

Niche Marketing

How to Find Your Ideal Clients & Prosper

Niche-Discovery Worksheet included

For Coaches, Speakers, & Consultants



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DEFINITIONS

Make sure you take a minute – really, it doesn't take much longer than that – to carefully read each of these definitions.

Understanding these terms can be crucial to your business success!

Niche

A focused, targetable part of a market. (Source: www.InvestorWords.com)

Niche Marketing

Concentrating all marketing efforts on a small but specific and well defined segment of the population. Niches do not 'exist' but are 'created' by identifying needs, wants, and requirements that are being addressed poorly or not at all by other firms, and developing and delivering goods or services to satisfy them. As a strategy, niche marketing is aimed at being a big fish in a small pond instead of being a small fish in a big pond.

(Source: www.BusinessDictionary.com)

Competitive Niche

Market segment in which a firm can compete successfully given its resources and competencies. (Source: www.BusinessDictionary.com)

Target Market

Particular market segment at which a marketing campaign is focused.

(Source: www.BusinessDictionary.com)

A **target market** is a group of customers that the business has decided to aim its [marketing](#) efforts and ultimately its merchandise.^[1] A well-defined target market is the first element to a [marketing strategy](#). The target market and the marketing mix variables of product, place(distribution), promotion and price are the two elements of a marketing mix strategy that determine the success of a product in the marketplace.

Once these distinct customers have been defined, a marketing mix strategy of product, distribution, promotion and price can be built by the business to satisfy the target market. (Source: www.Wikipedia.org)

Marketing strategy

Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage.

(Source: www.Wikipedia.org)

Customer Base

The clients to whom a business sells products and services. The customer base is a relatively broad number of customers, with a smaller section of the base being comprised of repeat customers. (Source: www.BusinessDictionary.com)

Niche Market vs. Target Market

Here are two important distinctions between the two:

- Your target market is the group of people you promote your service or product to
- Your niche – or niche market - is the service you specialize in providing to your target market.

For example, two individuals might choose as target market **nurses (or healthcare workers)**; however, one might pick as their niche to provide comfortable work shoes and ergonomics training; while the other person might chose as their niche to provide nurses with information on how to deal effectively with difficult patients. In both cases the target market is the same, but the niche market is narrow, focusing only on the nurses who are a) have leg pain and are in the market looking for solution to that or b) are frustrated with some patients and want to learn how do deal more effectively with them.

The Importance of Choosing a Niche

“Why should I choose a niche?” Many coaches and speakers ask themselves. “Anyone can benefit from my services! I help people become more successful and motivate them to accomplish more than they’ve ever dreamt possible... Who doesn’t need that?”

Well, I heard the above argument hundreds of times... and I’ll admit it, I’m guilty of it too – I did not want to limit myself to a “niche”; I wanted to be free to serve the whole world, only to find out that the coaches who positioned themselves as specialists in certain area, were attracting new clients with much more ease than I.

I soon learned that people do not buy my services, just because I say I’m trained or I can help with any of their problems; instead they buy **solutions** – they want to know **WHAT** will I help them with? What major problem in their lives will be removed – or what area of their live will improve dramatically – as a result of working with me.

**People do not buy services, no matter how cool services we provide ...
!!! They buy solutions !!!**

It is when we identify the solutions we provide that will help us determine our niche...



Choosing the right niche will often make or break your business. Just like the hunter who targets only rats will have some crappy diet, so will the business owner have limited, to no income, when targeting the wrong “target” or “target market” or the wrong customer base.

It is important to become known as the go-to-person in a specialized area. This will help you

- a) gain more customers with ease, and
 - b) market your services with more ease
-
- a) If people read your articles, watch your videos, land on your home page – or whichever way they hear about you – and they see that you are helping your clients solve the xyc problem; and if that person has the xyc problem, then there’s a match. BINGO! They now want to do business with you (vs. hearing about your generic offer and not relating to it... or thinking “yes, that’s nice, but I’m not really

interested)

Think of it like providing the cure to pancreatic cancer. People will search online for the cure and you'll come up as a solution provider in the search engines. If however, you just provide a cure for all ailments, you will never come up in the top of the search engines; nor will most sane people believe your claims.

