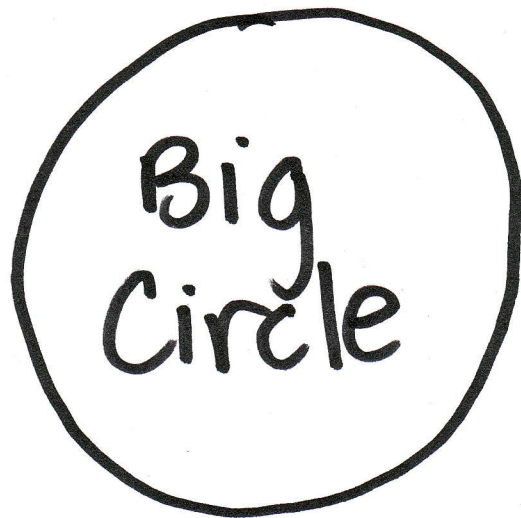


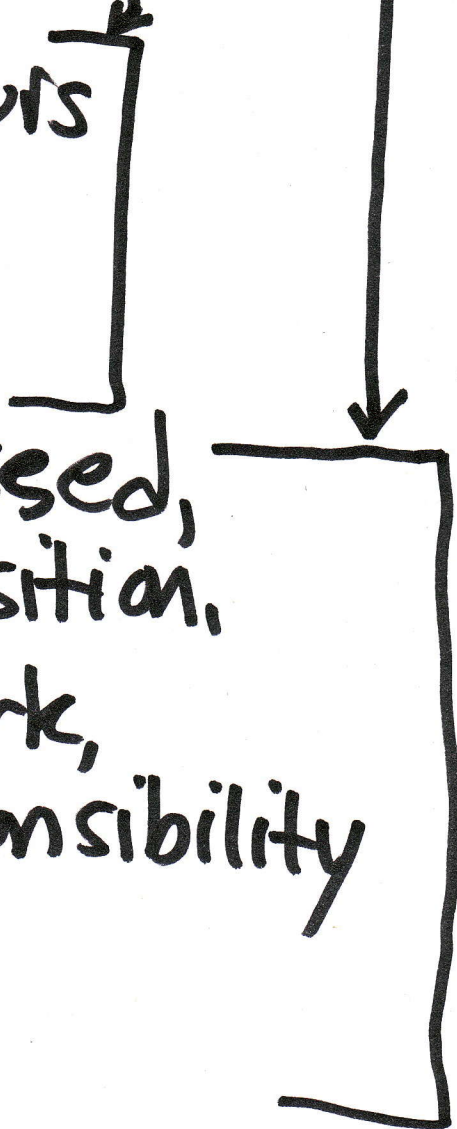
the big circle is your umbrella term for the kinds of clients you most want to work with.

your big circle can be 'groups'
or it can also contain 'qualities'

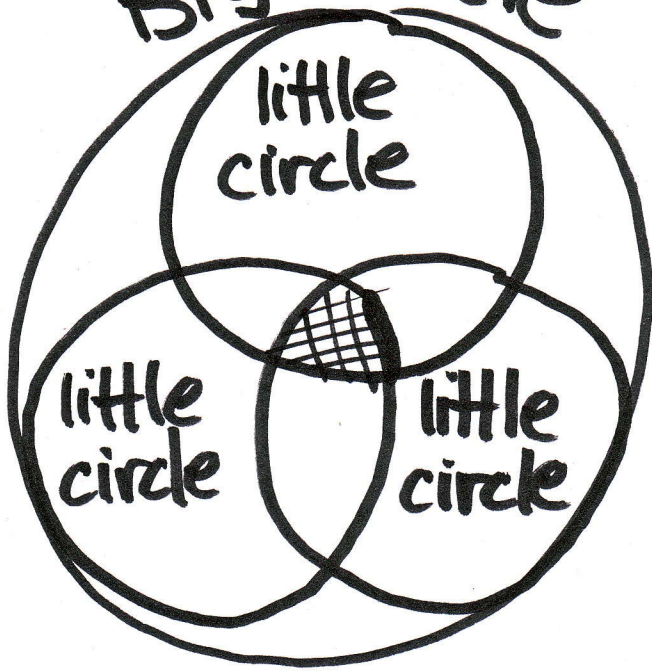


Potential Big Circles:

- ~ conscious entrepreneurs
- ~ chronic pain
- ~ empowered women
- ~ people who are stressed,
going through transition,
ready to do the work,
willing to take responsibility
for their lives



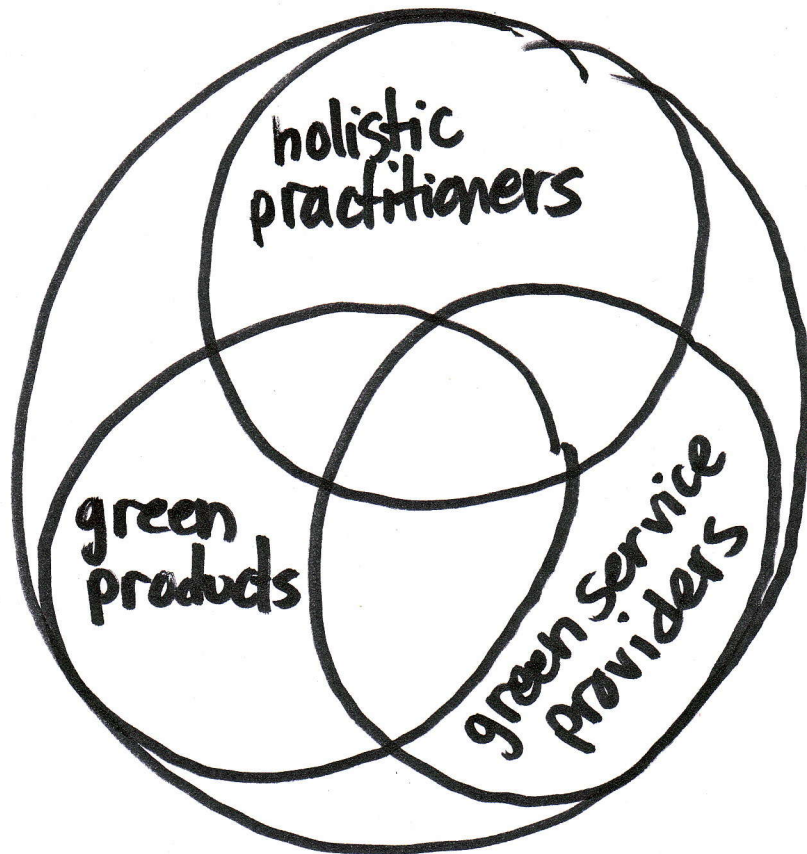
Big Circle



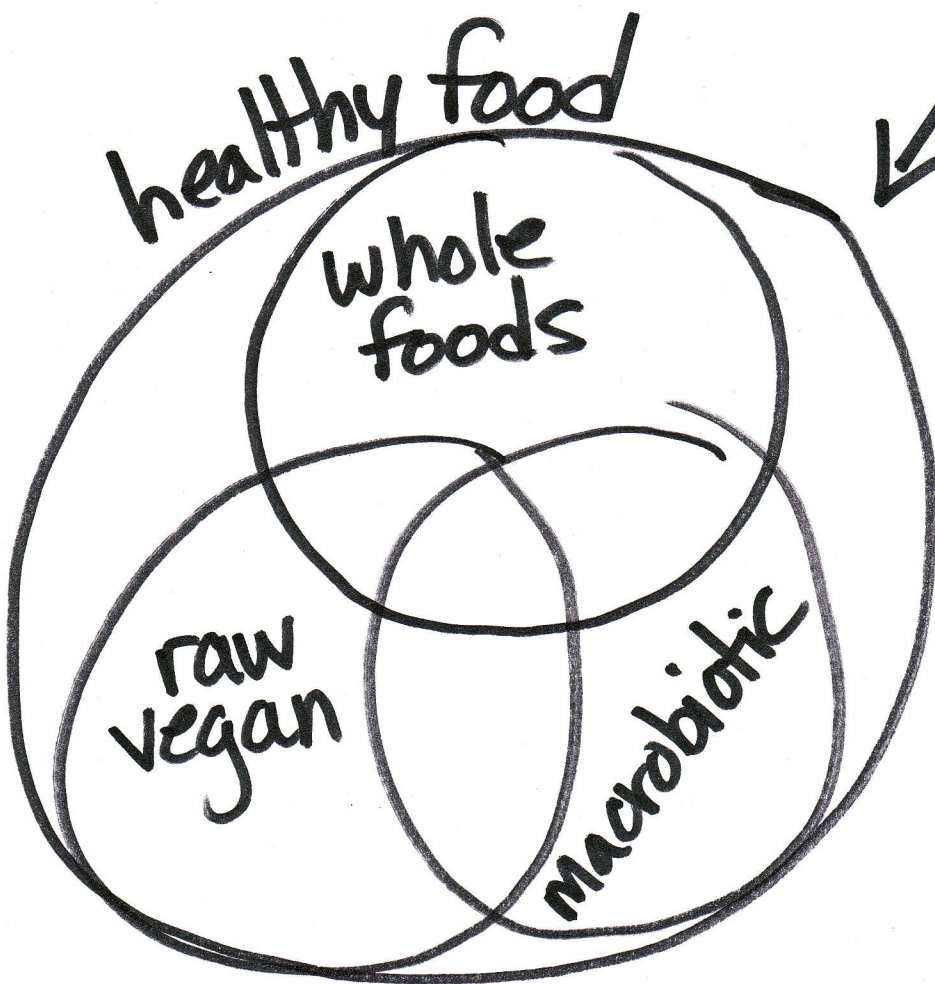
