

Build & Market Your Service Business – Sell The Intangible

#1 Discover Your Niche:

A particular _____ or tribe of people with
A specific painful _____ or a _____ that they are willing
to invest into _____ or _____
And an _____ that they want more than
anyone else.

Mega Niche

- Health/Wellness
- Relationships/Love
- Money/Finances/Business/Career
- Spiritual/Personal Growth

Your Specific Niche:

Who are the people you want to serve in your mega niche?
Worries, challenges, deepest desires
Where do they “hang out”? Live, work and play
Why does it matter?

#2 Determine Your Ultimate Result:

Personal/Consumer focused

- Main Results
- Wealth/Money
- Health/Wellness
- Relationships/Family
- Personal Growth

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Business/Entrepreneur focused

- Main Results
- Financial Results
- Customer Growth & Satisfaction
- Operational Efficiency & Improvement
- Employee Learning & Satisfaction

The Ultimate Result My Clients Want is:

#3 Create a Compelling Value Proposition:

(taken from Michael Hyatt)

1. I am _____ (professional identity – coach, consultant, author, speaker, engineer, etc.)
2. I help _____ (target market/audience)
3. do or understand _____ (unique solution/contribution to the world)
4. so _____ (specific transformation/promised transformation)

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#4 Execute Client-generating Marketing Strategies

Step 1:

Reach out to Lead Sources:

Networking and your contact database

Joint Venture Partnerships

Social Media

Video Sites

SEO

Local Online (Google Local Search)

Pay Per Click

Step 2:

Consistently Implement Client-Generating Marketing Strategies

Speaking

Networking

Teleseminars/webinars

Email newsletter

#5 Develop your service packages

#6 Research and Develop Your Pricing and Compensation:

Who are your competitors?

What culture are you creating for your business?

The narrower your focus, the higher your prices, profitability and cash flow.

What should you be paying yourself?