

# Playsheet to Determine Your Niche

**Narrowing your niche** focuses on one thing that you can help prospects with and provides a gateway for your prospect to enter your world. Creating this gateway helps people know whether you are someone who can help them or not, and makes marketing easier for you. This way you attract more of your ideal clients as well as establishing yourself as an expert in your topic.

A useful way to narrow your niche is by drilling down categories.

## 1 Drill down categories

First you determine the overall category that your work is in. The four areas listed below are the ones where you will find the most people spending money on solving problems. Start with these:

- Health & Fitness
- Relationships
- Money & Business
- Transformation & Personal Growth

Which of these broad categories is your expertise in? \_\_\_\_\_

## 2 Drill down sub-categories

Health & Wellness	Relationships	Money & Business	Transformation & Pers. Growth
Physical Health	Sex	Finance	Life Purpose
Fitness	Dating	Career	Lifestyle
Mental Health	Parenting	Leadership	Personal Power/Confidence
Emotional Health	Marriage	Team Building	Spiritual Growth
Recovery	Divorce	Marketing	Transition

Which of these sub-categories is your expertise in? \_\_\_\_\_

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## 3 Drill down to a micro-niche

Next, you start narrowing down your expertise into subcategories until you come to one that is most specific but still has enough people in it to make it profitable.

Example:

Relationships → Parenting → Parenting teens → Parenting teens with a drinking problem

Which microniche is your expertise in? \_\_\_\_\_

## 4 Answer these two questions

What are you really good at or consider yourself an expert at?

What are you really passionate about?

## 5 What is your niche?

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