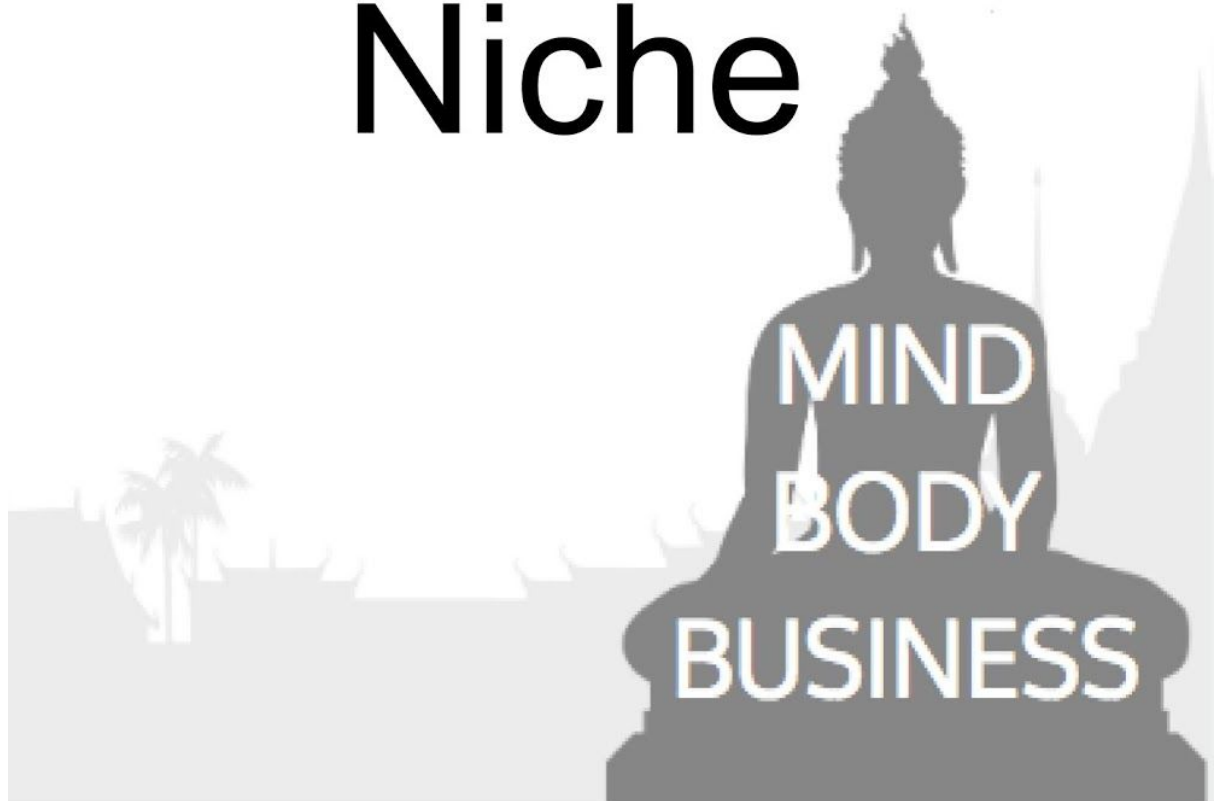




Find Your Niche



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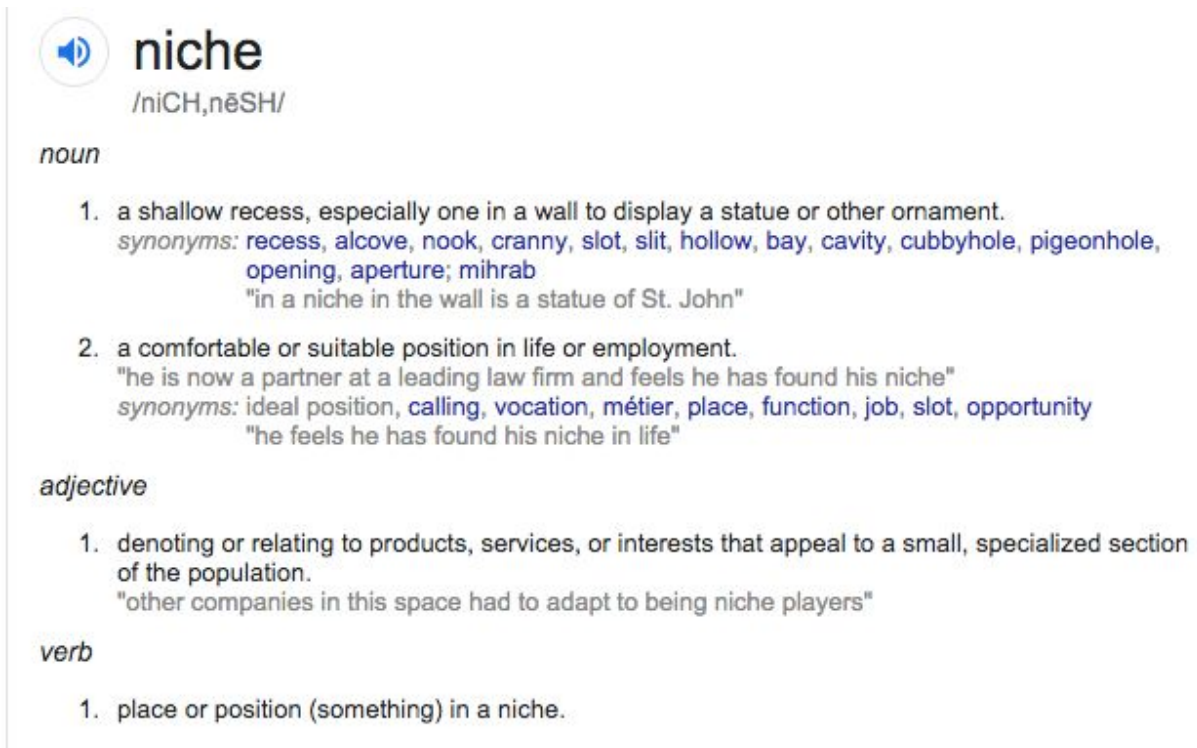
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Table of Contents

Introduction	3
Have a Sense of Direction	6
Know Yourself, Know Your Niche	9
Small Town Big Fish	12
Find Your Audience	14
Give Them What They Want	16

Introduction

"Merriam-Webster's online dictionary lists several pronunciations for niche: "nitch," "neesh," and "nish."



 **niche**
/niCH,nēSH/

noun

1. a shallow recess, especially one in a wall to display a statue or other ornament.
synonyms: recess, alcove, nook, cranny, slot, slit, hollow, bay, cavity, cubbyhole, pigeonhole, opening, aperture; mihrab
"in a niche in the wall is a statue of St. John"
2. a comfortable or suitable position in life or employment.
"he is now a partner at a leading law firm and feels he has found his niche"
synonyms: ideal position, calling, vocation, métier, place, function, job, slot, opportunity
"he feels he has found his niche in life"

adjective

1. denoting or relating to products, services, or interests that appeal to a small, specialized section of the population.
"other companies in this space had to adapt to being niche players"

verb

1. place or position (something) in a niche.

So let's begin first, with the pronunciation of the word. I, being American, go with the one that rhymes with itch, because I'm a ... What!! Lol. No, I go with it because that is how the pronunciation is online. Don't believe me? You can [click here to find out](#).

Regardless of how you personally pronounce it, the real issue is that you need to have one. And, I am going to tell you why.

People are naturally attracted to other people in their niche.

Imagine you are at a party, of about 50 people. Your objective is probably not to leave that party being friends with every single person there. That would be rather overwhelming, not to mention, impossible. When your eyes scan the room, you naturally rule out the people that you don't really care about. You know, let's say that you don't want to be friends with the kids, and well, old people are sweet, but you probably won't hang. If you are married, you might seek out other people that are paired off, or if you are not, you might look for other single looking people.

