

## Niche Immersion

This video is going to break down how to immerse yourself into your niche to understand your ideal client so deeply that you can get them to come to you to solve their problems on a consistent basis. This is the foundation of any good offer - you must first know what they want most, hate the most, and what keeps them up at night.

## What We're Going To Cover

- [What Is Niche Immersion](#)
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## What Is Niche Immersion

Niche immersion means going deep on your level of knowledge and understanding of your market. This is going to allow you to better understand your client's pain points, their goals, why they're even on the call in the first place, and their keywords.

Speaking your prospect's language is critical. To give you an example in med spas:

You don't say "customers," you say "patients."

You don't say "receptionist," you say "front desk."

You don't say "sell your offer" or "sell your treatments," you call them "treatment plans."

I know that based on the research I did in my market and being in it for a prolonged period of time. The one thing they truly care about is getting medically and financially qualified patients.

Or if we look at remodeling as an example, they're looking to get high-ticket jobs with people that are financially qualified. They don't want shared leads like they used to with Angie's and Thumbtack. They want exclusive leads from people that care about the best job with the best provider, not the cheapest with the cheapest provider.

This is why immersing yourself in your niche is very, very important.

People buy from people who understand their situation better than they do themselves: that level of understanding comes through immersing yourself in your market, and more importantly, the prospects' needs, wants, problems, doubts, fears (so on and so forth...)

## Why This Matters More Than You Think

You cannot create a great offer without deeply understanding your niche. Most agency owners guess what their market wants. They create offers based on assumptions. This is why they fail.

Your understanding of your niche is the foundation of everything in your business. The better you understand your niche, the better your funnels, the better your ads, the better your sales scripts, the better your content, the better your products, the better your copy.

When running an agency, you're in the sales & marketing business: and the success of your marketing boils down to your messaging: meaning WHAT you say in your ads, cold outreach etc...

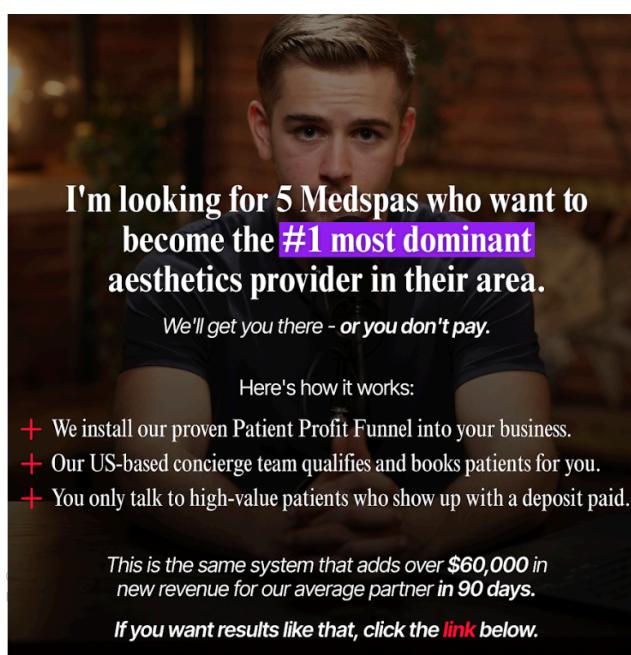
If I ran an ad to a medspa like this as an example:

"Our proven Facebook ad system will drive traffic to your Medspa and boost your sales"

- Professional Ad Campaigns
- Lead Generation Funnels
- Email Marketing Automation
- Monthly Reporting

It would FUCKING FLOP - because the messaging is off, no matter how sexy the ad was in the first place...

But we could take that exact same ad format, restructure the messaging to resonate with my ICP, and it would perform significantly better, like so:



Think about it. How do you know what funnel to make if you don't understand who you're talking to? How do you know what to say in your ads? How do you know what questions to ask in your sales scripts? How do you know what content to produce?

Everything you build in your business comes from your niche. If you don't understand them, you're building a business on what you "think" will work, not to fill a genuine gap/problem in the market.

