




# FINDING YOUR NICHE

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**BUSINESS NAME**

This printable worksheet is to help you narrow down your niche  
& help determine your target audience.



# ABOUT YOU

When starting up, your business is an extension of you - naturally making it a reflection of your goals, visions, and personality.

When finding out what your niche is let's take a look at you - what makes you unique?

**1) LIST 5 THINGS YOU ARE PASSIONATE ABOUT:**

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**2) LIST 5 HOBBIES/INTERESTS:**

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DETERMINE WHICH WORD FROM EACH SECTION ABOVE YOU HAVE  
THE MOST EXPERIENCE IN:

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WHAT CAN YOU GIVE OR TEACH PEOPLE ABOUT EACH WORD?

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# IDEAL CLIENT

WHO IS YOUR IDEAL CLIENT? Knowing this will help you narrow down your marketing funnel and stop spending money on people who will not convert.

**WHAT DOES MY IDEAL CLIENT LOOK LIKE?**

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**WHAT ARE THEIR HOBBIES/INTERESTS?**

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**WHAT AGE RANGE ARE THEY IN?**

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**WHAT IS THEIR PROFESSION?**

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**WHAT SOCIAL PLATFORMS WILL THEY BE ON?**

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# PROBLEM SOLVING

Let's look at why your ideal client needs you.

**ARE YOU SELLING A PRODUCT/SERVICE?**

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**IS THERE A PROBLEM THAT YOUR IDEAL CLIENT HAS?**

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**CAN YOUR PRODUCT SOLVE YOUR IDEAL CLIENT'S PROBLEM?**

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**WHAT CAN YOU DO TO SEEM MORE APPEALLING TO THIS IDEAL CLIENT?**

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