- b) Once you have picked a niche – and a target market who is actively seeking the solutions offered by you - marketing your service becomes a breeze, as now you know exactly what to market and to whom (vs. having a generic offer and trying to market it to everyone and often no one listens)
- c) With a clear niche in mind, you can deliver your solutions through coaching, group coaching, paid tele-training, audio or video products, eCourses, home study course, or many other formats. Your clients care about the results they'll get – the problem you'll help them solve – NOT the means by which you solve them. If you are a coach or a speaker, your main service should be that: your main service (coaching and/or speaking), and to make the delivery of your solutions even more effective, and to generate more income, you should strongly consider delivering your solutions in multiple formats.

Also, as someone with a clear niche and a clear target market, you can develop a list of subscribers to your niched information and turn them into followers and later into repeat and satisfied customers. As opposed to a nichless coach or speaker who can't provide an engaging eNewsletter due to the inability to hone in to a specific topic. After all, if you don't have a clear niche and target market, what do you write about in your newsletter (or eZine)?

Many new coaches and speakers fight the concept of picking a niche, and about 80% end up going back to work a regular (or exciting) 9 to 5 job. How about the other 20%, you may ask?

Some nichless speakers and coaches are master networkers, have some great sales skills, can write great web copy, are putting out quality videos articles and other great content, posses some great connections from their past career, come up with some effective client-attraction strategies, or put in some great effort that results in attracting clients.

Many of these nichless solo-preneurs end up being picked by a niche, as they serve more and more clients they'll notice that they gravitate towards a certain niche and/or are repeatedly invited to the events of a certain niche – or target market.

Discovering Your Niche WORKSHEET

Complete the following questions in as much detail as you can (or as instructed). As you fill it out, try to simply focus on answering the question and do not try to relate your answers to your business... at least, not yet. You'll be instructed at the end of this section on how to use your answers to find your niche.

1. What are you passionate about?
(list all the areas of your passion first, then list some of your main hobbies – be as specific as you can; e.g. I love to help cancer patients deal with their condition and give them hope, vs. I like to help people; I like to read books on relationships; vs. I like to read)

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____
- g) _____
- h) _____
- i) _____
- j) _____



2. What are some areas where people keep asking you for your advice AND you feel confident and knowledgeable giving answers? (e.g. relationship advice, managing conflict, organization skills, marketing, spelling, writing, using Microsoft Word, Excel, etc.,)

3. What skills did you develop in your past career/s or and/or as a result of specialized training you attended?

3b. Are you certified in any special areas?

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

4. What dramatic/extraordinary/traumatic/life-changing experiences did you have in your life that had a major impact in your life (for example, overcome difficult obstacles, such as major debt, divorce, bankruptcy, accident, death in the family; or great success stories, such as started and succeeded in a new business, found the love of your life and kept him/her for the past decades, overcame addiction and succeeded in building a new life, etc., etc..) List at least 5 such events

4b. What are the top 3 to 5 challenges in your life that you successfully overcame/solved?

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

5. List the people you know who are experts or well-known in their industry or have great connections in an industry/niche/target market. Maybe you know them personally or you've attended their training sessions (see if you notice a pattern – if most people you list tend to be from a certain industry or target market, it might mean that you are naturally gravitating towards that “niche”)

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____
- g) _____
- h) _____
- i) _____
- j) _____

Let's Explore Some Potential Niches for Your Business...

Niche-marketing is about connecting with clients. Clients see you as an expert in their area of “pain” and they can see that you understand that pain – you already walked that path and successfully overcame it... And/or did your research on the topic and your expertise is obvious from the articles you published, perhaps the book you authored, etc. They view you as their potential agent that will bring transformation in their life...

1. Go back and take a thorough look at your answers to the questions in the previous section - see if there is a common thread that keeps popping up in your answers. **This is a crucial step, make sure you take your time to “comb” through the info above**, then list the common threads below, AS WELL AS rate them with a number that shows in how many of the answers above did that topic/subject/etc. show up (for example, if you had listed at #1 “helping others with relationship problems” as one of your passions (1); at #2 you mentioned that people keep asking you advice on their relationships (2); at #3 you put down as being certified as a counselor or other relationship related certification (3), at #4 you put down a divorce and perhaps a new successful relationship/or marriage (4); at #6 you put down a great story on your relationship with someone (5); but had no relationship related info at the other entries, put down “Relationship Development” or “Relationship related niche” as one of your potential niches and rate it with a “5,” as you found relationship-related info in 5 of the above area. IFF you had relationship-related info several times under several of the questions in the previous section, give a point for each entry (e.g., maybe you had relationship-related entries only in 4 of the above questions, but you had them multiple times under some of the questions, your total could be much higher).