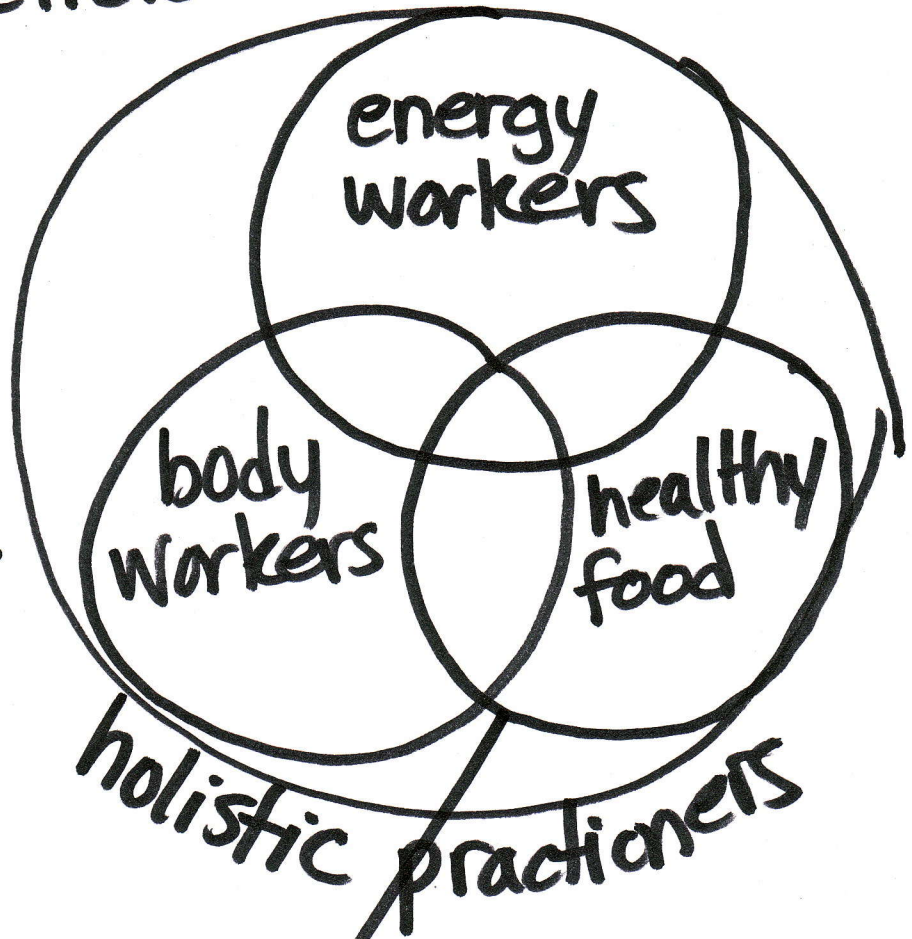
think of your big circle as your starting point.

then you drill deeper into your top 3 'little circles'

my top three might look something like this...



and each 'little circle'
can be further
delved into
until you land
on a niche
that meets the
3 core criteria.



