

# Why is it important to have a niche market? Entrepreneur by Design offers new Online Training to find yours

*Establishing a niche market is important to your marketing strategy because it helps you stand out from everyone else.*

CALGARY, ALBERTA, CANADA, November 3, 2019 /EINPresswire.com/ -- Your niche market is also closely related to your ideal client so its important to connect the two. Utilize your knowledge and expertise to help determine who your ideal clients are. The problem that you solve is the answer that your ideal client is looking for. Start by telling your story in a way that others can relate to. When others relate to you, they are more likely to buy from you. They will want to work with you or buy your products because they trust you and believe that you can help them. Your niche market is the people whose 'exact' needs will be met through your specific offers.

It's really important to get crystal clear on who your ideal client is because ultimately your niche market is made up of your ideal clients. To do this, consider your past successes and failures, your work history and educational background, the pain and struggles you've experienced, the obstacles you've overcome and what you're passionate about. Once you've completed this, you can begin to explore your ideal client profile. Get clear on this person's emotional pain points and you'll streamline all marketing efforts by speaking directly to the people you want to reach. The goal is to match your skills with your ideal clients and then you have found your niche market.

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After completing the Marketing By Design Ecourse, I have a better grasp on how to communicate to my ideal clients which is much more fruitful than the less targeted approach I was using in the past.”

*Rebecca G, Financial Planner*

Testimonial:

“After completing the Marketing By Design Ecourse, I have a better grasp on how to communicate to my ideal clients which is much more fruitful than the less targeted approach I was using in the past. Committing to the course forced me to carve out time to update my marketing plan. It's an inspiring ongoing process and I am excited about

pursuing new business for the first time in a long time. I had to set aside the time to complete

## About the Founder and the Story Behind Entrepreneur By Design

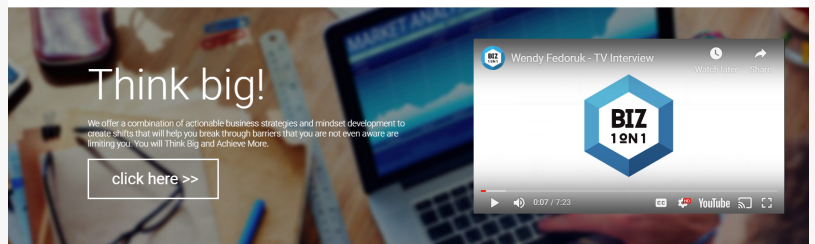


WENDY FEDORUK  
Founder and CEO | Business Consultant

### Wendy Fedoruk



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### Target Marking E-Course

the course but the cost of time and money has been easily re-covered by the new business that was generated.”

Rebecca G, Financial Planner

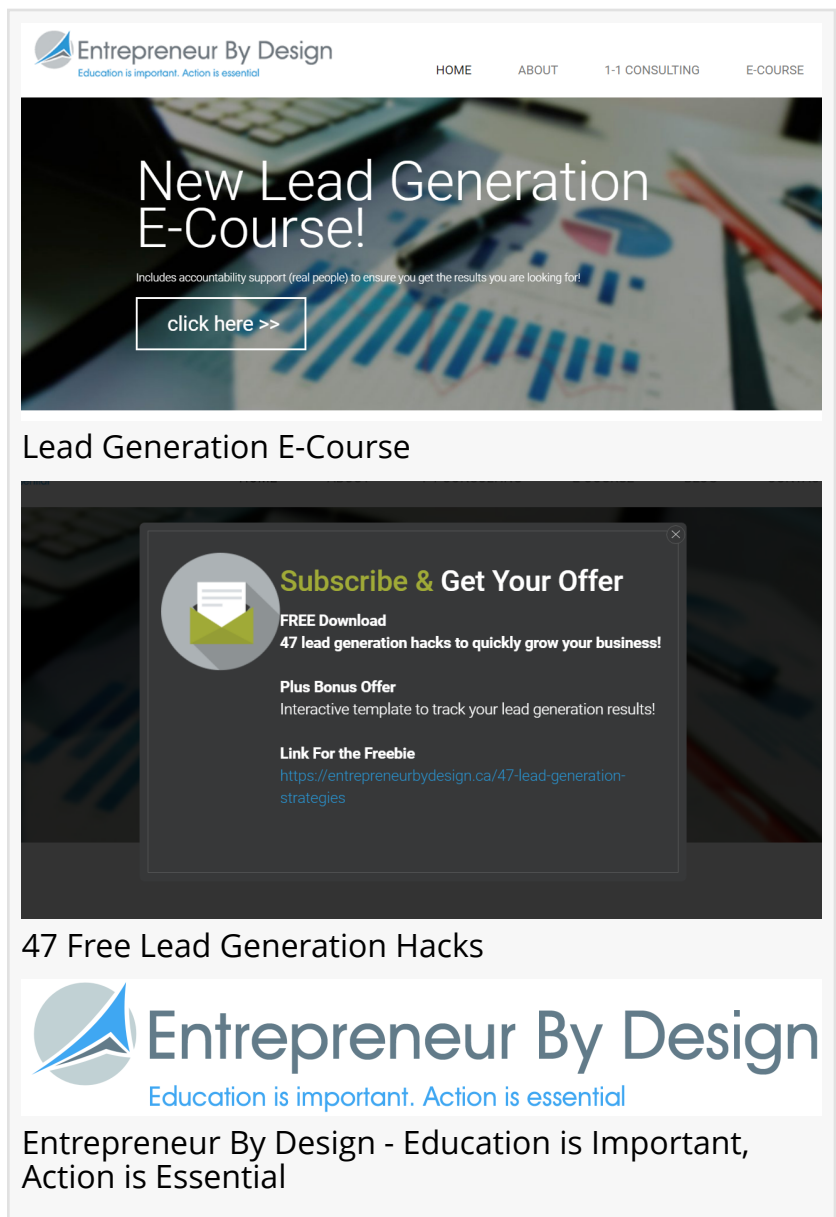
Getting your niche market clarified will put your business on the path towards a great marketing strategy.

Just Released: Marketing By Design eCourse

Create a Customized Lead Generation Roadmap That Will Bring in the CASH and GROW Your Business!

<https://www.entrepreneurbydesignacademy.com/p/marketingbydesign>

Wendy Fedoruk  
Entrepreneur by Design  
+1 403-701-1199  
[email us here](#)



The screenshot shows the Entrepreneur By Design website. The header includes the logo and tagline "Education is important. Action is essential" along with navigation links for HOME, ABOUT, 1-1 CONSULTING, and E-COURSE. The main content area features a large banner for the "New Lead Generation E-Course!" with a sub-headline "Includes accountability support (real people) to ensure you get the results you are looking for" and a "click here >>" button. Below this is a section titled "Lead Generation E-Course" and a dark-themed pop-up box with a close button. The pop-up box contains the following text: "Subscribe & Get Your Offer", "FREE Download 47 lead generation hacks to quickly grow your business!", "Plus Bonus Offer Interactive template to track your lead generation results!", and "Link For the Freebie https://entrepreneurbydesign.ca/47-lead-generation-strategies". At the bottom of the page, the Entrepreneur By Design logo and tagline are repeated, followed by the text "Entrepreneur By Design - Education is Important, Action is Essential".

This press release can be viewed online at: <http://www.einpresswire.com>

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