



Aude de Vathaire

Business and Life Coach

Find your NICHE and DREAM CLIENT

Here's how you can find your niche, to start a profitable and fulfilling business that attracts your dream clients!

1. Introduction

Welcome here to nail down your niche and dream client with me!

First, let me introduce myself: I am a French spiritual business and life coach with more than 12 years of experience. I help entrepreneurs build their business through clear communication, strategic systems, uplifting mindset and energetics.

I am also a healer and therapist with many different tools such as kinesiology, family constellations, visualisation, energetics etc.

I wrote a book (in French) on the power of emotions that you can find [here on Amazon](#): "Le pouvoir des émotions: Mener sa vie, prendre des décisions, grandir en confiance, développer sa liberté intérieure". (The power of emotions: Lead your life, make decisions, grow confidence and inner freedom.)

There is a short English version of this book here: ["A New Outlook on Emotions"](#).

Mother of 4, I have been on this personal development path for more than 25 years going through tough times at all levels. Along this path I have been gathering so many skills such as : stress management, emotional balance, parenting, marketing, organizing, spirituality, communication skills, law of attraction, relationships etc.

I am not a minute-made coach! My coachings are not a quick fix type of work, but a deep heart and soul aligned journey to abundance in all areas of life.



I am so happy to welcome you here!

Pretend that I am in front of you, just having this interesting conversation to help you with finding your niche and dream client.

I created this workbook in a way that you feel helped and not alone in the process. Read this as if I were talking to you in person.

- I am going to give you **my personal story** about this topic because certainly you will **connect** to some of the blocks I have experienced. There are maybe some questions that you have in mind that were mine, too.

You will see that I added some **mindset** settings you must work on to really nail down this 'niche/dream client thing'.

Through the lenses of my doubts and experience, I will give you the concrete steps to find your niche and dream client.

Of course, I could just show you a simple 3 steps process to get there with no comments and fluff, but it wouldn't have the same impact on you. You would probably not really do the work, like a lot of other information you can have access to easily on the net.

- Our brain needs to **combine emotions and information together** to really understand the concepts. That is why I am pouring my heart into this, so you can **embody** the lesson, not only with your **mind** but also at a **mindset** and **energetic** level.

When you operate at all these different levels in your business, that is when you get the results you are looking for!

And so, the flow of words I am using for this is intentional to **activate your energy** in a new way. It will help you do the work!

So, I really want to share how transformative this is for your business; I really want you to, not just 'know' it, but 'feel' it in your body.

Why am I saying this about such a **mind related topic**, where you could just say to yourself: "Just choose your niche and move forward! That's it!"?

In fact, there is more to this.

When you understand and embody the importance of a key step in your business, especially this one, you will stand in a place of absolute **CONFIDENCE**.

Why?

Hear this, this is important:

I've been watching **entrepreneurs** for a long time now and also, I've been at their side in coaching. And some of them, and it is maybe your case, work so hard, but don't get the results.

When they **compare** themselves to see what works for others and to see what is 'missing' on their side, they just don't 'get' it or don't really understand which actions will lead them to succeed. They see that there are a lot of moves to do, so they add on. But they don't really take the measure of what they are doing. They don't really **connect** the dots of all those actions.

And so, they come to the conclusion that their future business success is like a **random** lottery game: some are lucky and others not... which is an **exhausting** thought, don't you think!?

- What I really want to show you and make you integrate deeply, is that **there is no randomness** in this business run. If success hasn't been yours yet, it is only a matter of time and adjustments on the **STRATEGY, MINDSET and ENERGTICS**.

All three components are hand in hand, ready to **mix together and create your success**.

Picking your niche and dream client is **key** to your success. And what is also key, is to **understand** how settling this central piece of the puzzle will just give you the elements for the rest of the parts in your business.

- This is not just another 'find your niche' kind of thing. I really want you to think about this workbook as help that will change **everything** for the better in your business. Before having this workbook in hand, and after having worked on it: **the workbook that made you shift**, & pivot your business at another level of clarity and action!

I have got **inspired** by many coaches (popular and unknown) in the business coaching industry. This is a mix of many approaches I have gathered and I added my personal touch and experience. Coaches such as Brendon Burchard, Ariane Sartor, Virginia de Assis and many others that I came across on my business journey helped me gain **clarity**.

When you nail down your niche, when you know exactly **who** your dream client is, you are no longer putting out your offers like you would throw a bottle for rescue in the sea. You are actually letting your specificity shine and be recognized by YOUR people, your clients.

You are no longer **hoping** that your turn for success. You **know** it will come.

CLARITY attracts.

CLARITY makes things simple.

CLARITY gives you confidence.

CLARITY gives you perspective on the next steps.

Before diving into this, here is a quick view of the chapters:

1. **The doubts you may have about finding your NICHE.**
My story - mindset.
2. **By the way, What is a NICHE?**
3. **Before we go further, do you have to pick a NICHE?**
Mindset - Mindset about being ready - Reflection point
4. **Finding your niche the CLASSICAL WAY.**
Examples

5. **NICHE = the problem you solve**

Examples

6. **Other questions that may help.**

What belief system could be in your way?

7. **If you are a bit confused between the problem you solve and the way you solve it.**

Examples - personal example - Mindset

8. **FIND your DREAM CLIENT**

Advantages - Narrow down niche through content -Blocks you can face

9. **What is your client's KEY PROBLEM?**

Examples - 3 different approaches

10. **Key DESIRES, PAIN POINTS and storytelling**

How to do it - Examples



Here we go!

