

Your Niche, Your Ideal Client and Your Message

and impartial. Seek out a SCORE counselor at www.score.org and ask the counselor what they think. Asking family and friends may work if they know you and are open-minded. Sometimes, those closest to us can be the most closed-minded. You may even ask a child, a high school student, or college counselor what they think.

Once you've determined your passions, you can layer on your skills to add a new dimension. Let's try this example:

Michelle's current passion is speaking on Virtual Assistance, her past passion was writing poetry and a future passion she would like to explore is traveling. She could match these up and combine them by speaking on Virtual Assistance as she travels throughout the country. In addition, she could write poems or do creative writing in her speeches, her Virtual Assistant practice, or as a ghost writer for her clients.

Identify Your Niche Specialty

Your niche could be the type of work you perform or the industry in which you would like to work. So, don't get caught up on an industry type. You can confidently say to those who say you 'should' have a niche, "Yes, I work in [type of work] or [industry] as my niche."

1. Identify your niche (type of work), then narrow it down further to specific areas of concentration
 - a. Academia – theses, term papers, reports, research...
 - b. Event Planning – small, medium, large
 - i. Corporate, small business, individual
 - ii. Themes, holiday, other
 - c. Ezines
 - d. Graphic design/Desktop publishing - advanced, intermediate, simple
 - e. Real estate – transaction coordination, marketing, listings...
 - f. Shopping carts
 - g. Transcription – general, court, medical – dental, surgery...
 - i. Digital, video, DVD...
 - h. Travel – research, bookings – air, car, cruises, hotel, destination
 - i. Web design – advanced, intermediate, simple

Write down your top three specialties.

1. _____
2. _____
3. _____

Identify Your Niche Industry

2. Identify your niche industry then narrow it down further to specific areas of concentration.

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- a. Animals – veterinarian clinics, breeders, pet sitters, dog groomers...
- b. Authors – fiction, non-fiction, children’s books, cookbooks...
- c. Coaches – business, corporate, life, relationship, financial, parent, holistic...
- d. Environment – entrepreneurs, builders, solar professionals...
- e. Food – caterers, bakeries, dessert diners, and mom-n-pop deli’s...
- f. Real estate – luxury homes, commercial, residential, horse property...

Write down your top three industries in which you’d like to work.

- 1. _____
- 2. _____
- 3. _____

Your Ideal Client

- 3. Identify your ideal client. Get as specific as if you were describing your best friend, or the neighbor next door.
 - a. Gender – female
 - b. Age – 30-60 years of age
 - c. Values – easy going, passionate, excited about their business, fun, want to be connected and is aware of what is going on in their industry, and wants to stay on the cutting edge as they grow their business.
 - d. Profession (s) – authors, coaches, speakers
 - e. Financial – financially fit and make an excess of \$50,000 per year
 - f. Health – fit and work at it every day
 - g. Spiritual – doesn’t matter as long as they respect my different points of view

Describe your ideal client. I’ve included a few extra lines in case you want to come up with additional items.

- a. _____
- b. _____
- c. _____
- e. _____
- f. _____
- g. _____
- h. _____
- i. _____
- j. _____

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So, now, your ideal client should be clear in your mind. Example: *“My ideal client is between 30-60 years old, a female author, coach, and/or speaker, who shares my values. She is both financially and healthfully fit, in addition to respectful of my spiritual boundaries.”*

Your Message

4. Write out your 30-second message, read it aloud to yourself, read it aloud to your family, then your friends, then your colleagues, and finally, to strangers who could be your potential clients. Rehearse it in the mirror to see how it looks, record it to hear how it sounds, and keep improving until you feel you’ve nailed it and it doesn’t sound rehearsed. Find passion in your voice when saying what you do; others listening will become excited, too.

Example: *“I specialize in working with authors, coaches, and speakers who struggle to keep up with e-commerce and new technologies. I take the struggle off their shoulders, relieving them of the stress. I implement their needs to help them grow their bottom line without having to learn all the new technologies themselves.”*

Try this for your business. “I specialize in working with _____

who struggle to keep up with _____.

I implement their needs to help them grow their bottom line without having to _____.

You are now prepared to go forth and prospect for clients. You know your passions, niche (type of work or industry), who your ideal client is and you also have a clear message. Now, you can help others to be empowered to help you find and refer the right clients to you without hesitation.

Go with passion and excitement—it’s yours for the taking!

About the Author

Michelle Ulrich is the Chief Villager and founder of The Virtual Nation™, an educational destination for Virtual Professionals around the globe. Michelle is an avid believer in giving back to her industry and she does this by offering coaching, teleclasses, resources, and tools, in addition to providing a community of learning, a nation of culture, and a virtual village for her members. Education is the foundation of her organization as well as for her own personal and professional development. Michelle is a community college instructor teaching a Virtual Assistant certificate program online. Aside from coaching and teaching, she is also a speaker and soon-to-be author on the subject of Virtual Assistance. She maintains her private practice where she specializes in working with authors, coaches and speakers who struggle to keep up with e-commerce and new technologies. Clients can check out her services at www.michelleulrich.com, while Virtual Assistants can find her over at www.thevirtualnation.com. She can be reached by telephone at (916) 536-9799 in the Pacific time zone.