

Niche Definition Worksheet

STEP ONE: List 5 Industries Which You Know Or Are Passionate About

1. _____
2. _____
3. _____
4. _____
5. _____

STEP TWO: List 5 Skill Sets Which You Currently Have

1. _____
2. _____
3. _____
4. _____
5. _____

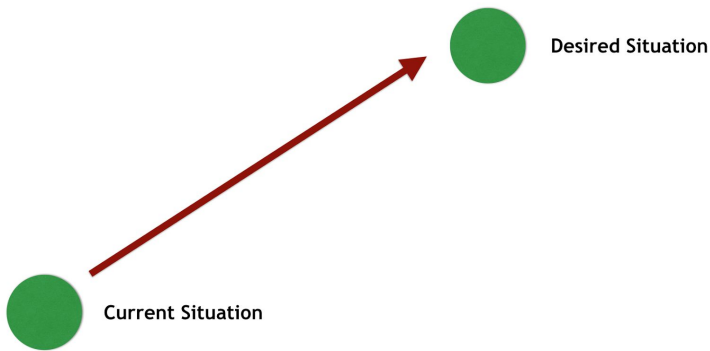
STEP THREE: List The Problems, Fears & Desires Of The Industries Which You Selected

1. _____
2. _____
3. _____
4. _____
5. _____

STEP FOUR: The Most Important Factor Is The “Problems & Desires”. Out Of All Of The Problems & Desires You Identified In Step Three Which One Do You Believe Is The Most Powerful?

1. _____

STEP FIVE: Now Take The Problem Or Desire From Step Four And Define How This Looks On The “Transformation Chart”



CURRENT SITUATION: _____

DESIRED SITUATION: _____

STEP SIX: Do You Currently Have The Skills & Knowledge To Solve This Problem And Help This Person Make This Transformation?

If “YES” - Awesome! You now have your niche selected!

If “NO” - Don't Stress! Most problems when clearly defined and isolated on their own are very easy to solve and the knowledge needed to do so can be easily acquired.

If you selected “NO” please continue to the next step. If you selected “YES” you are done with this exercise!

STEP SEVEN: Let's Work On Solving This Problem & Acquiring The Skills & Knowledge Necessary

Start by writing the problem down in one or two sentences:

Has anybody solved this problem?

YES or NO

How have they solved this problem? What are they doing?

Can you copy this to help solve the problem for your clients?

YES or NO

Make a list of the things you need to learn in order to copy the “winning solution” from people who already have this figured out:

What steps are you going to take over the next 7-14 days to learn this?