1. The doubts you may have about finding your NICHE.

The question of finding my niche was difficult for me because when I first started 15 years ago, I was a therapist opening my doors to **anyone** who wanted to benefit from my practice.

→ I couldn't define clearly who exactly would want my help.

The people who came to me were very different:

- top executives and engineers wanting to find their dream job, wanting to find their life purpose...
- business owners needing marketing tools, needing organizing processes, managing their teams...
- children, teenagers, young university students, adults...

- people with depression, burnout, lack of confidence, stress, nutrition, vitality...
- parents needing to communicate better with their children...
- mothers needing help with breastfeeding and taking care of their babies...
- Men and women having relationship issues...

I covered so many different topics! **WHO in the world was my ideal client??**

→ I wanted to help everyone that wanted to work with me.

Whatever the subject was, I had the skills in so many areas (adding skills for 25 years ends up to be a lot!). My journey led me to so much lessons and knowledge.

I was passionate on so many topics.

→ I also thought that if I chose a certain type of niche, then how would I know it was *the one* I was *meant* to serve?

Maybe I would be **wrong** and **miss out** helping another kind of clients.

Mindset intermission:

In this thought, there is something that has to do with purpose of life, with spirituality, with my soul's 'mission'. What if I was *meant* to build my business and spread my wisdom with a certain type of people? But I don't know who??

How do I know I am in the right direction, choosing the right niche aligned to what is meant for me?

Since I didn't really KNOW, then for a longtime, I gave up the idea of deciding to pick an ideal client being afraid of choosing wrong.

→ And, you know what? Not deciding, is a decision.

It was a decision to stay in a blurry foggy place of the random. The audience approaching you feels and sees that there is no clear target, so they just walk away. They are not hooked and attracted by what you can offer because it isn't clear to you and consequently not clear to them. You don't really know WHAT problem you solve besides making people "feel better". "Come buy my offers to feel better" is not clear!....:) Your messaging is vague, and your energy reflects that, too.

→ When you start your business, you are ready for everyone who can come in, since you are not overloaded by clients,

right? You want and need to earn some money, right?...

So, I had the feeling that if I narrowed down my niche, it would have the consequence of **reducing** the number of possible clients. "I already had so little people and money coming in, it was not a time to pick a niche", that was what I thought.

I was wrong thinking like that. You will understand why a little further.

→ And lastly, when I listened to coaches that taught how to find your niche, I just was unable to answer all the questions.

It felt so far from **who I was**; it was like filling an administration form out of the blue. It sounded so complicated, **disconnected** and long, that I just gave up.

I felt uncomfortable looking at the market and defining what niche would be best to earn money and from that place define my niche regardless of what I **desired** and what **felt right, ethical and aligned with my passion**.

I found out afterwards that finding your niche & ideal client isn't that hard and long.

In fact, it is quite simple. And I actually saw that I could find a sweet spot between my passion, who I am and a profitable segment of the market. (→ **PS:** If, for example, you are thinking that your ideal client cannot afford your offers, then that it isn't your ideal client...)

That is what I will walk you through in the following paragraphs!



2. By the way, what IS a niche?

It is a small, specialized segment of the market for a particular product or service.

- Broad market: fitness, fashion, coaching, nutrition, cosmetics...
- Specialized segment of the market: what type of fitness offer, what kind of fashion, what style of coaching
- Particular product or service: who is my service for?

Examples: At-home Pilates for moms – Budget-friendly home decoration & inspiration – conscious parenting for teenagers – spiritual business coaching for small business owners

3. Before we go further, do you *have to* pick a niche?

Yes and no. It is up to you.

What if you don't have any idea of a niche? You have too many passions and skills. What if being strategic is stopping you from creating?

Then don't pick a niche, don't be strategic all the time!

Let's not be so 'black and white' here. I will not be exclusive and say that there is no way you can succeed if you don't have a niche because you will always be able to find people that succeed in business without a clear niche. Everything exists. You can still succeed without a niche. But I think it may be more random. Why not implement what **works**?

So, if you don't know, and are in the middle of 'nowhere land' about your niche, just CREATE for a while and see and explore what you like, what has the most impact, what gives you joy, what kind of people come to you.

When I didn't pick a niche, I helped many different people; I learned and created so much content. I coached groups of people, made public speaking online and offline, I helped 1 to 1 clients. And with all this experience and feedback, I was able to see more clearly what I preferred, what really made sense for me, and with whom were the best results.

The more you create, the more you will find what makes the most sense for you and the people you reach. **Don't think you have to have it all figured out in the very beginning.** You will adjust on the way.

Mindset awareness

Just be aware of this:

If your conclusion is that you are not **ready** yet to clearly define your niche because you don't really **know** or you get caught up with **time**, or your mind is **preoccupied** with getting things done rather than taking time to reflect on your niche, maybe this is just an **excuse** for procrastination.

Our mind has a lot of different strategies to avoid us from exploring the unknown... that was my excuse for a while. It is a way to **avoid** choosing and **avoid** doing the work.

I've seen many spiritual people say,

- “Oh, things will come on the right timing.”
- “I'll feel it when I am ready.”
- “When I will have all the qualification and skills, I will find my niche...”
- “When I won't be scared to appear on videos, I will think about finding my niche...”

