



Niching Down Worksheet

(Find My Niche!)

A few notes first:

As a general rule, the first business you create should target an audience you already know really well. An audience *you are in* yourself is ideal!

For example, I am targeting female teachers in their 20's who love traveling and want to start their own business online. I am a part of this target market myself. I have more experience than those just starting out, so I have things to share and teach others, but I know this type of person. Because I am in my 30's I am reaching out to contacts to get more information about how people like me in their 20's think, where they hang out online, what their goals and motivators are. I still have some work to do, but it's attainable from my network and my network's networks.

I DID NOT pick 50-year old males who love woodworking and want to start their own construction company. That is a fab niche, but I do not know that target audience well or how to speak to them and get inside their heads.

So let's go through this worksheet to get you thinking about your ideal niche and target market.

1. My General Industry (what industry do you know well & could offer a product or service to?):

Mine is: _____

Example 1: Entrepreneurism / Starting an online business

Example 2: Yoga

2. Get more specific (with age / gender / location / etc):

Mine is: _____

Example 1: 23-30 year old female newbie entrepreneurs who want to start an online business

Example 2: 30-35 year old new moms in San Diego, CA who want to try yoga



3. Get more specific again. (maybe with like / hobby / other characteristic / reason why):

Mine is: _____

Example 1: 23-30 year old female newbie entrepreneurs who teachers and want to start an online business so they can afford to travel more

Example 2: 30-35 year old new moms in San Diego, CA who want to try yoga to lose the baby weight

4. Get more specific again! (another characteristic or reason why):

Mine is: _____

Example 1: 23-30 year old female newbie entrepreneurs who teachers and want to start an online business so they can afford to travel more and contribute to causes close to their hearts

Example 2: 30-35 year old new moms in San Diego, CA who want to try yoga to lose the baby weight, fit into their pre-baby clothes, and feel sexy again

5. Final niche (get as specific as you can!)

Mine is: _____

Example 1: 23-30 year old female newbie or want-to-be entrepreneurs who teaches and want to start an online business so they can get paid what they deserve, afford to travel more, be able to start a family, and contribute to causes close to their hearts

Example 2: 30-35 year old new moms in San Diego, CA who want to try yoga to lose the baby weight, fit into their pre-baby clothes, and feel sexy again but only have about 30-40 minutes a day and need childcare during the exercise session

...one more step!...



What's next? First of all, congratulations for filling this all the way out! This clarity is going to help you so much! And you are further along than most people who are even in business already.

So where do we take it from here?

HOMEWORK ASSIGNMENT

1: Post your final niche in the comment section of the blog post.

Purpose: Start making your ideas public AND start connecting with your potential audience. We ladies are social and love connecting one another. Sharing your niche will help us think of people perfect to put you in contact with. (look at other posts and see if you can help others - reciprocity at work!)

2: Email or Facebook direct message your niche to 5 people you know. Anyone! You can copy this word for word below:

Hi [friend's name]! Hope you are doing great!

Quick question...I am working on a new project helping [insert final niche] and I wanted to connect with someone who fits that description.

No sales pitch or anything! I'm just trying to get some feedback on a few ideas I have and see if they make sense. Know anyone like that? I'd appreciate the intro! xo [Your Name]

Example:

Hi Emily! Hope you are doing great!

Quick question...I am working on a new project helping 23-30 year old female newbie or want-to-be entrepreneurs who are teachers and want to start an online business so they can get paid what they deserve, afford to travel more, be able to start a family, and contribute to causes close to their hearts and I wanted to connect with someone who fits that description.

No sales pitch or anything! I'm just trying to get some feedback on a few ideas I have and see if they make sense. Know anyone like that? I'd appreciate the intro! xo Laura

IMPORTANT PS:

Make sure you DO NOT SALES PITCH anyone they put you in contact with or you lose credibility & come off super scammy. The point is to have someone right in your target zone to get honest feedback from.

Build rapport with them and ask their honest thoughts on your website, your biz name, your logo, what social media platforms they love, etc.

If you build your business well and take their feedback to heart (in addition to that of others in the target market) you will create a raving fan who will gladly buy your future products and sing your praises to the world. But don't go into it with a handout!! No one wants to work with someone like that.

Have questions? Reach out! The only way I can improve and make my stuff better for you is through your questions, comments, and feedback. :)

