



Week 3: Lesson 1:
Your Ideal Listener (and future client)

In this training you will learn:

- Niching 101
- Why is this important
- Defining your Ideal Listener [Psychographics & Archetypal Profile]

1. Niching 101

- Which of the two samples on the slide do you think would be more effective?

2. Niching Discovery Secrets

Remember back to week 1 and the profile we created for your ideal listener. Looking at the niching samples included in the slides, do you need to modify / add anything to it to niche down further? Do you have any changes to make to the answers you have?

- What problems are they experiencing?
- Are they aware they have issues?
- Do they have a genuine desire to overcome the issue?
- Do they have a reputation for investing in solutions?

3. Why Niching is important

Remember, the more accurate your niche is, the more accurate your tailoring to your target audience will be.

4. Identifying your ideal client – the how to's

- What industry books / ebooks are there for you?

- What podcasts can you be using to broaden your understanding of both your industry and your audience?

- Your existing customers are an incredibly valuable resource that many business owners do not tap into. What can they tell you?

5. Defining your ideal listener using their archetypal profile

Which TWO archetypes would you most love to work with?

	Type 1	Type 2
What type is it?		
What drives this archetype?		
What words and qualities stand out?		
What are the Needs of this Archetype?		
What are the feelings to evoke for this archetype?		

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