



Niche vs Ideal Client

NICHE	IDEAL CLIENT
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.