

Finding Your Niche Worksheet

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Finding your niche is a big deal. Don't feel like you have to breeze through this. It is ok to spend a few days or weeks trying to determine what you are going to commit yourself to. That is the whole point in niche selection.

We aren't looking for the MOST profitable niches – because they might not be profitable to us if we can't keep a sustained and concentrated effort because we aren't interested in it. We need something that we can attach ourselves to and something that we can be passionate about so that we can do it day in and day out UNTIL it works – not IF it works.

This is how real business is done.

The Worksheet

This is a simple, yet effective worksheet that should only take you a few minutes, but it will be REALLY powerful in helping to determine the niche that you should focus on. Simply follow the instructions and answer the questions as outlined:

Please Answer The Following Questions:

1. Where do you spend MOST of your time online when you aren't working?
2. Who do you enjoy interacting the most with online? Where do you leave comments? Whose blogs do you read? What forums are you a part of?
3. What is it about these places that you really like?

4. Who in these spheres do you really admire or want to be like?

5. Have you ever worked in niches that you weren't happy with? Or What about a job that you hated?

6. What was it about that job that you hated?

7. What do you want to be known for?

8. What is your dream title? (For me it is to be an Author – what is yours?)

Now that you have a bit of information from these questions – let's try and break it all down into something that we can use. It is important that you try and keep an open mind during this process to aid with the creativity that is needed for this process to really and truly work.

Please answer the following question:

1. Do you see any themes in your answers? What are they?

Now, make a list of every single niche that you can think of that would satisfy these answers. There is no MAGIC answer to this question. Let me give you an example:

I really want to retire as a best-selling novelist. It has been a dream of mine since I was really little. When I am not working on my company and creating helpful products for people – I spend time on writing forums, reading the blogs of writers that I want to be like and generally day dreaming about the writing world.

If I were to try and select a niche from that – to be able to craft a niche that would help to satisfy that dream, I would come up with the following list:

Niche Ideas –

How to write fiction

How to publish on kindle

How to write a thriller

Thriller reviews

Kindle book reviews

How to make a living as a writer

Writer interviews

Etc.

As you can see, there are TONS of different ways that I could attack this. I could make that list ten times longer than it already is – but I don't want to get sidetracked and leave this behind 😊

Now, you do this same thing.

Look at your answers that you gave above and start brainstorming. There aren't any bad ideas at this point. Just create a list.

Please write your list here:

Now that you have your list, hop back over to the book and continue with this exercise.