



Private Practice Marketing Secrets Mentoring Program Module Two Transcript

Owning Your Niche: Your Uniqueness as Your Greatest Asset

David Steele: Welcome to your private practice marketing secrets mentoring program. This is module two. We will be covering today, "Owning your Niche - Your Uniqueness As Your Greatest Asset". We will be going over the study guide. I'd really like you to print it out, it's not long, it's only eight pages, and make lots of notes on it. Your Four Step Action Plan for today is to identify your niche. If you don't have a niche yet, you have no idea we will help you out today with that.

So, identify your niche, choose your strategy clearly and powerfully for targeting and marketing to your niche.

Step two - Get to intimately know your ideal client in your niche.

Step three - Create and use your compelling laser speech. You might have heard of the elevator speech.

So, whenever you are developing your niche you want to have a laser speech for the folks in that niche. It's one or two sentences that you can describe what you can do, in a way that causes people to take notice, sit up straight, widen their eyes and say, "Ooh that's cool, how do you do that?"

Step Four - Do the market research necessary to own your niche. Market research is incredibly important and it is very overlooked in our profession. That is one of the things that really makes our approach to practice building stand out because we highly emphasize market research.

On page two of your study guide, at the top of the page, we will cover how to powerfully name your niche, how to focus in on your ideal client, how to create your laser speech, market research, the key to owning your niche, and everything else we can pack in today.

Let's talk about how to powerfully name your niche. There are a bunch of strategies that I put together for you, and any one of these can help you identify and name your niche, so if you are feeling a little lost, like, "God, I want to work with everybody and I have a hard time narrowing it down." Well, here are not one, not two, not three, not four, not five, but a bunch of strategies that will help you.

I suggest that you try as many as you want to and by the end of a half hour, an hour of playing around with those you will have a niche targeted. So, here are the strategies. The first is, "The Mirror Strategy." In the relationship world, we have a point of view or a saying that our relationships are our mirrors. That we get the world reflected back to us based on who we are.

This is also described in the principle that, "Birds of a feather flock together", so the mirror strategy is where you identify a niche of people like you. So, what is it about you; what is a trait or characteristic of you that you really enjoy in other people and that you seek out, and that you chose them for friends, that you hang out with them, you consider them to be your people, because they are like you, so what is it about them? So what is it about them?

Maybe these are people that enjoy mountain climbing because you are a mountain climber. Maybe these are people who enjoy horror movies because that's what you enjoy. Maybe these are people that have herpes because you have herpes. So, identify a population out there, that has the characteristics that you have that you really want to work with, that somehow it just touches you because you see yourself in them. That's the "Mirror strategy."

Second is the "Calling Strategy." Now most of us have a calling to enter our profession. We're not here for the money, we're not here because we randomly chose this. We chose our profession because we have a calling for it and the same with who you want to work with or who you want to help.

Who do you have a calling to help? For example, people that travel to Africa and work with people in Africa. They have never been to Africa before. They don't have any African-American friends or African friends. It is like; what calls them to do that? Something is calling them to do that. It is important to them; they have a passion for it to the point they are sacrificing a lot to go to Africa and work with the people there.

So, there's not necessarily a reasonable explanation for it. It's not necessarily logical and makes sense. But it's a calling. So, who are you called to work with? Who are you just drawn to?

The third strategy is the "Testimonial strategy." This is interesting where; you know you weren't born yesterday. You are a professional. You have been working with your folks for a while even if you just completed your training; you

had to work with people during your training, practicing with each other in workshops and training and graduate school and all that.

So, what do people say about you? When people make comments on working with you? What do they say about you? When people work with me, they say, "Wow, you're really insightful; you really understand." They say, "Wow, you are really concise in what you say; you really get right down to it." And, "Wow, you are really creative; you come up with these ideas I would've never thought of in a million years." I've heard these kinds of things over and over and over.

So, what do you hear over and over and over? What do people say about you? That will help you narrow down your niche, because who are the people that really want that and appreciate that? So, that's the testimonial strategy.

Next is the "Attraction strategy." Who do you attract? The law of attraction is in action here, whether you like it or not, whether you believe it or not, there are people who are attracted to you for some reason. Who do you attract?

You don't necessarily have to work with them, if you are attracting folks that you'd really rather not work with. You can choose a niche of people you do want to work with, but pay attention to who you attract. That has valuable information for you. You can choose to do something with it.

The next strategy is; the "Life story strategy." In my field we have a term that we call "Parallel process", and this is where our work mirrors what's going on in our own life. So the "Life story strategy" is choosing a niche that has something to do with what you are working on, what you have worked on, what has gone on in your life.

For example, I don't know how many of you know this; maybe not many, because I don't often talk about it, but I'm hard of hearing. I wear hearing aids in both ears. My hearing loss is moderate to severe and if you meet me in person, you probably won't notice it. Hearing loss is the invisible disability and it is genetic; it is in my family.

I've grown up with it since childhood and it is very easy for me to relate to people that are deaf and hard of hearing. My sister was deaf and she's no longer deaf. She has cochlear implants and now she's functioning as a hearing person. I was president of my local chapter of Self-Help for Hard of Hearing People.

So, working with people that are hard of hearing comes very naturally to me, because it is where I come from. In my private practice, I would get requests all the time because I worked with parents and teachers of children with severe behavior problems. I became the go-to-guy for the deaf and hard of hearing kids.

I didn't ask for it, but somehow somebody found out that I have a hearing loss and hearing loss is in my background. I got one job and another job, and another

job, and so because of who I am in my life story, because of my history, I became the go-to-guy. I owned that niche for quite a while in working with parents and teachers of severe behavior problems for deaf and hard of hearing kids in my area. That's my "Life Story Strategy."

So, what is it about your past, about what you have lived, about what you've gone through or maybe what you're going through that will help you narrow down and choose a niche?

Next is the "Serendipity strategy." This is another example of the law of attraction in action. This is where a niche just falls into your lap. It just finds you and just by serendipity. So, if you think back through your career, what client, or group of clients, or area of business has just fallen into your lap? You didn't ask for it, you didn't look for it, but, "OK, this is cool! I'll run with it!" That is the "Serendipity Strategy." Chances are it has happened to you, if you think about it. If it hasn't yet, it will. So be open to it.

The next strategy is, "The Pipeline Strategy." The Pipeline Strategy is where, if you conceptualize your practice and your services as a pipeline. You have people that enter your pipeline, and as they progress, as they evolve, then they continue to have needs further into your pipeline.

An example of that would be; for me, I'm a relationship coach. A while back I had the epiphany that singles become couples. If I want to work with couples, identifying and working with singles would be a great pipeline strategy for me. So, even though it never occurred to me before in all my years of practice to work with singles, I started marketing to singles and offering programs and classes and workshops and individual and group services to singles.

Not necessarily because I wanted to work with the singles, but because I wanted to reach couples for coaching. Bringing couples in the door for coaching is a lot different than when you are a therapist working with couples. Because then you get the couples in trouble. They are in pain. It is fairly easy to identify and market to couples in pain, on the verge of divorce. But I didn't want to do that anymore.

So the pipeline strategy is where you identify in your niche, or your services, a population, how to get people in the door, where they would start, and then they would progress. In my business, that would mean singles become couples. Couples have children. Families have extended families, they have brothers and sisters and uncles and aunts. So, when I get a single in the door, I potentially have not only a client for life, but I have multiple roles with them in their family and their related relationships.

So, "The Pipeline strategy, " I like to think of what you do not as a disconnected menu of services. You open up a restaurant menu and you see there's the soup, and there's the salad, and there's the meat, and there's the fish. It's all disconnected. You choose one from here, and one from there.

Our clients are not fragmented beings. They are whole human beings that have multiple needs. Which one of their needs, which one of the services can you provide that is a good entry for them in which you can then progress to other things? Maybe it's not what you would prefer to work with, at first, but it's what they are most motivated to seek.

This is very related to the next strategy, which is "The Gateway Strategy." "The Gateway Strategy" is what is the most likely door for people to enter? If you think about, let's say you're a chiropractor. You do wellness and you really want to help people practice good nutrition and exercise, and be healthy, but you also help people with weight loss.

It's not your favorite thing to do, but, you want people to lose weight and then engage your wellness services. So your "Gateway Strategy" might be marketing weight loss. There's a whole lot of people out there that are more likely to pay attention to you, if you can help them lose the weight they want to lose.

Then, they are motivated to continue working with you for their health and wellness. So that is both a gateway strategy because the weight loss niche or service is the way in the door. It's what is most successful to market, the easiest thing to market. It's also a "Pipeline Strategy" because then once they lose the weight, they are a candidate for your other services.

So the next strategy is the "Replication Strategy." This is, what do you do that is likely to have a long life? That is likely to be replicable? You think about it. It's hard to conduct a service that can be completed in one session. You have to do a lot of marketing, you have to reach a lot of people to keep your practice full for one session wonders, as I call them.

So, ideally you would want a niche, a service, that is replicable, that you can do over and over with somebody that they will continue to need. For example, a chiropractor will typically set up weekly sessions with their patients for adjustments. Because you are constantly getting out of adjustment.

So you have to go back in, to get readjusted. That's the way chiropractors keep you healthy. The theory is that, when your body's in adjustment, then everything is working the way it should. When it gets out of adjustment, then it impacts your immune system, and how you feel, and your health and everything else.

That is an example of a highly replicable service. they are going to need you every week. It's only a 5, 10, 15 minute service, but, you get enough of those people in the door, you have a full practice very shortly. I've talked to many practitioners that were frustrated because what they do only takes one or two or three sessions.

Things like helping people stop smoking. So, think about what you do and what

you want to do, that is highly replicable, that people will have continuing need for. Chances are, that is the niche you want to develop first. All things being equal, you have two or three or four niches that you want to target. The niche that is the most replicable, the easiest to market and get people in the door, and will have a continuing need for, that's probably the place to start.

The niche that is the least replicable, like hypnosis for stopping smoking; one or two or three sessions and that's it, good-bye. Chances are, you want to put that one on the shelf, if you really want to build your practice.

The next strategy is the unmet need strategy.

Look around! You are in a community. You have what I call a constituency of people that you are able to reach. This is like a congressperson's constituency. All the people in their district. Well, you have a constituency too! These are people that are in your area that you can reach. This is your community. What are their needs? What is the unmet need in the community?

There are ways to identify this. Read the newspaper. Read between the lines. Sometimes you read letters to the editor and somebody will write a letter complaining about some problem that's not being addressed. So, pay attention to what's going on in your community. What are the needs of the people that you want to reach? What are they?