And they take that spiritual way of looking at things to **avoid** facing the action part, the decision part.

Being *ready* can never come if you are just waiting and hoping that God will send you the solutions! We are in co-creation with the universe. “I move and the universe responds”.

WE have to make the first step.

Mindset about being READY

Waiting to be ready to find the perfect niche is not the deal!

When are you really ready?! Never! Just go for it and learn as you put your hands in the clay.

It is just like having children. We never really are ready to be parents... If we waited to be ready, we would never have jumped into this crazy parent adventure!

Being ready doesn't mean anything. You are being ready on the spot, in the present moment, through experience, day after day.

Waiting to be ready is just procrastination, fear, or perfectionism standing in the way.

While you are still exploring and sorting out what is your niche, and you haven't really found yet, don't let you take that as an excuse for postponing your actions...!

You can still start, post, sell, and be an entrepreneur as you refine your niche. People will meet you where you are at, and you will serve them your best with your current skills.

You never stop growing and learning. Expansion is ever an lasting process that happens if we **accept** to let it in by exploring and experimenting.

Remember:

If you have a desire in your heart, it isn't there by mistake. It is your soul's calling.

Answer the calling.

You wouldn't want to have deep regrets at the end of your life not having taken the steps to your dreams. Life goes by quick. It is time for you to show up for yourself and for the world. If you don't, regrets are around the corner, and you are depriving others of your talents, light, wisdom, joy.

So, you don't *have to* pick a niche, BUT there is a greater chance of **success** and **flow** doing your business when you are clear about your niche!

Narrowing down your niche will absolutely be a benefit for you because you will be able to **grow faster**.

- On social media, the algorithms will understand what your accounts are about and will push your content to the right people.

If you are scattered in your content talking about your holidays, showing a delicious recipe, giving your point of view on parenting, and teaching hypnosis, the algorithm will not quite understand what you are reaching for.

- Once your niche is clear, people come across your content & they will want to continue following you because they **know what they will find**.

They have been attracted to you because you help them **solve a problem** and they want to continue and know more about how they can find solutions about that topic you have created content on. If they only find one piece of what they are looking for and the other content is a random mix of various subjects, they might just walk away to find a better **organized content provider**.

THIS sounds logic and not worth mentioning because it is so **common sense**, but I invite you to really reflect on this point. It is key to your success.

Reflection point:

Reflection point: What does your content look like today?

If you were the audience, would it be clear what topics you help people with? Or if you talk about a lot of different things, do you make it clear to your audience who you are and what you do even if the piece of content they come across is a side topic?

So, finding your niche certainly helps a lot: you know **clearly who you serve and why and how**. It will make you **gain time, energy, and certainty**. And it will absolutely help when you create your offers and make your messaging and marketing.



Let's come back to finding your niche:

4. THE CLASSICAL WAY

→ Here is the **classical way** of finding your niche. This is what you commonly find on google or YouTube for example if you want answers for finding your niche.

Reminder :

A niche is "a small, specialized segment of the market for a particular product or service". (I googled the definition😊)

- Broad market: fitness, fashion, coaching, nutrition, cosmetics...
- Specialized segment of the market: what type of fitness offer, what kind of fashion, what style of coaching
- Particular product or service: who is my service for?

Examples: At-home Pilates for moms – Budget-friendly home decoration & inspiration – conscious parenting for teenagers – spiritual business coaching for small business owners

Now let's go further: WHO do you want to reach and WHAT sort of content would that person want to see?

Example: if you want to reach busy mothers staying at home, find the content this niche is looking for. Go on YouTube and on internet and type key words about moms working from home and see what key words, content, videos, websites, topics, the search engine offers. What type of content would they click on.

Show your **UNIQUE APPROACH** that you bring to the table. If you want to talk about very different subjects and reach so many different people. Then think about what the **common**

thread to all those various topics is.

Example: you are a mother passionate about healthy living. So, **from that angle**, you can talk about recipes, about how to bring up your children with this mindset, how you prepare your next vacations, how you are growing your vegetables in your garden, and how you solve insomnia.

So, that is the 'official' way of finding your niche. This can absolutely help. It is by combining several points of view to nail your niche that you will really 'get it'!

I suggest you fill in what you can with this approach and come back to it to refine it when you feel that things are getting more clear.

→ So, if the classical way of seeing things to find your niche gives you a little clarity but not enough, there is a little twist that will help you complete your research.



5. NICHE = the PROBLEM YOU SOLVE

So, think about it this way: **a niche is the problem you solve.**

So here, don't focus too much and block your brain on WHO you need to reach. Let go of that and relax. Focus on the problem you solve for the moment. The WHO will come naturally afterwards. Trust.

When you think about your niche, think about a very simple statement that speaks to the mind.

Example: get clients, make money, write a book, find love, eat healthy, lose weight, have a cozy interior, put on organic makeup, find a dream house, etc.

There are a ton of people out there selling the solutions to this same problem. You don't want to be lost in the middle of this sea of offers. Now, let's narrow it down.

Ask yourself **who you are and how do you solve the problem.**

Example: as a business coach,

- the **problem I solve** is: helping entrepreneurs get clients.
- I do that my way because of **who I am**: a spiritual business & life coach, and a therapist.
- and **how** do I help solving that problem? in many ways:
 - I help entrepreneurs get clients with *clear communication skills and strategic processes to sell*
 - I help them get *organized* to avoid exhaustion and disappointment,
 - I help them with *uplifting mindset practice* to be confident, in themselves and trust life,
 - I help them *embody supportive energetics tools*,
 - I help them align business, lifestyle and soul with my *intuition, big experience and skills*.