Eventually, as you wander around the event, you see an individual that looks like you. You think, "cool dress". You are later in line together, and you let her know you like her dress. A conversation starts up, and by the end of it you have realized that you are both interested in art and fashion.

Then, you make a plan to see each other again.

Winning. You have a new client. Wait, I mean friend.

No, actually, I DO mean client, because this is actually exactly the way things work online when you are searching for your ideal niche client. But even easier, and I am going to show you how.

There are a total of 10 Proven Tools I have discovered, tested, and refined, to make it super easy to identify your direction and niche, and get more awesome clients that you will love working with.

While there are a total of 10 Tools that I help my clients with, but to save time and get started fast, in this POST I am going to share 5. I have a published book on TITLE for how to do ALL 10, so if you are interested, I

will give you the link at the bottom. Here is what it looks like if you want to Check It Out:

So, Let's Get Started in finding Your People!!

Step 1:

Have a Sense of Direction

If you have not identified your niche, you do not have any sense of direction. People are coming to you, asking things of you, wanting you to provide different solutions, different packages, and different strategies.

You are having to change your business, and your life... just for them.

Eventually, this type of "Running Around Trying to Please Everyone Else" lifestyle will begin to take its toll.

It leaves you feeling tired, exhausted, and completely zapped.

Sound familiar?

Well, worry not, I now know the reason why.

But, my first job is to help you understand the reason why.

Imagine for a moment that you were at the previously mentioned party and you Really Did Believe that you needed to run around and make every single person at that party like you. You ran your little butt off, all over the place, jumping conversation to conversation, trying to identify what you had in common, how to connect, and how to win them over.

How did you feel after the party?

Um... like you wanted to DIE!!!

Let me say this: I have no doubt in my mind that you Could do it. I do, however, doubt that it is what you Should do.

Here is why:

We cannot change ourselves to be what other people want us to be. It is impossible. It is impossible in life, and it is also impossible in business. Let me hit you with Truth Smack Number One.

TRUTH SMACK:

IDENTIFY WHO YOUR AUDIENCE IS

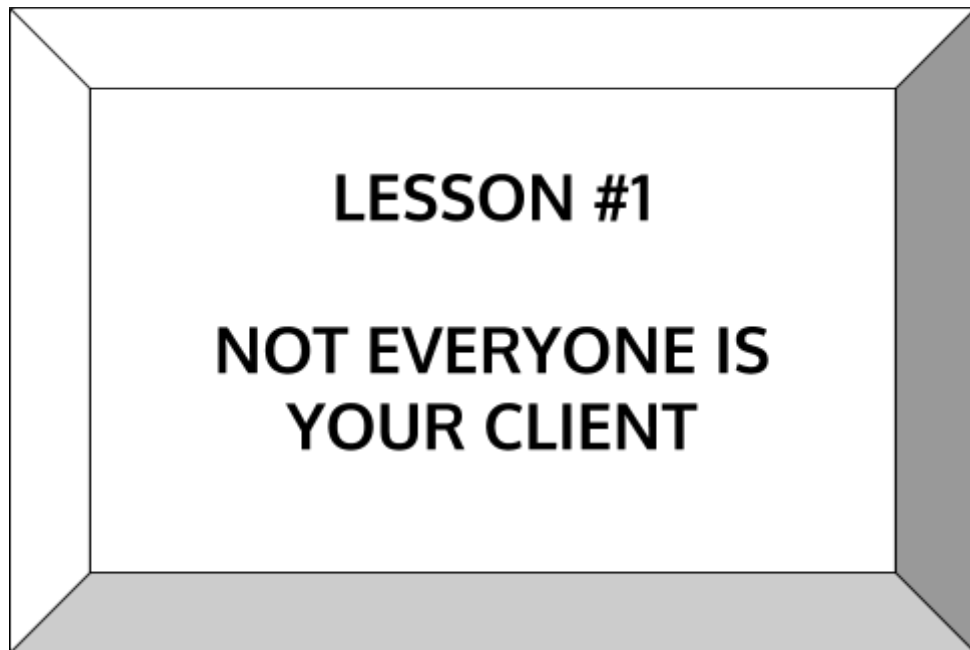


I know that you were taught when you were younger to try to make friends with Everyone, and to try to make sure that Everybody likes you, but, the truth is, THAT IS NOT A REALITY!