What are the unmet needs that they have? When I was transitioning my practice from therapy to coaching and I wanted to be a relationship coach and I wanted to work with singles and couples. I identified my gateway niche as singles. I was trying to figure out, "OK, what do I want to do for them?"

I looked around in my community and there were some singles organizations. There were some singles events. There were some publications for singles. The typical single would find people to date online and they would hang out at singles events and they might even do the nightclub scene. But, I did not see any support service or relationship education service. Or even a networking or mingling kind of service that was not a meat market orientation, at all, for singles.

So, I designed an event to be a weekly event and I marketed it as a safe, educational, supportive place for singles to meet. They loved it! First day it opened doors, I piloted it in my office, September of 1997. So, I had a four week, one month pilot project with twelve singles in my office. Basically, it was a focus group. I was doing market research with them. I was trying things out. Then I launched the event in October, and guess what?

This is October 2007 as I speak, so this is the ten year anniversary. The first night we had about 15-18 people. The second night we had about 20-22 people. I was starting to get worried because the space could only handle 25. The third

night we had we standing room only. We maxed out the space. And the fourth night I had to get a larger space.

It grew and it grew. We were averaging 40-60 people a week, and a lot of new folks coming in the door every week. So, it was a great way not only for me to build a following, to have a flock, to identify and serve a niche of people that I could build relationships with, and offer them classes, workshops and coaching. But it created a constant pipeline of new folks. So, it was great. It was fun. It was wildly successful.

I brought in help. I didn't want to do it myself. It wasn't my plan. So we had a team of people doing it. So, I identified a need in my community. I put something together to meet that need and they loved it. It went very, very well, and you can do this too.

So, the last strategy I have for you is what I call the "Quick Start Strategy." This is the path of least resistance; the fastest, easiest way to get results. Chances are you have something that you do or you have a group of people that you can reach, that is the path of least resistance; the fastest easiest way to go. You don't necessarily want to work with them exclusively. You don't want that to be all that you do.

Maybe it's old hat, let's say you've done that so much that you really want to do something new.

But it's your call. What you can do to ramp up your practice is to go ahead and try the "Quick Start Strategy." So, identify the niche and the group of people that is just the path of least resistance. You already have connections with them. You know, anything you roll out to them will be wildly successful because they are already on board.

So, those are the strategies I have for you today on identifying your niche; how to powerfully name your niche.

"The Mirror Strategy", "The Calling Strategy, " "The testimonial strategy, " "The attraction strategy, " "The Life Story Strategy, " "The Serendipity Strategy, " "The Pipeline Strategy," "The Gateway Strategy, " "The Replication Strategy, " "The Unmet Needs Strategy, " and "The Quick Start Strategy."

Any one of these will help you identify a niche if you've been struggling with that. But the combination can't miss. Try them all if you like. This will help you identify your niche if you've been having trouble with that.

Anna: First one that resonated with me was I wrote, "If my life is my niche, is my life story I would work with..." I thought, "Well this might help if I did that for each one, by saying if my niche is my mirror, I would work with..." "If my niche is my calling strategy, I would work with..." Just to see which one really resonates and

brings out the passion. So far, "If my niche is my life's story" was the one that hit me. So, I'm going to do it with all of them.

David: You see how brilliant. Those are called "Sentence Stems." When my kids bring home homework in language arts, often times it'll be a "Sentence Stem" that says, "The author began the story by" and then blank.

[laughs]

Anna: [laughs] Yeah. OK.

David: Then fill in the blank.

Anna: OK.

David: And it's a great question. So it's a great way to evoke whatever might come up inside you. Great.

Anna: Yeah.

David: Brilliant strategy Anna.

Anna: Thank you.

David: Thank you for sharing that.

Sandy: Is it possible that you could pick a niche that is too narrow?

David: No, because actually the narrower the niche the better, because you can more easily own it. It's about going an inch wide and a mile deep.

Sandy: Hmm.

David: So, don't worry about being too narrow. That is probably what's going to help you own your niche. It makes it easier to identify your potential clients and market to them if it is narrow.

The problem is actually the opposite where people pick a niche that's too wide. I mean I hear people in Relationship Coaching Institute all the time saying, "OK, my niche is going to be single women over 50."

Like, "Oh my gosh, that's a humongous population." It's probably an OK place to start, but chances are you're going to have to narrow it down somewhat to reach those folks because just maybe 35% of the singles out there are single women over 50.

So, working with singles is not a niche. Working with single women is not a niche. Working with single women over 50, you are getting close. But the more you narrow it, the better. Does that make sense?

Sandy: Yeah. Yeah.

David: Do you have an example for us that we can play with?

Sandy: I want to work with Christian singles and I was really thinking of the Christian single men. I was wondering if that was going to be too narrow to do that.

David: Well, you know, guys wouldn't necessarily step up for coaching. But if you specialize with them, you reach out to them, you identify yourself as the coach for them, they are more like to pay attention and engage you.

Sandy: Hmmm.

David: So, in other words, they wouldn't just seek out a relationship coach but if there's a coach for guys, Oh, yeah. Well, if I'm going to see a coach, I want to see a coach for guys. Where do you live, Sandy?

Sandy: I live in St. Louis.

David: OK. So, a way to further narrow your niche, you are targeting the singles, men, Christian men that are in St. Louis.

Sandy: Mmm-Hmm.

David: OK.

Sandy: Yeah.

David: You can even narrow a part of town of St. Louis and if you were to roll out an event or a workshop or a gathering, an intro of some kind then -- and you are in St. Louis, you specialize with Christian single men, then you know the churches. You can easily identify the churches in that area. So, that's a great example of how narrowing it just makes it so much easier to identify where to find your clients.

Sandy: Great. Sounds like a good strategy.

David: Yeah. Go for it. Own it.

Sandy: Right. I'm looking at men also to help them out, because I don't see any services specifically for men in this area. I've a little quandary because I'm trying to look and to create that singles events as you know like you had as a program. Yet, if it's specializing in men, I was toying with having one of the four Fridays as for men only, but if I'm doing a singles grouping and I'm specializing in men, is that counter-productive because I know we talked about not excluding women?

David: Yeah.

Sandy: Specialize in men; divorced men for instance; recently divorced or something like that.

David: Well, in this instance if you want to create a community, you don't narrow it just to one gender. So, if you want to create a singles community whether it's Christian or not, you wouldn't narrow it with just to men. However, if you wanted to provide a specialized workshop or class for men, now that would be cool.

So, you say; "Dating for Guys" or something like that. A class where men can get together and discuss dating strategies without women around, so they can learn all the secrets. There's lots of books that are "How to Pick Up a Woman" and all that kind of stuff. So, this is going to be the more functional alternative to that, and you will get plenty of men interested in that.

They would be much more willing to have a conversation about how to date and how to identify women and how to approach them and all that stuff. Much more willing to do that in a male environment than a co-ed environment. So, it just depends upon what you want to roll out, the path of least resistance, what your niche is. So, if you wanted to target men, no problem but you wouldn't have a community for men. They wouldn't want to join a singles community for men. No way. [laughs]

Sandy: Yeah, I understand that. So, would that mean that you have almost... you have a general practice for both men and women and then you have niche, a specialty event for men on the side, until you get ramped up?

David: Sure. Maybe the path of least of resistance is target the men first and then expand to the women. Bring the women in once you got a core group of men to build on, "OK guys, well we've been doing some good work together and now I'm going to introduce you to some women." [laughs]

Sandy: [laughs]

David: That sounds like fun. So, you have to narrow your niche. So, if you are a relationship coach and you work with singles and couples, in my opinion, you can target the singles and you can target the couples. It's hard to target both. So, that's an example of getting a bit too wide. You could conduct relationship workshops and classes and target women and men, but then you got the problem of... that's not a niche.

You are a relationship person and you are offering workshops and classes in relationships, that's a very honorable thing to do, but if you want to ramp up your practice, become successful, build up pipeline, you got to do it one niche at a time, in my opinion, because that's the most effective way that we can market and get clients.

Sandy: OK.

David: It doesn't mean that the alternative won't work. Certainly, if you're a chiropractor, you can market to the entire public. If you are an accountant, you can market to the entire public. If you are a therapist, you can market to the

entire public. If you are a coach, but that becomes a problem because it is hard to get results when you market to the entire public. People like to know that you specialize in people like them.

They are more likely to seek you out and want to work with you if you specialize in people like them. You are more likely to get their attention and have credibility if you specialize in people like them. We live in a specialized world. We take our car to the mechanic that specializes in our brand of car. We go to the doctor that specializes in our kind of problem.

We shop at the store that, looking for a special gift for a special person, we go to the store that specializes in that kind of gift. So it's not impossible, it certainly can work to market and build a practice that is generalist, but the reason that I'm advocating niche'ing, is that it is far more effective, and it doesn't have to narrow you, it is just the way you start and you expand from there.

Woman 1: I want to work with women with small children who are ready to start businesses, to create a life that works for them, in the situation that they are now, not go back to work in their same field, but create something unique and suiting their life.

David: OK. So home businesses for stay-at-home-moms.

Woman 1: Maybe. OK.

David: Well that's a suggestion...

Woman 1: Right.

David: I'm just taking your language, which is very general...

Woman 1: Mmm-hmm.

David: ...and making it more specific and in language that people can understand and relate to.

Woman 1: OK.

David: So women staying at home with their children, I translate to "stay-at-home moms."

Woman 1: OK.

David: Women that want to be entrepreneurs and not go back into the workplace, and they want to do something different from when they got pregnant...

Woman 1: Mmm-hmm.

David: I translate that to people that want to start their own businesses or become entrepreneurs or work at home, so it's whatever language is in the culture. Great angle, great approach. Now you could just run with that, or you could narrow it down even further to a particular geographical area or any other characteristic of these people that will make it easier for you to find them. So, for example, stay-at-home moms have a network. In my area, one thing that I'm familiar with, is Las Madres, and it is an organization of moms, stay-at-home moms.

Woman 1: Mmm-hmm.

David: That is a whole constituency that you can target, so you become the go-to-person, so you own the niche of helping Las Madres moms develop start-up businesses from home.

Woman 1: Mmm-hmm. Thank you.

David: Narrowing your niche oftentimes involves identifying the characteristics of the people you want to reach. What do they have in common? So, there's Christian singles, and then there's different Christian denominations you can narrow it down even further, like Methodist singles. Or you can narrow it by East St. Louis Methodists singles, or narrow it down even further to East St. Louis, Methodist Church of Second Street, anything that helps you narrow it down makes it easier for you to target those folks.

