



Niche vs Ideal Client

| Niche | Ideal Client |
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| Broad - can contain ranges (i.e. 20-somethings) | Specific - someone can only be ONE age |
| Focused on pain point, sometimes includes demographics | Focused on pain, demographics, hopes |
| May be diagnosis-based | Much more complex than a diagnosis; includes other parts of identity/experiences |
| Can apply to your ideal client and many people who they have things in common with | One person. Seriously. Just one person. |

Ultimately, your ideal client is a specific example within your niche. If your niche doesn't include your ideal client, change your niche to something that does.