**The biggest mistake agency owners make:** They assume they know what their niche wants.

Maybe you've done a few calls with people in your niche before. Maybe you've even been a member of your niche before. But it's dangerous to assume you know everything. It's dangerous to assume you know what their biggest problem is.

You can either be objectively accurate and make a lot of money, or you can be subjectively right.

Would you rather be rich or would you rather be right?

Remove any biases. Remove any ideas of what you think you already know. Don't start your research trying to prove you're right. That's how you fail.

## The Two Ways To Learn Your Niche

There are two ways you can immerse yourself in your niche:

### 1. Through time

- Naturally, through time as you take calls and sign clients, you will understand more about who they are, what challenges they face, and what future challenges they will face as a result of you solving the first problem.

### 2. Brute force

- You can brute force this by consuming content around your market and conducting research calls.

We want to do both ideally. We want to learn practically by actually getting on calls with prospects and asking questions. We also want to do the necessary research.

For example, when I was starting in the med spa niche, I made the commitment to myself to create a separate Google account for research purposes where I would subscribe to every content creator that talked about med spas. I would follow everyone on Instagram that talked about med spas. I ordered every book about med spas. And I consumed that content for 30 to 60 minutes a day on a consistent basis.

I would encourage you to do the same thing.

## The 3 Research Tools

You're going to create 3 documents to organize your research. These are living documents that you'll update continuously as you learn more about your niche.

### 1. Niche Dictionary

- This is a document of all niche-specific terminology, jargon, and acronyms. This shows you're an insider, not an outsider.
- Example entries for med spas:
  - Patient (not customer)
  - Front desk (not receptionist)
  - Treatment plan (not offer)
  - Consultation (not sales call)

### 2. Niche Immersion Research Notes

- This is your master document where you log everything you learn. The format is simple: DATE | SOURCE @ TIMESTAMP/PAGE | NOTE
- Write down every fact, nugget, idea, and point. Highlight really important stuff in bold. As patterns emerge, create categories and color code them (e.g., Mindset, Team Management, Sales Process, etc.).

### 3. To-Consume List

- This is a running list of content to consume about the niche. Categories include:
  - Books, Interviews, Email Lists (subscribe to thought leaders), Podcast Episodes, YouTube Videos, Blog Posts
  - AI can also help you find these...

Pin these to the top of your computer, look at them everyday, commit to 30-60 mins of consumption in your market on a daily basis.

**Disclaimer:** Do not use this as an excuse not to take action on launching your acquisition systems and taking calls, this is EXTRA, if you just do this and don't throw yourself in the fire, it's all a waste of time...

## Creating Your Market Research Document

This is the key action item for this video. You're going to complete your Market Research Document. This is the foundation of understanding the emotion points and trigger points for your ideal prospects that they're going to mention on sales calls.

Not only will this give you a much deeper understanding of your market, it will allow you to have everything in one centralized document you can feed into LLM's when crafting your offer / marketing assets.

Template:  Market Research Document

My Example:  PPS - Client Profile & Market Research

The goal is to understand your market so deeply that you can articulate their problems better than they can. When you do this, they immediately trust you because they think "this person gets me."

What I want you to do is spend a full 1-2 days immersing yourself in your market using the 4 research tools broken down in the above section, then go on to making this document - don't worry if it's perfect right out the gate, it will change as time goes on. We just need a foundational document with all your niche knowledge to be used for crafting your offer.

We've built an AI tool specifically to help you conduct market research faster. You can access it here: <https://licenseandscale-researchagent.com/>

This will help with finding competitors, and helping you complete the entire document end to end.

The AI doesn't replace consuming content, but it accelerates the process and helps you identify patterns faster.

## Action Items

By the end of this video, you should have:

1. Created your 3 research documents
  - o (Niche Dictionary, Niche Immersion Research Notes, To-Consume List)
2. Started consuming content about your niche (30 to 60 minutes per day)
  - o Add this to your habit tracker!
3. Completed your Market Research Document (Competitive Analysis + Customer Profile)
  - o Used the AI research agent to analyze your competition
4. Add into all into a google drive to keep organized