All right, well lets move on to how to focus on your ideal client. So page four of your study guide is, "How to Focus In on Your Ideal Client." I have five steps for you. So please write these down, and think about them as we go.

Step one is, identify what motivates you, gives you energy, about working with them. So if we are talking about, you know, stay-at-home moms who want to start their own businesses, what motivates you about them? What excites you about them? What gives you energy with the idea of working with them? Let us say it is financial freedom, or let us say it is the ability to be present for the kids as the kids are growing up. It is the independence, being family-oriented. Identify what motivates you, what inspires you, what gives you energy about working with them. That's step one. Because whatever excites you, chances are that's something you can tap into in a powerful way.

Step two; Learn who they are, what they do, what they read, where they hang out. This is the demographics, this is a bit of market research. We are going to get into that further. Step two is basically market research. Learn as much as you can about who they are, what they do, what they read, where they hang out. You want to know them from the inside out.

Step three is, to make these lists, and I think there's five, there might be six. So let's count as we go. So I want you to make a list of the lists that you're going to need. Chances are it might be helpful to get five or six pieces of blank paper and

label the top of each one with these items.

The first list is the identifiable traits of these people. So stay-at-home moms means that they have babies, they are women, they are staying at home, they have their babies at the nearby hospital. What can you know about them based on their characteristics, on their traits? So list one is the identifiable traits of these people.

List two, their activities. What do they do? Stay-at-home moms will go insane if they don't do something other than just stay at home with their kids. So in my area, Las Madres is oftentimes their outlet, and they go to the park, they visit each other's home for coffee. What do they do? So, based on what you know about them, what are their activities that you are aware that most of them will do?

List number three is their memberships and affiliations. These are the groups that they tend to join and hang out with. "Birds of a feather flock together," and we are social beings. So we have a group, we have an organization for everything. So what are the memberships, affiliations, groups, organizations that you can identify, that the people in your niche might belong to? Sometimes you have groups that are just for them, like Las Madres is just for stay-at-home moms.

Or you might have groups like Rotary Club, which draws a lot of different people, people that work, people that don't work, people from the corporate world, people that are blue collar. You know what they have in common is that they are members of the Rotary Club. They want to be of service, they want to hang out, they want to socialize, and do different things. Whatever the Rotary Club does. I don't know, I'm not a member. So, identify the groups, affiliations, memberships, organizations, that your folks might belong to. So that is list three.

List four is their demographics, and demographics involves, you know, the geographical location, their ages, their race, all those things that you could, look up in the census, and this is important. So for example, if you're targeting the stay-at-home moms, chances are they are going to be 25 to 40. That's going to be their age demographic. If, chances are they are not going to want to travel very far, so they are going to pretty much be within a 5-mile radius of each other.

That's another demographic. There's all sorts of things that go in the demographics, for example, geography-wise, oftentimes there's such a thing as geographical barriers. So this is like a freeway or bridge and oftentimes cities will have a freeway cutting through the middle and there will be an east and there will be a west, and the people on the east side, they pretty much stay on the east side. People on the west side, they pretty much stay on the west side. So you want to pay attention to those kind of demographics when you are planning your services. So that is list four, demographics.

List five is media. This is what they read, what they watch, the entertainment they

participate in. This could be magazines, newspapers, giveaways, what they receive in the mail, what they watch on TV, what they listen to on the radio. It doesn't necessarily mean that you are going to pay thousands of dollars to advertise on the TV and the radio, but it does mean that once you identify the media that they tap into, it gives you a lot of information about how to reach them and what they are interested in.

For example, if you know that most women that stay at home, that are between the ages of 25 and 40, they have the time to read the throwaway freebie that comes in the mail. Now, we all get this, I know I do, I receive this freebie, this local publication, and it's all advertisements. There's practically no content in there, it's all advertisements. I get it in my mailbox. I don't even look at it. I just throw it away, because I don't have time for it.

Stay at home moms though, they are going to open their mailbox, they are going to take out their mail, they are going to put it on their kitchen table. When Junior's asleep, they are going to go through their mail and they might actually read this stuff. So, that's important information for you. Think about that.

Media - what do they read? What do they watch? What do they listen to? I don't believe in high cost advertising, that is not the reason for this. But this gives you a lot of information about where they get their information.

Those are five lists; the identifiable traits, activities, memberships, and demographics and media.

Step four is; List their needs, problems and challenges. Their needs, problems and challenges. These are the reasons why they might consider working with you, and they have more than just one. They don't have the just the ones that are your favorites, that you want to work with. They have lots of needs, problems and challenges.

So, make as big a list as you possibly can. When you go to do your market research, you want to expand this list; you want to collect information to expand this list as much as possible. Then what I want you to do, just make a note, don't do this now, and later on, when you have done your market research and you have collected all the information you possibly can about the people in this niche, then I want you to narrow down the list of needs, problems and challenges to the top three.

The top three, the ones that are most common, the ones that are most pressing. Then those will be your self-selecting questions for your website. Those will be the bullet points on your announcements. When you ask the question, "Are you (blank) (blank) (blank)?" You are going to get people in this niche saying, "Yeah, that's me." Because you have done your homework and you know them from the

inside out.

OK, step five; this is important, do not shortcut this one. Step five is to make a benefits list. Get a piece of paper, label it, "Benefits, " and this is how you help your people, the results you get, what you are able to do for them. It can also be the results they want and the benefits that they want to get from working with you. So, brainstorm this, make it as long a list as possible, continue adding to the list during your market research.

Ideally a benefit is positive, measurable and specific (PMS) and a benefit is what somebody gets versus a feature. Now, a feature is an aspect of your service like it's convenient, it's effective, it's affordable, it's conducted in weekly meetings; those are all features of your services. A benefit is the result people would get. What would they get from working with you? They will feel better about themselves. They will make more money. What are the results that they will get? What will they walk away with?

So, make your benefits list as long as possible. All the benefits that you can think of. All the results that you can identify from working with you, including the ones that they want. Maybe don't deliver them yet. Maybe don't go there but the benefits that they want. So, if you are targeting helping stay-at-home moms develop home businesses, the benefit they want is to be independently wealthy, working from home.

Well, that's not necessarily something you can help them do in a day, a week, a month or a year, but that's something that they want and that's important information for you; that might be a long term benefit and might be the ultimate result of working with you, and that's important.

We're going to do the same thing with the benefits list that we did with the needs list. We're going to narrow them to the top three, but only after you develop as long a list that you possibly could. Then we are going to be able to use this in our bullet points, like, "Are you a stay-at-home mom that wants (blank) (blank) (blank)?", and you've got a stay-at-home mom that reads that, and says, "Yeah, that's me. I want that."

So, the needs list and the benefits list will help you with your copy-writing and your marketing, tremendously. So, take all the time you need to develop these lists as long as possible, and never, ever, ever throw these lists away. Keep them. Refer back to them. Then whenever you're looking to compose an announcement or revise your website or anything like that, go back to this list, because there are going to be words on here that are very, very powerful to the people in your niche.

So, this is how to focus in on your ideal client; five steps. First, identify what motivates you, inspires you, gives you energy about working with them. Step two,

oh by the way, if you are flat [laughs], you identify a niche but it doesn't excite you, choose another niche, please.

Step two; learn who they are, what they do, what they read, where they hang out; this is market research.

Step three is make five lists; identifiable traits, activities, memberships, demographics and media, of the people in this niche.

Step four; make a list of their needs, problems and challenges.

Step five; a list of the benefits or results they get from working with you. Then eventually down the road, when you really, really work on both these lists, you're going to narrow each one down to the top three. So, that is how to focus in on your ideal client.

All of these are things that you pretty much do once. So, it's not possible to spend too much time doing it, because let's say it takes you... Oh, in my wildest imagination, working on the stuff we just talked about, these five steps for identifying your ideal client. Let's say it takes you 10 hours. Ten hours! Now that's a long time for this stuff.

However, you only need to do it once, and that's 10 hours very well invested. The problem that happens with private practice professionals building their practice, is they get bogged down in minutia, they get bogged down in things that prevent them from marketing. Like, they spend so much time tweaking their website, they don't get around to marketing. So, what we are talking about, these are activities that you do once that build up to something very, very real. We are going to be talking about that very shortly.

All right. So, on to the next piece. This is creating your laser speech. Page five of the study guide, "How to Create your Compelling Laser Speech." So, once you have identified your niche, once you have narrowed down what your ideal client looks like in that niche, then it's time to compose a laser speech for them. This is where your benefits list and your needs list comes in really, really handy.

So, I have three very, very simple formulas for you. This is not rocket science and these are not the only formulas in the world. I mean, you can create laser speech any way you want. I like simple, I'll tell you that much. So, these are three very, very simple formulas.

Formula number one, "Do you know how (blank)? What I do is (blank)."

So, for example, "Do you know how single women over 50 just are really discouraged that they will ever find love again?" So, that's the problem, "Do you know how (blank) (big problem of people in my niche.)" "Do you know how single women over 50 just get discouraged that they will ever find love again?"

"Well, what I'd do is I help mature, juicy, luscious women over 50 find the love of their life and the life that they love." That's basically formula number one. "Do you know (blank)?", and the blank is a big problem of the people in your niche. "What I do is..." and this is what you deliver.

Formula two; Name the pain, provide the benefit. "Do you know how men have tremendous embarrassment about approaching attractive women because they don't want to be rejected?"

"Well, I have a simple, effective strategy for men, to guarantee they won't be rejected when asking out any woman they want." So, you identify your niche. You identify their biggest pain; their biggest fear. When you speak it, you want to reach their core like, "Ug, that's me! Oh God."

Then you want to provide the benefit of what you help them do. It's like, "Whew, boy, yeah, I really want that." So it's really an emotional push-pull. So, that's formula number two. Name the pain, preferably a big one, and provide the benefit.

Formula number three, "Do you know people who..." and then you name a positive goal. "Well, I help you to..." and then you provide the benefit. You know what you help them do. This is different from formula one because we're not talking about a problem; we're talking about a positive goal.

"Do you know single women over 50 who really want to fall in love again?" So, "Do you know people who..." This gives the listener the opportunity to recognize themselves. Like, "Ooh, that's me" or "Well, yeah, I do know people like that."

So, "Do you notice any single women over 50 who really fall in love again?" "Well, I help you to find the love of your life and the life that you love." So, that's three very, very simple formulas. It's not rocket science. It's not a big deal. Once you've done the lists that we were talking on page four of your study guide, this is easy.