Adults don't grow up and like everybody! Look at, um, ANY TV show and you see people clashing all of the time. Recall ANY conversation that you have had with your girlfriends and I can almost guarantee that it was not about how Everybody got along and how Everybody was BFFs.

Nope. Not a Reality.

In business, as with friendships, we can actually be very selective. Just like the first party example where we found a person we liked, and naturally gravitated towards them, we can do that with our own business. But first,



It is SO important that you get this lesson. And, that you understand, just like the party, it is better to make one Good friend than 50 acquaintances. What you have been seeking in your business and your life is a sense of direction. A point of focus so that you don't feel so exhausted and run down. You have been looking to identify this person because, once you do, you know what direction to go. And, once you know this, you can actually begin to branch out and Grow.

Next, we have....

Step 2:

Know Yourself, Know Your Niche

In my Money course, I talk about identifying your Pricing Packages. Part of the reason why I do this is to get my clients to understand something Very Important. I want them to ask themselves this question:

How Do YOU Want To Work?

Notice, I did not ask you, "How do you want to run around trying to please 50 different types of clients?"

Why? Because that would be dumb.

That would be a stupid idea because, it is impossible. And yet, we are doing this ALL OF THE TIME. We go back to our Party People Please mode at work because we think that is the only way that people will Like Us, and also the only way that we can get business in the door.

What I would like to tell you is this:

You Are Thinking Too Small.

If we are back at the party, making the one friend, for example. We know at that party, there is one person like this. So, just for fun, as a number's game... there are probably more of this type of person in the same town. Right?

And, if we expand our reach even further there are surely even more examples of this type of person in the country and around the world.

For this reason, alone, I want you to really get clear on How it is You Want to Work.

Because, once you have identified that you have started to win the game.

BTW, the name of the game is called *Stop Trying to Please Everybody and Start Pleasing Yourself*.

Welcome to the board.

In order to play, you first have to choose how it is that you like to work. Do you want to work from home? Do you like to work online? Do you want to have the ability to travel and work from anywhere in the world?

All of this matters, because what we are going to do in order to be able to grow is to choose a business model that can scale.

Let me tell you an example of a Regular Business versus a Scalable Business.

