

# Who are you talking to, and where are they hanging out?

For this session it will help to have one particular service or product in mind. Which service or product you will you focus on?



Next, answer the following questions, with your chosen service/product in mind.

1. Is your market profession related? i.e a programme for teachers?
2. Is your product/service age related?
3. Is it for people who want to get active?
4. Is it parent related - something for those who have children?
5. Is it for people who have retired?
6. Is it for people who enjoy a particular hobby?



*Now think about....*

**Where are you going to find these people?**



**What about clubs?  
Groups? Societies?**

## Today's actions:

- 1** Take a deep dive into your ideal clients. Do some research on the places they are hanging out. Remember this could be online or physically.
- 2** Consider some options for collaboration - which businesses provide services for the same client base that you do?



10 MINUTES, 10 DAYS, 10 ACTIONS

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— Sales Coach & Trainer —