You should have a crafted laser speech for each niche. It should be pretty short and sweet and to the point. You should be able to memorize it and deliver it off the top of your head. So, if it's getting too long and has too many words, I would advise you to edit it back.

With editing, when you play with it and you take out words or sentences, if it doesn't lose any of the punch, then you know that what you've taken out is not needed. In fact when you edit, often times you can increase the punch by removing sentences and words.

So, go ahead and craft your laser speech and don't worry about having it be too

long because you can always edit it back. But all of these formulas, these three formulas, they are very, very short; they are very, very to the point.

So, formula one, "Do you know how blank, " which is the problem. "What I do is blank, " and this is the solution. Formula two, name the pain and provide the benefit. Formula three, "Do you know people who...?" Then this is the positive goal that people in your niche want.

Then, "Well, I help you to..." This is the results, the benefits, that you provide. So, in our implementation lab on Friday, I would love to have a laser speech clinic. So, as you work on this material in the next few days, we will have a laser speech clinic on Friday and we will help you craft your laser speech.

I love this stuff by the way. It's just fun for me to play around with words and brainstorm what might be punchy and compelling, and get people's attention. So, we will do that more specifically on Friday but for right now I'm really interested. Anybody have a laser or an idea for a laser speech that you'd like to share?

Cathy: This is Cathy.

David: Hi Cathy.

Cathy: Hi, I've got an idea for a laser speech, for my newest niche which is helping self-employed professionals remain self-employed.

David: Great.

Cathy: Do you know how self-employed professionals get discouraged and think they need to go out and find a job?

Well, I help self-employed professionals grow their business effortlessly and remain self-employed.

David: Excellent. I like that, and what you can do is use "you" language on the second half. So, instead of talking about, "Well, I help self-employed professionals out there, " say, "I help you!"

Cathy: OK.

David: Even if you don't know if this person is self-employed, "you" language is very, very powerful because you're speaking directly to the person individually. For example, a small example, in the emails that I send you, I always refer to you as an individual. I address each one, "Greetings go-getter, " not plural, it's individual. I'm addressing you, like, "Hello go-getter."

I hate "we" speak, group speak. It's a pet peeve I have. I just hate it. When people address emails, "Well, Hello, everyone!" Well, I'm not an everyone. Don't speak to me like I'm part of a crowd, I'm an individual.

So, people like that. They like to be addressed as individual. In your laser speech, try to use you language, especially in the second half. The first half can be more general, like, "Do you know people who..." out there, in general. Then, you come in for the kill. Well, I help *YOU* to find the love of *YOUR* life and the life that *YOU* love.

Does that make sense?

Cathy: Yes, it does. Thank you.

David: OK. Great! Good stuff! Thank you, Cathy!

Man 2: I seem to be able to meet women very easily and talk and have a general conversation about all kinds of stuff. Not trying to pick them up, or anything. If I'm specializing in men, I could almost say, now, men don't communicate. They shut down. I help men who want to be in a relationship communicate much more effectively to women.

David: Ooh, great! That's an example of the mirroring strategy. What is it about you, that you see in the people in your niche out there, that you can use? So, if you find it very easy to talk to women, then that can be something you can offer other guys that aren't so comfortable talking to women.

A laser speech that speaks to that; what guy wouldn't want to have fun and find it effortless to talk to any women they want? You can use that kind of language. You can always spice it up. Do you know how guys feel awkward and have trouble talking to a woman they are attracted to? Well, I help you talk to women effortlessly, have fun, and feel totally comfortable talking to any woman you want.

Something like that. I like it! OK! So, more on laser speech on Friday. So, turning the page to page six of your study guide. Oh, boy. This is the fun stuff now. Market research. This is truly the key to owning your niche. Five steps for you. Step one; We worked on today. Choose a niche. Step two; It's very simple - ask. A-S-K. Ask.

This is where you compose questions, you target your ideal clients, you identify people in your niche and you ask them, you design your market research so that you are asking them what you need to know. You are crafting questions that will get them talking.

Open ended questions. Not yes, no questions, as much as possible. You are designing your market research program by crafting questions that you can ask your folks. Then, step three, is, you identify what they want, and how they want it delivered. This is part of what you can ask them.

When you are doing your market research, and you are talking to the people in

your niche, identify what they want and how they want it delivered. In the four weeks that I had 12 singles in my office in September of 1997, that's pretty much what I was focusing on.

What are your problems, needs, goals and challenges? What do you want? How do you want it delivered? Brainstorming ideas. That's an example of a focus group. So, when you market research, you can organize a focus group, if you want. You can target individuals. I would not try to do an email campaign.

It's not going to get you the information you need to send out an email survey. I don't care how hard you work on it, how many questions you have. I don't care how fancy the system you set up the questionnaire is, this is at best, a conversation.

Either face to face or on the phone. It's going to be in person. There is a benefit to doing this individually, because you really will be able to connect with this person who represents your ideal client. You will be able to really have a conversation about who they are, and what their needs are, and get their reactions to your ideas, and where you are coming from.

But there's also benefits to doing it in a group setting. Now, how do you motivate people to come together as a group for you? How I motivated 12 singles to come into my office, was, I was offering them a free service. It was a free group for singles. We had a lot of fun.

It provided great value for them. You can do the same thing. Put together a free group for the people in your niche and don't make it an on-going group, make it like a one time deal or at most four meeting deal, no charge and people love things that are free, especially if their going to get a lot value from it. This becomes your focus group, this becomes the people that you try things out on, you pick their brains, you brainstorm, and you are going to provide them lots of value.

Step one is; choose your niche.

Step two is design what your going to ask people; what you need to know; craft your questions, preferably open ended.

Step three is; identify what they want and how they want it delivered. Get together with your folks individually or in a group to discover this information.

Step four is; survey the competition, look at the other services, programs, organizations, professionals; that target this group, providing the similar or same thing that you do. Find out what else is out there!

I talked to you a little bit about targeting the singles in my area and my

competition was the singles organizations, singles events, singles publications. It wasn't really competition though; I'm not doing it; I don't do, and don't want to do what they do, but they were the services programs and professionals that were targeting the people that I want to reach. So survey the competition, survey what else is out there.

Get well acquainted with all the other professional programs and everything else that's out there. That's part of knowing your ideal client from the inside out. It's like who else do they have knocking on their door? What are their choices of services, products, and programs? If you know that, then you can differentiate yourself. You don't want to come up with something that is the same as everything else they might have access to.

You want to come up with something unique and different and compelling for them. How do you know if it's different and compelling, if you don't know what else is out there for them? Hopefully you can see why this market research is really, really important and necessary. A corporation would not spend millions of dollars rolling out a product, without doing a heck of a lot of research to know that the public would want it and buy it. Corporations don't spend millions of dollars in Super Bowl ads, without knowing that this particular ad has been tested to be well received, by the people that they want to reach.

Step five; is put all this information that you've gathered from your market research, together, and do something with it. We will talk about that next, in terms of how you might do that. Put the information together. You collected a lot of information, put it together and prepare to do something with it. For each niche; this is what I'm convinced of, you might disagree and you might do it differently and that's OK, but it's my strong belief, that for each niche, you need a website.

Website just for that niche, doesn't have to be a big deal, it can be a one page website. It can be a blog. For each niche you need to have these specialized services, just for that niche. They are designed for that niche. And programs... now a program is even better than a service, because a program has a variety of services, they are structured, it is a package that you put together for the people in your niche.

Each niche needs a website; needs specialized services; needs specialized programs. Each niche will have its own revenue streams. Each niche will have its own marketing activities. Each niche will have its own products. Now the products aren't necessarily things that you create. You don't have to have any products. These could be things that your people would be interested in, benefit from and they would buy anyway. So an obvious example is books.

What are the top books that you recommend, that if you had unlimited funds you would stock them in your office and hand them out with no charge? Well, have those books on your website with Amazon links, and sign up for the Amazon

associates programs. When anybody buys a book from you on your website, then you get a piece of it.

You can also buy books wholesale and sell them in retail. You can buy books in bulk and hand them out a premium, meaning they get the book for free when they sign up for your class or your workshop or your services. So, your niche - the people in your niche, there is lots and lots of products that they can benefit from, that you know what these products are, because you live and breathe this stuff. You work with this everyday. Chances are you have all these products on your desk, in your bookshelf, in your cabinet, whatever.

So, what are the products that the people in your niche need and want and can benefit from and then be instrumental in delivering it to them and that generates a relative stream for you. It doesn't have to, you can just do it as a service, like refer people to a certain vitamin on the shelf at Longs drugs, that you highly recommend, because you're in a niche and you've done the research and you know that this particular vitamin is pure, it doesn't have preservatives, all that other good stuff.

But wouldn't it be better to have your own line of vitamins that you generate commission from? That your people in your niche get from you, as long as you truly believe that, that's the best choice for them. So, it's my strong opinion that for each niche, we need all of those things in place. It doesn't have to be big deal, but it is part of why I recommend that we focus on one niche for three to six months. Exclusively, one niche to develop it and build it, before we go on to something else.

So, that is a bit about market research. I would like to talk to you next about how to pull it all together, but before we do, let's open it up and find out questions about market research.

Terry: So, a first step would be to try to compile some people or get a group together just by offering... to think up some offer, some free coaching or something where you can get them together and just the whole basic idea, that is to pick their brains and help you fill out these other questions and formulas?

David: Yeah. I wouldn't necessarily offer free coaching. I would offer a free service or program. You don't want to look like you are giving your services away, but you can give a piece of what you do away. For example, who are the people that you want to reach, Terry?

Terry: Teaching, you know law of attraction type of things and goal setting, and I'm just trying to work in a way to do that with relationships. I mean, I already do it -- for relationships, but something specific with what I'm already teaching and I'm trying to identify and narrow it down. I'm really listening to you today, I realized I'm still way too wide with it.

David: Yeah. Well, you see law of attraction, that's an example of a particular service that you are coaching people in harnessing, manifesting, using the law of attraction; that is a service. That is actually a feature. So, what would be the benefit of working with you, then you are more in the right direction. Your niche would be the people that you want to help with the law of attraction.

You can use any one of the strategies we talked about as we started off today, hopefully you would identify a group of people that you see, that really need and can benefit from law of attraction coaching.

Terry: Baby boomers. I have a website that I got the name, so I can target baby boomers but I just really need to keep narrowing.

David: So, baby boomers? I heard singles and that they want relationships. OK, so we're getting close. So, let's say you wanted to start your market research and you went through the activities on page four of the study guide; to focus in on your ideal client, meaning you identify what motivates you about them, you learn who they are, what they do, what they read, etc.

