

## Overview

- ◆ The United States is full of health and wellness businesses and professionals.
- ◆ If you want people to remember you and your business, you can't be just another interchangeable health club, dietitian, chiropractor, or personal trainer.
- ◆ Customers must perceive you as special, not as someone who can be easily replaced based on availability and price.
- ◆ So the question becomes: How can our business stand out? How can we carve out a niche where we'll be valued for our special expertise, knowledge and approach?

Consider the difference between these statements:

### General Descriptions

"I'm a personal trainer. I work with everyone."

"Our health club serves the entire community."

"I'm a dietitian."

"Our wellness center focuses on women."

### **Typical Reactions**

"Too general, everyone does that."

"They sound desperate for any business they can get"

"Are they new?"

### Niche Descriptions

"I'm an expert in helping people with back problems regain fitness."

"Our health club specializes in family-oriented healthy living programs."

"I'm a specialist in helping women manage their post-pregnancy weight."

"Our wellness center serves working women with young families."

### **Typical Reactions**

"They really sound like experts."

"I'll keep this business card."

"I could use this service."

"I know folks who need this."

## Opportunities To Define Your Business Niche

### **Where you work**

Your geographic location. Country, state, county, city, district or neighborhood, etc.

### **Who you serve**

The clients you focus on. Older adults, obese children, golfers, women with eating disorders, professional athletes, office workers, brides, construction workers, business travelers, etc.

### **The industry you work in**

High-tech, travel, tourism, manufacturing, restaurants, financial services, real estate, etc.

### **Your professional specialty**

Physical fitness, nutrition, nursing, psychology, chiropractic, pain management, rehab, stress management, weight management, etc.

### **When you work**

24x7, for certain life events (pregnancy or after surgery, for example), normal business hours, weekends only, etc.

### **The problems you solve**

How to raise healthy kids, obesity, back and knee pain, chronic disease management (diabetes, for example), sports performance, general stamina, staying healthy as people age, etc.

### **The way you solve problems**

Products, workshops, one-on-one counseling, books, audio, class instruction, etc.

### **The language you work in**

English, Spanish, American Sign Language, etc.

### **How you work**

Face-to-face, by telephone, via e-mail, one-on-one, in small groups, in large groups., etc.

## Examples

Daoud is a personal trainer in Des Moines who specializes in working with adults with back pain.

SunWorks Wellness Center specializes in programs for women with chronic health conditions like fibromyalgia and chronic fatigue syndrome.

FamilyHealth is an integrative medicine provider that specializes in whole-family whole-body healthy living through an Internet-based community message board and newsletter.

Sarah is an acupuncturist who specializes in complementing acupuncture with nutritional therapies.

WellHealth is a lifestyle change center in the Midwest based on an innovative team-based approach to client care.

Meredith's business manufactures employee health management software designed specifically to comply with HIPAA privacy requirements while providing aggregated reporting for employers.