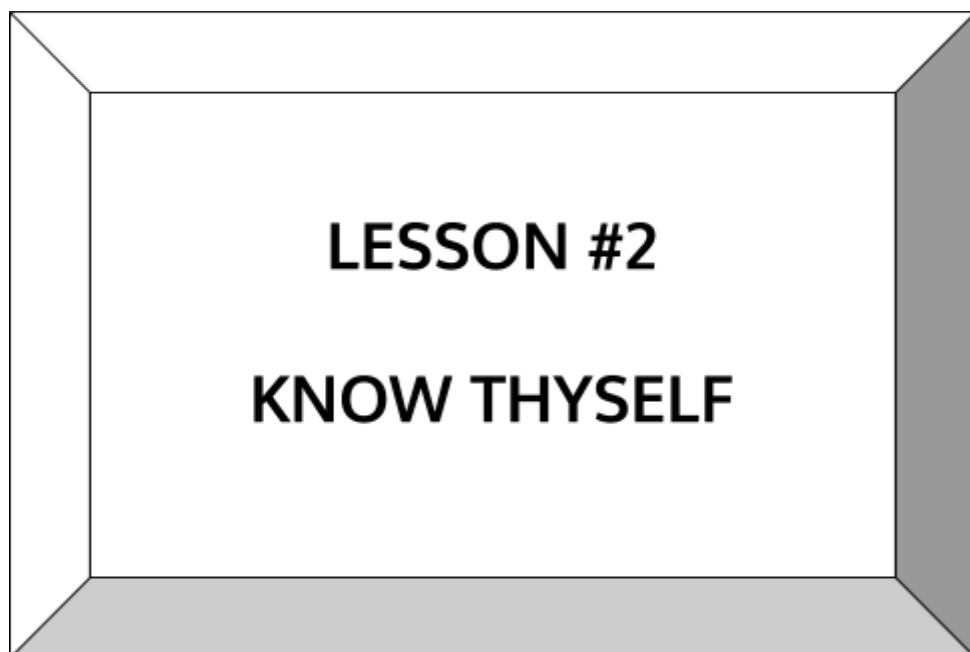
A Regular Business is a mom and pop hamburger joint. They have regulars and business trickles in depending on the weather and the economy. It fluctuates over time and sometimes the bills don't get met because they don't know what they will be paid. People sort of know about them and know they are there, but they aren't anything really that special.

A Scalable Business is quite different. They know Exactly who their customer is, and, more importantly, what their customer wants. They have packages designed specifically for these customers at a price point that they have researched and tested. They know their competition, and have found a way to differentiate themselves from them, and their customers know exactly who they are, and what they stand for.

Now, which company do you think is going to grow?

The streamlined, scalable one, of course. It is primed and ready for growth explosion! They have:

1. A defined niche
2. A clearly defined product
3. Set pricing based on that product
4. A unique market segment that sets them apart from their competition
5. A total understanding of what their clients want and how to get it to them fast.



Your job in understanding how to grow and scale your business is to be really honest with yourself about how you want to work, and who it is you want to work with.

Let me show you what to do next!

Step 3:

Small Town Big Fish

Many people cruise along, going with the flow because they do not want to stand out. They become people pleasers in order to pay the bills, and they don't change things up because they don't want to cause any trouble. In fact, people that change things, or make waves, are also known as troublemakers! Trouble makers are back, and we don't want to be bad.

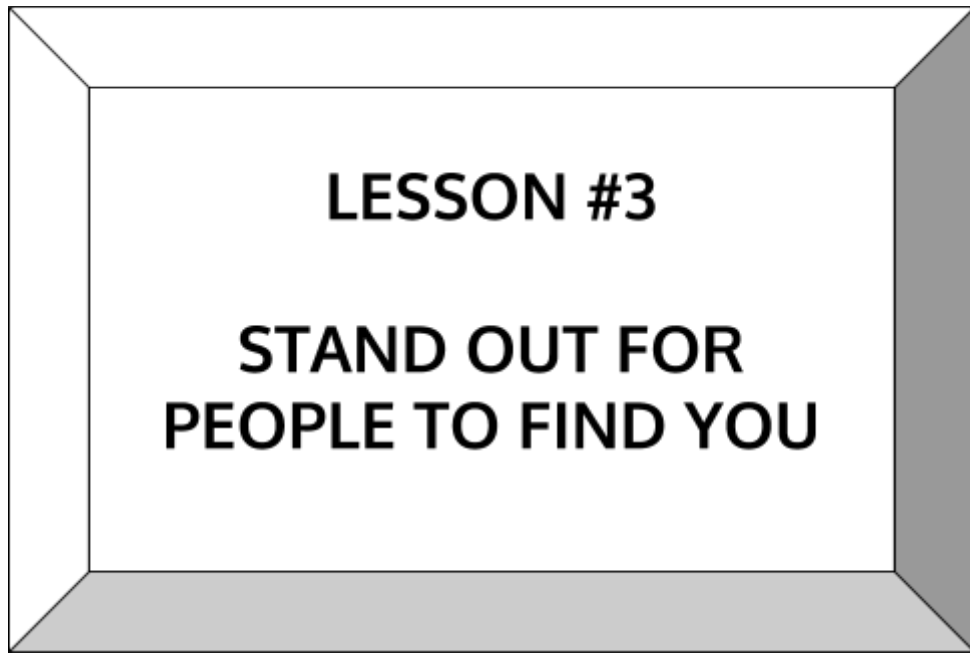
That is our logic for staying stuck, and, in turn, not getting what we really want. Or, having the type of business that we really want!

