



HOW TO FIND YOUR NICHE & DOMINATE IT

GUIDE



HOW TO FIND YOUR NICHE & DOMINATE IT FRAMEWORK

STEP 1: FIGURE OUT WHAT YOUR INTERESTS ARE

What topics interest you?

Start by listing five or 10 things you're deeply interested in.

Who do you enjoy working with?

This can change as your business matures, but having an idea of who you want to work with is vital. Demographics come into play here: age, gender, income

Who don't you enjoy working with?



What do you have experience in?

You are an expert in your field. No matter how long you've worked in this industry, you have knowledge and experiences that you can draw on to help others.

STEP 2: IS THERE A MARKET FOR YOUR SERVICES?

Is this a known field?

- Yes
- No

Are there a number of competitors in your industry?

- Yes
- No

STEP 3: IS THIS A PROFITABLE NICHE?

What is the earning power of your audience?

For example, someone just starting out in freelance won't have as much expendable income as someone with an established business.



What are they willing to pay for your service?

Look at what competitors are charging. This gives you an indication of the profitability of your niche.

STEP 4: HOW IMPORTANT IS LOCATION TO YOUR BUSINESS?

- Brick and mortar serving a local audience
- Online business serving an international audience
- Other

STEP 5: WHAT MOTIVATES YOUR AUDIENCE?

Here you want to tap into desires.



STEP 6: WHAT VALUES DO YOU SHARE WITH YOUR NICHE?

For example, it could be a love of continuously learning, travel, podcasts, dogs, outdoor activities, etc. List your shared values below.

STEP 7: WHAT PROBLEM DO YOU SOLVE?

Speak to your existing customers.

Use webinars, sales calls, email Q&A, surveys, and social media to get feedback on what they love, what they need, and what you could do better.

Industry forums where your prospects hang out.

Reddit and Quora are great sources of information on your target market. Filter your niche and see what topics are being discussed and the problems your audience has.



Study the keywords your audience is typing into search engines and on social media. You can use AHREFS and Google Trends to find your niche-related keywords. List them below.

Monitor social chatter

STEP 8: WHAT TRENDS CAN YOU JUMP ON?

For example, remote work, VA, AI, medical cannabis, cryptocurrency.

STEP 9: WHAT INFLUENCES THEIR BUYING DECISIONS?

Here you want to consider if testimonials influence their decisions. Do they shop around online and purchase in store? Do they need to jump on a call first?



Map the journey they take to making a decision.

When are they most likely to buy?

STEP 10: WHAT MESSAGES DO THEY RESPOND TO?

Do they respond to stories?

- Yes
- No

What personal stories can you share with them?



List the type of messages here.

STEP 11: HOW DO THEY PREFER TO ENGAGE WITH YOU?

- Email
- Social media (list the channels)
- Webinars

STEP 12: HOW CAN YOU BUILD YOUR CREDIBILITY AND AUTHORITY?

- Write a book
- Release a white paper
- Host a webinar
- Craft a lead magnet
- Routinely share value on social media
- Start a email newsletter
- Post authority pieces in industry publications

If you need help finding your niche and building a marketing plan that converts them from lead to lifelong customer, get The 1-Page Marketing Plan. It's everything you need to craft a marketing plan that steadily and consistently scales your business.

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