You have done the five lists, you have identified their identifiable traits, activities, memberships, demographics, media. You have made a list of their needs, problems and challenges. You made a list of the benefits that they'll get from working with you.

So, you have done all that stuff. Chances are, you can put together a group and you know what it is they want. So, for example, for the singles -- I didn't just say, "Would you join a focus group of singles in my office everyday for four weeks?" No, I said, "Well, I'm starting a singles organization and I'm offering you free four-week group for singles and I'm going to teach you everything I know about how to find your life partner" and then you deliver.

It's a combination of, You got people in the room; they want something out of it, there needs to be some reciprocation here. So you are delivering a piece of your service, and you are picking their brains and asking them questions, and you are trying things out at the same time, seeing how it works and what their reaction is. But don't call it free coaching.

So, would you be willing to talk to me, and answer some questions, in exchange for free coaching? No! Don't do that!

Terry: I would never say it that way, but that's what I was thinking, was... I'm glad you clarified that.

David: Yeah. So, let's say - let's call it, "How To Find Your Life-Partner Pilot Project." A pilot project is - I like that term because it refers to - you are trying something out. It's brand new, and you will get people who will get excited about that. "Ooh! This is brand-new I want to see what it's like!" They like being in on the ground-floor of something.

Woman 2: Hi. I am offering Residential Renovation Coaching and Project Management. I want to work with single women; I'm still working on what the real niche is there, because I know that they own a large share of the homeowners market at this point. So, I'm looking at, "How would I go about doing market research to find out what the needs are, of women who want to do renovation of their homes, but really don't know where to begin, and would like to have some help."

David: Oh, how fun!!!

Woman 2: I'm excited about it.

David: This is great!! Of course, you don't have to target single-women homeowners doing renovations -

Woman 2: That's true.

David: You target women homeowners and chances are, they are going to be single!

Woman 2: OK, OK.

David: The first thing that occurs to me, is to work together with some real estate agents. Real estate agents sell homes, they represent clients; real estate agents are great networkers, by the way. Their whole business depends upon networking. So, if you approach them and let them know what you do, you are not going to get a closed door. No real estate agent will ever say, 'Don't bother me!' [laughs]

Just like, "Well, that's very interesting; let's talk about how we can work together!" So, you want to identify single female homeowners, and chances are, real estate agents have clients that they would just love to refer you to.

Woman 2: Hmm.

David: "Oh, well, I had this great client; her husband died. She sold this big house, bought a smaller house and she needs to renovate it, Oh, you'd be perfect for her!"

Woman 2: Oh. Great.

David: And so that brings up a great point: that identifying people to do market research with, kind of overlaps with referral sources. Now, in Module Five, we're going to focus on creating your effortless referral system; but an advanced peek at it, is, "Who are the professionals, that you know, that you can target, that work with the people in your niche, that you can network with?" That will help you identify folks as well. Your clients and former clients, and people that you know...

So, if you are looking for women homeowners that want to renovate their house,

and they are just intimidated about the whole big project, and want some support around that, then ask around. Ask everybody you know. Everybody in your network, everybody in your database. What a great way to start a roll-out, too! You are spreading the word!

Woman 2: Mmmmm! Great!

David: That's so cool [laughs]. I like that.

Woman 2: Thank you.

David: There's also going to be contractors...

Woman 2: Mmm-hmm.

David: And if you're going to identify contractors to talk with them, they deal with women all the time, and it drives them crazy.

Woman 2: Mmm-hmm.

David: But they love to have a woman who has support, so that they are not driven crazy with all these questions and changes, and things that drive contractors crazy.

Woman 2: [giggles]

David: So, contractors love to know that there's somebody that they can refer their women homeowners to.

Woman 2: OK. Great.

David: Page seven of your study guide - now we are pulling it all together. I have two projects for you that will help you pull it all together. The first is to create a website for your niche - for the services, for the programs, for what you want to do for your niche. Remember the niche is a group of people - the niche is not a service.

So, if you are targeting women homeowners that are renovating their houses, you are going to be putting together a website; for women homeowners that are renovating their houses; that are not putting together a website for coaching. So, Project Number One in pulling it all together is, to create a website for your niche. So, what would be helpful to have on this website, for single women homeowners?

Maybe, it's a link to a database for checking out contractors; like, "Well, before you hire a contractor, check them out." Make sure their license is valid, that they have insurance, that they are not in trouble with the Better Business Bureau, and all that stuff. So there are links, there are websites, where you can research contractors, there's other websites where you can get recommendations for contractors; there's your 'Top Ten Tips' for these people.

So, if you were to put together a website, for the people in this niche, that would provide some value to them, what would it look like? So, that's Project Number One. Again, it does not have to be a big deal, it does not have to cost thousands and thousands of dollars, it does not have to take you months and months and months. I challenge you to do this in one day - maybe less than a day.

So, pull together your content first. Design what you want to have on your website. Then use the program that we have, on creating your own website, it's in Kit Three of "Private Practice Marketing on a Budget" It's how to design and create your own website!

In there, I give you step-by-step instructions on building a blog (which is a website!); on using free website service (I give you some alternatives for Do-It-Yourself Website Services); and of course, talk about different things like webmasters and all that; and even give you a tutorial on understanding HTML. This does not have to be a big deal - you don't have to be a techie; and it doesn't have to look pretty to start off with; and you don't even have to launch it, you don't even have to show it to anybody if you are totally embarrassed by it!

But it would be cool to come up with something that you do yourself, that then you could turn over to a webmaster, and say, 'OK. I need a website, and here is what I have come up with on my own. Make it pretty.' Then, it's going to be a lot more affordable to you because the webmaster doesn't have to start from scratch. Now, the thing about dealing with webmasters is, you got to tell them exactly what you want. To the point where you got to tell them the theme, the colors. You got to give them the content; so it's not easy.

It's not just like, "Hand the project over to the webmaster." You are very very involved; you have a lot of work to do, even though the webmaster is the one putting it up. What I've found is, by the time I've done all this work, it's just easier for me to do it, than it is to tell a webmaster to do it! So, listen to that program; I challenge you, I promise you, that you can put up a website, in a day or less.

So, Project Number One, is "Put up a website for this niche." Doesn't have to be pretty, doesn't have to be perfect, it's just a beginning. Of course, one of the first steps in putting up a website, is getting a domain name. So, go to godaddy.com, and once you have your list - The Benefits List, The Problems, Needs And Challenges List; you've done all this homework - you have done your market research - maybe before your market research - just having your list will be enough - so that you can choose words from your list that become your keywords - become the words that you can put in your domain name, or your niche.

Now, ideally, the keywords are going to be the searchable words that people actually use to find people like you, or to find your services; or when they are looking for information about what ever it is you offer. So, for example, in this

arena; for working with private practice professionals that want to build their practice, the top search term, that I'm aware of, is "Private Practice Marketing." When people want information about marketing their practice, they enter those three words.

Entering "marketing" is much too broad for most people; they know they are going to get information about marketing things that don't apply to them. Entering "private practice" is not enough, they might get information about forums and whatever else. If they want information on marketing their practice, they are going to put "private practice marketing."

So, there are some programs you can use, Good Keywords is one. I gave you links to all the stuff in our resource bank and also in the "How to build your own website program, " I talked about some of the alternatives. But ideally, your domain name has the top keywords in it for your niche. So, it's worth it to do a little research.

You can start with the list that you come up with, and use those as your search terms. So, if you just go to Google and you put in, let's say you're trying to reach women homeowners and you put in "women homeowners" and Google comes up with 200,000 hits. OK, well you might have some promise. And then let's say you tweak it a bit and they you say "single women homeowners" and it comes up with 5,000,000 hits, well then you know that adding the word "single" in there just makes it far more searchable and more effective and more targeted for the people you want to reach.

Now, I don't know that, but this is the kind of experimenting that you want to do; just one avenue. So, project number one is create a website, it doesn't have to be a big deal, please don't spend any money on it, other than buying a domain name and maybe getting web hosting. You can use godaddy.com, it's very, very affordable. At this point, I don't want you to invest a lot of money in it because chances are, you don't have the capital. I'd rather have you conserve it and chances are, it would take way longer than is necessary.

So, from start to finish of designing and putting up a website, working with the webmaster, even just finding a webmaster to start off with, you might have a website in a couple of months. Well, I want you to have a website like this weekend [laughs] or next weekend just to get it started. So, that's project number one.

Project number two for pulling it all together. I found that very, very effective and helpful is to plan a launch event. What are you going to do to launch your services, your program, your practice for this niche? A launch event. This could be a workshop. This could be a free intro, a free seminar that you're going to do at your local library or community center.

This could be a joint venture, you are going to do with a joint venture partner or maybe a group of people and you are going to put your resources together to market, to a bunch of people in your niche, in your area. It could be a teleclass or a teleconference. You can do it over the phone and you just market it to everybody you know and you tell them, "Dial this number on this day at this time and you're going to learn this, this and this." And offer them a bonus, a compelling reason to show up.

So, a launch event of some kind. So, once you decide what your event is going to be, then you get to have fun designing it. You know, what are you going to do? What do you have in place? What are you going to hand out? What web page are you going to steer people to? How are you going to get people signed up? Who are you going to market it to? How are you going to advertise it? By advertising I don't mean spending hundreds of thousands of dollars, I mean putting out free announcements and having people spread the word, maybe.

You know, use the most effective way of getting the word out that is not going to cost you a lot of money. So, how are you going to get the butts in seats? How are you going to motivate them? So, when you have a date and let's say you plan it, this is October. Let's say you plan it for early December or January or something. When you have a date, then what I like to call necessity kicks in. [laughs]

You know, necessity is the mother of invention, like "Oh, my gosh! I'm actually doing this. January 5th, I'm conducting this event. I better make it work." So, between now and January 5th, what are you going to do? What are all the steps? What do you need to have in place? Give yourself enough lead time and have fun with it. Be creative. What would be fun for you to do? What would be well-received by the people you want to reach.

So, this is a launch event. Now, I want to give you an early introduction to one of my biggest philosophies of life and goal setting and practice building. That's basically two words, "What's next?" I always ask myself whenever I do something or even plan something, what's next? I'm like, "OK, I'm going to do this. Well, what's next? What do I do after this?"

For your launch event, I would advise you to ask yourself this question, "OK. Well, let's say I do this launch event. Well, what's next? What do I do after that? How do I follow it up?" So, you want to have a plan for how are you going to leverage your launch event.

