Private Practice Niche + Ideal Client Worksheet

Hey there!

This worksheet consists of three parts:

1. *Identifying your niche*
2. *Identifying your ideal client*
3. *Creating your ideal client profile*

To make this process easier for you, we've collected a fairly extensive list of questions that can help guide you through each step.

Make sure to give yourself plenty of time to do go through everything. Carve out as much time as you can, perhaps even take a full day or two on the weekend, to sit down with a pen, a notebook and your favorite cup of tea/coffee.

Here a a few instructions for each of the three parts.

1) Identifiyng your niche

For the following questions, we're gonna use the term *issues* to refer to any health-related concerns or areas that you may be providing services for. Go through all the questions and answer them in as much detail as you can. Once you've done so, look at your answers from a bird's eye perspective and try to look for any overlap between them. The goal being to narrow it down to one overarching issue that you want to become an expert in.

2) Identifying your ideal client

Once you've identified your niche, you can start to look at different groups of clients within that niche. Again, go through all the questions in as much detail as possible and then try to find common ground between everything you write down. Ideally, you should end up with 1-3 distinct ideal client profiles that clearly define different sub-groups within your overall niche.

3) Creating your ideal client profile

Last but not least, you'll want to collect as much information about your ideal clients as you can find. Use one, two or three of the sheets provided, depending on how many profiles you've identified in the previous step. Be sure to keep these profiles where you can see them often so that they can remind you to make decisions based on your ideal client.

Good luck!

The WriteUpp Team

1. Identifying Your Niche

Which issues get me so excited that I can't help but teach people about it?

If I could only treat one or two issues in total, which ones would I choose?

What issues can I provide the most value/expertise for?

Which issues bring out the best version of myself? Where do I feel most passionate?

Where do I see the most positive results with my clients?

Where do I get the most positive feedback from my clients?

Where do I see a gap in the current market?

Which issues bring me the most value financially?

2. Identifying Your Ideal Client

Within my niche, which clients do I look forward to most? What do they all have in common?

Within my niche, which group of clients can I provide the most value/expertise for?

Within my niche, which group of clients brings out the best version of myself?

Within my niche, which group of clients do I have the best relationship with?

Within my niche, which clients do I get the most positive feedback from?
With whom have I been most successful in the past and seen the best results?

Within my niche, which clients are willing to pay for my services & can comfortably afford it?

Within my niche, who has the most motivation to follow through with treatment?

Within my niche, who are the clients that are most easily accessible (in-person and online?)

IDEAL CLIENT #1: _____

Age: _____   Relationship Status: _____

Gender: _____   Occupation/Role: _____

Location: _____   Education Level: _____

Language: _____   Annual Income: _____

Values/Beliefs
_____
_____
_____
_____
_____

Lifestyle/Habits
_____
_____
_____
_____
_____

Hobbies/Interests
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_____
_____
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_____

Responsibilities
_____
_____
_____
_____
_____

Challenges/Fears
_____
_____
_____
_____
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Hopes/Dreams/Goals
_____
_____
_____
_____
_____

Which responsibilities/challenges/goals can you help them with?
_____
_____
_____

What are their common questions/objections about working with you?
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_____
_____

Where can you communicate with them effectively (online and offline)?
_____
_____
_____

IDEAL CLIENT #2: _____

Age: _____   Relationship Status: _____

Gender: _____   Occupation/Role: _____

Location: _____   Education Level: _____

Language: _____   Annual Income: _____

Values/Beliefs
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_____
_____
_____
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Lifestyle/Habits
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Hobbies/Interests
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Responsibilities
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Challenges/Fears
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Hopes/Dreams/Goals
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Which responsibilities/challenges/goals can you help them with?
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_____

What are their common questions/objections about working with you?
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Where can you communicate with them effectively (online and offline)?
_____
_____
_____

IDEAL CLIENT #3: _____

Age: _____   Relationship Status: _____

Gender: _____   Occupation/Role: _____

Location: _____   Education Level: _____

Language: _____   Annual Income: _____

Values/Beliefs
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Lifestyle/Habits
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Hobbies/Interests
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Responsibilities
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Challenges/Fears
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Hopes/Dreams/Goals
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Which responsibilities/challenges/goals can you help them with?
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What are their common questions/objections about working with you?
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Where can you communicate with them effectively (online and offline)?
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