

# NOTES

## What niche am I going to choose??

**Anonymous profile** – easier to make content, no face, easy to blow up, BUT no trust, harder to sell, not loyal community.

**Public profiles** – you have trust because you are showing your face, active community, BUT harder to grow.

Examples – WhatsApp chat

**Anonymous pages** – memes, quotes, motivation stuff, easy to make stuff because you already have made videos that you can use.

**Anonymous pages level 2** – movie quotes, real life quotes, podcasts, AI speech, AI videos.

**Anonymous PB – Unique** – filming yourself but not talking to the camera, staying kind of anonymous, creating a public figure that “runs” your page – all the videos are themed behind this figure that you have created, content creation, teaching how to sell an online “product”.

**Public Brand – Personal Branding** – Content creation, creating a community, 1/1 mentorship, video editing, Instagram growth coach, monthly payment course, e-mail selling, skillset course selling, trading lifestyle.

- Using your face to automatically make people trust you more, then it is easier to sell them something you are offering because they’re brain think’s “I can trust you more because I can see your face”

## Top 5 BEST Niches to start

### Anonymous & Public Profiles

1. Finances, Business, Wi-Fi Money, Side Hustle
2. Traveling, Lifestyle, Entrepreneur, Digital Nomad
3. Motivation, Discipline, Success
4. Health, Fitness, Self-improvement
5. Skillset Offering, You & Your offer.

