



*How to*  
**FIND YOUR NICHE  
WORKBOOK**

Unlock Your Niche:

A Practical Workbook for Discovering Your Unique Path to Success

# WHAT IS A NICHE?

A niche is the specific problem you help people solve — using your unique knowledge, experience, or perspective.

It's where your skills, story, and solutions meet someone else's  
Example: Personal Development and it also is a person YOU, only you will attract the customers that purchase from you.

**So here is mine I am in the Personal Development Niche - But this is who I am speaking to..."I help 9-to-5ers who are tired of the grind unlock the digital product inside them — so they can create more income, more time freedom, and a life that actually feels like theirs."**

My best advice for this step is, just don't overthink it! You will always have the ability to pivot or speak to a different audience if you ever want to in the future. This is YOUR business, baby!

*In simple terms, a niche is...*

A niche is a group of people with similar interests, problems, and goals/wants that you can target with your content. Offering your unique experience and expertise to provide the answers and resources they need.

By focusing on a niche, you can better target and connect with a specific audience, often with less competition, and create more relevant and personalized marketing campaigns to meet the unique requirements of that group.

# NICHE EXAMPLES

## Popular Niches:

- Health and Wellness
- Beauty
- Travel
- Real Estate
- Business
- Fashion
- Parenting and Family
- Organization
- Pet Care
- Wedding
- Spiritual
- Photography



## How to make it more specific and targeted

To set you up for success, make sure to not stop at 'my niche is fitness', remember what I said aim to sub-niche. Sub-niche can be described as a section within the broader niche. Using the fitness niche as an example. a more targeted sub-niche could be

1. Helping busy moms to fit in a workout routine that will help them achieve a healthier lifestyle.

or

2. "I help men over 40 lose stubborn belly fat and increase energy without extreme dieting."

So, try to find your slice of the cake where you can contribute your unique experience and skills to help your target audience to tackle their problems and achieve their goals.

# WHY DO YOU NEED A NICHE?



A solid niche that's well defined will allow you to find 'your people'. a group of people that would find your skills, knowledge, experience, expertise, insights, and tips and tricks exactly what they have been looking for to address their pain points and/or achieve their goals.

## The benefits of choosing a niche

### **1. Reduced Competition**

By concentrating on a specialized audience, you're not competing with the masses but rather focusing on a well defined target audience where you can provide in demand value and be more focused in your approach.

### **2. Stronger Engagement**

You have the ability to deeply understand the unique needs and desires of your niche audience, which allows you to provide tailored solutions, exceptional customer experiences, and build that know, like and trust with your audience.

### **3. Expertise and Credibility**

Specializing in a particular niche enables you to become an expert in that field. This expertise enhances your credibility and positions you as a trusted authority that your audience will turn to in order to learn and get help.

# WHY DO YOU NEED A NICHE?

## **4. Targeted Marketing**

Your messaging, advertising, and promotions can be customized to speak directly to your niche audience, using language, branding, and content that resonates with their specific needs and preferences.

## **5. Keep the burnout away**

Trying to cater to everyone and everything will most likely result in you taking too much on which is not sustainable! So my advise would be to start with one well defined niche, and as you grow you can pair it with smaller sub-niches to broaden your reach in a sustainable way!

Your niche represents your unique position within the market and is the foundation upon which you can build a successful and distinctive venture. Careful niche selection enables you to reduce competition, build stronger customer relationships, and become an expert in your field.



# HOW TO FIND YOUR NICHE?

Selecting the right niche is a pivotal decision for your online business. It's a process that involves research, introspection, and market analysis. But it doesn't have to be as complicated as it might sound.

Here are some steps to help you identify your niche:

## **1. Self-Reflection:**

Start by thinking about your interests, hobbies, experience, knowledge and things that you are genuinely passionate about. What topics or activities make you excited or curious?

## **2. Your skills and experience**

Consider your skills and knowledge. What are you good at? What do you have expertise in? Sometimes, your niche can be related to your strengths.

## **3. Market Research:**

Use the results from your self-reflection and your skills and experience, and begin by researching your market to identify potential niches. Look for areas within your industry where demand exists but isn't adequately met. You can use websites such as [answerthepublic.com](https://www.answerthepublic.com) and ChatGPT to drill down even further into your research!

## **4. Target Audience:**

Define your target audience or the people you want to serve. Who would benefit from your expertise or products? Consider their needs and problems.

# HOW TO FIND YOUR NICHE?

## **5. Competition Analysis:**

Examine the competition in your potential niches. Are there gaps or underserved areas where you can offer something unique or better?

