

# FIND YOUR MONEY-MAKER

## DEFINING YOUR NICHE

### WHO'S YOUR IDEAL CLIENT/CUSTOMER?

Demographics	Psychographics

# **FIND YOUR MONEY-MAKER**

## **DEFINING YOUR NICHE**

### **REACHING YOUR IDEAL CLIENT**

**What do they read?**

**What websites do they visit?**

**What exhibitions and networking meetings do they frequent?**

**What other services do they often use?**

**Who can put you in front of your ideal clients right now?**

# FIND YOUR MONEY-MAKER

## DEFINING YOUR NICHE

### YOUR IDEAL CLIENT'S NEEDS

Problems	Opportunities