



“Finding your Niche”

Some Best Practices:

- Write down your skills
- Write down your passions (photography, sports, cooking)
- Brainstorm “Gaps” that you can help clients close using your skills and passions.
- Rank those gaps from High Desire to Lowest Desire
- You can always change your Niche
- Clarity comes through action! Don’t overthink your Niche.
- What types of people do you enjoy spending time with.
- What situations are you drawn to.
- What client “Ah Ha” moments are most satisfying?
- What topics can you easily talk about all day long?
- What types of clients give you the most energy?
- What Niche ideas are you already confident about?
- Is what you are passionate about something people are willing to pay you for?
- How competitive is the Niche you are considering?