

My Niche Worksheet

My business:

What am I good at?

What is my specialty?

What niches (doesn't have to be related to my own business) have caught my eye previously? (ex. on social media, online, in the store, etc.)

Those niches are interesting to me because:

These three are my top potential niches:

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My business:

List your potential audience(s) for those three niches.

- 1.
- 2.
- 3.

Are there other niches similar to yours? If so, what are a few?

Three ways that I can differentiate my niche from similar ones are:

- 1.
- 2.
- 3.

How can my niche(s) add value to others' lives and return a profit?