know/read/contact you for more. You may even ask for a way to contact them.

Example:

“You’ve got that right! I love helping people understand this stuff since it seems so foreign, but it’s actually really easy! What I do is train people on how to create effective content that will allow them to brand themselves to their perfect niche market in the process. Do you have an email I could send some information to?”

STEP 5

Put it all together.

Now go back and read step 2 pretending that you are [your person]. Does this sound like you? Is it accurate? If not, modify it.

Then, as [your person], go read numbers 1, 3 and 4.

Are you sold that this person has the experience, knowledge and passion to be able to provide you with what they say they can?

If not, make edits until it persuades you.

You do you not want to convince [your person], but rather make them super excited to work with you without any reservations as to what they are going to get out of it.

If you're confused on the convince vs. persuade, [read this article](#).

Now, look over your messaging on your materials, website, blog posts, etc. and see if what you say appeals to [your person]. If there are some discrepancies, you've got some work to do.

IN CLOSING

This is a simple exercise but it will help you get in your head who you are writing to. It's not meant to completely change what you're doing, but it might raise some questions. It's meant to help you hone your message to your perfect niche audience.

If you have questions or feedback, please send me an email at jared@jaredlatigo.com. I personally reply to all emails. Criticism and praise is welcome so I can improve this for future readers.

Thanks!

Jared

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