

Defining Your Target Market

Your Niche - Questions to ask yourself

- What drew me to this business?

- What am I passionate about?

- What do I already know? Where am I the expert?

- Which area am I drawn to - Mediation or Litigation?

- Am I trying to gather assets for wealth management also? _____

- What will my employer allow?

- Who do I want to work with? Be specific.

- Who would be naturally drawn to working with you? _____

- If you weren't afraid, what would you do?

LISTEN TO YOUR HEART! If you love what you're doing, you'll stay dedicated long enough to see success. You'll also do your best work.

Possible Niches

Litigation support

- Financial Affidavits Only
- Pension Valuations
- Executive Compensation
- Income Available for Maintenance
- Lifestyle Analysis
- Forensic Accounting
- Children with Disabilities

Mediation Support

- Valuations
- Financial Planning
- Creative Settlements
- Retirement Plans

Self-Filers

STYLE

- Friend and support to women
- Shark!
- Men only
- High Net Worth

Geographic Area

Specific Audience

- Public Safety Workers
- Military
- Gov Employees
- Specific Companies in your area

Target Market

Details of your target market - Not ALL your clients, your PERFECT client!

BE SPECIFIC