2. List below the topics that seemed to pop up under several of the questions in the previous section:

How many times did this topic come up under different entries?

a) _____	_____
b) _____	_____
c) _____	_____
d) _____	_____
e) _____	_____
f) _____	_____
g) _____	_____
h) _____	_____
i) _____	_____
j) _____	_____

Hopefully you only have one entry above... but no more than five. If you have more than five, don't get discouraged – the numbers at the right should help you identify the mostly likely niche (or niches) that you could successfully tackle.

2. Looking back at your responses above and in the previous section, what areas do you find you have some strengths, know-how, and/or skills that you could capitalize on and create an instant connection with your prospects and future clients?

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____

3. Regardless whether you are a coach or a speaker, looking at the experiences you listed above, what are some of the topics that you could develop into your Signature Story? (you can use your signature story each time you start a teleclass, webinar, live event, or even when introducing yourself to a new client; or it can be one of the main stories in one of your new books or any other audio – or other type – of product you might produce in the future):

- _____
- _____
- _____
- _____

Sample Niches for Coaches

If you are a speaker, visit www.egSebastian.com and hover your mouse over the **Facilitator Kits** tab to see a list of **ready-to-go workshops** in several different niches

The previous worksheet should have helped you to narrow down your niche; but if still in doubt, here is a list of the most common niches and an additional way to explore your possible niche:

- highlight the niche areas that you are most attracted to
(use different colors for the ones that you are most attracted to vs. the ones that you are somewhat attracted to)
- on a separate sheet of paper list at least 10 things you learned about that niche
(list any certifications you might have, trainings you attended, or real-life experiences [real life experiences, in SOME CASES are worth as much OR MORE than any certifications or training])
- list at least 10 ways you could help your client in that niche
- identify at least 10 tools you could use when coaching this client (wheel of life, wheel of business success, worksheets, assessments [www.egSebastian.com – hover over the Assessments tab], etc.)
- ask yourself:
 - a) can I identify some major pain areas that are so “burning” that they’d be willing to hire a coach?
 - b) can this niche afford my fees?
 - c) will I absolutely enjoy coaching individuals in this niche?

Notice that some of the areas are marked as “coaching/mentoring,” as in some niches you’ll do better if you had some success in that area and you can mentor – or teach – your client how to succeed in that area. However, some clients hire a coach for one thing only: to hold them accountable to do what they know they are supposed to do; in which case you could coach probably anyone from the list. (I still strongly advise to specialize on one specific niche and if someone you meet requires accountability coaching, by all means, go for it!)

Here is a list of some of the most common niches:

- **Accountability Coaching**
(hold the client accountable to do what they say they'll do – help them “walk the talk” – use assessments and other tools to find out what holds them back from taking action or what propels them to take too many actions and leaving most unfinished. The DiSC 2.0 or DiSC 2Plus are highly recommended for this, or the DiSC Sales for Sales professionals. See a sample of these assessments at http://egsebastian.com/sample_reports1)
- **ADD/ADHD Coaching**
(how to live a functional life with ADD or ADHD)
- **(Graceful) Aging Coaching/Mentoring**
- **Book Publishing Coaching/Mentoring**
- **Book-Marketing Coaching/Mentoring**
- **Business (Success) Coaching/Mentoring**
- **Business Marketing Coaching/Mentoring**
- **Business Start-up Coaching/Mentoring**
- **Career (Development) Coaching**
- **Career Transition Coaching**
- **(Effective) Communication Coaching**
- **Confidence Coaching**
- **Conflict Management/Prevention Coaching**
- **Conflict Resolution Coaching**
(could work with individual client, workmates, siblings, couples, etc. or groups)
- **Debt Management Coaching/Mentoring**
- **Discipline & Focus Coaching**
- **Executive Coaching**
(on productivity, organization skills, conflict management, life-balance, communication, etc.)

