

Niche Definition Worksheet

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Step One: List 5 niches you know or are passionate about

- 1.
- 2.
- 3.
- 4.
- 5.

Step Two: List 5 skill sets which you currently have

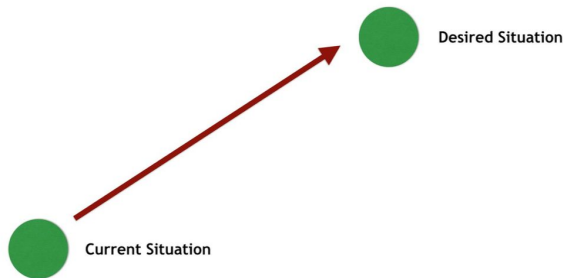
- 1.
- 2.
- 3.
- 4.
- 5.

Step Three: List the problems, fears and desires of the niches that you selected

- 1.
- 2.
- 3.
- 4.
- 5.

Step Four: The most important factor is the “problems and desires”. Out of all of the problems and desires in step three which one do you believe is the most powerful?

Step Five: Now take the problem or desire from step four and define how this looks on the “transformation chart”. www.getwsodo.com



Step Six: Do you currently have the skills and knowledge to solve this problem and help this person make this transformation?

If “YES” Awesome! You now have your niche selected.

If “NO” Don’t Stress! Most problems when clearly defined and isolated on their own are very easy to solve and the knowledge needed to do so can be easily acquired.

If you selected “NO” please continue to the next step. If you selected “YES” you are done with this exercise!

Step Seven: Let’s work on solving this problem and acquiring the skills and knowledge necessary to solve it. Start by writing the problem down in one or two sentences:

Has anybody solved this problem? Yes or no?

How have they solved this problem? What are they doing?

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Can you copy this to help solve the problem for your clients? Yes or no?

Make a list of the things you need to learn in order to copy the “winning solution” from people who already have this figured out:

What steps are you going to take over the next 7-14 days to learn this?