



The Niche Companion Workbook

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The Niche Companion Workbook

The Difference Between Your Niche, Marketing Message, and Offer

EPISODE 163



Describe your ideal client identity.
(Who you help? How you help? What transformation you offer?)



What are the top 5 pain points your ideal clients are trying to solve?

- 1
- 2
- 3
- 4
- 5



What is the solution you offer for each pain point listed above?

- 1
- 2
- 3
- 4
- 5



Based on your ideal clients' pain points and the solutions you offer, what is their #1 problem?

BASED ON YOUR IDEAL CLIENTS' #1 PROBLEM, DETERMINE THE FOLLOWING:

Niche Identity: This is typically one sentence that identifies a group of the population that you want to work with. Here are a few examples:

- I help women suffering from SIBO
- I help pregnancy challenged women
- I help overweight teachers



What is your niche identity?

Marketing Message: Your marketing message takes your Niche Identity and expands on it to a full-blown declaration or statement that includes who you help, how you help and what the promised outcome is after working with you. Here are a few examples:

- I help women suffering from SIBO reduce symptoms in 30 days by identifying their trigger foods
- I help pregnancy challenged women identify environmental toxins that prevent them from conceiving
- I help overweight teachers reach their goal weight using my ABC weight loss system



What is your marketing message?

Your Offer: Your offer isn't typically part of your marketing message unless you have a proprietary system that you are becoming known for. Instead, your offer is the program that you take someone through that gets them results. Your offer includes working with you as their coach through one of your paid programs. The other thing you should know is that you can have multiple offers or levels to your support and services.

- Our Wellness Business Insider's Club is one of our offers.
- An example of a proprietary system offer would be Weight Watchers or Nutrisystem, (which is not how most coaches are known)
- Your one-on-one VIP services
- A group coaching program
- A self-directed detox or cleanse with daily emails over a 7-day period



What is your offer?

How To Determine If Your Ideal Clients Actually Want Your Help

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The best way, (and our favorite), to determine if your ideal clients actually want your help is to simply ask them. Here are 5 ways you can connect with your ideal clients to get more information from them and learn if they actually want your help.

1. Surveys

Surveys are great tools to learn more from your ideal clients. They're easy to create and then post on social, email to your list, and add a link to your IG bio to get a solid number of responses.

Suggested Tools (all with free options)	Example Questions
SurveyMonkey	What is holding you back from investing in ____?
Google Forms	What is your biggest challenge with ____?
Typeform	Why have you struggled to achieve _____ in the past?
SurveyPlanet	What is holding you back from achieving _____?
Zoho Survey	What are your most burning questions about _____?
JotForm (<i>paid plan with HIPAA compliance</i>)	What's not out there? What product/service/tool/app would you like someone to create? What's your preferred method of learning (reading, listening, watching, practicing, others)?

Also check out Neil Patel's ["Survey Questions That Work: How to Unlock Your Customers' Deepest Desires"](#)

2. Polls

Polls (FB Group and stickers embedded in your InstaStories) are extremely useful tools that allow your followers a quick and easy way to give you feedback without leaving the social platform they are on which means you're likely to get more responses.

3. Ask your FB group members three questions when joining your group

It's easy to add a 3-question survey/requirement to your FB group so whenever someone requests to join they must give their answers, for example: "What is your biggest challenge with _____?"

4. Email, (click reply)

Whenever someone opts in for one of your freebies you can add something in the body of the delivery email or a PS that says "Click reply to this email and tell me what your biggest challenge with _____ is."

5. One-on-one calls

People love sharing their opinion so it's always a great option to hop on a 15-20 minute call with someone you believe is your ideal client to dig into what they are experiencing so you can learn more of what they want and the language that they use.

This is not a discovery or sales call. It's informational only and should be presented that way when you send out your calendar link. Typically, this would go out to a very warm audience like your email list or your FB group.

We will be digging into the data that you collect in Episode 165: 3 Steps to Identify Your Marketable Ideal Client. For now, just tuck away all of the answers that you receive in a safe place until you can listen to the next episode.

3 Steps to Identify Your Marketable Ideal Client

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Step 1: Don't use subjective language, (words and phrases that mean different things to different people). Instead use very specific terms when defining your marketable ideal client.

Generic (don't use these)	Specific (use these!)
Lack energy	IBS
Become more fit	SIBO
Be happier	Thyroid
Less stressed	Menopause
Feel better	Type 2 Diabetes
Increase productivity	Post-Partum Weight Loss



Which specific words/terms or phrases identify YOUR ideal client?

Step 2: Identify your ideal client's main goal

Generic (don't use these)	Specific (use these!)
Take charge of their health	I Heal/Repair my gut from SIBO
Find hope	Find lasting relief from neck and shoulder pain and tension headaches from sitting at my desk
Enjoy life	
Harness the power of their health	Reduce/eliminate menopausal hot flashes without medication



What is your ideal client's main goal?

Step 3: Apply your research and niche findings to your "I help" statement

Examples:

- I help women diagnosed with SIBO reduce pain and bloating through nutritional support and treatment plans
- I help corporate employees find lasting relief from neck and shoulder pain from sitting at their desk through using special exercises and stretches.

- I help middle aged women reduce menopausal hot flashes without prescription medication

I help [redacted] get/reach their goal of [redacted]

through/by [redacted].

If you have questions during the process of working through this companion workbook please connect with Karen inside her private Facebook Group, Health Coach Client Attraction. You can join by [**CLICK-
ING HERE.**](#)

Once a member you can post your questions for Karen.



Karen Patooc is an International Business Coach and Educator specializing in client attraction using Wellness Workshops designed specifically for the Wellness Business Owner. She is a co-creator of The Wellness Business Insider's Club and also co-hosts The Wellness Business Podcast.

Karen is known as the "In The Trenches" Coach because she not only teaches her clients the 'what' of online marketing, she also dives into the 'how'. Karen openly shares her marketing knowledge and expertise with her clients so they too can build successful online wellness businesses.