

## LESSON EIGHT

You have done a number of exercises so far to determine what is it that you do. What you do exceptionally well. What your gifts are and what your talents are. You have also identified what your target niche is. Who are the individuals or the businesses that you want to work with and what is it that you do for them. You have also, if you have done the last exercise, added a zero to your actual target revenue figure to come up with a lot of different activities or changes to your business model in order to actually achieve that target revenue figure.

So now you might be asking, "Well, Paul, I have all this information but how am I going to get clients coming to me?" Well, let me ask it. Have you ever gone on safari or have you ever watched any nature programmes? If you have watched some nature programmes or if you have gone on safari, you may have noticed that the animals all congregate in one area. They all come to one place in the safari region. That place is the watering hole. They travel miles and miles and miles to actually get to that watering hole because they want to get the water. If they come to the watering hole, the water doesn't do anything. It doesn't market itself. It doesn't put any signs up. It doesn't move around. It always stays in one spot. The animals all know this is where to congregate to get water.

Let me ask you, what are the watering holes for your particular target niche? If your target niche all congregates naturally in one spot or a few different places, where would they congregate? They may congregate at industry conferences. There may be associations, institutes, and memberships that they are affiliated with. There may be trade shows that they may go to on a regular basis because it is within their particular industry. There are societies, there could be forums online and could be groups within LinkedIn that they will all be a member of. There could be magazines that they read or discussion groups that may be going on.

What you want to look at is where your target niche all congregate naturally. Your exercise for this particular video is to find out, what are the watering holes for your niche. List as many as possible. What we want to now do is position ourselves in the middle of their watering holes. Much like the animals that all come to the water in the safari, what you want to be doing is positioning yourself in the middle of the watering holes where all your target clients are naturally congregating anyway.

Therefore, rather than you chasing all of them and doing a lot of marketing to move to a lot of different places., you just position yourself in the middle or the centre of their watering holes and there you are talking to an audience of your target people that you want to be working with. The exercise for this particular video is to determine what are those watering holes for your target niche.

## Exercise 16

Where are the watering holes...



## Notes

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