SO, this is the big picture to find your niche, maybe you get it and it is no problem. But maybe you need **more clarification** around this, so here are other questions that will help.



6. Other questions that may help.

So here are interesting questions: What would be a niche that you would be ready to build a real career and business around? You are not just picking a niche; you are having a long-term vision about the problem you are going to help people solve. What niche would make you happy **every day**?

You must **decide** something that you are ready to deal with every day. That is why I think it is more important to define your niche from your standpoint and not from what the market wants.

Of course, it is important to be aware of the market, but you better play the market game with something that you **like** and has **meaning** for you rather than a **random** topic just to make money. You can also ask yourself what kind of audience would most likely pay for your offers?

- So, only considering the demand on the marketplace without listening to what really lights you up may create frustration because you will go for efficiency and money but not meaning and purpose.
- Only considering picking your niche from what you want to offer without checking the reality of the demand may create a mismatch between what you think people want and what they actually want. All the effort you put out there may not land anywhere if you are too much disconnected from who you **really want to serve**.

Finding your niche is a question of **CHOICE** and also a question of respecting who you are with your **experience, skills and passion**.

What belief system could be in your way?

Here is another interesting point worth mentioning for spiritual entrepreneurs:

Finding your niche is not a God-given mission as you may hear some spiritual coaches talk about it.

In fact, there is no "mission" to accomplish, there is only giving yourself permission to experience and expand your life to what lights you up. "Per-mission", meaning 'through the mission', in other words, through experimenting life, and I add: giving permission to manifest who you really are.

You are not here to **save** someone or save the world; you are not here to fix something or to heal, or to prove something.

Remember that all is energy and expansion, and creation. So, if it lights you up to help certain people, to improve something in the world, it isn't because of your God-given mission, your karma or destiny, it is because of your **DESIRE** to do this.

By law of attraction, you calibrate to be the perfect vibrational match to what you **want**, and the Universe provides according to your energy. The Universe, God, Source or however you call it, is not preferring some, or choosing a destiny for you, or testing you by letting you live hardships like you would pass an exam.

All is energy. Period.

You don't get what you deserve or what you are meant for; you get the **energetic match** of what you are focusing on, of what is **active in your vibration** (which means the thoughts, beliefs, and feelings about everything you experience every day). Every time you are resisting to a thought, a situation, or a person, you create more of that.

This point is important because, in the spiritual world, we hear a lot of things that are not always serving us.

- For some time, I thought I wasn't worthy enough to desire more for my business. I also thought that even though I desired more, it was maybe not my calling to build my business and earn money doing this. It was maybe not my mission in this life... I was maybe mistaken about my dreams and desires. Maybe I had to be grateful for the good things and just be satisfied with what I had. I just had to be reasonable and not desire wanting to build a business on internet... 'so random and unreliable' as most people around me think. Does this ring a bell??

If you need to let go of patterns that do not serve your business and dreams, and you want to know how to uplift your mindset and energy so that you create a business with clients knocking at your door every week and feel so good doing all the work, [get THE VORTEX program in hand](#).

You will love it for all the key elements that changed radically my life. Mastering law of attraction is THE real game changer for your business & life.

Following your satisfaction, joy and heart centered inspiration that feels good will guide you to make the good moves in business.





7. If you are a bit confused between the problem you solve and the way you solve it.

There can be a little confusion between the problem you solve and **the way** you help solving the problem. I have seen that in coaching a lot. That is what makes it subtle and difficult for entrepreneurs to choose their niche, especially for coaches and therapists for example.

Example: You are very good at hypnosis or inner child work with your clients and it seems it is your 'thing'. You are passionate and get great results.

This is not your niche. It is the **way** you solve the problem with your skills and experience.

It is your light, your signature, your vibe, your energy, your way of dealing with the problem through the means of tools that will help.

People don't wake up one morning thinking, "I think I need some hypnosis today, or some inner child work."! :)

They wake up with a problem they want to solve **through** hypnosis or inner child work. They have a **pain point** that gets them moving towards finding a solution.

So, in this example, if your job is to heal the trauma with hypnosis or inner child work, you can do that finding a specific niche: being a business coach, a life coach, a relationship coach, helping mothers having a baby, being a therapist for abused women, etc.

Other example: If your specificity is to create very creamy lotions with natural ingredients, you can do that for men, women, children, adding healing herbs or creating cosmetics, creating sunscreens or makeup. The talent you have is being of service to a specific offer which serves a specific niche.

I had to deal with this confusion:

As a coach and a therapist, I had had to deal with variety: I did kinesiology sessions; I coached parents for positive parenting; I coached top executives and engineers for stress issues, and finding their dream job; I coached 1:1 for business...

It was hard to choose what I really liked!

But all those experiences helped me see which ones were the most satisfying. I noticed that when I did 'pure' therapy, it made me happy and had very good results with clients. But I saw that if my clients didn't have a great project that meant a lot to them and that they wanted to build, the therapy work had its limits.

Since nothing big was driving them to really overcome fears and make deep changes, they had nothing big to focus on so they eventually came back to their old patterns which created their pain.