- Fitness Coaching/Mentoring
- Gay/Lesbian Coaching
- Healthy Living Coaching/Mentoring
- Hobby Coaching/Mentoring
(help find a hobby, teach them the “how-to” of that hobby, keep them on track to “succeeding” and enjoying that hobby – e.g. fishing, hiking, rock climbing, bird watching, etc.)
- Grief Coaching
- Leadership Development Coaching/Mentoring
- Life-After-Divorce Coaching/Mentoring
- Life Coaching
- Life-Balance Coaching
- Life-Purpose Coaching
- (Effective) Management Coaching/Mentoring
- Marketing Coaching/Mentoring
- Networking Coaching
- Nutrition Coaching/Mentoring
- Parenting Coaching
- (Peak) Performance Coaching
- Personal Development Coaching
- Product Development Coaching/Mentoring
(book publishing, audio programs, eCourses, video courses, study guides, etc.)
- Productivity Coaching/Mentoring
(organization skills & time management)
- Professional/Paid Speaker Coaching/Mentoring

- Public Speaking Coaching/Mentoring
- Purpose/Finding Your Purpose Coaching
- Relationship (Development) Coaching
(couples, parent-child relationship, siblings, family, coworkers, manager-subordinate relationship, etc.)
- Results Coaching
- (Active) Retirement Coaching/Mentoring
- Sales Coaching/Mentoring
- School-Success / Going-Back-to-School Coaching
- Self-Realization Coaching
(living authentically, go for your dreams, etc.)
- Self-Esteem Coaching
- Self-Expression Coaching
- Singles Coaching
- Spiritual Coaching
- Strategic Planning Coaching/Mentoring
- Stress Management/Prevention Coaching
- Success Coaching
- Video Creation Coaching//Mentoring
- (Marketing with) Video Coaching//Mentoring
- Web Tools Coaching
(autoresponders, opt-in boxes, shopping cart, contact-management, wordpress or other blog or website creation, website optimization, video creation, using audio or video on the web, etc.)
- Transition Coaching
- Web Design – Creating a Client Attracting Site - Coaching/Mentoring
- Weight Loss Coaching/Mentoring

Now That You Found Your Niche...

Now that you found your niche,

- a. pick a target market:
 - one that has a burning need for your solution
 - one that you'll enjoy working with
 - one that can afford your fees (if unsure, do some research: visit discussion boards, talk to acquaintances, ask questions on your social media platforms; if you are a speaker, contact organizations and find out if they are using speakers in your niche-area...)
- b. assess your target market's needs – identify the problems or burning desires you'll propose to bring solutions for
- c. identify and clearly state in your marketing copy, what transformation your coaching will provide
- d. (optional but helpful) state how your solutions are different and more effective than some other solutions on the market; find loopholes in existing solutions and address them; see in what ways are your competitors under-serving your target market or how they miss certain key points that'd help solve the problems more effectively
- e. define a clear process that you'll use to help your clients
- f. develop a marketing plan
- g. collect testimonials as you grow and keep adding them to your website and marketing copy – video testimonials are more effective – testimonials should be benefit-driven “I lost 97 pounds and kept it off for 2 years as a result of my coaching with Diane, vs. Thank you Diane for helping me lose some weight – I feel really great now”; or “Thank you for helping me publish and market my book! As a result of working with Dan, I published my book in less than 3 months and sold 80,000 copies in the first month after publishing, vs. Thanks for helping make my publishing journey a success”
- h. identify strategic partners; businesses who serve your target market but are not a direct competitor with you. For example, if you provide the best quality tennis balls to your target market, it makes sense to form alliances with companies who produce tennis rackets; or if you serve corporate employees, providing them conflict management & relationship development workshops/coaching; you can form alliances with career-development, motivational, or other types of speakers, consultants, coaches who deliver different solutions.
Use these alliances
 - to generate more clients – you refer clients to them, they refer them to you

- co-host teleclasses/webinars/etc. where you can market your solution to their audience; in exchange let them market their solutions to your audience.

Make sure to pick a target niche that can afford your fees!

It's been suggested by many that one should put out great quality work – articles, blog posts, teleclasses, webinars, write books, etc. and detach from the outcome – expect nothing – and the results will come... I have spoken to many individuals who've been blogging and posting articles for years, but have not seen any financial rewards yet... Fact is that if you do not serve a “hungry” target market with your information AND if you do not take active steps to convert your prospects and followers into paying clients, the \$\$\$\$ might never come.

