

# TODAY'S PRIVATE PRACTICE

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## **Creating a Niche-Specific Marketing Plan**

Start at the outcome you desire and work backwards. Break the goal achievement down into steps, until you know what you want to accomplish today.

Brainstorm all the steps that would contribute to you seeing the outcome you want. Organize the activities/steps into a logical order and set up a timeline for the steps, including target dates for each step.

Think of what types of professionals regularly see the people you consider your ideal client in your niche market. Which professionals are you most comfortable reaching out to?

Think of ways you can introduce yourself to those professionals, in order to get referrals.

Also, think of ways you can introduce yourself directly to the niche market. Think of products and services you can create to help do this.

Where do people in your niche market 'hang out'? Circulate in these arenas. Consider writing articles for a newsletter or other publication your niche reads.

There are many ways you can reach your target market such as presentations, workshops, direct mail, networking, writing, etc. Decide how you want to get your name out and reach your niche.

Once you have done the above, you are ready to organize this into a marketing plan. State your goal, select your marketing strategies, and map out a step-by-step plan with target dates for each step.

What are the activities you can start right now? For example, if you want to gather more referrals from a certain type of professional, identify networking venues and plan to attend these events weekly or monthly as part of your marketing plan.