# FIND THE RICHINOUR NICHE

Signature SUCCESS

### **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.



### **NEEDS, NICHES & 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 their, 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 you 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.



### **Idea Vault: Business & Money**

Accent Correction
Al 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 - DYI

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 Manage-

ment

Hunting/Fishing Guide Image Brand Consultant

**Increase Salary** 

Investing

Jewelry Design

Knitting

Landscape Designer

Lego Building List Building

Makeup Consultant

Manifestation

Marketing for Medical Profes-

sionals

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



### **Idea Vault: Health & Wellness**

Akashic Records

Astrology

Backpacking

Boundaries

Camping

Chakra Healing

Connecting with Animals

Cooking At Home

**Cooking For Kids** 

Cooking for Weight Loss

**Dance Fitness** 

De-cluttering For Home

Detox

**Digestive Consultant** 

Dog Training

Eating Gluten Free

**Elderly Care** 

**Energy Healing** 

**Erotic Blueprints Consultant** 

**Excercise For Weight Loss** 

Family Cooking Recipies

Farming

Female Pelvic Health

Fertility

Gardening

**Growing Chickens** 

**Healing Trauma** 

Hiking

**Home Workouts** 

Increasing Intuition

Juicing

Keto Dieting (All Types)

Kundalini Yoga Healing

Life Balance for Moms

Marathon Training

Meal Prep For Parents

Mindfulness

Mindfulness For Kids

Mindset

Mountain Climbing

Muscle Building

Music Lessons

**Natural Healing** 

Neuroplasticity

New Language

Night Fishing

Organic Farming

Organic Food

Organizing

Organizing

Painting

Palm Reading

Poetry

**Prosperity Healing** 

Raw Foods

Relaxation

Resilience

Service Dog Trainer

Singing

Sketching

**Smoothies** 

**Speed Reading** 

Spiritual Sensuality

Stop Smoking / Vaping

Stress Reduction

Teen Communication

Travel

**Travel Food Guides** 

Vegan Eating

Voice Acting

**Voice Training** 

Yoga



## **Idea Vault: Relationships**

**Body Language** 

**Caring For Parents** 

Co-Parenting

Communication

**Conflict Resolution** 

Conflict Resolution

**Conflict Resolution** 

Couples Retreat

**Dance Lessons** 

**Dating Apps** 

**Dating Coach** 

**Dating For Men** 

Divorce

**Divorce Counseling** 

Entertaining

Feminine Work

Getting Over A Relationship

Grief

Helping Teens Navigate College

Home Schooling

Intimacy

Lie Detection

Male & Female Communication

Marriage

Marriage Counseling

Matchmaker

**Nutrition Consultant** 

Online Dating Profile Writing

**Parenting** 

**Parenting** 

Party Planning

Raising Happy Kids

**Rekindling Romance** 

Romantic Relationships

Self Awareness

Self Care

Self Confidence

Self Love

Sex Coach

Sexuality

Single Parenting

**Speed Dating** 

Talking to Difficult Teens

**Tantra** 

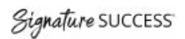
Wedding Cake Decorator

Wedding Planning



### **ACTION ITEMS**

Which of these mega niches are you going to serve?			
Money	Health	Love	Self Help
The specific probler	n in this nich that	I solve is:	



### 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!



Build the business you were born for!

Sincerely,

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!