Time for a minor reality check. Any business that has done Really Well made a major change, and stood out. They stood out from the crowd Because of their Differences, and people were attracted to them that were in alignment with those differences.

Then, even more people got on board.

If you are worried about rocking the boat, I can tell you this: You are thinking too small. You are considering that your audience is only in your tiny town.

Well, guess what? They aren't!



The reality is this:

There are a whole lot of people all over the place that want your product or service. They just don't know about you yet.

Your job after you have defined how you want to work, is to get out of the small town big fish thinking, and start looking around for people who like big fish. Then, you can grow your customer base from there.

And, by the way, if you haven't already figured this out, your customer is Just Like You.

Step 4:

Find Your Audience

YO. There are people like you out there. They are out there and wondering if you are out there. In fact, they are even **SEARCHING ON GOOGLE FOR YOU, RIGHT NOW!**

Isn't that **CRAZY??**

They are there, searching for you. But wait... **WHERE ARE YOU???**

TRUTH SMACK:

**YOU HAVE TO GET IN FRONT OF YOUR AUDIENCE IF
YOU WANT THEM TO SEE YOU**

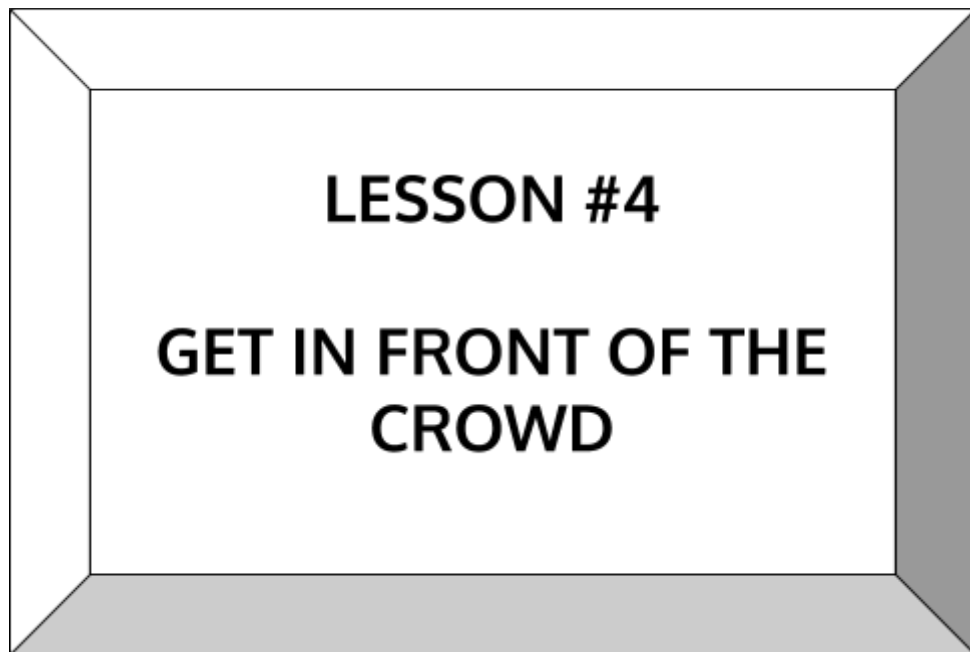


Truth.

If you are not up front on center stage, blasting out your truth, then they won't even know that you are there. If you aren't identifying with them, on a regular basis, with a consistent message and theme, you don't really even exist.

