



Tad Hargrave: Finding Your Niche When You Can Help (Nearly) Everyone



Tad Hargrave is a marketing coach, and founder of Marketing for Hippies. He is a hippy who developed a knack for marketing, and then learned how to be a hippy again. Discover how narrowing your business focus can land you the clients you'd most love to work with.

TOP EMBODIMENT TIP: Take breaks from your computer every 20 minutes: stand up, move around, and stretch. Turn off your phone at night.

The 5-Part Template: Answer These Questions to Find Your Niche

- What kinds of people do you help?
- What is the problem they are struggling with?
- What is the result you help them achieve?
- Give three examples, stories or case studies.
- What is your method to do this?

Marketing: Relevance, Clarity and Value

- Be specific about who you're trying to help. You want potential clients to read your homepage and think, "That's me!" not "That's nice."
- Be clear in your language. Avoid industry jargon and abstract ideas, express yourself in laypeople's terms.
- Focus on what the client is craving. Are you offering a solution to a problem that keeps them up at night?

Do I Have To Niche?: I Want To Help Everyone

- You already have a niche. By dialing it in and defining it on your own terms, you determine what you want to be known for and the clients you want to work with.
- Make a list of all the things you do to help solve client's problems.
- Rank that list in order of what you're passionate about.
- Rate how competent you are with each of the items on the list.
- Where your passion and competency intersect, that's your niche.

Resources

- ❖ **Books:** *Crystal Clear* (e-book), *Point of View Marketing* (e-book)
- ❖ **Website:** marketingforhippies.com
- ❖ **YouTube:** [Tad Hargrave](https://www.youtube.com/channel/UCqj8K8K8K8K8K8K8K8K8K8K)
- ❖ **Facebook:** [facebook.com/hippymarketer](https://www.facebook.com/hippymarketer)



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COACHING & HEALING

[Michelle Boulé](#) is a Transformational Life Coach, Healer, and world-renowned and award-winning Dance Artist and Teacher. She is the CEO of a multi 6-figure coaching+healing business, helping compassionate creatives all over the world manifest the lives they desire with more confidence, joy, impact, and alignment towards their truth. Her online group programs, private coaching, speaking, in-person retreats, and teaching draw from over 20 years of practice in somatic therapies, energy medicine, mindset psychology, spirituality, and an award-winning international career in dance. Clients and students praise Michelle for her direct, intelligent, loving, and joyful approach to guiding groups and individuals.

As a gift to all Embodiment Conference participants, please [click here](#) to download Michelle's free **5 Step Guide to Erase Doubt, Claim Your Truth, and Create the Business and Life You Desire**. If you suffer from loops of self-doubt, indecision, exhaustion, or a life that is less than fulfilled, this guide offers powerful insights and practical Action Steps you can use right away to create the life you truly desire.

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