## **6. Passion and Motivation:**

Your niche should be something you are genuinely passionate about. Your enthusiasm and motivation will be important for long-term success.

## **7. Profitability:**

Assess the profitability of your chosen niche. While passion is essential, you also need to consider whether it can generate income and support your goals.

## **8. Long-Term Viability:**

Think about the long-term viability of your niche. Is it something that can sustain your interest and engagement for years to come? Try to not focus solely on current short-lived trends!



# HOW TO FIND YOUR NICHE?

## **9. Commitment:**

Once you find your niche, commit to it. Consistency and dedication are crucial for success. But don't feel like you can't pivot after trying a niche for a while if you are not seeing the results you were expecting. Similarly, don't sky away from pairing your original niche with sub-niches to broaden your reach and enable you to cross-sell!

## **Top Tip!**

Remember that finding your niche is a process that may evolve over time. It's important to strike a balance between what you're passionate about and what can meet market needs and provide value. Be open to learning and adaptation as you explore and develop your niche.

The next section of this guide will hold your hand on how to go through the process of identifying your niche!



# USING AI TO “NICHE DOWN”

Here are some of my favorite prompts that you could use to conduct your niche research using Chat GPT.

1. "What are the most common pain points for those interested in [niche]?"
2. "What are some before and after transformations people in [niche] experience?"
3. "What are the top 10 most popular products in [niche]?"
4. "What are the emerging trends in [niche]?"
5. "What solutions are people looking for in [niche]?"
6. "What are the most common interests of people interested in [niche]?"
7. "What are some untapped opportunities in [niche]?"
8. "What are the top 5 challenges faced by people in [niche]?"
9. "What have people in [niche] tried before that hasn't worked? Why didn't it work?"
10. "What emotional hesitations do people in [niche] have about starting?"
11. "What are the most popular digital products in [niche]?"
12. "What solutions are people looking for in [niche]?"
13. "What do people commonly do incorrectly in [niche]? What is a better way to do it?"
14. "What are some “uncomfortable” truths within the [niche]? How can they be addressed?"
15. "What kind of social media content resonates the most with people interested in [niche]?"



# LET'S GET TO WORK!

## *Let's Find Your Millionaire Dollar Niche*

What are you drawn to?

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What are you good at?

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What are people already searching for?

Research websites:

<https://trends.pinterest.com>

<https://answerthepublic.com>

<https://trends.google.com>

<https://etsy.com>

# LET'S GET TO WORK!

## *Let's Find Your Millionaire Dollar Niche*

Turn what people are searching for into sub-niches for yourself

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Refining Your Niche Prompt: "I help [specific person] do/solve/achieve [specific result] using [your method, story, or process]."

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Does it solve a real problem? / Would I enjoy creating content around this? / Can I build a product from this idea?

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LET'S GET TO WORK!

*Niche Ideas*

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Notes:

# LET'S GET TO WORK!

## *Who do you want to speak to?*

Define your target audience by considering demographics, interests, and needs.

Are they male or female?	
How old are they?	
Single? Married? Kids?	
What do they do for work?	
Where do they live?	
What worries do they have?	
What are they frustrated with?	
What are their values in life?	
Why will they want to visit your site?	

My target audience is...

