



## 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,  
June 21<sup>st</sup>

- TO DO:**
1. Download Module Two files [here](#) (pw- ppms2010)
  2. Listen to Module Two recording and follow along with transcript
  3. Use this Study Guide to take lots of notes
  4. Join our Implementation Lab on Thursday June 24<sup>th</sup>

#### 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*** \_\_\_\_\_











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

***VI. Resources for Your Next Success Steps***

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

**Resource #2: How to Choose a Niche** [download audio and study guide here](#)

***Our Next Meeting:***

**Module Two**  
**Implementation Lab**

**DATE:** Thurs June 24<sup>th</sup> and  
July 1<sup>st</sup>

**TIME:** 3pm pacific/6pm eastern

**TO JOIN:** 408-490-3078  
PIN 466194#

***Our Next Module:***

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

**DATE:** Monday, July 5<sup>th</sup>

- TO DO**
1. Download Module Three files [here](#) (pw- ppms2010)
  2. Listen to Module Three recording and follow along with transcript
  3. Use this Study Guide to take lots of notes
  4. Join our Implementation

**Private Practice Marketing Secrets Mentoring Program Links**

**PPMS Home-** <http://www.milliondollarpractice.net/ppms2010.html>

**Schedule-** <http://www.milliondollarpractice.net/ppmschedule.html>