On the contrary, when I coached people in business, the necessity of making things work and getting money out of it was pushing them to expand, to make the bold moves, to do the inner work unapologetically (mindset and energy) and results were gigantic and so gratifying.

And for me personally, that is how I overcame so many difficulties: by going all-in with my dreams.

Even though I can help many different niches, I **decided** that helping entrepreneurs was the best niche I could work with.

If you need to know and to reassure yourself to see if there is a profitable market in your niche, you can always go on YouTube to find videos on the topic and see how popular they are. You can also go on to www.answerthepublic.com to see what people are asking about.

You can go another level deeper and narrow your audience down to a recognizable type of person. But as long as you are **clear** for **the problem you solve and with whom**, the very details will come with your experience if you don't know right now. You will adjust on the way.

→ There is another very important point I want to add. When you are starting to build your business, it will help a lot to be **really specific**.

You cannot compare a business just starting out to a business that is well engaged on the market with solid following and sales.

Those entrepreneurs can communicate more widely and they can open to several niches. They can do that because they **already** have the numbers, trust, connection and sales.

But at first, when starting to target a niche, being very **specific** will help people see clearly what problem you solve.

I regularly see business coaches sell many different offers to their audience. They not only sell business, but also nutrition, relationships or fitness. It is possible for them because they have already so many people following them. This is a **trap for new entrepreneurs** on the coaching market; they want to **copy** their mentors, which doesn't give them results: and they fall in the spiral of "what am I doing wrong - what am I missing..." ... and all that jazz.

Starting to grow a business and running a business already in the game with many engaged followers and sales is not comparable!

Mindset reminder:

If you are happy and passionate about your topic and feel called to build your business around it, you **WILL** find clients. You don't need to **HOPE** that they will come, they *are coming*.

Your enthusiasm combined with selling skills and strategy will give you results. It cannot be otherwise.

DO you know what *enthusiasm* is? It comes from the grec word 'theos' which means God and the latin prefix 'en' which means 'into', 'inside'.

So when you are *en-thusiastic*, you are 'having God in yourself', which means in other words that you are having the **infinite energy of Life in you**, the energy of Source, the Holy Spirit, the energy of unconditional Love... whatever you call the energy that makes you feel so happy, enthusiastic and joyful.

That vibration is the manifestation of YOU being up to speed with your divine self, your inner being: who you really are.

And as you hold this high-flying energy, you are more ready than ever to **RECEIVE** the right impulses and inspiration to do the right moves for your business.

*When you combine feeling good and inspired action, that is called **FLOW!***

And then you play "ping-pong" with that for your business:

When you are so happy learning a new skill that helps, you feel good and excited. Then, as you stay in this good place, you attract an answer to what you were looking for and feel appreciation for having it. Then you amplify your satisfaction feeling and then get clarity for another point. Etc.

DO YOU FEEL HOW POWERFUL THIS IS?

DO YOU FEEL HOW FUNDAMENTAL THIS IS FOR YOUR BUSINESS?

This is being intentional about co-creating with the universe, with manifestation, with law of attraction in your business. And once you 'get it', it is true for your everything in your life😊.



8. FIND YOUR DREAM CLIENT

This is certainly what you have been waiting for... You were probably thinking, "When is she going to talk about it!? We've got to dive into this!"

Step 1 is to find the **problem** you solve.

Step 2 is to know **how** you solve it. That is how you narrow your niche.

And now, you will find **WHO** you are serving: your ideal client.

Knowing who your ideal client is helps you on many levels:

I take the time to tell you this, so you really get how important it is. But if you are impatient, you can skip this. But if you read, this will **activate your energy** to stand in your **confidence**...

- Your people **HEAR and SEE you**.

You know how to speak to them, how to be specific to solve their problem so that when they come across your content, they can say to themselves: "that person knows exactly what I am

going through”, “that person knows exactly what I need.”

- You build an audience that **TRUSTS** you.

They know what to expect from you and follow you because they feel you are the one that can help them answer their questions.

- You stand-out in the crowd.

Your clarity is felt at all levels. Your actions are clear. Your mindset and energy attract the right people.

- You write magnetic sales copy and your ideal client buys.

You no longer *hope* that clients will come to you. You have the roadmap to message your offers. The **clarity** gives you **confidence** and your clients feel that you stand as a **confident leader for yourself & business, and therefore, for them.**

- By helping people with your offers, you change people’s lives.

This is all the beautiful **satisfaction** you have been dreaming of for so long!

- You build a **heart centered business** that is meaningful to you and your clients.

This means joy in your life!

- Knowing who your dream clients are, will help you call them in **energetically**.

Along with all the concrete actions you do, you **calibrate** to the right vibration by your thoughts and body feelings: you are able to visualize better and make law of attraction work intentionally for you.

→ The way you narrow down your niche to your ideal client is through your **CONTENT**.

You will show **who you are** and **how you solve the problem** with **so many different points of perspective**, that your audience can get a good idea of what is awaiting them with your offers.

To get to that point in your content, you will have to do some **refined research**: that is what I will guide you to do now.

And **THIS** is going to be magical in your business. **Everything** will stand on this work: your offers, messaging, content.

No more blank mind for content, communication, videos, posts, programs!

When I found this out, everything came into form: offer suite, funnels, sales pages, consistency on social media, etc.

E-ve-ry-thing in my business shifted. Even my mindset and energy.

