



# 14-Day Sprint Outline

## Day 1-2: Define & Score Niches

- ICP snapshot (problem, budget, channels)

- Signal scan (search intent, forums, listings)

- Shortlist 3-5 niches with an opportunity score

## Day 3-4: Offer & Promise

- Draft value prop + guarantee

- Outline onboarding (first 3 steps)

- Pricing hypothesis + 1 risk-reversal

## Day 5-7: Validation Assets

- Simple landing page + tracking

- One lead magnet (this PDF style)

- 2-3 social posts & 1 email

## Day 8-10: Traffic & Signals

- Small paid test OR targeted outreach

- Track CTR, opt-ins, replies (not likes)

- Tighten headline, proof, CTA

## Day 11-13: Conversations

- 5-10 customer chats (scripted)

- Objection map → offer tweaks

- Pilot slots + calendar link

## Day 14: Review & Next Sprint

- Decision: double-down, pivot, or kill

- Keep what worked, plan next 7-14 days

### Get help running this sprint

Book a free 15-min intro. We'll map your ICP, pick a niche to test, and set a clear 14-day plan.

Email: [hello@nicheskout.com](mailto:hello@nicheskout.com)