So, let's say for example, I'm going to reach singles in my area. I'm going to conduct the singles event. After that, I'm going to have a class or workshop for singles, and after that, I'm going to have let's say a once a month, once a quarter, once a week event for singles. So, when I get people in the door, when I market to them, it's not just going to be for that one event, there's going to be candidates for showing for my future events, and they are in a position to tell

other people about my future events.

So, never do a one-shot deal. Always have the next step planned. Preferably, you want to leverage your effort so that any marketing, any time anybody finds out about you that if they can't make it, they know the next time they can catch your act. They know how to engage you if they can't make your event. And they know what to tell other people. Say, "Oh, you know, I heard about this woman who's a coach for women homeowners that are renovating their houses and she did a workshop last week. Darn! We missed it but I heard that she's got another one coming up in a few months."

If you don't have the next step planned then people aren't going to know that, they are not going to be able to spread the word about that. So, two big projects for pulling it all together once you've identified your niche, once you identified your ideal client, you have done your market research, you are ready to go, is construct the website for them and do a roll out. A launch event.

Give yourself enough lead time so that you can put the pieces in place, you can market it, you can really do a good job and make sure you have the next step planned. This by itself will launch your ideal practice. This, what we covered today is how to design and build and launch your ideal practice. You only need to do it once and then you are just carrying through with the momentum of what you started, what you rolled out.

A few months later, if you want, then you can start the whole process over again with your next niche. Of course, you're not going to be starting from scratch, you already will have some skills and some knowledge that will make developing your next niche a whole lot faster and easier.

You will be able to construct your website, a simple one-page website instead of an entire weekend, maybe in a few hours because you have done it before. So, everything you do now is an investment and it will pay off tremendously.

So, that ladies and gentlemen is everything I have for you today. So, we will follow this up in our implementation lab on Friday. We will definitely do a laser speech clinic. We will cover any further questions you might have about market research. Between now and then, I want you to do as much as you can on everything that we talked about, so that we can use our time productively.

So, to recap on page two of the study guide, we covered how to name your niche. We covered a lot different strategies for that. So, it solves the problem of, "Well, gee! I want to work with everybody. How do I narrow it down to a niche? There are lots of strategies for that.

On page four of the study guide we covered "Five steps for focusing in on your ideal client! And page five of the study guide we covered "How to create your

laser speech." Then on page six of your study guide, "Market research". And page seven of your study guide, "Pulling it all together with a website and a launch event."

And on Friday, any questions that come up for you, that will be the time. So, do as much as you can between now and then and I'll open it up. This is your time, I've laid a lot on your lap, you have a big mandate right now after this call. So, what do you need to know? What questions come up for you about, let's say, constructing a website, or designing a launch event or any of this stuff?

Woman 3: The resources for constructing a website: you said are in Kit Three of "Private Practice Marketing on a Budget?"

David: Right.

Woman 3: OK. -

David: The link and the password for downloading - "Private Practice Marketing On A Budget," in the PPMS Members Area - to go ahead and download, I would advise downloading the whole thing on to your computer, and open up Kit Three, which is leveraging technology to boost your practice; and one of the programs in there, is "How To Design And Create Your Own Website," I forget the exact title; and the subtitle is "HTML Made Easy."

There is a great program - there are several programs - but one that is widely used and is free, is called "Good Keywords", and you can just go to GoodKeyWords.com, and download it..

Woman 3: Because, when I first launched my website, a year or so ago, I found that in order to get my website to eventually come up on Google, I needed to register it with several of the search engines; in other words, do you need to register your website with the search engines?

David: No. You do need to optimize it, though.

Woman 3: There was something out there on Google, where I needed to actually register my website with them, and it actually took me three to six months for it to actually come up, in that search engine. That was a year ago, but, I don't know if that's the case now. I've not registered my main site, and it was a subsidiary site.

David: Yeah. Google advises you to register your site map with them..

Woman 3: OK; that must have been the way it was. That must have been the way it was.

David: The thing about the search engine is that it updates new pages that show up on the net. It updates every day. It's incredible, it's high technology, it's what they are paid for! In fact, when I submit articles, and I use my Article Submission

Services for doing that, and those are on the Resources Page by the way, within hours, I will receive a Google Alert.

If you sign up for Google Alerts, and you put your name in - so anything that shows up on the web with your name or your niche or in my case my trademark; I had a Google Alerts For "Conscious Dating", for "Conscious Mating", for "Relationship Coaching Institute", for "David Steele". So any time any of those show up on the Net, I receive a Google Alert.

I am always amazed by how I will publish an article, and within the day, I receive a Google Alert that that article has shown up on the Net, and they've found it! - and that's what search engines do. They search the Net and they organize it, categorize it - it's the best thing you can do, is to optimize your web site to be found by the search engines.

The links for doing that is also in the Resource Bank, a wonderful resource. I use it all the time, and it is just so easy. I mean once I discovered it and tried it, it was like, "Wow! Why wasn't I doing this for years!" It's called Web Inspect; and so in the Resource Bank, look for the link under "Web Site Construction" for Web Inspect. Within ten to fifteen minutes, more or less, you can optimize any page on your website.

Certainly, you want to optimize your home page; but you also want to optimize any page that you think the net will like. For example, you know when people are looking for information, that they will probably click on a link that says "Top Ten Tips For.." So, if you have a Top Tips Page, definitely optimize that. So, don't worry about registering with the Search Engine - certainly you can submit your Site Maps - and go through all the steps and even pay money to do that, but you don't need to because really optimizing your website is the way the search engines will find it and categorize it.

The better it's optimized, the higher the search results, it will show. The optimization tricks - if you use Web Inspect, it will tell you exactly what to do. Sometimes, it's as simple as adding an Alt tag to a graphic. A graphic will have a URL on your website. Well, an ALT tag is simply a tech description of the URL, of what that graphic is! You want to put your keywords in the Alt tag. So, it's simple stuff; and you have to know a little HTML You have to know how to treat your website, but the program I have for you On "HTML Made Easy," will help you do that!

Woman 3: How do we get to that site Resource Center, to get to that?

David: Oh, "The Resource Bank." There's a link to it in the Private Practice Marketing Secrets home page.

So, just go to <http://www.BuildingYourIdealPractice.com/ppmsmain.html>

You can find the links there to the Resource Bank, the Private Practice Marketing on A Budget, everything you need. But the URL is http://www.BuildingYourIdealPractice.com/resource_bank.html

I know it's a big project. You've got two weeks to do it, market research, get that website up there, plan your lunch event, do all this homework for identifying and targeting your niche. Now, what questions occur to you about doing that?

Woman 4: What is your recommendation now, for which bridge line to use and being able to record on that bridge line?

David: For a free bridge line, we are using right now FreeConferencePro.com and so far so good. I'm not having the problems that we had with the one we had before.

Woman 4: OK.

David: I've been using it for about two weeks now.

Woman 4: Can you record from that bridge line?

David: Yes.

Woman 4: And is there a charge for that?

David: No.

Woman 4: No charge?

David: Yup.

Woman 4: Oh my Gosh! OK.

David: It's got lots of very cool features.

Woman 4: Cool.

David: It has things like, you can even put in your own greeting, so that when people dial in, they hear your greeting rather than, "Welcome to Free Conference pro."

It'll still say a service of Free Conference Pro, but it'll start off with your greeting. It has telephone access to the replay so you can give people a telephone number and they can listen to the replay over the telephone like an audio podium.

Woman 4: Mmm-hmm.

David: Of course, you can get the replay as an MP3 and things like that. It has a control panel; an online control panel. So I've been using that control panel to turn the entry and exit chimes on and off, to mute everybody out, and un-mute.

You can also lock the conference; so after it's started, if you want to lock it so that nobody else can call in, you can do that. It's pretty cool so far. I like it.

Woman 4: So, they don't even charge you to get the MP3?

David: No charge.

Woman 4: Oh, they do? No charge?

David: No charge.

Woman 4: OK, I was with Free Audio Conferencing for a while and I had to pay to have that capability. I don't even know if they are around anymore because I just haven't used them in a long time.

So, well, OK, thank you for that resource. I appreciate it.

David: Free Conference Pro has the capacity of like 150 or 200. And you can record. And it has an online control panel for managing the call online. So, so far so good. It's my current favorite.

Woman 4: Great, thank you.

David: By the way, normally I don't advocate using free services, if it gives the impression of being cheap, because if you're a professional, it's better to pay for something that is a tool of your trade and to provide a professional image and service.

So, I don't just use Free Conference Pro. I do have a bridge line that I pay for and the service that I pay for - that I think you're familiar with- is called Instant Teleseminar.

I highly recommend it, because it's very easy to use. You don't need to know any HTML. It constructs web pages for you so that you can direct people to the call online. It has a live webcast. And people can submit questions online. There are just so many features, and it records. It has backup recording, so even if you forget to press the record button, it will record for you. You can use any bridge line. So, it has a bridge line that comes with it, but you can also supplement it with using other bridge lines.

So, we're using Instant Teleseminar right now, to record this call and the webcast page, as I sent it out to you is BuildingYourIdealPractice.com/ppms_2.html and that's actually a forwarding URL. It takes you to the Instant Teleseminar page.

If you go there, you will see the webcast page, you'll see my photo, which I uploaded. You'll see, "Welcome to PPMS Module 2" at the top. You will see the bridge number there. You will see the webcast links that people can listen over the computer instead of calling in, which is a good backup so if you ever have

trouble getting on the bridge, just click the link and listen over your computer.

Then you can add links and I have a link to the module two home page. You can add other links as well; to your products, your series, your website or something else. Then there's a question box so people can submit questions and comments and then you'll see them on your online control panel.

So, I do have a philosophy which is free first; before you go ahead and spend money on something, go ahead and start off with the free option available to you. Then when you are little bit more informed about what you need, then go ahead and spend the money when you identify a good resource for that.

So Free Conference Pro might be all you need for a bridge line, however, at some point, it might be good to step up to something like Instant TeleSeminar and it's only \$49.00 a month. If you use conference calling as a regular part of your business, and tele-seminars, it's a great investment, very very affordable.

I was using a bridge line service that cost me about \$100.00 a month. When Instant TeleSeminar came out, I immediately signed up for it and I canceled that other service. Now I'm saving 50% and I'm getting way more, life is good.

Woman 5: Does that Instant TeleSeminar do webinars or do you have any recommendations for webinars? I don't think there are any free ones out there to do webinars.

David: I don't do webinars; I don't know a whole lot about them. I've participated in some. Gotomeeting.com is the one that I participated in.

Woman 5: Yes, I'm familiar with that one, I guess. I just didn't know if you knew of any others.

David: Instant TeleSeminar is telling us that they will be adding webinar capability in the future. When, who knows?