The following exercise may sound very simple or on the contrary boring, BUT it is the **foundations** of all your strategy, all your business, all your offers and messaging.

All the words you use, the brand, the vibe, the way to put things together, to create an offer suite, to post content etc. Everything you will do online and behind the curtains will take its source in this powerful exercise that you will complete and refine on your business journey.

If there is something you mustn't skip, it is THIS exercise.

The blocks I faced: this could be you, too.

For a long time, I put this aside, as I said above, because I didn't realize how important it was at the time. Only when I decided to *really* face it and get coached for my business that I understood how to process this fundamental exercise and really get the most out of it.

To be honest with you, I wasn't very delighted to hear about exploring my niche and dream client 'thing', even with my coach. And, you know what it is to have business going on & life to live.

So, this thing about listing, one by one, the problems of your dream client and trying to figure out what he wants and doesn't want, and the words he uses that will talk to him, and what he looks like and what he eats, watches on tv... who cares!?!...

"I must get my business going, it already isn't in a very good shape, so no extra time for reflection. AND, I have a life to live, children to raise, a house to take care of, friends to see etc." You have other priorities than just sit down, take time and reflect on this... you have to post, keep up with clients, send your newsletter, write your content, create other programs because they didn't sell like you expected...

Those were more or less my thoughts!

Does this sound familiar?!

I take the time to tell you all this because I really want you to avoid falling in this trap like me, thinking that you could build your business skipping this long, inefficient (that is what I thought) and maybe boring part...

But my God, I was so wrong!

I looked everywhere for an explanation to all the blocks I had in my business, but I looked in all the wrong places.

I let a part of myself tell me that if I didn't succeed, it was because:

- I didn't have the right energy;
- I had to heal what was in the way;
- I didn't love enough;

- I didn't have the right karma;
- I didn't have the right expertise,
- the right mindset,
- the right strategy...
- Maybe I wasn't meant to build my business in this life, not my mission? Not the moment for me?

What was going wrong??

I was just not facing the fundamentals of a business. Instead of looking at the problems in my business, I just had to clarify things: I didn't answer thoroughly the niche and dream client question.

Diving into the subject and realizing how important this is, it opened the door to CLARITY in my business as never before, which led to pleasure and confidence in business.

All of a sudden, all the pieces of puzzle I collected here and there on my business journey made sense. I could at last connect the dots.

I do not leave my success to 'Mercure retrograde', to randomness or to spiritual dooming. I play the game of inspired action based on choices and clarification that I made with this exercise. I hope you understand how fundamental this is for your business.

It is time for you to take this seriously to serve your clients best and build your business with pleasure and confidence!

SO now it is your turn to do the work, or at least refine what you may have already done before. I noted that in all coaching programs I went through, there was ALWAYS something to learn even though I knew already a lot on the subject. SO, I invite you to go through this material with this mindset. You will find elements that will help you expand, or else you wouldn't be attracted to my content 😊.

To answer the following questions, use the information from former clients, the conversations you had, the people in your niche who comment on social media, people you meet etc. Instead of doing this from a very mental place, **imagine** your client like an actor in a **film** and create a **story**.





9. What is your client's KEY PROBLEM

This is what will lead you directly to content creation.

This is the problem you solve coming from your niche.

Example:

You help female small creator business owners **get organized** in their business. (They are **overwhelmed** and **burnt out** by creating their physical products & selling online).

- The main way to solve the **key problem** of overwhelm and burnout is by organization processes and systems (your services).
- The people who are helped are **creators** that create themselves physical products and sell them online and offline.

Now from that example, we are going to dive deeper. From that **key problem**, you will find **secondary problems**.

The trick that is to continuously ask the question WHY.

You ask that question over and over again until you hit the ground: “**client doesn't know**”. That is when your expertise comes in to help him.

Example continued:

We are going to ask the question, “**why** are they not organized in their business?”(key problem)

Answers:

- Because they think it is **too complicated** (secondary problem) to implement a system. **Why?** Because they have tried things that didn't work for them. **Why?** Because it wasn't adapted to their business. **Why?** Because it didn't take this and that (which your offer/services can help) into consideration. **Why?** They **don't know** where to find such a system that will help. → This is one direction you must take to create content to fill in the gap.
- Because they **don't have the concrete planner**(secondary problem) in hand. **WHY?** Because they don't know you are selling one! You are maybe yourself a creator and you will want to sell them your lovely handmade agenda with personalized features and decorations.
→ What are the topics you can cover for this material?
- Because they **don't have the time** (secondary problem) to reflect on how to get organized, they are overwhelmed by so much work. **Why?** They have limited beliefs about managing their time which gets them stuck into this vicious circle. **Why?** They **don't know** about their limited beliefs in the way. → Here is another direction for your content creation. From that secondary problem (**don't have the time**), think about what this leads to: (this is how you go deeper):
 - For example: you can show them **special tools** (your skills) that will help them gain time very easily.
 - From that point, you can list all the tools that can help. Then you may find several **dominant topics and group them together**. By doing so, you will see how to **create content** around that and in what form (video, post, eBook, email, masterclass)...
 - Another example: You can teach them about **beliefs** that are not true.
 - From that point you can explore the ways to teach them that through your skills, knowledge, experience. Etc.
 -

The technique is to **follow the key problem** and think of all the reasons **WHY** they have the problems. This will help you go **deep** and in a **wide range** of what you can do to help.

Now, you can also complete this way of handling the exercise from another perspective:

That is what I did for myself.

