



BYIP Study Guide

How to Choose a Niche

For best results I recommend that you **PRINT OUT** this Study Guide and **USE** it to **MAKE LOTS** of notes during this seminar!

Thanks for joining us!



*David Steele,
MA, LMFT*

*Founder,
Building Your
Ideal Practice*

To access the audio for this program-

www.byipseminar.com

- Do you really need a niche?
- Which one do you choose?
- Will a niche limit your practice?

If you've heard that you must choose a niche, wonder why it's such a big deal, are overwhelmed by the idea and don't know where to start, then this program is for you!

In this program you will learn-

- I. What is a Niche and How It Differs From a Specialty
- II. How a Niche Can Be Your Key to Professional Success and Financial Freedom
- III. 11 Strategies for Choosing a Niche
- IV. How to successfully “Own” Your Niche
- V. How to get my personal assistance to build a successful practice in your chosen niche- at no charge (really!)

III. 11 Strategies for Choosing a Niche

1. The mirror strategy _____
2. The calling strategy _____
3. The testimonial strategy _____
4. The attraction strategy _____
5. The life story strategy _____
6. The serendipity strategy _____
7. The pipeline strategy _____
8. The gateway strategy _____
9. The replication strategy _____
10. The unmet need strategy _____
11. The quick start strategy _____

Important Notes:

V. How to get my personal assistance to build a successful practice in your chosen niche- at no charge (really!)

Easy Seminar Quick Start Program- Using Conference Calls to Grow Your Business

This comprehensive 6-week program has a real value of \$795.00 and is FREE for Easy Seminar users.

Next LIVE Quick Start Program begins September 22nd!

For free immediate access simply sign up for our Free 30-Day Trial www.easyseminar.com/FreeTrial



Thanks David for always going above and beyond to give us the step-by-step to feel comfortable to go out there and train the world, one teleseminar at a time!

-- *Rose Pugliese, Hollywood, Florida*



The amount of information and resources you provide is really amazing!!! Thanks for a great service!

--[Susan Ortolano](#), Woodland Hills, California

This program teaches practical strategies you can implement quickly to:

- **Grow your list and reach large audiences**
- **Create and launch profitable services and programs**
- **Generate six-figure income with little or no risk or overhead**
- **Leverage your expertise into products, programs, and passive income**

The Easy Seminar Quick Start Program covers-

Week 1. How to Produce Professional Tele-Seminars and Tele-Conferences

Week 2. Marketing With Free Tele-Seminars and Conference Calls

Week 3. Making Money With Virtual Classes, Workshops, Trainings, Conferences

Week 4. Getting Clients With Introductory and Promotional Tele-Seminars

Week 5. How to Expand Your Business Through Collaboration and Joint Ventures

Week 6. How to Leverage Your Time and Income With Creative Group Services



The Easy Seminar Quick Start program ignites confidence, inspires action, and provides clear actions steps, resources, and ample time for questions. "I don't know what to do" can never be an excuse if you are an active participant in this program!

-- [Susan Abrams](#), Sheffield, Massachusetts



Excellent program! I really liked the amount and quality of valuable information you give us. Not to mention all the tested resource referrals. Thanks so much!!

-- [Kathleen Sims](#), Concord, California

All sessions are recorded, include a comprehensive Study Guide, and combine step-by-step instructions on how to use conference calls to grow your business. Easy Seminar users also have access to regular conference calls providing individualized consultation to address your unique situation and questions.

Being able to use the telephone to conduct conference calls anytime, anywhere, on any subject, for any audience has literally changed my life and empowered me to use my time and creativity to be of service to tens of thousands of people all over the world. By combining the telephone and internet my ability to make an impact as a helping professional has become almost infinite. I can start an organization, create a product, market my services, lead a program, serve my clients and generate income anytime from anywhere at little or no cost.

I firmly believe that if I can do it, you can too. I've helped hundreds of therapists, coaches, consultants and other professionals build successful businesses and I want to help you, Once you join Easy Seminar you'll have access to a wealth of information, support, and resources for using the telephone and internet to get clients and build your business available only to my private network, including this Quick Launch Program.