If they are searching on Google for you and not coming up, guess what? They are hiring your competition that is there. Ready and waiting for their perfectly identified client.

Once you have identified how you want to work, and spent some time defining packages, you need to find the audience that fits this package, and let them know about it!



Step 5:

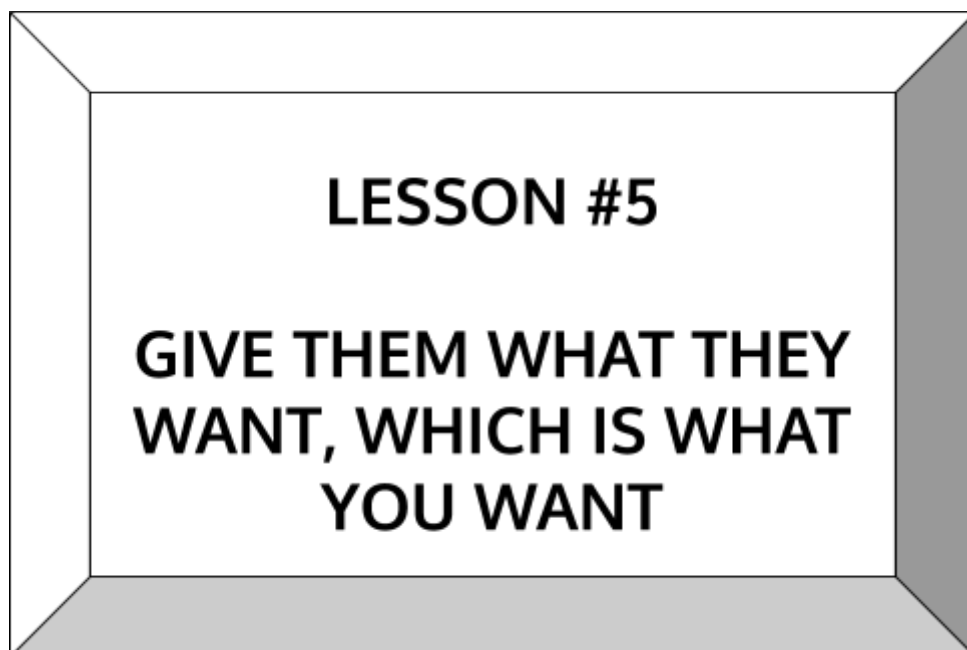
Give Them What They Want

OK, we have now identified that you have been running around trying to please everybody else. But, you want to get real, and get focused. You know how you want to work and you have thought about some smart ways to present this. Yes, you are worried that this is a risk, but the reality is, you really want it. You don't want to continue to run around like a crazy person. You want to have a streamlined scalable business that you can run on your own terms!

Let's Review:

To Know My Bitch in my life, I need to

- Identify How I Really Want To Work
- Know and Understand My Needs
- Make a Scalable Business with a more predictable income
- Get My Unique Message Out in front of my Audience
- And give them What They Want



(Which, is actually what you want.) It doesn't get any better than that!!!

Because you have taken the time to identify and create packages for them, you have also set up a recurring and consistent income for yourself. This, in turn, allows you to work in a way that is more consistent, allowing you to feel fulfillment in the direction your business is headed!

Once you present this to your audience, they find it clear and easy to understand, and they want to get on board.

It is a Win-Win.

Now, I have helped all of my clients through this process because it can be a bit daunting at first. But, every single one of them has come out the other side and had even more business from it! And, more importantly, they have had the type of clients that they Really want to work with, in a way that they wanted to work.

You might have a really good idea already of what you want to do, and have a clearer idea of who your niche is. What I would recommend to get some more ideas and get even more focused is to go back through each chapter of this book and get Very Clear about who you are, and who you want to work with.

P.S. Secret Tip: The Answer is THE SAME.

Once you've determined that, join us on the Free Course Below. It will give you even more clarity and direction for your life and your business.

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