

SIGNATURE IDEA SERIES

PART 2

FIND THE
**RICH IN YOUR
NICHE**

Signature SUCCESS®

SIGNATURE IDEA SERIES - PART 2

NEEDS, NICHEs & RICHES

*Generalists make much less money than specialists.
Just look at doctors for example.
If you're not known for one thing, you'll quickly be known for nothing.
Copy-cats will eventually end up in cat-astrophe.*

As an Impact CEO leader your mission should you choose to accept it, is to do the inner work, pull out your genius and do the research to make sure that

- 1) Your program idea is one that your market is in need of
- 2) That your market has enough people ready and willing to pay for your solution
- 3) That you can reach them

From Mega To Micro

In the accompanying document, I've listed out an Idea Vault. Under the 3 mega niches to get your idea flowing. I call this using your practical imagination.

Get creative but in a way that meets a market need.

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NEEDS, NICHE & RICHES

Knowing and understanding your customers needs, means you can create a solution that solves, not just a surface problem, but you can address the root causes - their deeper pain. The ones that no one else is talking about. THIS gets their attention!

Speaking of needs, one of our natural human needs is to be seen and to be heard. When you take the time to do the work to see your own needs, that gives you a better understanding of your ideal clients. Most marketers completely miss this!

This goes way beyond writing copy, and into real connection through empathy.

Your clients have a struggle or a pain that they need solved. When you can truly meet them there, then you open their minds to pay attention to your message, so that they can take the rest of the journey with you.

It doesn't matter if you know what your ideal customers want if they do not (quickly) recognize it as urgent enough to look for or say "Yes" to an offer that solves their problem.

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Idea Vault: Business & Money

Accent Correction
AI For Business
AirBNB
Animal Actor Trainer
Author (Non-Fiction)
Blogger
Book Writing
Bookkeeper
Brick & Mortar Store Design
Business Coach
Business Strategy
Business Team Optimization
Candle Making
Car Restoration
Changing Professions
Children's Book Writing
Coaching Executive
College Applications
Consulting
Content Planning
Corset Making
Creating Presentations
Crypto Currency
Curriculum Design
Diamond Sales
Dowsing
Drone Flying
Editing
Email Marketing
Essential Oil Making
Event Planning
Fashion Stylist
Fiction Writing
Financial Planner

Financial Planner
Floral Design
Funnel Building
Funnel Design
Graphic Design
Group Coaching
Home Renovation - DIY
Horse Training
House Flipping
How To Outsource Your Team
How To Pitch
How To Sell On Amazon
How To Sell On eBay
How To Sell On Etsy
How To Sell On Shopify
Human Resource Management
Hunting/Fishing Guide
Image Brand Consultant
Increase Salary
Investing
Jewelry Design
Knitting
Landscape Designer
Lego Building
List Building
Makeup Consultant
Manifestation
Marketing for Medical Professionals
Money Mindset
Paid Speaking
Photographic Safari Guide
Photography

Podcasting
Podcasting
Productivity Training
Profit Planning
Proof Reading
Real Estate Flipper
Real Estate Marketing
Restaurant Management
Resume Writing
Retirement Planning
Risk Management Consultant
Sales Calls
Saving Money
Self Publishing
Selling Courses
Soap Maker
Social Media
Software Developer
Song Writing
Speaking To Sell
Speed Reading
Strategic Planning
Team Building
Team Engagement
Translator
Travel Reporter
UX Design
Video Editing
Voice Acting
Wardrobe Consultant
Website Design
Wedding Planner Training
YouTube Marketing

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Idea Vault: Health & Wellness

Akashic Records	Gardening	Organizing
Astrology	Growing Chickens	Organizing
Backpacking	Healing Trauma	Painting
Boundaries	Hiking	Palm Reading
Camping	Home Workouts	Poetry
Chakra Healing	Increasing Intuition	Prosperity Healing
Connecting with Animals	Juicing	Raw Foods
Cooking At Home	Keto Dieting (All Types)	Relaxation
Cooking For Kids	Kundalini Yoga Healing	Resilience
Cooking for Weight Loss	Life Balance for Moms	Service Dog Trainer
Dance Fitness	Marathon Training	Singing
De-cluttering For Home	Meal Prep For Parents	Sketching
Detox	Mindfulness	Smoothies
Digestive Consultant	Mindfulness For Kids	Speed Reading
Dog Training	Mindset	Spiritual Sensuality
Eating Gluten Free	Mountain Climbing	Stop Smoking / Vaping
Elderly Care	Muscle Building	Stress Reduction
Energy Healing	Music Lessons	Teen Communication
Erotic Blueprints Consultant	Natural Healing	Travel
Excercise For Weight Loss	Neuroplasticity	Travel Food Guides
Family Cooking Recipies	New Language	Vegan Eating
Farming	Night Fishing	Voice Acting
Female Pelvic Health	Organic Farming	Voice Training
Fertility	Organic Food	Yoga

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Idea Vault: Relationships

Body Language	Marriage
Caring For Parents	Marriage Counseling
Co-Parenting	Matchmaker
Communication	Nutrition Consultant
Conflict Resolution	Online Dating Profile Writing
Conflict Resolution	Parenting
Conflict Resolution	Parenting
Couples Retreat	Party Planning
Dance Lessons	Raising Happy Kids
Dating Apps	Rekindling Romance
Dating Coach	Romantic Relationships
Dating For Men	Self Awareness
Divorce	Self Care
Divorce Counseling	Self Confidence
Entertaining	Self Love
Feminine Work	Sex Coach
Getting Over A Relationship	Sexuality
Grief	Single Parenting
Helping Teens Navigate College	Speed Dating
Home Schooling	Talking to Difficult Teens
Intimacy	Tantra
Lie Detection	Wedding Cake Decorator
Male & Female Communication	Wedding Planning

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ACTION ITEMS

Which of these mega niches are you going to serve?

_____ Money _____ Health _____ Love _____ Self Help

The specific problem in this nich that I solve is:

[illegible]

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See You In the Group!

I can't even express how excited I am for you.

My name is Karen Smith. I'm the founder of Signature Impact® and this Signature Offer™ Bootcamp.

This bootcamp is specifically designed to help you create your unique Signature Offer that will have you stand out in your market as the trusted authority.

You will have the confidence and ability to attract, connect and transform your perfect clients so they will not just love you; they will know you, like you, trust you, and have received a taste of what you have to offer.

Over these 5 days, I'll share with you daily trainings, workbooks and tools so you can turn your expertise into an online offer that your perfect clients are so excited about they are reaching out to you for how to buy!

Are you ready?

Join me in the **Facebook group** here:

<https://signaturesuccess.com/SignatureOfferBootcampFBGroup>

If you haven't signed up for the 5 Day Workshop, you can join now here:

<https://signatureofferworkshop.com/>

See you on the inside!



Build the business
you were born for!

Sincerely,

A handwritten signature in black ink that reads "Karen Smith". The script is elegant and cursive.

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