

WORKSHEET

Find your business niche

Niching is a game changer for your business.

If you're struggling with niching your What, your Who, or your How, ask yourself these questions to figure out your niche - or where you should focus your efforts.

Q: What do you love doing? Like love so much that you are happy to make it your whole life - learn about it, wake up and read about it, talk about it all the time, and do day in and day out.

Q: When it comes to your business, what are you doing when you feel the happiest and most fulfilled? Think back to jobs and projects that you have LOVED and ask why you loved them so much.

Q: How are you interacting with your dream customer? What does your relationship with them look like? How are you helping them, working with them, solving their pain points?

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Once you have your ideas written down, see what patterns emerge. What really stands out to you as your what and your how? **Sum it up in one sentence. Remember to be specific and concise.**

If you have a lot of different ideas or are having trouble being specific, see where you are feeling you want to focus the most. Or at least that you want to DO FIRST.

Which one is filling you with the MOST excitement.

Which is the one that your audience (or your Who) needs the most right now? This might be because no one else is offering it right now, or because it will really address their pain points, or because you know your audience is looking for this very solution. Or it might be where you feel most called or the biggest fit for how you want to be working with and helping your Dream Customer right now.

What comes together and stands out as powerful to you. What do you re-read and think hell, yes! Sum it up in one to two sentences that tells the *What* behind your brand.