I started with the process just explained above. Then, when I got bored and didn't have any other ideas from that standing point, **I thought of all the different topics I needed to cover for my dream client's problem.**

→ If you were to help your client solve his major problem, what would be **all the help** he could have from you? What would be **all the different topics** you would go through? This

could look like all the chapters you should cover to write a book on how you help your dream client solve his key problem. You see that behind his key problem lay secondary problems that you must consider, too, just like in the previous example. **This will give you your content pillars.** It will help for creating programs, teachings, posts, masterclasses, marketing etc.

Since you are the expert, you know how to solve the problem; it shouldn't be hard to find the different parts of the problem solving.

→ And another point that helped a lot is my own experience. **I am my niche**, so I know exactly what I need as an entrepreneur wanting to get more clients. If it is your case, ask yourself what you experienced and what you needed to solve your key problem.

So, to sum up, you should gather all the information for solving the main problem by three different approaches:

1. Starting from the big problem you solve, ask WHY your ideal client has this problem. Find all the secondary problems until you hit, "Client doesn't know".
2. Take this from another end, by asking yourself, what are ALL the different topics you can cover to help solve that main problem.
3. If you are yourself part of the niche, ask yourself what you needed and what you did to solve that problem.

Now, the process isn't finished. We aren't there yet! But if you've followed through all up to here congratulations!

Now, in the next section, completing the following points, will help you have the sentences, the vocabulary, and ideas you will need to create all your content, whether it is marketing, programs, teachings, messaging etc.

Don't give up now! This is the juicy part. This is the concrete part you will go back to every week!





10. KEY DESIRES, PAIN POINTS and storytelling.

Now that you are getting more and more clear about the problems which face your client, you are going to go more in the details. OMG “What for? Is this *necessary* as I already cleared up the problem solving...?”

Yes! Absolutely necessary!

Going deep into this will give you the words that you will then use on a daily basis in all the content you create.

- You won’t have to scratch your head anymore to find out how to say things; you will just go check all what you have noted about ALL the different pieces about your dream client’s problems and desires.
- The following exercise will serve you as a **bank of information**; the more you cover the subject and all its different facets, the more material you will have in your ‘bank’ available for your content.
- **When you will be selling your offers**, there isn’t just one way to market them. You will have to explore many standing points in your **messaging** to be sure to **cover the topic** as best as possible so that you can create real connection and trust.

You, as a leader in your niche, want to communicate that you know what you are talking about and that you are able to consider the problem from many angles. You will be able to **write different stories** about the **problem, the desire, the pain points, the vision of success and failure** that will resonate for your dream clients. (With my monthly templates in [THE STORYTELLING VIBE](#), for posting content that creates TRUST, CONNECTION and ENGAGEMENT, you get the outlines and structure that work to attract your audience. All the work you've poured into finding NICHE & DREAM CLIENT will be transformed into eye catching content!)

In your messaging, you will **repeat** yourself **but not in a boring way**; you will **add** each time another point of view, another vocabulary. You never know in advance what will really be the right messaging that will 'click'. So, covering up the subject as much as possible will give you a chance of greater success.

So, let's wrap up and add 2 extra steps:

1. You found the **key problem**.
2. You found all the secondary problems by
 - a. asking WHY they had that problem,
 - b. and by thinking of your content pillars to solve that problem
 - c. and by asking yourself what you did to solve that problem if you are 'your niche'.
3. You are going to take each **secondary problem** and find the **desires** attached to them.
4. For each problem/desire, write a **description** of what your dream client is going through as if you were watching a movie.

Here is how you can do this on your note book or computer:

This is what it can look like:

Suggestion: you can divide your page into 2 columns. One will be for the PAIN POINTS and the other for the DESIRES, (positive outcome). Facing each pain point, you will list the positive desire.

OR

You can do like this: for each problem they don't know how to solve, choose one color for the problem and another color for the desire.

- **Key Problem** : They are not making enough sales because they don't know:
 - Secondary problem : How to know which priority to prioritize!
 - Desire: CLARITY: What does it look like :Checking your to-do list in the morning, you have this inner feeling of eagerness, ready to start your day knowing that you will be efficient. And as you go to bed at night, you just feel accomplishment.
 - Problem: CONFUSION & OVERWHELM & PARALYSED: What does it look like : you sit at your desk with the good intention of being efficient, and you just freeze and sink into your seat, not knowing what to do next. You feel tightness coming

up through your throat and feel guilty of unworthiness. You told yourself the day before that you would be efficient, **THIS TIME**, but you are disappointed to see that you fall into the trap of not doing the work. You catch yourself scrolling on your phone, but you were supposed to be efficient today, right?!

Before you do this, Let me tell you an important point.

You can see in the example above, that in green and red colors, there is a **description** of what my dream client is going through with the **problem** and **desire**.

The key here is to describe like a movie writer. **Imagine that you are filming your dream client.** What can you see happen for your main character. What does his key desire look like & feel like? What are the emotions and what is he doing, going through in a very down to earth everyday life ?

This is a key element to all of this.

- Today, people are **overloaded** with information. The mind is saturated by too many solicitations and stress. If you want to reach your clients and you want your content to 'land', **you have to go past the logical mind and activate the images and emotions.** How do you do that? By telling stories.

When you tell a story, your audience can see and feel the film of what you are talking about.