How I Found My Niche and Target Market

I hope you took the time to read the definitions on page 2 and 3 – if not, go back and read them. As a business owner you should be really familiar with these terms and their applications.

*** Notice that in the last definition, on page 3, Niche Market vs. Target Market, I provided a slightly different definition of the term “Niche.” In his book, *Book Yourself Solid*, Michael Port defines the term “Niche” as the set of skills that you possess – or the service that you provide to your target market. (Get your FREE chapters of Michael's book at <http://www.bookyourselfsolid.com/>)

Personally I agree 100% with Michael's definition. Since 2003 my niche was Relationship Development & Performance Solutions, with the following applications: Effective Communication, Conflict Management, Dealing with Difficult People, Improving Managers' Performance, Improving Team Performance, and Team Building.

I have provided these workshops to dozens of different industries: Corporations, resorts, schools, colleges, insurance companies, barter organizations, several different social services organizations, etc., and one of my biggest client was the United States Government – they (like many other organizations) have a certain number of hours required to provide training to their employees, and they do that by often bringing in outside speakers and the pay is HOT!

The key to my success was picking the right “niche” or specializing in Relationship Development & Performance Solutions. Specializing in these two areas allowed me to sell my speaking for thousands of dollars per speaking engagement, get coaching clients as a result of the material I presented at my workshops, and sold tens of thousands of assessments that helped my clients improve their productivity and relationships at work (and at home).

NICHE vs. NICHE TOPIC

Many think of a Niche as a Target Market... Many feel that they have to limit marketing themselves to a certain group; and the confusion comes from the term “niche” being used in different ways:

a) niche = the group of people you serve

e.g. small business-owner women ages 25 to 40; retirees with income of \$100,000+/year who want to start living “life, chapter 2”; professionals who are unhappy in their careers and want to switch to a more fulfilling occupation, etc.

Many break down niches into demographics, targeting groups by gender, age, occupation, income level, etc.

When limiting the term “niche” to this definition, I see why so many people are afraid to pick a niche, fearing that the chosen target niche limits the entrepreneur to that “small” group. Even though the truth is that the tiniest niche is made up of millions or tens of millions of people, and according to marketing experts, the narrower a niche is, the higher the profit potential.

b) niche topic – I’m sure most readers will like this definition better, as this allows the coach or the speaker to choose a direction – an area of focus or “expertise” – and target different markets with that niche topic.

For those who have difficulty picking a niche, this is your 2nd best option – pick a niche topic and shoot away. Become known as the Video Guy and teach people in all industries how to use video to market or brand themselves; become known as the Conflict Management Guru and help executives and/or couples to deal with conflict more effectively, as well as present workshops across industries, teaching conflict management skills: become known as the ShoeString Budget Marketer and coach realtors, insurance agents, coaches, consultants, etc. how to market themselves effectively while keeping costs down, and give presentations at conferences of different industries...

Besides, there are certain topics that are a must-have by many organizations, and they invite someone who specializes in that area. Some of these examples (and some suggested resources are:

- a. diversity training http://egsebastian.com/discovering_diversity
- b. rape prevention (college campuses)
- c. leadership training
http://egsebastian.com/disc_management_facilitation
- d. career development
- e. staff development
 - effective communication, dealing with difficult people, customer service http://www.egsebastian.com/everything_disc OR http://www.egsebastian.com/everything_disc_w_out_dvd
 - time management http://egsebastian.com/time_mastery1
 - stress-management http://www.egsebastian.com/coping_stress - -
 - team building and improving team effectiveness
http://egsebastian.com/colaborative_skills_for_teams OR http://egsebastian.com/capitalizing_on_team_talents
 - sales training (for realtors, insurance sales professionals, auto dealerships, and the sales force of large companies, such as Staples, Lows, etc. http://egsebastian.com/disc_sales_facilitation
 - and many others – talk to your contacts at different organizations and find out what type of training they are required to go through year after year...

(most of the above resources come with highly valid and reliable assessments that further enhance the value presented to clients)

There are 6-figure income speakers out there who have one of the above as their niche topic and present it nationwide – or worldwide – to a myriad of industries. So a **narrow niche** is not necessarily a must, but at least a **narrow niche topic** will definitely help you succeed sooner and be able to charge higher fees than someone who sells himself or herself as a jack of all trades.

