

Deep Audience Work/Niche Clarity Worksheet

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Purpose

These questions will help you dig deep into the core of your marketing message and who it serves.

Benefits

Deep diving into these thought provoking questions will assist you to get crystal clear on your audience in a way that will make marketing your business more targeted. This process will make writing copy, creating content, networking, speaking, and selling your coaching services much easier. This clarity will also increase your own confidence and excitement around what you are doing with your coaching business. Confidence and excitement are crucial to growing your business.

How to Use This Tool

Block out 60-90 minutes to journal your answers to the questions below. Take your time, don't rush, and allow yourself to access your higher coach. You might be surprised at what comes up when you do. These insights could save you tons of time and money from going down a path that isn't 100% in alignment with what your highest self wants to do with your business.

Deep Audience/Niche Clarity Journal Exercise

(Sample answers follow below the questions).

1. What am I building?

2. **Avatar** (Write a client's story. Describe them in depth by unleashing your imagination as you answer the following questions).

- What is their name/story?
- What are their top fears?
- What are their top desires?
- What are their values?
- What really matters to them?
- What motivates them?
- What motivates them to get out of bed and take action?
- What are the problems they have?
- How does this change or paradigm shift solve a problem?
- How does it serve a group of people who aren't being served effectively?
- What is the shared pain?
- What's the deeper thing that makes people want to do something to not feel it anymore?
- Why does it hurt like this?
- What is stopping them from removing this?

Sample Deep Audience/Niche Clarity Answers

1. What am I building?

I am building a new way of doing business and work. I am introducing simplicity, heart, and purpose into women's lives, work and family. I believe that when women are VERY clear on their deepest desires and vision, they can create a business and life that supports those desires. I want women to connect to the effortless flow that can happen when growing their business. I want professional women to always keep their deepest intentions, values, and vision on the forefront so that ego doesn't come in and hijack their lives. I am creating a space in the entrepreneurial world for authenticity, transparency, and Truth to drive all activities. I am envisioning entrepreneurs stepping into their power, owning who they are, and as a result creating immense impact in the world just by being who they are. This is the Be the Change Movement. Step into being their highest/best selves first and taking aligned action second.

I am building a revolution and movement of women stepping fully into who they are and their purpose and creating a business around that. I am creating a community of powerful women whose primary agenda is love—love in their homes, love of themselves, and love for the world.

This is a consciousness revolution.

2. Avatar

Alex is a 36-year old women entrepreneur, who is just getting started in her business. Prior to launching her business, she was a very successful leader in her organization. She is very success driven and climbs the leadership ladder very quickly. She is very devoted to her work and often sacrificed fun, family and other things that were most important to her to get where she wanted to be professionally. She is a high-achiever and was labeled quickly in the corporate world as a high potential for future leadership. She reached the top of the ladder she strived for and was left wondering, "Is this all there is?" Is this really what I am going to do

for the rest of my life?" There were no challenges left to tackle that she really wanted to pursue.

In spite of her accomplishments she still had some sense of balance and knew that going any further would kill that balance and cause her to completely neglect those things most important to her like friends, family, and fun. Alex loved the recognition that came with her accomplishments. She strived to be the best at everything she did. She wanted to be the best employee, best mom, best wife, and best friend. She wanted it all and had a level of excellence and really high expectations for herself everywhere. Yet in spite of desiring to be the best, inside she felt like she was failing everywhere. When she is at home, she feels pressure to be working on her business, which is a never ending work to-do list. When she is working on her business or at work, she feels like a shitty mom. She feels like she is damned if she does and damned if she doesn't. She is guilt ridden and can't catch up no matter how hard she tries. She is stressed and always has thoughts running through her head, making it nearly impossible for her to enjoy the moment.

At home, Alex has two kids, ages 9 and 7. She also has a very supportive husband who knows he married a strong and independent woman. He loves being the fun dad and being an equal partner in the parenting and house management. He also is willing to put his dreams and aspirations aside while Alex pursues her lofty goals which sometimes makes Alex feel selfish or guilty. He is a very simple man. He likes the typical guy things and has also experienced a lot of success in his life. They are a strong-willed couple and both love to be right. They are both leaders and set high expectations for their kids. They give the world to their kids, involving them in multiple activities, running all over the place, and ensuring that they are doing everything they can to develop leadership in their children.

Alex is described as a "go-getter," smart, beautiful, driven, bitchy at times, opinionated, brave, focused and determined. She can take things very personal and shut down if she feels someone is putting her down or judging her.

Alex loves to learn and is a fast learner. This intelligence is what allows her to find so much success. If she doesn't know something, she would learn it and become a master at it very quickly. She loves to read non-fiction and self-help books. She desires to be her best self and is in constant pursuit of personal growth. Because of this, people tend to see her as a

know-it-all. She judges those around her as being inept, dumb, unorganized, and anything she sees as the opposite of herself.

