



Private Practice Marketing Secrets Mentoring Program Module Two Study Guide

Owning Your Niche: Your Uniqueness as Your Greatest Asset

For best results we recommend that you **PRINT OUT** this Study Guide and **USE** it to **MAKE LOTS** of notes during this program!

Thanks for joining us!



David

DATE: Starts Monday,
May 4th

TO DO:

1. Listen to recording of Module One
2. Follow along with transcript
3. Use this Study Guide to take lots of notes
4. Join our Implementation Lab on Friday

4-Step Action Plan

1. Identify your niche – choose your strategy - clearly and powerfully.
2. Get to intimately know your ideal client.
3. Create, and use, your compelling laser speech.
4. Do the market research necessary to own your niche.

We are committed to helping you build your ideal private practice and fill it with your ideal clients.

Are you?

Module Two
Owning Your Niche:
Your Uniqueness as Your Greatest Asset

In Module Two you will learn-

- How to powerfully name your niche
- How to focus in on your ideal client
- How to create your compelling laser speech
- Market research – the key to owning your niche
- AND much more!

I. *How to Powerfully Name Your Niche*

Here are a few strategies we have created to help you 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 need strategy _____

The quick start strategy _____

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VI. Resources for Your Next Success Steps

Resource #1: Practice Building Calendar ([download here](#))

Resource #2: Module Two Implementation Lab

Our Next Meeting:

**Module Two
Implementation Lab**

DATE: Friday, May 8th

TIME: 10:00am pacific/1 pm
eastern

TO JOIN: 712-421-6096

Pass Code 171071#

Our Next Module:

**Module Three
Pioneering Your Practice:
Nuts and Bolts of Building a
Profitable Business That Fits
YOU**

DATE: Monday, May 18th

TO DO: 1. Listen to recording
of Module Two

2. Follow along with
transcript

3. Use this Study Guide
to take lots of notes

4. Join our Implementation
Lab on Friday, May 22nd

Private Practice Marketing Secrets Mentoring Program Links

Home Page- www.buildingyouridealpractice.com/ppmsmain.html

Schedule- www.buildingyouridealpractice.com/ppmschedule.html