



# THE STAR POWER INTENSIVE

Market Clarity – Week 1

with Trish Springsteen

Award Winning Speaker Trainer Mentor Author

# Trish has appeared on and in..

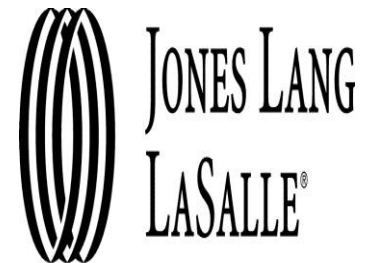


[brisbanetimes.com.au](http://brisbanetimes.com.au)



THE STAR POWER INTENSIVE

# And worked with.....



# The Power of Being Focussed

EDUPRENEUR  
main 2015 *awards*  
training  
Training | Workforce Planning | Training Resources  
Winner Professional  
Speaking Category



ILAB  
GLOBAL IMPACT AWARD  
2015  
Finalist



For Yvonne intro

# Info from Yvonne - foundation

# Complacency and Comfort

[Dictionary.com's](https://www.dictionary.com) definition of complacency is “a feeling of quiet pleasure or security, often while unaware of some potential danger, defect, or the like; self-satisfaction or smug satisfaction with an existing situation, condition, etc.”



It's comfortable and easy inside our  
Comfort Zone





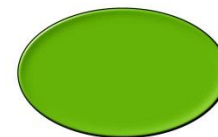
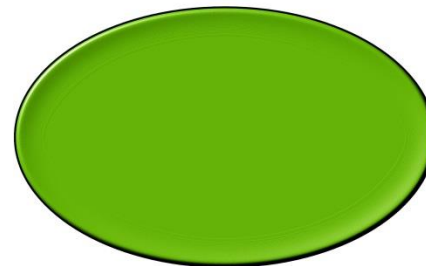
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OPPORTUNITY**

# Confusion – too many choices



*We cannot become what we want to be by remaining what we are. We can only change our life, if we are brave enough to be out of our comfort zone. Because the first step to change in your circumstances is a change from within you. –*

**Lou Macabasco**



Loving what you do is great

Knowing Why you do what you do is powerful

Being able to Communicate your Why –  
takes you to the next level ...



# Focus on Your Niche





- Are you trying to be / do all things for all people?



- Focus on what you do really well

# Advantages to Micro Niche

- Higher fees
- Credibility
- Eliminating/limiting competition

# Stand Out



# Challenge for Next Session

## **Ninja Niche Stalking**

- Search out your niche on the net
- Note:
  - the words they are using, problems they are facing, the pain they are in, what they doing
- Search out competitors targeting your niche:
  - What tactics are they using to attract your niche, what do their websites look like, where are they looking