That's right. **The 6-Week Easy Seminar Quick Start Program Using Conference Calls to Grow Your Business**, a \$795.00 value, is FREE as a benefit of becoming an Easy Seminar user.

Our success here at Easy Seminar depends upon your success, so join us right now by claiming your FREE 30 Day Trial at

<http://www.easyseminar.com/FreeTrial/>



You've worked out the kinks to make tele-seminars an easy, fun and hassle-free way to make money and build my business! I really like how generous you are with your time . I feel so blessed to have signed up. I'm so grateful to be guided by someone who really knows the ropes and is as successful, generous and kind as you are. I've paid a lot more and got so much less. I can't wait to do my next Tele-seminar! It sure pays to go with a pro!

-- [Mare Simone](#), Claremont, California



This program is outstanding. David's generosity in developing and making available to his network - at no charge - such thorough, valuable training in the art of using a telephone to serve others is truly astonishing. Your passion and commitment are rare, and for me they are inspiring and contagious. I feel energized, excited, and ready to do Big Things!

-- Cate Cardwell, Albuquerque, New Mexico

For more information visit www.EasySeminar.com

Easy Seminar
Complete conference call & tele-seminar hosting solution

- ✓ Best anywhere at any price
- ✓ Reliable and feature-rich
- ✓ Free Support
- ✓ Easy to use

Free 30 Day Trial!

The graphic features a blue background with white and yellow text. At the bottom, there is a white illustration of a telephone handset and a computer mouse. A yellow starburst graphic contains the text 'Free 30 Day Trial!'.

Private Practice Marketing Secrets Mentoring Program

We personally help you design, build, and launch your ideal practice and prepare to fill it with your ideal clients in six weeks- guaranteed.

- **Week One: Preparing to Play Large**: *Creating Your Blueprint for the Practice of Your Dreams*
- **Week Two: Owning Your Niche**: *Your Uniqueness as Your Greatest Asset*
- **Week Three: Pioneering Your Practice**: *Nuts and Bolts of Building a Profitable Business That Fits YOU*
- **Week Four: Private Practice Marketing**: *Packaging Your Expertise to Attract Unlimited Prospects*
- **Week Five: Relationship Building**: *Leveraging Your Strengths to Create an Effortless Stream of Referrals*
- **Week Six: Getting Hired**: *Converting Prospects to Clients- The Key to Private Practice Success*
- **Bonus Seminar!** *How to Maximize Your Private Practice Income*

After more than 25 years in private practice and mentoring hundreds of private practice professionals to build successful businesses, THIS is the culmination of everything I've learned that WORKS.

Each of the six modules is recorded and transcribed and includes an Implementation Lab on Thursdays (Noon pacific/3pm eastern) to provide you individualized support to apply the strategies you learn to your unique practice. Starts September 10th!

www.PrivatePracticeMarketingSecrets.com

"PPMS was a great learning experience. David took the time to explain in depth the ways to build your practice. The one-on-one attention really gets you moving in the right direction."

-- Terri Schad, *Relationship Coach; Kiel, WI*

"I highly endorse PPMS. This program is full of very practical, real life advice, resources and information. If you follow the advice and use the information, you WILL be successful."

-- Geoff Farnsworth, *Life and Relationship Coach; Mullica Hill, NJ*

"I spent a lot of time researching a coaching marketing program. The Private Practice Marketing Secrets Mentoring program was just what I was looking for: a course taught by an authentic and human teacher who is happy to share what he's learned the hard way so I can reach my coaching business goals more quickly and affordably. I am constantly amazed at how David Steele provides his mentees with literally tons of valuable and up-to-date resources and real-life accounts of his own experiences doing work he loves. This course is the best out there and David Steele makes it fun too."

