



YOUTH PROGRAM DEVELOPMENT MASTERCLASS

Pre-Work



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My name is Regina Coley and I have been spending a lot of time recently working with eduprenuers, educators, and community leaders like you to create their own youth development programs. Creating powerful programs is obviously a key part of this, but time and again I find people stuck on clearly defining their niche; and without a clear understanding of this, it is really hard to create a program or service your clients really want. Hence the reason for producing this pre-work guide.

In these pages I want to take you through the steps to help you find the niche that's right for you, but before we start I want you to make a commitment to me.



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Your Niche

As you know, I believe you need to take action to make your dreams happen and I want you to actually take the steps described here; and when you have taken all the steps, I want you to decide which is the niche you are going to start focusing on from now.

Ready?
Let's get started!





Your Niche

I serve girls of color in grades 3-12 in the area of leadership and character development. That's my niche. Knowing that has helped me to develop a stronger marketing strategy, attract the donors and supporters I needed to have a thriving business and I can craft the proper curriculum and content to train and educate my girls.

Who is it that you feel called to serve?

Making this decision now will help you to focus on your ideal client and create your power program just for them. You cannot be all things to all people and you certainly can't dominate all areas and domains.

Think about who is in your community and who you feel drawn to help and we will work from there.

Get yourself a successful niche, become known as “the premiere program for xxx in your community” and everyone who fits into your niche will know you are the person to come for to help them solve their problems.





Your Niche

Step One: Print off this workbook

You NEED to be completing each step as we go though, and that requires to you to do a lot of thinking and writing as we go. Don't just scan through but take these steps seriously if you want to get results.

Brainstorm

"If you could spend every day working and speaking to one group of people, who would it be?"

I would take some time to come up with at least three groups even if you think you're very clear on who you want to serve because it may change as you work through these activities.





My Ideas for Program Niche



My Niche

What problems does this group have?

Can this population pay for programming?

Do you have experience working with them?





My Niche

What problems does this group have?

Can this population pay for programming?

Yes

No

Do you have experience working with them?

Yes

No

Without doing any research can you think of a program already serving this population?

Yes

No





My Niche

Do you already know people in your potential niches who could become potential clients, could introduce you to potential clients, let you know when the next big events were coming up or open doors so that you could be their next speaker?

Yes

No

If yes, who?



My Niche Idea #1

Problems of this Population

Possible Solutions

Connections

Name

Where can I find this group?



My Niche Idea #2

Problems of this Population

Possible Solutions

Connections

Name

Where can I find this group?