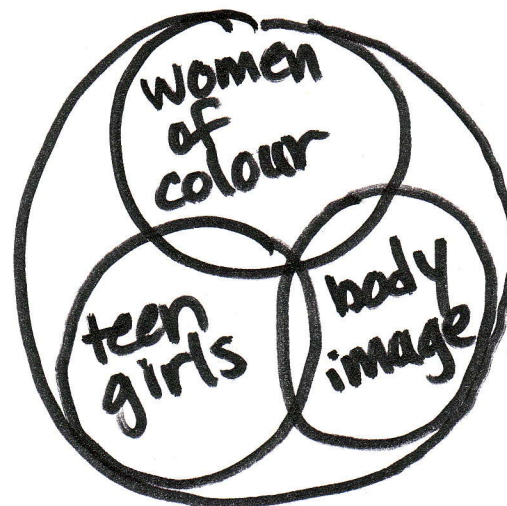
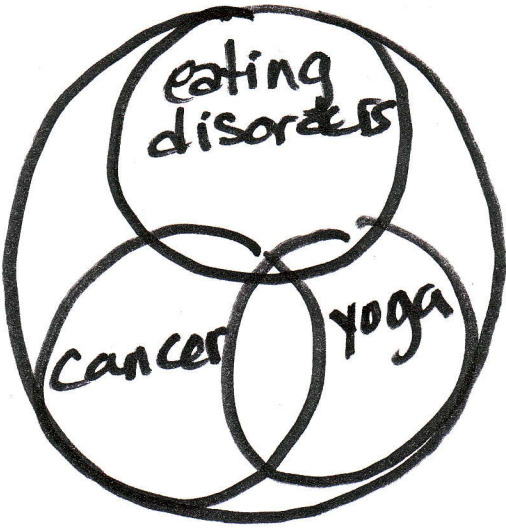
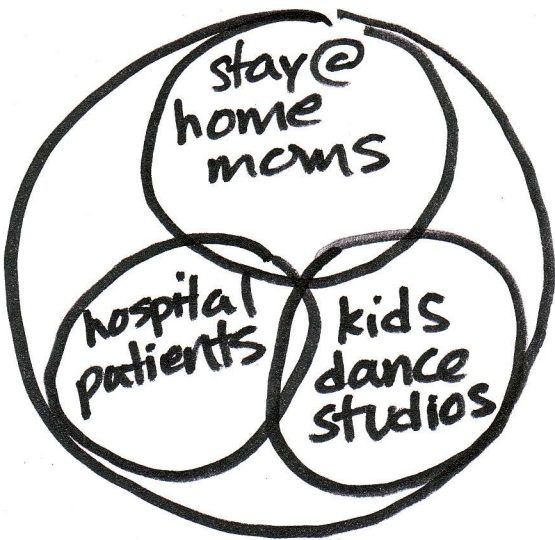
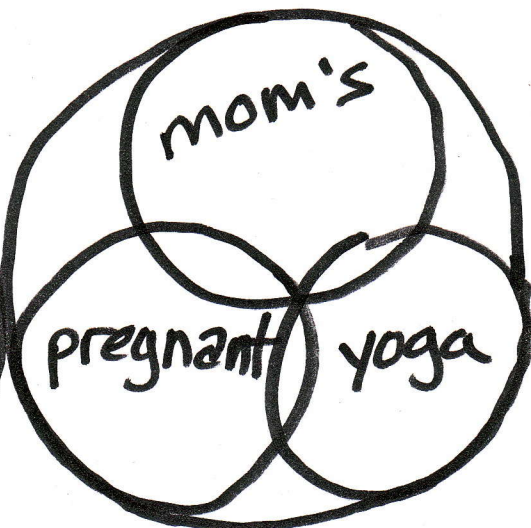
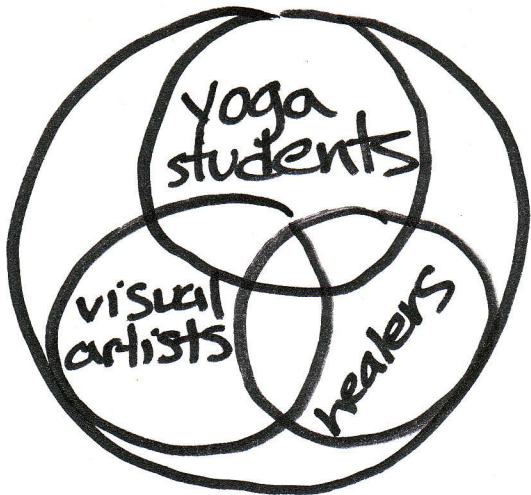
- 1) CLEAR
- 2) ENOUGH
- 3) HUBS

i recently with people from the www.danceourwayhome.com teacher training. they will all be going out into the Toronto market to teach + lead the same process. I asked them to think of the people they wanted to reach. the resounding answer?

