**Soul Niche Guide – Part 2**

[work version]

**Creating your Sub-Niche chains**

Your Soul had already done its job, it already pre-set all sorts of awesome connections, and incredible support system for you. Now you have to MATCH it by showing up. **Attracting the right clients to you is YOUR responsibility**. So let’s do the work to find out who these people are!

Chain #1:

Chain #2:

Chain #3:

**In your sub-Niche are you a Salmon or not?**

1. Is your niche **big enough** to be viable? **YES or NO**

 *It should have at least 10,000 people in it.*

1. Are your ideas going against the culture of that niche? **YES or NO**

*Swimming upstream in your niche means that you are attempting to have them change their beliefs which are linked to the group morphogenic field – and that is a very hard thing to do – marketing becomes time-consuming and costly, which results in less income.*

1. How IMPORTANT will people within this niche **rank solving this problem**?
2. **2 3 4 5 6 7 8 9 10**

*A 10 is a “must solve now” and a 1 is “I can live with it as is for a long time”. Your niche must rank 8 or higher, or it is not your Soul’s chosen area.*

1. Do the people within this niche have a **history of investing** in things of a similar nature to what you offer? **YES or NO**

*Remember that people tend to put up with a lot before they decide to invest in solving a problem. So it’s best to focus your business on solving a problem your clients already prioritize as being important!*

1. Do you **LOVE these people**? **YES or NO**

*You will be spending a lot of time with people in your niche, which means you want to love them and love what you are doing with them!*

**The Marketing Message**

We will use the answers from your Soul Niche Secret Formula papers to complete this section – pick one client/sub-niche.

*(from line 1)* **My ideal client ….**

*(from line 2)* **Who struggles with …**

*(from line 3)* **And wants to …**

*(from line 4)* **By learning how to …**

*(from line 5)* **So he/she can …**

*(from line 6)* **And …**

CONGRATULATIONS! You have just assembled not only the Soul Niche blueprint of the people your Soul contracted with this lifetime, but also the Marketing message that you can use on your website and in your printed materials to promote your business!