

CHOOSE A NICHE WORKSHEET

Use this worksheet to choose your niche. A niche is a segment of a market category. For example: *cellulite treatment* is a niche of the broader health and beauty market category. Here are some other niche examples: *nonprofit accountants, ice cream stores, vegan restaurants, solopreneur website design (the last one is mine - smile).*

What do you do (really well, that you love doing)?

What industry > industry segment are you in?

(Examples: nonprofits > nonprofit website design, restaurants > vegan restaurants)

What problems do your products/services solve?

(Examples: file taxes on time, menopause headaches, increase website traffic)