♀ WOMEN!

women = big circle...but!

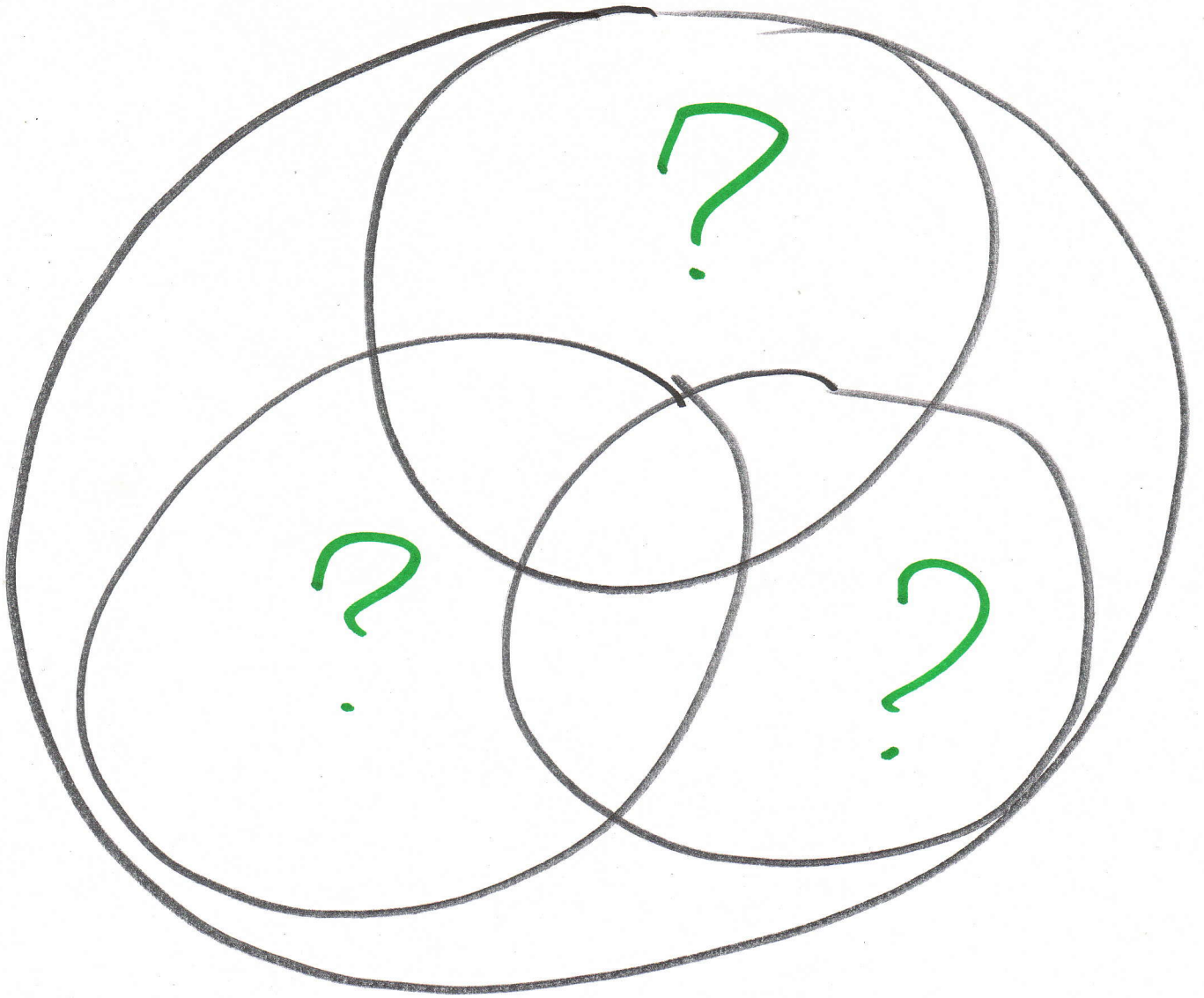
lets look at all of the different sets of small circles they came up with...



So

many

more possibilities
...



So, what are yours?