She is just starting to awaken to deeper spiritual concepts that are replacing some of the religious beliefs she grew up with.

Alex has a strong desire to exercise and be healthy, but this usually makes its way to the bottom of her to-do list—after work, family, and life. She has a difficult time putting herself at the top of the to-do list.

In addition to reading, Alex also enjoys spending time with friends and couple friends/families and can tend to overindulge as a way to unwind in food and drinking. She can also overindulge in spending and shopping. These things are often her escape route.

Other than personal growth and a desire to get healthier, Alex doesn't have many interests and hobbies outside of work and the day-to-day life. She really isn't clear what she finds fun and exciting outside of work and supporting her family and friends. She even will go so far as to say that work is what she wants to do in her free-time.

Spiritually, Alex is starting to awaken to concepts like the law of attraction and the power of positive thinking. She is wise beyond her years and suppresses this spiritual part of herself. Since life is more stressful, busy, and complicated, it is starting to resurface. It is resurfacing with many questions, "What am I here to do? What is the difference I am meant to make in the world? Who am I really? What is the legacy I want to leave for my kids?"

She also knows that she seems to be ahead of the game during meetings and other gatherings. She is very sensitive to how people are feeling around her and when she thinks back on her childhood, she recalls being very sensitive and emotional. In fact, she used to spend hours in solitude either with an imaginary friend or speaking to her stuffed animals. She can feel that this childhood innocence and curiosity has been replaced with constant running, striving, pushing to do more, and be more. Her child-like self has disappeared over the past 20 years.

Alex would like to explore spirituality and consciousness further. She is fascinated with the unseen and the power of our minds. She just senses that there is so much more going on than meets the eye. It's almost as if she remembers pieces of herself and some of it is knowing and wisdom from the past and it is itching to reveal itself again.

She is feeling very curious about universal laws and looking beyond religion from her upbringing. She is just starting to awaken but doesn't know what it really means for her life and still wonders if it's all just a bunch of woo-woo . . . useless information not grounded in reality. While she is curious, she is very skeptical.

This depth is what ultimately led her to start exploring and doing more meaningful work. While her leadership and work with her organization used to be very fulfilling with opportunities always for growth, she has started to feel very bored and that things are mundane. Life feels very stagnant, even though it looks perfect to others.

Then she feels guilty for not being more grateful for what she has and wonders if she'll ever truly be happy. She misses the excitement and newness that comes with change. Every day feels like going through the motions.

After a hurried and stressful morning of getting the kids ready for school and off to daycare, she shows up at 8 am, checks her email, grabs another cup of coffee, returns phone calls, attends meetings, checks things off her to-do list, and leaves the office at 5 if she's lucky enough to get out of there. She rushes to grab the kids before daycare closes and then realizes she didn't take anything out for dinner. They scrape together a meal and the kids are starving and "hangry." They eat as a family, she does the dishes, watches a sitcom with the family, puts the kids to bed, and does it all over again. Everything is the same, she feels like a robot, and that life is just a series of "have to" and not many "want to."

She feels like it is time for something new professionally. She isn't sure what that is. She would love to be fully independent and start her own business, but that scares her to death raising a young family and being the primary breadwinner.

She is confident, she has amazing skills and talents, she just doesn't know how to translate them to a business and how to monetize them. She would love to start a business and knows she can find success because she always does but is paralyzed with how to do it.

What are her top fears?

1. She will not live up to her fullest potential and not live a fully-lived and experienced life.
2. She will miss out the most important moments because her kids are growing up too fast.
3. She will not be able to make ends meet without a JOB. 4. Her family will have to do with less because she is following her dreams.
4. This really is all there is to life. 6. She will never really be happy or satisfied.
5. Her husband won't support her and may even leave her.
6. She will lose everything if she opts for the unknown rather than staying in the comfort of the known. (This is the fear that paralyzes her)!!

What are her top desires?

She wants an amazing and connected marriage, confident and healthy children and a great open relationship with them. She wants a life full of travel, adventure, fun and activities with those she loves. She wants a beautiful and simple home that she feels inspired and comfortable in, deep friendships, FREEDOM, and flexibility to keep her priorities first at all times. She will have time to take care of herself and love on herself, with a strong and sexy body. She also wants a spiritual connection and meaning. There would also be a nice vehicle that showcases the classy and successful woman she is. And of course, fun with friends and lots of laughter!!

What are her values?

1. Family
2. Personal and Spiritual Growth
3. Freedom
4. Making a difference in the world
5. Living a life of meaning
6. Connections with other people
7. Recognition as a leader/go-to authority

What really matters to her?

She wants to provide an amazing life for her family that is full of love and connection. She gives her kids many experiences that help them become well-rounded, happy, and confident. Having time to do the things most important to her really matters.

What motivates her?

She's motivated by projects that come from her heart and soul, seeing the big picture and how close she is to living the vision she's created. She wants to have a plan of action and clear path to accomplishing her deepest desires. Her kids and being a role model to them and what's possible for them and their future is huge motivation.

