

Tap Into  
your  
*Divine* BUSINESS 2  
*Be Free. Be Fabulous.*



A *Divinely Intuitive*™ BUSINESS PROGRAM

## ***Your Divine Market*** **Class 3 - Handout**

**Answer these questions to help you hone in on your Divine Market.**

1. Who are my Divine, ideal clients?
  - a. What are their characteristics?
2. What are my potential clients' demographics?
  - a. Their age, location, gender, income, occupation, etc.
3. What are my potential clients' psychographics?
  - a. Their personality, interests, values, lifestyles, hobbies, etc.
4. What are my potential clients' challenges?
  - a. What are their pains, struggles & challenges?
5. What are my solutions to their pains, struggles & challenges?
  - a. What makes my work unique and different from others?
6. What are my strengths & gifts in the work that I do?
  - a. How do those strengths & gifts help my people with their problems?

### **More questions to ask yourself:**

1. Are there enough people that I can help with my services?
2. Is there a need for my service?
3. Can they afford my service?

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4. Can I reach them?
  - a. If I can reach them, how?
5. How intense is their pain (problem)?
6. Am I clear about how I help them solve their pain?
7. Who else is serving them?
8. How am I different from the others who are serving my target market
  - a. What sets me apart?
9. Who do I like working with?
10. What problems do I enjoy solving?

**Write down the thoughts you have about choosing your Divine Market.**

- *I'm not different enough.*
- *How will I ever reach them?*
- *I don't know if they really want to work with me!*
- *How could I ever reach that many people?*
- *I don't know what my market's challenges are.*
- *I don't know where they're hanging out!*
- *I don't know who else is serving them... or*
- *There are so many others who are serving them.*
- *How can I be different from all of those others?!*
- *My work isn't that unusual.*
- *What if I pick the wrong market?*
- *What if my market doesn't really want me?*
- *What if I'm just one more voice in a sea of voices?*
- *This is just too hard!*
- *I just want to quit!*

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**Again, notice where the feelings are that show up in your body. This is where you hold that fear.**

- Knot in the stomach
- Head hurts
- Neck tight
- Anxiousness
- Tension
- Upset
- Anger

### **Your Week 3 Assignment**

1) Every day this week, please tap about your market. Here's an example:

*Even though I really want to work with my market, I'm afraid to choose. I'm afraid I'll make a mistake. I'm afraid I won't say the right things. What if I pick the wrong one? I'll spend all that time, and then it will be wasted.*

*I wonder if maybe I can trust that I'm being guided to the right market. I wonder if maybe I can trust that my market is calling me and I can hear it. I wonder if maybe this isn't a life or death situation, but rather an evolution in growing my business. I wonder if maybe I really can trust.*

*I think I can. I can trust. I can choose to trust. Yes, I really can.*

*Today, I choose to trust that I am being guided to my Divine market. That it is calling me and that I hear its call. I trust that I am going in the perfect direction, in all ways, always. I trust.*