

Your Target Market



Worksheet

Your name:

Date:

"To get maximum value from this live Webinar series, print this handout, so you can be prepared to take notes during the Webinar!"

Roland www.newperspectives.com.au

Duration: 1 hr (approx.)

Focus: Why you want to focus on a niche, how to find it and how to work it.

Tips to Get the Most Out of This Training

1. Print this handout so you can take notes during this webinar.
2. Turn off your phone, facebook, twitter, email... get a cup of tea
2. Schedule time tomorrow to implement a first step
3. Schedule time to implement the actions in the next two weeks.

Please Note: The webinar will start promptly on time, dial in a few minutes early

Our Agenda

- Check-in where you are in this topic
- Managing by crossing your fingers
- Competing on price and why it's a dog's game
- The 3 key questions about people
- The 3 key questions your niche
- Why you have to differentiate yourself (and what this means!!)
- Some examples of differentiation
- A Business bedtime story
- Roland's story
- All the lessons and insights
- Special offer
- Take action/ Next steps



My biggest challenge / My Most pressing issue in business right now:

My outcome for participating in the webinar:

What do I have to do... what attitude should I take to give myself the best opportunity for achieving my outcome?

When I think of establishing a target market, I feel:

- a) *Frustrated, because I don't know where to focus my attention*
- b) *Overwhelmed because I am trying to be everything to everyone*
- c) *Confused, because one moment I think I've worked out what my niche should be, but I don't want to say no to opportunities that might come my way*
- d) *All of the above...just depends what time of the day you ask me*
- e) *Excited because I know exactly who my narrow target market is, where they live, what they need, what they care about and how to communicate with them.*

The Three key questions about people:

- 1) What _____
- 2) Who _____
- 3) Where _____



Most of us find ourselves in a market by _____

And from day to day we _____ crossed that the phone will keep ringing.

The Three Things we all say:

- 1) We give Great _____
- 2) For a Great _____
- 3) At a Great _____

First of all these statements are not _____ enough, because customers expect those three as a _____

And Secondly, our competitors say exactly _____ thing

If I and my competitors offer the same thing to the same customers, the customer can only compare on _____

The basis of marketing is: What _____ do we uniquely make to which specific group of _____

To avoid having to compete on _____ we want to find a small _____ market, that we can _____ and have to ourselves as much as possible.

Three niche questions:

- 1) Who does not currently use my product or service, but _____?
- 2) What do we and our competitors _____ on?
- 3) What factors do we not _____ on?



Carpet cleaners

75% of inquiries revolve around: "How much do you _____ per room?"

Husband and wife dig through the _____ of clients to look for client or jobs that are either more _____ or more _____ to do.

21st Birthday _____ are great _____

Husband and wife put together a special _____ party prep and clean up _____

John and Mary's _____ Cleaning Service is born

Bicycle shop:

There is no _____ between one shop and another _____ you all sell the same _____ you all try and _____ catch the same fish in the same _____

The greatest opportunity is in _____ service and absolute _____ of mind

You decide to offer lifetime free _____ tire repair

Small Business Masterminds Foundation Webinar: Target Market

Retailers are _____ pulling their _____ out because customers use their shops as _____ before ordering items on the _____

Bedtime Story:

Annette had a _____ business

Annette was forever fighting new _____ who had watched a few episodes of _____ Annette was forever pressured to cut her _____

Anniversary

For her ___th anniversary Annette decided to throw a _____ where all her friends helped with the _____.

Suddenly Annette a _____ moment

Annette launched the first _____ cooking event for _____ and seminars,

And Annette lived _____ ever after,

The _____

Comments from others:



My most pressing issue:

My most pressing issue in my business, right now:

Resources:

The special landing page for this webinar is <http://tiny.cc/marketpage>



Action:

First set some time aside over the next few days to be able to get into this... be sure to do this...

If you don't set some time aside to do something with what you learned and the information we've given you today...in the next few days... then coming on this webinar has been a waste of your time... The only thing that ultimately makes any difference is what actions you take.

So ...go to the resources page... take the time

- Download the article "blue oceans and empty swimming pools"
- Watch the slide share presentation about "Blue Oceans"
- Download the "Find your niche" worksheet"
- Remember the 3 key questions:
- Who does not currently use my product or service but might?
- What are all the factors that we and all our competitors already compete on with each other?
- On which factors are none of us competing?

Special Offer for Mastermind Attendees:

1. You get to carry out a really powerful Business Health Check and you will get a simple and easy to understand written report on the state of health of your business across 10 different key aspects of business
2. You will get a hard-copy of my first book, The Ten Truths for Raising a Healthy Bouncy Business.
3. You get to sit down for an hour with me face to face or via video-link... one-on-one... and gain great clarity and insight about where you are now, where you want to get to in your business
4. You will walk away with powerful renewed Focus and one or more simple action-steps with that will start to move you forward past that big pressing issue and towards having more fun in your business again.



→ A one-off donation to The Wayside Chapel in Sydney of \$100 (or more) is the only cost.

Please make the donation here:

thewaysidechapel.com/donations (Please email me the receipt)

Any questions or feedback:



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I would love you to email me the outcome of your actions and any feedback or questions, email:

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