

# Module 3: Lesson 1:

## Your Ideal Listener (and future client)





# In this training you will learn:

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



# WHY is Niching important?

- You want to create an audience of YOUR ideal clients
- Continue to build 'know, like and trust'
- Higher conversions with your Call To Action
- Nurturing leads through your relationship building strategies to becoming a client



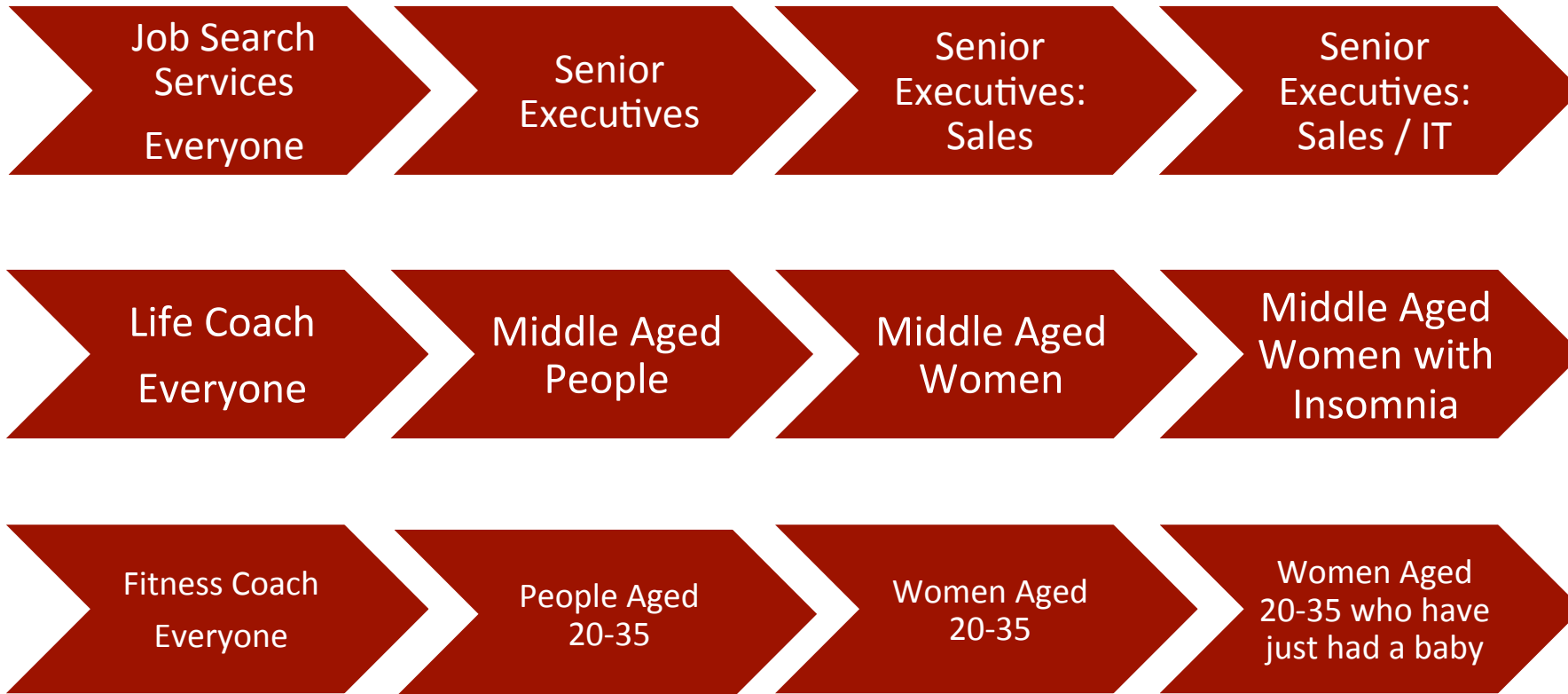
# Target Your Niche with Your Memorable Introduction

- **Sample 1:** “I help people with their finances and investments.”
- **Sample 2:** “I help people aged 55 years and over implement key transition to retirement strategies so they can reduce their tax and maximize their investments, and know they’ll live comfortably in their retirement years”.

Which do you think is better and would create curiosity if YOU were that person’s ideal client?