- When you tell a story, you match a situation with emotions, and that is how we activate our memory. We **remember** because there is an **association of emotions and information.** Pure information is not very impactful. You have to give meaning, depth, variety, through emotions to what you say so that your dream clients will feel you and your offers, content, brand... and also remember you.

This is not just a statement straight out of my head, this is proven neuroscience. And companies that make adds and commercials know that very well. You don't buy just a car; you buy the feeling you think you will experience when you have the car.

So, in your messaging, your audience will be hooked at your offers if you lead them to **VISUALIZE** what they will **avoid** and what they will **get**.

Go into the details of the VISION of failure, pain, blocks, problems & the VISION of success, solution.

You won't sell them a "6-week weight loss fitness program", or "a nutrition program that gets you the results". What results? What does it look like, feel like?

By doing this you give your selling power away because the audience has to fill in the blanks. This messaging isn't directing to what they want and isn't pulling them away from the pain points. It is dull, flavorless, boring.

People are not emotionally hooked and will walk away.

If you are more specific: "a 6-week fitness dynamic program to skyrocket your energy, pleasure and strength in 15 minutes of fun per day, to feel more alive than ever", "a nutrition program that makes you feel rejuvenated and refreshed. No more bloating and heaviness after lunch. No more guilt as you open your fridge; see all the colorful meal preps with satisfaction and make yourself the most tasty and healthy dishes in less than 5 minutes!"

So, I invite you to find the words, the sentences, the metaphors that come to your mind to describe your dream client having the VISION of failure, pain, blocks, problems & the VISION of success, solution.

What would happen to their life

- if they solve their problem (positive outcome)
- if they procrastinate and never find the solution (negative outcome)?

That way your message will really speak to **your** people.

For further understanding, I will continue the example above about helping female small creator business owners get organized in their business.

Example: You help female small creator business owners **get organized** in their business.

1. **Key Problem** : They are **overwhelmed** and **burnt out** by creating their physical products & selling online = not organized. The main way to solve the key problem of overwhelm and burnout is by organization, processes and systems (your services).
2. **Secondary problems** : because:... because: ...
Because : They think it is too complicated to implement a system.
3. If they think it is too **complicated** to get organized because of bad past experiences, what they want is **simplification**. They want things to be simple. A simple process.
So for this secondary problem TOO COMPLICATED, the key desire is SIMPLIFICATION.
 - a. **Desire : SIMPLIFICATION & CLARITY:**
 - b. **Problem : COMPLICATED & OVERWHELM:**
4. For each problem/desire, write a **description** of what your dream client is going through as if you were watching a movie.

a. Desire : SIMPLIFICATION & CLARITY:

"As you take a look at your to-do list for the day, you feel in control. You lightly and happily run down through your list, thinking , "this is going to be a great day" as you sip your morning tea. WHat a relief to have this simple & clear process that you can count on, supporting your business and energy!"

b. Problem : COMPLICATED & OVERWHELM:

"Your head is full of "shoulds" and "coulds"; you know you have to answer that unhappy client, but you don't know what to say. You know you have to make the order for your products, but you also have your children to drop at their swimming lesson. Your newsletter is late and you know you will go to bed at midnight to finish up... and your client will wait until tomorrow... or next week??.."

Another example for the fun!:

Desire : EAGERNESS & CLARITY:

"Clarity and eagerness make you get out of bed feeling happy to go for a run with your dog before starting to plan your day filling out a beautiful planner that supports your work and activities. You feel freedom in the structure. At midday, you already have the feeling of accomplishment. You move from one task to the other, crossing out the elements on the to-do list so quickly as you never have experienced before!..." etc.

Problem : BLOCKED & DRAINED:

"You wake up in the morning, with your usual brain fog as you get up from bed. You go grab your coffee slouching on your sofa already tired before anything started in the day."

Finding your niche and dream client sums up to **picking a problem** that a lot of people are looking to solve, and solving it **your way for your people**. Stick to it consistently by speaking to them in a language that rings them a bell.

Be patient, clients are coming. It cannot be otherwise if you **blend energy, mindset, and strategy together**.

This will make law of attraction work for your business. It is just a matter of time.

Focus on what makes you happy and feel good; at that level of vibration, you will be inspired to take action for your business; as you listen to the impulses and do the work, help, clarity, and tools you need will come to you.

The next step is to create content on social media.

Now, with the clear niche and dream client work you've done, **creating content on social media is going to be fun, easy and efficient!** With [THE STORYTELLING VIBE](#)

[37€](#), no more worry about what to post and how good it will be. You get the structure & outlines to communicate clearly and easily.

Bye bye to **constant tension and energy leaks** about posting consistently.

Finished with random posting like a bottle thrown out in the sea for rescue... "will this post make the deal??"...

Finished **overthinking** each word and spending so much time with so little feedback.

You get the **strategy** that pays off, leaves you CONFIDENT because you know exactly why, how & what to say;

You will **save time and energy**! Enough spending time on social media all day; you have the time to be with your children, take care of yourself, move other things forward in your **business & life** without being preoccupied because you haven't posted today and haven't got the idea for tomorrow...

Check out [THE STORYTELLING VIBE](#), it is the help you are looking for right after this workbook!

I wish you, with all my heart, to follow your joy in your business journey.



Aller à l'Essentiel - Aude de Vathaire - All rights reserved.

This is the fruit of my work. If you find this valuable and you would like to share it, please give

January 2023