

MARKETING mastery

Your Success Workbook Module 6

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Choose Your Niche Market Worksheet

Example: Child Care Provider, Niche Market: Educational

Choose 1 or 2 Hot Buttons to Solve	Choose a Niche Market To Match Your Passion	Why Are You Passionate About This Niche?	Your Revised Demographics
<p>I want my child to start school with good reading and maths skills</p>	<p>A strong educational component to the child care. Hiring teaching staff would cost more though</p>	<p>I have a degree in child psychology and love the idea of teaching small kids in a fun and relaxed way</p>	<p>30-45 years old Children aged 3 to 5 Annual Income £50,000 to £250,000</p>

Choose Your Niche Market Worksheet

Example: Business Accountant, Niche Market: Helping Start Ups

Choose 1 or 2 Hot Buttons to Solve	Choose a Niche Market To Match Your Passion	Why Are You Passionate About This Niche?	Your Revised Demographics
I need basic bookkeeping and help staying in business!	Start ups and sole trader businesses	I love helping new entrepreneurs succeed and grow	0 to £250,000 turnover 1 location 1 to 3 employees Owner makes decisions

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