

THE NICHE TEST FOR CHIROPRACTORS

Attract more leads by getting clear on HOW you're different than anyone else in the market by taking 3 easy steps.

BY COREY HIBEN

MARKETING A HEALTHIER FUTURE

"If you think good design is expensive, you should look at the cost of bad design."



Hey! Nice to e-meet you. 🤠

I have one mission in life.

To help as many people as possible live healthier and happier lives.

I believe that the future of business centers on building brands that people can trust. Brands that focus on **making the world a better place for all.**

The power of technology to leverage that mission is undeniable. I have taken a special interest in helping health-related brands to expand their reach by helping them build their lead funnels.

I've worked with health coaches, physical therapists, doctors, personal trainers, functional medicine practitioners, and everything in between to build marketing machines that convert leads into happy customers.

Nowadays you'll find me hosting The Health Business Builders Show, building a community of fellow health entrepreneurs, and helping health entrepreneurs with their marketing.

I can only hope that you are next.

-Corey
Host of The Health Business Builders Show

STEP 1 - INTERESTS

You don't have to be passionate about it, but you do have to have an interest in it.

I started going to the gym when I was 17 because my mom invited me. Like most teenagers, I had an obsession with the opposite sex. In my young hormonal brain, I thought "*If I get jacked it will help me pick up chicks!*"

Insert a trash workout program but a lot of motivation and sure enough, I started to see some gains.

I could have fast-tracked my results with some help but as a teenager, I wasn't taking advice from anyone!

It took YEARS of showing up to the gym for that interest to turn into a passion. I had to learn about building muscle, nutrition, and recovery before it clicked for me.

What's my point?

That passion comes AFTER you get good at something.
Stop expecting your niche to be any different.

It's ok if you're not passionate about it... yet.
Start by writing down what piques your interest.

- What is it about health that is exciting to you?
- What topics do you keep talking about?
- How do you enjoy spending your free time?
- What do you enjoy learning about?
- What do you want to learn more about?

Onto step 2 👇

STEP 2 - SKILLS

You don't have to be the master of it, but it helps to be above average.

Back to my story about how I got into fitness.

My first fitness program consisted of bench press, bicep curls, and whatever random machine looked good that day.

If I would have tried to teach that to someone else, it wouldn't have taken long before they realized I had no idea what the hell I was doing.

If I can't even deliver results for myself, it would be impossible to prove that I could get results for someone else.

All skill development comes in two ways.

We EARN it or we LEARN it.

We earn it by doing it ourselves and figuring it out, or we learn it by taking advice from someone that has gone before us.

You have likely learned and earned a great deal of health knowledge in your life up until this point.

So... what SKILLS do you have?

- What do people ask you for advice on?
- What aspect of health are you above average?
- What have you earned?
- What have you learned?
- What do you know more about than most?
- Or at the very least... what can you teach others?

Onto step 3 👇

STEP 3 - MARKET

You don't have to be the only one doing it, but the less competition the better.

The final leg of my fitness story.

It was 2005 when I was getting into fitness and I remember the guy that was dominating the fitness scene was Tony Horton with p90x.

At the time, he was the only person that was showing people how to get jacked from the comfort of their homes.

People were eating it up. *"I don't have to go to the gym AND I can get shredded like Tony Horton?! Send me the videos!"*

The marketing was CRAVING an at-home option for fitness.

Now it feels like everyone is an online personal trainer.

My point?

Figure out what your people want... and give it to them.

- Who isn't being served in the market?
- Who do you enjoy working with?
- Who are you good at helping?
- What struggles do the people you enjoy helping have?
- How can you get in front of those people?

Quick Recap

1. Determine your interests and passions.
2. Hone in on your skills and expertise.
3. Choose a specifc demographic and fill a market gap or demand.

THE NICHE TEST



THANK YOU

I hope that this has helped you clarify your niche so that you can attract more leads!



NEED A LITTLE MORE HELP?

Coffee with Corey

www.coreyhi.com