



Niche Worksheet

What are the defining characteristics of those you serve? Think about age, sex, career, location, interests, income level... What are the labels that would allow them to self-select?

- Who do you most love to work with? What type of person is energizing for you to work with?
- What are their biggest challenges? What problems do they have that they would pay to have a solution for?
- What do they want? What is the transformation, benefit, or outcome your product or service brings?
- Where do these people hang out? What groups do they belong to? What blogs, websites, Facebook pages or forums do they read or participate in? What products and services do they already pay for? These answers will help you find joint venture partners and places to advertise.

Movement questions:

(It's ok if you don't have this part figured out right now. Just think about it... I don't generally include my movement creating vision in my one sentence what-I-do spiel.)

- What kind of movement can you create? This is connected to your deep why, your passion, it's probably somewhere in your vision exercise.
- How can you provide the bigger vision for your audience?
- What's the shared purpose in your community? What are you all moving toward and/or away from?
- How can you connect with your audience in a way that evokes the emotion of them being a part of something big and meaningful?

Now putting it together into the one power packed sentence, what is it that you do?