# Examples of Niching



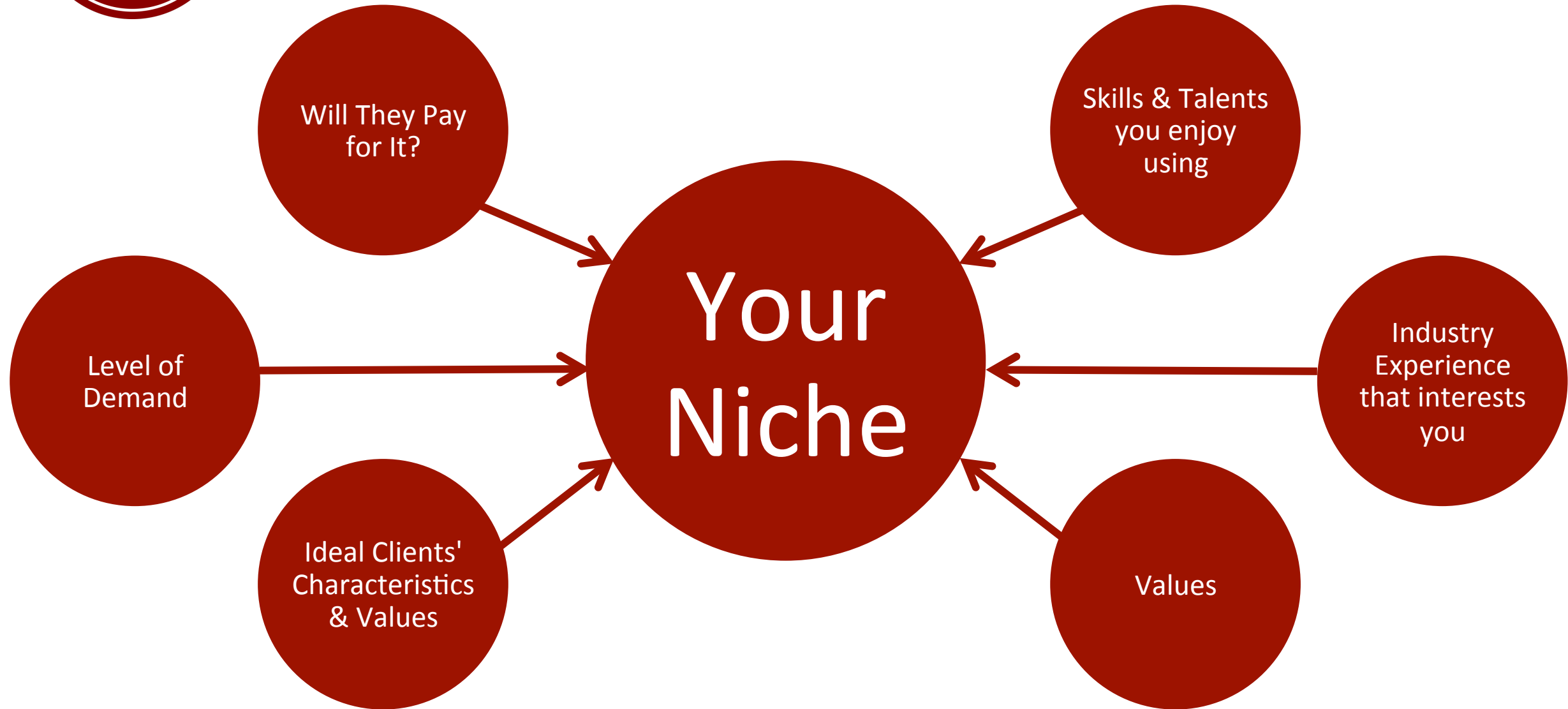


# Niching Discovery Secrets: The Steps





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- Them:
  - 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?





# Identifying Your Ideal Listener – Psychographic Profile

- What is he/she struggling with?
- The phrases and words he/she uses to describe his/her problem/issue
- What are the emotions he/she is struggling with?
- What does he/she long to achieve? Dream about? Want?



## Identifying Your Ideal Listener – Psychographic Profile – How To's

- Go to Amazon and search for books in your industry
  - Look at the comments, especially key words and phrases
- Go to iTunes and search for podcasts in your industry
  - Look at the comments, especially key words and phrases
- Ask your existing customers – the ones who you would LOVE to find more of/work with
  - What were they struggling with?
  - How was this negatively impacting them?
  - What did they want to achieve? What did they hope?



# Identifying Your Ideal Listener – Archetypal Profile

- Select TWO of the Archetypes you would LOVE to work with
  - What drives this Archetype (the Description)
  - Words and Qualities that stand out
  - What are the Needs of this Archetype?
  - What are the feelings to evoke for this Archetype?



# Over to you

- Complete the activities in your Ideal Listener Workbook
- Transfer key notes over to the Ideal Listener Blueprint