You can start by asking around in your community – maybe during your networking events – or visit some of the larger organizations around you, and ask if they bring in outside speakers and what topics do they usually speak on... and what topics do they need regularly...



After a decade of full-time speaking and almost full-time coaching (I usually coach no more than 5 clients at a time by now, trying to balance my speaking, traveling, and family time), I still do not have a definite narrow niche. I picked a niche topic and took off with it...

Not that I didn't intend to have a narrow niche - I totally did. My intention was to be a professional and do everything "by the book." I wanted to become known as the go-to-person for workshops and consulting solutions for the healthcare industry (and intended later to fan out into social services organizations); however, once I started speaking, I got invited to all types of industries and I don't think anyone will call me crazy for accepting invitations that resulted in \$1000+ fees/gig.

Do I have any regrets? Would I do anything differently if I could go back in time? Heck no!!! Personally I enjoy speaking to a team of managers one week, to school counselors the next week, and to sales professionals the following week; only to speak to a different group again the coming week. I love that variety, and due to my topic – my niche topic – I can deliver the same presentation to each group and still be 100% effective. By now I have 1000s of feedback sheets (collected in several large binders) and repeat invitations to the same organizations year after year, to prove that having a niche topic works and can be delivered successfully across different industries.

My niche topic is primarily based on one product: the Everything DiSC®¹ Facilitator Kit – see it's description here: http://egsebastian.com/everything_disc (you can hover on the **Facilitator Kits** tab to see more ready-to-go-workshops). Since 2003 I have not had a single coaching client who did not take a DiSC assessment (DiSC 2.0, PPSS, or DiSC Sales). The assessment alone gives enough material to coach the person for a year or more... (see a sample of a DiSC assessments at http://egsebastian.com/sample_reports1).

The DiSC assessments help clients discover their strengths and weaknesses; as well as it suggests specific ways to improve in the areas needing improvement. The DiSC PPSS and the DiSC Sales contain coaching worksheets as well. There are specific assessments for specific niches – or for specific needs.

See the chart on http://egsebastian.com/products_by_application to find out which assessment can be use in what application.

* Don't let the multitude of tools overwhelm you! I use mostly the DiSC assessments and occasionally the Coping & Stress, Time Management, and the Work Expectations. I have not used most of the other assessments.

¹ DiSC® is a trademark of Inscape Publishing, Inc

The bulk of my income comes from speaking. You can charge \$450 to \$1000 per client for four 30 minutes to one-hour sessions; however, with public speaking I found myself giving a 20-minute keynote 40-minutes from my house for \$1500. That was 20-minutes work that day (plus the income coming in from coaching clients and assessment sales).

I'm not saying that I speak every day for that fee; in fact, I prefer giving full-day and two-day workshops than keynotes. For me, keynotes can be nerve-wracking, but workshops are easy (zero nervousness, but lots of adrenaline rush due to anticipation – I looove what I do). Easy, especially because my Everything DiSC Facilitator Kit has scripted workshops with more than a dozen applications (http://egsebastian.com/everything_disc), icebreakers, group activities, self-discovery activities, DVD clips, etc.

I got my facilitator kit sometimes in '03 – two weeks later I presented my first half-day workshop and it was a total success. And all I did was talk for 5 minutes, giving my intro speech, give my audience an icebreaker activity, then talk again for a few minutes (helped by the PowerPoint bullets (included in the kit), then provide a group activity, during which time I “cheat” and see what’s coming next... and I repeat this process throughout the day... and when the 3-hours were up, my audience was surprised that “What??? It’s already over???”

Well, that was the beginning and I'm still using the same facilitator kit, except I rarely use PowerPoint by now and I enhanced the program with my own stories, a little magic, and lots of humor...

If you have any questions regarding the above, please join our Support Forum at <http://www.YourSuccessChecklists.com> and ask your questions there; or send me an email to Support@egSebastian.com (however, with all the junk email I get, at times I miss important emails from names that I do not recognize; so the Support Forum is the surest way to get in touch with me... or on LinkedIn – look up E.G. Sebastian –invite me to connect; my LI email is mySocial2009@yahoo.com)