My Niche Idea #3

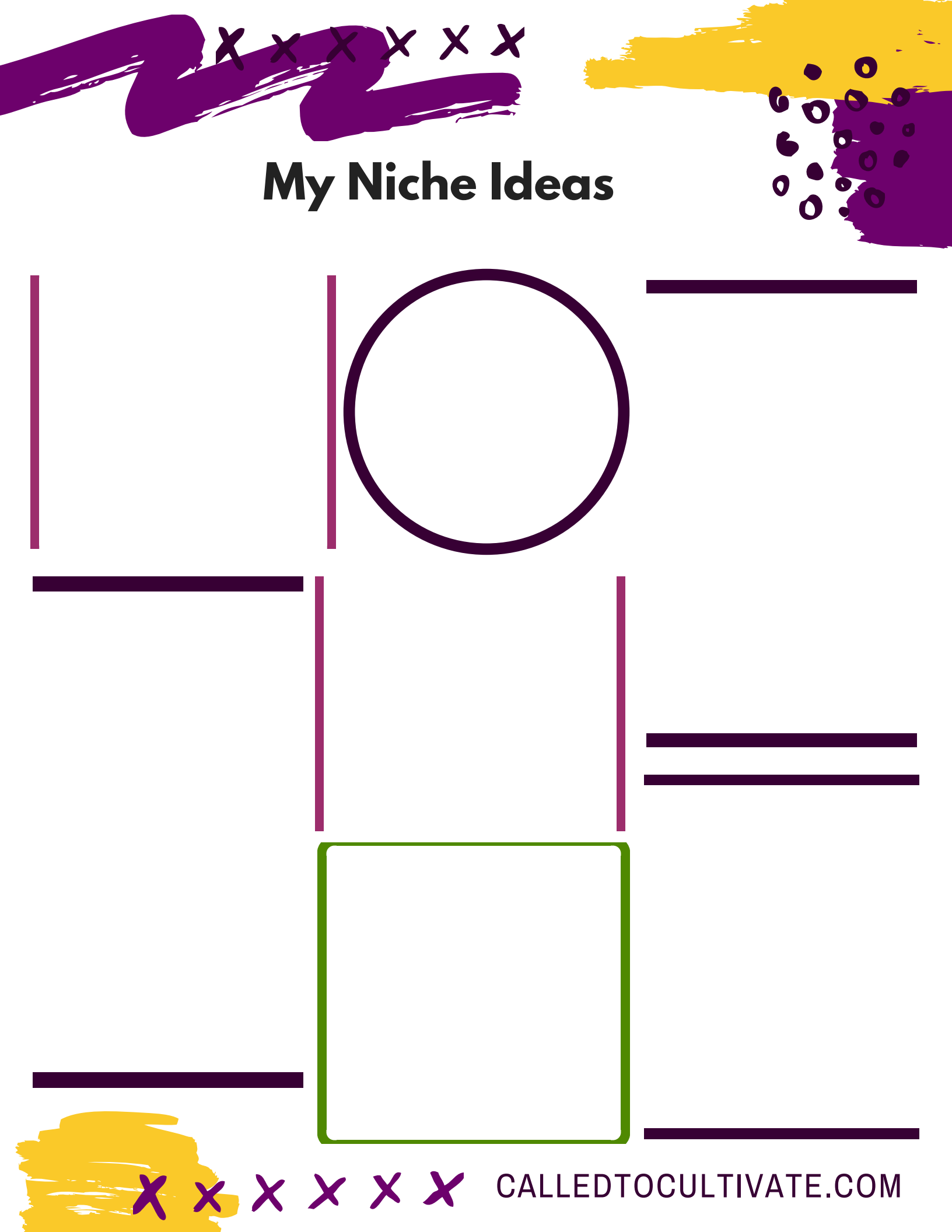
Problems of this Population

Possible Solutions

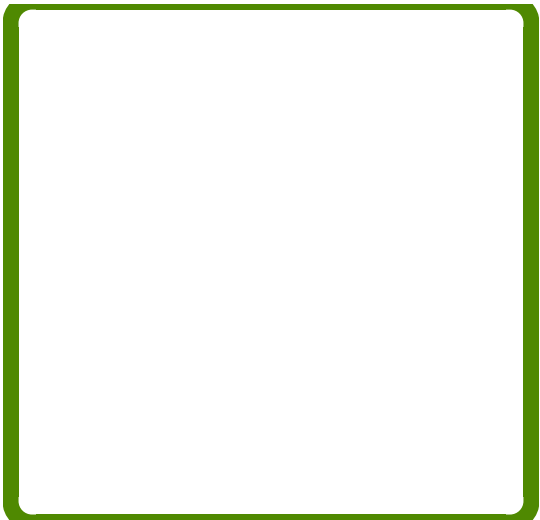
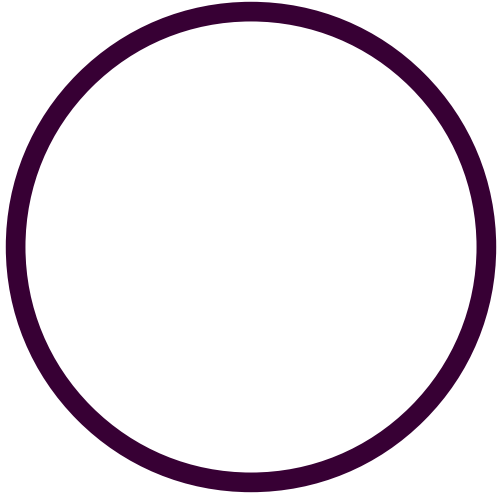
Connections

Name

Where can I find this group?



My Niche Ideas





My Niche Ideas

My program helps (insert type of person) who (insert type of problem) to (insert solution for client).



Once you start solving their problems, you'll want to keep your clients on an ongoing basis by providing new services and products to keep them coming back to you. And just remember, once you've found it you can create products and services they'll want to buy, your marketing efforts will actually work and you'll become the successful business owner you trained so hard to become.