-- Annie Notestein, *Life Coach; Mount Pleasant, MI*

"PPMS was highly instrumental in giving me a game plan for how to strategically and brilliantly build my coaching practice. One of my favorite sessions covered the enrollment conversation. I was amazed that from the first time I used David's questioning process it was a resounding success. The person wasn't even concerned about how much I charged, set a time for our appointment and just asked me to email her my rates. This is just one of the highly effective strategies you will learn when you take PPMS."

-- Antoinette Millar, *Relationship Coach; Portland, OR*

"Your program for Building Your Ideal Practice was more practical and helpful than I could have imagined. It was not inexpensive, but the value was impressive. Every lesson was filled with information that I could use right away. I was especially impressed by the wealth of additional information and resources that are available to anyone who has taken the seminar. You really demonstrate the principles you teach in the confidence you have in the value of your own program and the generosity with which you fill the program with advice, plans, principles, ideas, suggestions, solutions and resources, resources resources. Thank you!"

-- Judith White, *Certified Healing Codes Practitioner, Lansdowne, PA*

Road Map of 32 specific, do-able steps to building your ideal private practice- guaranteed (all are covered in our PPMS program)

PPMS Practice Building Checklist

Module One: Preparing to Play Large: Creating the Blueprint for the Practice of Your Dreams

1. _____ Identify your obstacles to success, reframe and remove them
2. _____ Create your Vision-Mission-Purpose for your ideal practice
3. _____ Create your “One Year Miracle” blueprint
4. _____ Take action towards your One Year Miracle
5. _____ Begin filling out your One Year Practice Building Calendar

Module Two: Owning Your Niche: Your Uniqueness as Your Greatest Asset

6. _____ Identify your niche to focus upon for the next 3-6 months (one niche at a time!)
7. _____ Identify your Ideal Client
8. _____ Create your compelling Laser Speech
9. _____ Conduct your Market Research
10. _____ Design a launch event
11. _____ Put up a web page/mini-site for your launch event

Module Three: Pioneering Your Practice: Nuts and Bolts of Building a Profitable Business That Fits YOU

12. _____ Identify the universal nuts and bolts you need for your practice
13. _____ Identify the unique nuts and bolts you need for your niche
14. _____ Choose the resources you need from our Resource Bank (most are free!)
15. _____ Create your Marketing Action Plan (MAP)

Module Four: Private Practice Marketing: Packaging Your Expertise to Attract Unlimited Prospects

16. _____ Create a prospect-pulling “gem” for your niche
17. _____ Create a “program” to package your services
18. _____ Choose your strategies to create and package products
19. _____ Create bundles for your services and products

Module Five: Relationship Building: Leveraging Your Strengths to Create an Endless Stream of Referrals

20. _____ Choose your traditional strategies for reaching referral sources
21. _____ Choose your non-traditional strategies for reaching referral sources
22. _____ Use Effortless Referrals Grid to identify and track possible referral sources
23. _____ Choose your door-openers and thank yous
24. _____ Create and implement your follow up plan
25. _____ Develop your strategy for creating champions

Module Six: Getting Hired: Converting Prospects to Clients- The Key to Private Practice Success

26. _____ Choose effective strategies for compelling prospects to engage you
27. _____ Use Enrollment Conversation Checklist for effective enrollment conversations
28. _____ Plan and practice your strategies for overcoming objections and addressing “crazy-making questions” such as “What’s your success rate?”
29. _____ Plan and implement your strategies for asserting influence with boulders
30. _____ Plan and implement your strategy for addressing “I can’t afford it” objection
31. _____ Develop your strategies for following up with your boulders
32. _____ Take the 24 Hour Challenge!

There you have it... an inside look at precisely how to build your ideal practice. These steps are exactly what we help you accomplish in our PPMS program- guaranteed!

Starts September 10th- www.PrivatePracticeMarketingSecrets.com

***Thanks so much for joining us and I
look forward to personally mentoring
you to build your ideal private practice.
-- David Steele***



Questions? Email
david@buildyouridealpractice.com
Or call toll free 888-268-4074