

SIYOP Workshop
Session 1-4
Refining Your Micro-Specialization

First thing is to find your industry and knowledge base on a higher level. In this situation we've got some worksheets that we made available, once we put these recordings back up that you can download and print out and write on, or actually use to go through these exercises. I'll be referring to that somewhat in here.

Define your knowledge base at a high level. Look at who you are helping the most and how you help them. We're going to break down into 5 different potential targets. Remember, you're only as good as your weakest offer. That's something that I love to say really resonates. Something we were talking about earlier that Jack mentioned about having a menu.

If you say you can do all these things, look at all the things and put them in order of what you do the best, what you do worst. The one that you're the worst, that's how good you are. You want to get rid of everything else. You niche down by what you're offering and who you target. Those are 2 ways of determining what your micro-specialization is. It's not just about offering something so specific no one else is offering.

You can also go to who you are targeting is a great way to micro-specialize also. For example, in this example in the beginning, I said if you're knowledge is high level business marketing, or marketing services. You'd say I also know SEO and I can help you recover from Google penalties. That's a good offer.

I can write you sales funnel. I know some about real estate, so maybe I can help real estate investing people create sales funnels. That's a very specific offer. Remember we started off with just business marketing. You're getting far more specialized. This one you can go down to coaching, down to Facebook Ads, just targeting the mind, body, spirit niche.

All of these things are something a very generic business marketing person could possibly help. These are how you start breaking down what you're offering into very specific areas where you become the only option.

Some things happen when you start doing this. If you just picked out the mind, body, and spirit one, and that one if you start offering only doing that type of Facebook Ads for people in that market, what's going to happen? You're going to start learning a lot more about Facebook Ads. You start learning a lot more about that particular industry, that particular market place, how they think, what they want, what their needs, desires, pains, struggles are, versus if you were doing very generic stuff offering it to everybody. That's where it starts to get really, really powerful as you go deeper and deeper into it.

There's some worksheets available to you. We call them refining your micro-specialization worksheets. You're going to write a potential target at the top of each of the 5 pages. Back over here where we created these things, these ones at the far right, the recovering Goggle penalties, real estate investment sales funnel, Facebook Ads for mind, body and spirit. Those would be the things you write on the, at the top of each page.

What's going to happen next, we're going to analyze each one with this SPAN method. This is going to walk you through the process of determining if it's a viable and profitable niche in just 4 steps. That's what we're about to go through right now.

Step 1. Are there subtopics available? Are there specific subtopics of each one, information readily available for content research and creation? Basically what this means is you don't just want to go into some space that has no information at all on it because you're going to run into a crisis of not being able to create content, which as we get into the authority content creation next week, and further sessions down the road. Content is a very important of being an authority.

Now, if you are going into a very specific niche, it may not have exactly what you are offering but you're going to have higher levels of it, and I'll show you where you can get stuff. A great place to go and check on this is Google. You can go in and put in some of your higher level descriptions of what you're offering, more readily available descriptions of what you're offering and scroll down to the bottom of

the page of Google's search results and it will give you related searches.

On this one for Google penalties, you can see there's Google penalties list, Google penalties of 2013, what type of Google penalties are there for duplicate content. There's one for news, one about notifying webmaster penalties, discussions. All of this stuff is just about Google penalties. This tells you right there, that there's some content out there that I can use as sources for my content as I make it specifically mine, to my target customers, my micro-specialization.

The other one on the right is Amazon. You can go and find books like in the Facebook Ads for the mind, body spirit space. This one is [The Ultimate Guide to Facebook Advertising](#) by Perry Marshall. All you have to do with these is you can look at Table of Contents. Click on the Look Inside and you can see the Table of Contents for each of these books and see what kind of content is in there.

Like this one, I can see this one is about squeeze pages, about landing pages, auto responders, how to write offers, how to use color effects, buying decisions, videos in ads. You can see an unlimited amount of content that you can write. You can do a whole series for a week just on color in ads. You run into, you have an unlimited amount of content available to you for that topic. You want to make sure before you pick one that there is stuff out there for you to use as source material.