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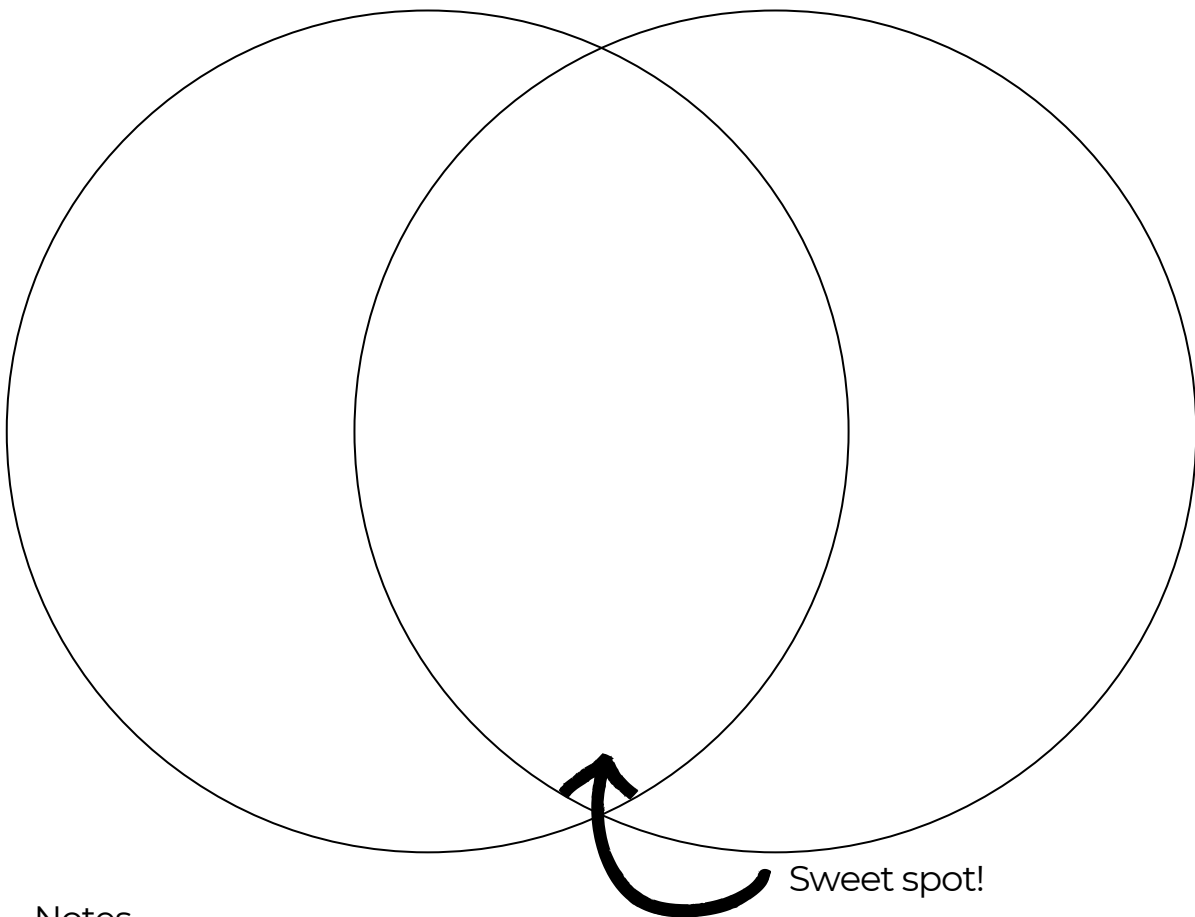
# LET'S GET TO WORK!

## Is it a love match?

Use this diagram to find the sweet spots where your passion and experience overlaps with your ideal target audience interests

Your passions,  
skills and  
experience

Audience's  
interests



Notes

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# TIME TO BE A DETECTIVE

Now when you have identified your target audience and their wants, needs, and problems its time to match your skills and experience to each one. Which will allow you to identify what format type is best for each solution.

## Top Tip!

The solutions doesn't necessarily have to be a product your customer can buy. Other formats could be a dedicated video/reel, Instagram carousel post, freebie, lead magnet.

[illegible]

# COMPETITOR RESEARCH

Before moving on to start creating your digital products and social media, take a moment to have a look at what your competitors are doing well and not so well. This will help you identify trends, popular features, and most importantly - gaps in the market that you can target!

Use the below table to map out your competitor research.

Competitor	Product / Service	Price	Key Features

# SUMMING IT ALL UP

## **1.Look in the Mirror:**

Ask yourself: Who am I? What are my values, interests, and passions? Often, your target audience mirrors aspects of yourself.

## **2. Define Your Offerings:**

What products or services are you offering? Who would benefit the most from what you have to offer? That's a good place to start.

## **3. Analyze the Competition:**

Check out what your competitors are doing. Who are they targeting? Is there a gap in the market that they might be missing?

## **4. Analyze Analytics:**

If you already have a digital presence, check your analytics. Who is currently engaging with your content? What demographics are most prevalent?

## **5. Solve a Problem:**

Identify a problem your product or service solves. Who has that problem? That's likely your target audience.

## **6. Social Media Research**

Browse social media groups and forums related to your industry. Who is participating? What are they talking about?

## **7. Test and Refine:**

Start with a smaller target audience and adjust as you go. You can refine your target audience based on the data and feedback you receive.

**Don't overthink but don't rush yourself either – answer the questions honestly and take all the time you need. I started over more than 50 times (yes, yes I did 😊). So I know that the only business you can sustain is one you enjoy doing all day every day. It can't just be about the money, nor can you give people garbage and expect them to like it. Your Genius deserves to be seen, and there are people who won't find a solution until you provide it.**

**SO, LET'S GO I AM CHEERING FOR YOU – BIG SIS!**

*Believe*  
IN YOUR OWN  
*magic*

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