From an ego standpoint, proving other people wrong. Showing people she can do anything she puts her mind to. Proving to herself she can do it.

Ultimately her vision is what motivates her the most because it is so clear and so achievable. It drives her to take action and create her reality every day.

Success also motivates her. After she experiences success, she is energized and excited. However, this can also be her biggest demise because the success can cloud her vision and pull her out of alignment if she isn't careful. This happens when the success is never enough,

she wants to do more, go bigger, and make more just for the sake of having more instead of being aligned with her vision.

What motivates her to get out of bed and take action?

The ability to share her inspiring message and connect with people she knows she can help. When she is clear on her next steps she is excited and can't wait to get going on them!

What are the problems she has?

She's overwhelmed with information. Because of her love of learning, she can overconsume information and that leads to feeling overwhelmed, stuck, and not sure where to begin. It is paralyzing. She also consumes information that she doesn't need yet and stays in learning mode to avoid taking some of the scarier actions.

She also can very easily get sucked into ego and being a workaholic. She loves success, but sometimes the success blows her head up and she loses sight of her true vision. She starts to become intoxicated with the money she can make and the luxury she can buy even if it's not actually something that will enhance her life.

She gets bored easily and leaves projects unfinished. She is often onto the next one before she finishes the first one. She has "bright shiny object" syndrome and doesn't know how to tame it. She forgets to take care of herself once she gets laser focused.

She can forget to exercise, meditate, and even eat. This leads to her being crabby, overwhelmed, and stressed out—again. She can take it out on her family and find them very distracting.

She struggles with selling herself and claiming her worth. She has the "Who am I?" syndrome and it stops her in her tracks when it comes to sales. Always over-delivering and getting under paid, which eventually leads to being burnt out or resentful towards clients.

She becomes disconnected from her intuition and heart by overthinking and getting in her head too much.

She sucks at setting boundaries with takers because she wants to help everyone that crosses her path.

She often feels confused and questions what she is doing. She can feel like something is always missing and she must still have to figure something out.

How does this change or paradigm shift solve a problem? How does it serve a group of people who aren't being served effectively?

Entrepreneurs are over complicating their businesses and as a result they are spending tens of thousands of dollars on programs and coaching that doesn't give them any return on their investment. They are taking on unnecessary debt and struggling to make ends meet.

People are blindly following other guru's visions and not evaluating if that is even what they want.

This push, force, and drive for working hard on your business and sacrificing everything. It is breaking down families, taking loving parents away from their children, ending soulmate relationships and perpetuating the ego's drive for more. It's a bottomless pit that breaks down the fabric of life. It brings in darkness, shame, guilt, powerlessness, and feelings of inadequacy.

When entrepreneurs come to listen to their wisdom, their inner guidance and allow their values and intentions to drive their business and their life, things get easy and love is built up and expanded. It's only in this space that true happiness, contentment and power can come through. It's only in this place of actions based on love that you can make the difference you are here to make in the world.

People aren't being fully connected to themselves and their visions which is the foundation for everything—the foundation for happiness, success, and abundance.

What is the shared pain?

A feeling that they are failing everywhere; home, business and life. The feeling that they are a “nobody” and invisible. Feeling misunderstood and not really connected to others. Feeling taken advantage of and used. Like they are just a number and don’t really mean anything. Feeling alone and there is something fundamentally wrong with them at a deep level.

The emotions behind the pain are: anger, sadness, disappointment, regret, shame, and guilt.

What’s the deeper thing that makes people want to do something to not feel it anymore?

They still have hope and know that there has to be another way.

They have faith and belief in something bigger than themselves.

They have vision and desires along with tenacity and inner knowing.

Why does it hurt like this?

People are disillusioned about what will actually heal the pain. They are looking at external solutions when the reality is that the answers are internal.

It’s their identity. It’s who they are and if they are suffering, it’s their fault. The pain comes from being self-critical and the ego taking over and beating them up over and over again.

They believe they are their ego and have forgotten who they really are.

What is stopping them from removing this?

They don’t know the real cause. They believe it is a lack of knowledge when in reality it is a lack of awareness. Therefore, they can keep feeding the ego with information but never get different results. They focus externally because their fear is that if they look

inward, the Truth will reveal that their fears are correct. They don't have the faith and trust in themselves and their higher power. Their fear is paralyzing them from moving forward and it is keeping them stuck and stagnant.

It's a cop-out from dealing with the scary shit. They want to hold onto the drama because they are afraid of who they are without it. The reality is that they don't believe in themselves or their abilities. Even though they think they are confident, they aren't. The air of confidence plays into their mask and ego. It's not humble confidence, it's fear based confidence, where they are trying to prove their own worth to themselves.

Even when presented with the solution, they don't believe that it will work or help, so they remain stuck.

Credit: The concepts inherent in this article are the author's interpretation of materials issued by iPEC®.