On the worksheet, there will be 5 lines under each potential target for subtopics. Write those in for each one on each of the worksheets. If you run into one where you can't find anything, crumple the paper up and throw it away. It's not going to be a micro-specialization that will work for you. As you go through this, you're going to be crumpling up paper when ones don't work. At the end you might be left for, you might have one left that's perfect.

Step 2. Is pain, what specific pains would you help them solve?

People are going to pay more and make buying decisions faster if you are moving them from a painful situation versus taking them to a pleasurable one. It can sound a little harsh sometimes and I hope you aren't taking it that way because I'm not saying that you should just go for people that are in dire straits and in really bad situations, but pain doesn't necessarily mean that. If somebody is really desperate need of a client or their business is going to close, they're in a very painful situation. If you can honestly as we were saying earlier, you look them in the eye and say you can help them find that one customer, it's your duty to go after people like that so you can help them.

They're in a painful situation. You're going to be their savior, their solution to save them from that painful situation versus somebody that says, "Well my business is doing good, but I want to add 20% to my bottom line this year." "I'm doing really well but I just want to add some more customers." They're not going to be as willing to pay.

They obviously could be really good customers, and they'd have money and they would be ones you can definitely you could close and have on your client list, but they're going to be longer making buying decisions. They're not going to be ones you can get on the phone with one time and hand you their credit card, usually. You want the people that in the situation that they need immediate help with.

Step 3. Are you first? This goes back to one those Laws of Micro-specialization. Are you the first to offer this unique angle? Research around. See if someone else is offering the same service, products with your same type of angles to it. If they're not, cool. If they are, what can you do to do be the 30-minute delivery?

It doesn't mean you have to crumple this paper up and go and find a field that's totally new. See if you can find a way to be that 30-minute delivery. Just change stuff up a little bit like we did with the authority stuff. There's people offering things in the same realm, but nobody offered authority positioning. That was our unique hook on this thing. You can do the same thing.

Step 4. Numbers. Is there enough of a reachable market to warrant you entering it? This is where you determine if the niche you are targeting is easy to find and market. This easy to find and market is an important piece. If the person you are targeting is the saying business owners, or your saying men unhappy in their marriages, or other things like that, or people that need to get unstuck in their business, you're not, it's going to be very hard to find those people in

a way that's going to make sense financially for you. You need to find a way, find a market that you can target very easily.

Some ways to do that, the easiest way to find are using Facebook groups. I'll have some supplement videos on here also showing exactly how to do Facebook groups and Facebook interests. But basically I go to the search bar at the top of Facebook and look for groups in your key demographic you're wanting to target.

If you're wanting to target, you want to offer your marketing services to dentists, you can type dentists at the top and find all the different Facebook groups that are made up of dentists, or dental organizations. Look at the numbers of people in those groups and write those numbers down at the bottom of this page. Write down the total market size from those sources that you can easily reach on the worksheet. That's an important part is that you can easily reach.

That's what the whole piece of this thing is you want to make sure you can target those people in a way that makes sense financially to you. Because you might be able to start off without spending money on marketing, but there will come a point in order to grow you need to do it in some way, whether it's through direct mail, or ads, or partnering with JVs or going to industry events, and sponsoring. All those things will, this piece right here will tell you if that's possible or not.

So you've gone through the 4 steps of SPAN, and the best result of the 5 is going to be your core micro-specialization. Now some of them

were negated with the wad ups of the papers and thrown away because they didn't fit in. Or you could still have all 5 still laying there in front of you also. However, one should be standing out from the rest. It may be just a gut feeling telling you which one you want to go with, telling you which one is the best for you, and that's the one. This is the process you go through to determine which one you want to go after.

Jack: This is going to be a really good chance because I can tell you one of the things that most people that we've found in our experience with clients is their ability to identify who it is that you help, how they help them and the outcome. So this all kind of ties together and you may need to ask yourself a lot of the questions even some of the questions when you're trying to determine who you help and how you help them in order to be able to answer the questions for yourself in your micro-specialization. How many of you can really feel that you've been vague in what you do if someone asked you what you do and it's a very vague.

We've had people that are as vague as "I help people reach their goals." That's something that is so vague that it's not going to resonate with many. What we want to find out is, is we do have some people that have been vague. What you're going to learn especially going over these exercises and the next session is how to eliminate the being vague or at least whittle it down a great deal so that you can resonate with that perfect prospect.