

Niche Notes
“The Yin and Yang of Finding and
Marketing your Niches”



www.totalnicheclarity.com

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For: PJ Van Hulle's & Anne Cleveland's

“Total Niche Clarity Symposium”

****Special Gift****

1. What is a Niche anyway?

Niche: *the way to instantly establish rapport with your best paying, long term customers.*

Niche is more than solving a problem to a very specific problem. You see solving problems is action based and is a more Male or masculine oriented trait. What if a client's need to connect with you is stronger than having a problem solved? The problem might wait to get fixed until the *Right* kind of person comes along to solve the problem. See?

When we speak of attracting the RIGHT clients, we are describing

- **HOW** people understand **WHAT** we do
- **HOW** people SEE a need for what we do, and
- **TRUST** us to do business with us.

Niche solves this issue in many ways, almost instantly. When you have a Niche – you communicate immediately what problem you solve and why someone can trust you quickly. That is rapport.

Example Rapport, Building Relationships

- Two people's children attend the same school and same grade
 - You grew up in the same neighborhood. You attend the same church.
 - You both love the same sports team. You both are avid surfers.
- These are mentioning hobbies, but there are many ways to connect with your ideal client that is GENUINE.

There is something that immediately allows you to understand something about the other person when you have a common interest or are in the same community. Now, our best customers are not necessarily people we play soccer with, but being literally on a "team together" opens the door quickly to **trust** filled

conversations. You could get a client or better yet multiple referrals once you explain what problem you solve, because the person already knows and trusts you. And in the world of social media, relationships can become cash.

2. The Yin and Yang

Yin is TECHNICALLY the shady side of a hill; it is cool, darker and protected.

Yang is TECHNICALLY the Sunny side of a hill; it is hot, bright, light and exposed.

You see we all have Feminine and Masculine qualities within us. We are both Yin and Yang.

Our storage capacity, rest & healing and staying power; our nurturing and watering what grows is YIN. Connecting from our heart is Yin. Our gentle self wants to emotionally connect with where we do business and know that we are safe. The feminine Self needs connection to trust.

Each one of us are more inclined to a more masculine or feminine style of purchasing and making decisions. And the price or nature of the purchase (a tractor or a vacation) also affects if we will use more 'problem solving' focus or 'connecting' to make our buying decision.

A feminine decision might be enjoying the shape or color of a product rather than focusing on its longevity or price point.

The Yang in our lives is the action, the fire and passion in our belly and the work we complete. Our Masculine selves are driven by Freedom, information and solving problems.

Thanks to Satyen Raja for this metaphor. Since I have 20 years of Chinese medicine knowledge, I only needed to hear this idea of the Yin & Yang of Marketing of his to extend the idea to even more things.

When we solve a problem – that is Yang or action oriented

When we connect emotionally with a client – that is Yin

Niche can be BOTH – Ideally we BOTH solve a problem and build a long term relationship. You can solve a specific problem and have a why someone trusts you. It is up to you to continue that trust by continuing to show up with information, genuine emails and facebook posts, not just pushing your product. This is “The Power of Pull” (check out the book at Amazon.com)

3. Nature of Niches: My metaphor

So you are a dog walker. That is pretty general still.

Your Niche is what *kind* of dog walker? You can break this down into the many ways clients could find your **product/service** (kind of Dog in this example) and then the many ways that **clients** (women in this example) connect with you and their world view. (Seth Godin)

DOG/ANIMAL

BREED: poodles only

TIME: weekend dog walking only

SIZE: under 35 pounds only

CLIENT

WOMEN OWNERS ONLY

NEIGHBORHOOD Close to park

Ipad owners (over \$200K salary)

PLUS – Each of these describe ways that you could develop multiple niches and have a website for each OR a different page for each on your website (page for walking poodles, page for walking water dogs or Australian Sheppards).

Expanding your markets

Maybe you garden too, so you could house sit, care for a garden and take the dogs for a walk for extra pay and extra service. You have now diversified and expanded the many ways that someone could find you!

These are some examples of how you can start to separate out ways to interact with potential clients. A “dog walker” is very general description of a profession. But someone who only walks poodles and golden retrievers within 2 neighborhoods already knows how to connect with their ideal client. An ad could have a poodle or retriever picture and then advertise only in the adjacent two neighborhoods. Business or Ad idea for imaginary Dog Walker: A silhouette of a curvy pony tailed woman holding the leash of a poodle communicates exactly who the ideal client is.

4. Nutshell Niche

Think of these images:

An ultimate Frisbee playing Attorney - A marathon running doctor

A surfing mechanic – A Dark chocolate loving hyptherapist

– An orchid expert Accountant

Each of these give instant access to a community of people. We all have many facets to our lives, we do not have just one interest. Not everyone in each community will need your services, but if you cultivate relationships with each of your TRIBES then you would have a constant flow of new clients over time from happy customers who know you to both solve a problem and who they can instantly *trust* –

since you might collect butterflies too or *LIKE* similar causes on Facebook!

5. Vedic Astrology and Instant Niche

Now what if you had a method to look at YOUR life and Profession and could pick specific factors like the above?

Here is another example:

PROFESSION: What if being an *architectural designer* of *gardens* was your best profession? WHAT if your best source of customers was from people you met at the gardening store?

Did you know that the best way to connect with the best paying clients is actually seen in your Vedic Astrology chart?

Vedic astrology can help you instantly find your best profession and where you make money the easiest.

If you would like to learn how, then listen to the interview with PJ Van Hulle and you will be leap ahead in your profession or career.

Contact Kathleen M Whalen for a session and mention the Total Niche Clarity Symposium to get receive an additional 20 minute follow up session after your first 90 minute jam packed Vedic Astrology session.

You will receive special attention to describing your Niche, your best profession and your money making areas of that business.

www.vedicastrologyguide.com

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Remember to mention the **NICHE** Symposium to get the extra session!