Woman 5: OK.

David: But, the ability to have a live webcast at the same time, that's way cool, but for a webinar right now, I'm not aware of any free option for that.

Woman 5: This is really overwhelming, but it's such fascinating stuff.

David: Yes. I've seen a lot of private practice professionals hide in writing articles, building websites, and putting together databases, all the stuff behind the scenes, that should not eat up your time.

Woman 5: Yes, and I've noticed that's what I've been doing a lot of; trying to stay in the back office. That's that accountant, former CPA in me that...

David: Yes.

Woman 5: But, I'm stepping out there. What I've done is; I'm doing it backwards. I went ahead it put it out on my website in terms of; I'm having my first one hour free tele-seminar two weeks on Saturday. I don't even have the registration stuff built on page and I don't have the script done, but I'm doing it.

David: Well that's exactly what I want you to do. Go ahead and set a date and put it out there. Then that kicks in the necessity button...

Woman 5: Yes, hit the anxiety.

[laughter]

David: You are like, "Whoa, I've made a commitment now, I better make this work."

Woman 5: Yes, and that's how I have a tendency to do things. That's how I get a lot accomplished, and so I'm going to go ahead and do it this way too. If I fall flat on my face and I have to wing it, even if it's not all that great, that's OK. That just gives me a platform to become better.

David: Absolutely. Please don't worry about being perfect. Please don't be attached to the outcome. It does not have to be great; it just has to be a start. What's that saying? "You don't have to be great to start, but you have to start to be great."

[laughter]

Woman 5: Yes, that's exactly right.

David: Something like that.

Woman 5: Yes.

David: Absolutely. When I'm asking you to take on two projects as part of this module, put up a website and design a launch event, I'm not saying, "Get it right." I'm saying, "I challenge you to just do it and do it in the minimum amount of time it takes to do it." Because you will have plenty of time to tweak it, make it better, and do it better in the future. I usually will set up a free event on an autoresponder.

Woman 5: OK.

David: For most of us, that's the place to start.

Woman 5: OK.

David: Most of us will not have a shopping cart starting out. There's basically two really good auto-responder options. One is to sign up with the one shopping

cart autoresponder and the other is A Webber. So if you think you are going to have a shopping cart in the future, or if you are willing to pay a little more for the cadillac of autoresponder systems, I do recommend one shopping cart autoresponder. It's not that much more, a little more expensive. So it is the cadillac, and you can't go wrong in terms of conducting your business using that shopping cart service.

So as far as a free seminar, putting it up on an autoresponder is all that is necessary. You are saying, "Free services for tele-seminar", and you are going, "Oh my god, I don't have any content for the niche I'm trying to create." Well, you don't need to create your own content from scratch. You can always adapt other content that's out there.

There's a lot of blogs that do nothing other than post other people's articles. They make money from it because they generate traffic, and people click on amazon links and google links. That's how they make their money.

If you don't have your own content, don't worry about it. There's lots of content out there that you can use and you can adapt. Don't let that hold you back from putting up a website because the question that I want you to ask yourself is, "What does my target audience need, what would be helpful to them that I can put on this website?"

What do they need to learn? What would be interesting to them? What would be the links and resources? I wrote and shared a lot of links and resources with you today. Download.com, and good keywords, and a-webber, and shopping cart. So, your target audience has lots and lots of needs and interests.

What are the top ones that you can put on your website? It doesn't have to be something that you create from scratch.

Rory: OK. From that website, because I'm still struggling with creating the initial practice website. Forget the niche market. The idea for my name as being bettertogether.com, but then something hit me about shymendating.com as a niche, or successfulshymendating.com. If I start off with that as a niche website, it just seems like I'm taking a different direction without even starting.

I'm doing another location without ever having the main location started.

David: My goal for you as a result of this module is that considering everything that you know, everything you are, all the possibilities that as a result of doing the activities in this module, you are able to choose a niche, you are able to learn about them. You are able to put something in place for this niche. All as a result of this module.

It's fine to not know what your niche is, or to have different possibilities, but as a result of doing these activities, I want you to narrow it down to a niche. shymendating.com, is great!

Rory: Yet the allocation of time is still such and such. Ten hours here, ten hours here, and ten hours, is all I've got to do. Thirty hours. I'm going, gosh! Now, you put another... the reality. I guess it's about which one to worry about, or to put the time into, because this is obviously a very big, important cornerstone, building block. Getting clients is maybe down the road a little bit.

David: Every module of "Private Practice Marketing Secrets" is two weeks. That might not be enough time for everything that you want to do in that module, and that's OK. What I want you to do is to do your best in that two week period. My recommendation that I say over, and over, and over, and that I put out in an email last week, was, to block out time in your calendar, make it as important an appointment as your clients are, on your calendar, to work on this stuff. Don't just do it in your spare time whenever your spare time happens to come, because it won't happen.

Rory: Your direction is really powerful. I'm looking. OK. I've got 30 hours. Period, 27-31 hours. I know that is the case. Right now, with the singles one, there's a few hours there. But, I know that what's your just saying, OK, by focus, 15, don't worry about making money right now.

I've got to build this thing before I get clients. I've got to have a date. I'm trying to alleviate the fear and whatever. I know we all have our cross to bear, but I appreciate your patience! [laughs] Somehow, I'm going to build this thing from nothing to something.

David: These modules are meant to help you start from scratch. There's a lot of things you could be doing. Participating in your training is one of those things. As far as building your practice, just follow the steps of the module. Focus on that particular module for two weeks, and then move on to the next module. Don't worry if it's not perfect. Keep the momentum moving forward.

Rory: Should I, in your opinion, should I give up... even just creating a singles group, to me, is a lot of time and effort and energy. Should I just not do that right now? A niche market without that is strong enough. Or, is that the niche market? Because the singles group is going to be male and female. And the niche market is, like I said, shymendating for instance. Two separate things. Should I be putting time into both of them?

David: I think you need to make a choice.

Rory: OK.

David: I think trying to do both is trying to do too much at this point. It's more important to develop your business for a particular niche than it is to try to set up shop to do everything for everybody. A single thing, reaching single men and women in your area, that's just fine. If that's what you want to do and you want to focus on then use this time to focus on that.

I'll tell you, if you do the activities that we started off with, in today's module, with

all the different ways to identify a niche; "The Mirror Strategy, " "The Calling Strategy, " "The Testimonial Strategy, " and you end up coming up with a niche that's exciting to you; shysinglemen.

Whoa. If that's exciting to you. Oh, yeah. Then go ahead and focus on that. So, it's really a choice you have to make.

Rory: OK. No, that there clarifies itself, because there's only so many hours to do whatever in anybody's situation.

Woman 6: I just want to let you know I heard you mention earlier about being overwhelmed and not having this, that, and the next thing, and it's just one step at a time. With RCI I've gone through all the coaching classes at RCI and have been working with that for three years now. There are so many resources on there that you don't have to create like anything. Oh, yeah, with all that stuff, to just to listen to the audio thing alone, you're going to again allocate X amount of time. It's like, "OK, Rome wasn't built in a day."

David: [laughs] Right, that's also a way that private practice professionals waste their time: more and more trainings, listening to this, listening to that, reading this, reading that. So in terms of building your practice, what I want you to do is to focus on these modules and the activities in these modules...

Woman 6: Good.

David: Period. Trust me; I've been doing this for over 10 years now. In fact when I was in practice, I always had interns. I helped my interns build their practices, so I've been doing this for 25 years now.

You know I've seen the pitfalls. I know what works and I know what doesn't work. I put this all together in this program. So trust me, you just follow the modules. You just do the activities in the modules and by the end of it you will be where you want to be. That means you'll be on your way to getting where you want to be.

Woman 6: Well, I want to get out of my full-time job. It's driving me crazy, so that's an additional motivation.

David: Yeah. So, if you're feeling overwhelmed at this point, that's OK. I want you to just focus on each activity that we were just covering today and do as much as you can between now and Friday.

We will go over it more and provide more support and coaching and brainstorming on Friday. Then you'll have a whole entire week after that to do more of that stuff before we go on to Module Three.

Woman 6: Well to not focus and just do the thing to feel good and not be listening to all the audio stuff, because your stuff... you've got a ton of stuff in there and there's no doubt.

But if you just sit and try to listen to that, you can spend 40 hours a week just listening to audio tapes and things.

David: Oh, yeah Private Practice Marketing on A Budget? Those programs alone, they are interesting, they are valuable, but at this point it would be a distraction. Unless for example you are using the module on building a website and you are using that as a supplement to this, that's just fine.

Woman 6: Niche, when I was looking I was really good about the strategies, because my ideal client is the divorced woman who is ready to reinvent herself from the inside out.

David: Mmm-hmm.

Woman 6: My education background is counseling but I'm also certified as a strength and conditioning coach in personal training. That's my area of interest and so I feel that's what makes me unique as a singles coach.

I can offer fitness coaching. When I'm looking at this mirror and testimonial strategies, those kinds of things, the people who know me, that is what they get excited about when I talked about what I want to do. But that's not my real interest to do just fitness coaching. I want to work in relationship coaching with single women.

David: Mmm-hmm.

Woman 6: Offer that as part of what I can provide for them. So, are those two different niches or...?

David: Well, they are two different services; fitness coaching and coaching singles are two different services. That's not a niche in itself. So, if you decided to target women that wanted fitness conditioning because that's just the path of least resistance, they know you for that, it's easy for them to go to health clubs and all that and give presentations and stuff or classes and that's where your connections are.

Then you can go ahead and do that, and then bring in the relationship coaching piece once they are in the door. So it's like a pipeline, you get people in your pipeline for the fitness coaching, then you follow it up with the relationship coaching for singles. You know you offer a class; you offer a workshop. So, one niche can support another niche.

Woman 6: Mmm-hmm.

David: But, the niche of fitness coaching for women in your area; that would be a business in itself. It doesn't mean that's the only thing that you need to do. It can be a part of your pipeline. It can be your gateway niche. Does that make sense?

Woman 6: Yes, it does. The thing I've been doing is, or like I have appointments with the singles services in the area and what I really wanted to do - my marketing with the people who don't know me because that's what I really want to do.

David: You really want to do your marketing with people that don't know you?

Woman 6: [laughs] Well, I mean, you know, like to reach the singles organizations in the Tulsa area.

David: Uh-huh, OK.

Woman 6: But what I'm just saying is that when I talk to people who already know me, in the Tulsa area, when I tell them that my relationship coaching and the fitness aspect of it, they are not wanting my service as a relationship coach, they want... they are just interested in the fitness aspect. So...

David: Well, that's interesting. They don't want your services as a relationship coach. So, if you were to offer your fitness clients and your fitness platform, all the people that know you as a fitness coach. If you were to offer a workshop for single women, you'd get like no interest?

Woman 6: Well, now that's another approach. I guess the people that know me are the people that I know directly, none of them are single.

David: Yeah. So, I think you might be worried about being typed. It's like people know you as one thing, they are not going to want to see you as another thing, but I wouldn't worry about being typed because people that know you tend to like you and trust you and if they are not candidate for your service, they certainly know people that are candidates for your service.

So remember, when you are marketing, it's not just about who you reach. It's about who they know. So, you start off... the path of least resistance is starting off with people that you already know, and then find ways to reach their market or people that they know and there's different ways to do that. One might be just to ask them to pass it along, "Who do you know that can benefit from this?"

Another might be, especially with people that really know you, like you and they are your champions and they think you are great, is to organize Tupperware parties. Ask them to host an event at their business or their home and you will do a seminar for their network. I call it "Tupperware Party", like how the Tupperware ladies sell Tupperware. Ask them to introduce you to somebody who is a gatekeeper or in a position to refer you to others.

So, let's say you know the owner of a health club you work together very well with, and you want to access another health club down the street. Ask your friend if they know anybody there, and that will help be a door opener, help you get in the door.

So, I don't want to twist your arm to go with the niche that you want to get beyond.

Woman 6: Mmm-hmm.

David: It's like, "I don't really want to do this anymore. I want to move beyond that." You really don't need to. What I want you to do is I want you to go where your energy wants to go.

Woman 6: OK.

David: With what you have a passion for. So, if you want to spend the next three or six months focusing on single women and relationship coaching for them and put the fitness coaching on the shelf, I mean you'll do it, it's not that you're going to stop doing it but you really want to develop your relationship coaching piece, then go ahead and focus on that.

Woman 6: OK.

David: You can go ahead and partner with the singles organizations, offer to do a seminar for their people. There's so many ways to roll that out. You are not stuck with fitness coaching if you really want to move beyond it.

Woman 6: All right. Thank you.

Man 3: David, I was thinking of... I really like the idea of putting together a CD...

David: Yeah.

Man 3: I was just curious, is it important to do all those market research and all of that before I really compile or before I start on a CD?

David: Yup.

Man 3: OK.

David: In fact, I would do this entire thing. Everything in this module including the roll out to launch event and then part of the launch event can be you giving a talk. Then you record the talk and potentially that can be your CD.

Man 3: That's a good idea. I have a small recording studio and I can do that easily at home and edit it which also gives me a little more comfort zone but...

David: Yeah.

Man 3: So, that's a good idea, too.

David: So, one thing that you can do is you can give a talk or a couple of them. Do it over the phone, or in a conference call or teleseminar, do it in person. Record both of them and then get them transcribed. How long is the recording

going to be? After you edit it, we are talking a half an hour, an hour. Using CastingWords.com, 75 cents a minute, an hour translates to, like, \$40 bucks.

Man 3: What's it called? CastingWords?

David: Yeah, CastingWords.com. That's a service that I use for transcribing. Very, very affordable. About \$40 for an hour.

Man 3: Uh-huh.

David: Once you have got the transcription, then you can edit it into a script.

Man 3: Hmm.

David: Then, in your recording studio, go ahead and record your CD. I find you get your best material when you are speaking to a group. Because not only do you have your content, but you have their questions and your responses to their questions.

Man 3: Uh-huh.

David: A lot of the times the best material comes up that way. It's not what comes out of your own head but what comes out of the magic of the interaction of you and your audience.

Man 3: Yeah, that's a great idea. That's really good.

David: Go for it.

Man 3: All right, great thanks.

David: OK. You're welcome.

Woman 7: I have a question regarding domain name.

David: Yeah.

Woman 7: If you pick a name, do you need to pick other ways of spelling it? Do you need to do more than a dot-com? Do you need to do dot-net? And what is the difference between a com and a net, some of that basics.

David: Well, I would focus on is getting a dot com.

Woman 7: OK.

David: And if it were a choice between hyphenating something and getting dot com or not hyphenating it and having it a dot info, I would get a dot com.

Woman 7: But don't hyphenate?

David: Well, I'm saying if it's a choice.

Woman 7: OK.

David: It's like, well, I really want to get greatrelationships.com but if it's not available, but great-relationships.com is available, I would go ahead and get that, than go with great-relationships.info, or whatever. So go for the dot com definitely. At this point, don't worry about alternative spellings. I mean, you could always register those later if you want to.

Woman 7: Uh-huh.

David: The reason for alternative spellings is that if people are putting in the domain name and they misspell it, then they'll find you.

Woman 7: Right.

David: They are only really important for brands that are well-recognized.

Woman 7: Uh-huh.

David: So if it's not a well-recognized brand, if it's not something that someone is going to randomly find you that way, then don't even bother with it. So I wouldn't worry about that right now. I would definitely want a top-level dot com domain, that's for sure.

Woman 7: OK.

David: You can always get creative, if you want great relationships and none of the variations are available, you can always go with greatrelationshipsonline.com.

Woman 7: Uh-huh.

David: Or, greatrelationshipsforyou.com, so...

Woman 7: Just by adding those extra words, then it's not... when someone types that in, then they don't accidentally go to somebody else's site if they already have... if the name is already taken? And then if you add the word "online" or add the word "coach" or "coaching" or something like that, then people don't make the mistakes going to the wrong site?

David: Yeah, realize, most people are not going to type in a URL. Most people will be clicking on a link. That's why it's important to come up with a domain name that is easy to remember and easy to spell.

Woman 7: OK.

David: But, don't worry too much, because most people will be clicking on a link - they won't physically be typing it in. For example, my brand, one of my trademarks, is Conscious Dating.

Woman 7: Uh-huh.

David: Well, I do have alternative variations of spelling "conscious" registered. People misspell "conscious" all the time. It is not the perfect domain name because the two biggest criteria are easy to remember, easy to spell. "Conscious" is not necessarily the easiest to spell for a lot of people.

Woman 7: Right.

David: So, for that reason, I do have alternative spellings registered. But most people aren't going to be physically typing in "conscious dating," they are going to be clicking on a link.

Woman 7: So your domain link, when you say that clicks on to a link, does your domain name... is it going to Google? That's how your domain name gets into that link?

David: Well, yeah, or clicking on an announcement that they receive by email. Or a newsletter. Or on somebody else's website. Or on a blog entry. You think about it, how are they going to know about your domain name? they are going to know about it because they find you on the Internet, right?

Woman 7: Correct.

David: You know, if you are giving a talk, in the front of the room and you have a handout, and on the bottom of the handout the call-to-action, go to my website "greatrelationships.com" for your free report, only THEN will they be going home and actually typing in that URL.

Woman 7: Right. I guess I don't understand Internet that well, but when you go into Google, you do a search. Does it depend on what your domain name is, how it comes up then? For example the word "relationship," I mean there are hundreds of people, thousands of people, that use the word "relationship."

David: For a Google search, or any search engine, the domain name is not as important as the keywords.

Woman 7: OK. But that's what you were talking about today, and that's... key words is something else I have to, we have to, learn after we do the domain name, then.

David: Right. So, when you put up your website, you are going to want to optimize it for your top key words.

Woman 7: OK.

David: So if you are a relationship person, and let's say you are like Rory and you want to reach shy, single guys, whatever area or account you are, then you are going to want to optimize your web site to reflect that, so that anybody puts in "shysinglemen" or whatever, they end up finding that web site. The domain name is not going to be what makes it most searchable. It certainly helps to have a domain name with your keywords in it, absolutely. Domain names that make a lot

of sense, that is attracting your ideal client. But what makes it searchable is the key words. Absolutely.

Woman 7: Mmm-hmm. OK, I guess I'm just trying to under... because if it's the key words, then I thought, well, the keywords, if they were in your domain name, would help make it more searchable too.

David: Well, yeah, but the keywords in your domain name by itself won't do anything.

Woman 7: Won't do anything.

David: The keywords in your alt tag, the key words in your title, the key words throughout the content, the text of your website, so this is optimization stuff.

Woman 7: Uh-huh. OK. All right, because I was working on various domain names, and one person said, "Well, you should do all different spellings because someone can pick up your name and... or they could go to that site... so I'm at the very beginning stages of this. Trying to understand it.

David: Well right now, don't worry about it.

Woman 7: OK.

David: You can always do it later, there's no hurry.

Woman 7: OK.

David: Nobody's going to be so excited about your brand that they'll say, "Ooh, I got to register alternative spellings of that, so that I can pick up any business that she doesn't get." You know, you are nobody, nobody knows you yet.

Woman 7: That's true. Well, on the Internet they don't.

David: Yeah, so don't worry about that now. Don't obsess about stuff that can come later.

Woman 7: Yeah, well one of my goals prior to this class, domain name was... I've got some domain names in my mind... so it's a matter of selecting, and how many should I be registering.

David: If I were you, I would register two or three or four of the ones that I like.

Woman 7: Uh-huh.

David: You can always use or lose them...

Woman 7: ...at a later time.

David: For example, you can have one domain name that becomes the domain name of your web site and a related domain name that becomes the name of

your newsletter or your workshop. So, any domain name you come up with will help your brand, will help define your services, you can use it in a number of ways. It doesn't have to have a website attached to it, it can be used as a redirect. So it's like, "Go to Great Relationships.com for a free report, " and get another domain name "Great Relationships REPORT.com"

Woman 7: Yeah, so they go to the one that it refers... because I've done that when I've put in some names that I like, or it says it's not available, so then I go play with it and it refers you to something completely different. Then that name that I typed in, so it's like "OK, well, you're typing in a name but it's sending you to another web site but that's their name." It's a directive name, it's not a web page name.

David: Right, it's called a redirect.

Woman 7: OK. A redirect.

David: You get a domain name, and it forwards to some place.

Woman 7: OK.

David: So you get as many domain names as you want, and only have one website. But, have a forwarding URL - a redirect - that takes people to your free report page. Instead of.. so in the front of the room you can say, "and if you want my free report, go to Great Relationships Report.com, and it forwards to your web site.

Woman 7: I see. OK.

David: It's the end of our time. I thank you very, very much for joining us. This has been great. I've loved your participation and your interest and your questions. I look forward to seeing you on Friday. We'll have our implementation lab. We will focus on your laser speech and anything else you need to get this thing going. So thanks for joining us, we'll see you on Friday! Bye for now.

[End]