

NICHE PICK CHEAT SHEET

1. What is your expertise/passion/purpose?

- Professional experience
- Personal testimonial
- Degrees/Academic qualifications
- Certifications
- Courses/Professional development

2. What kinds of problems do you like solving?

- Habit forming
- Physical
- Emotional
- Mood
- Progress/Tracking
- Chronic/Acute pain

3. What type of leader are you? How does this style serve your clients?

- | | |
|-----------------|--------------------|
| ○ Coach | ○ Democratic |
| ○ Visionary | ○ Pacesetter |
| ○ Servant | ○ Transformational |
| ○ Autocratic | ○ Transactional |
| ○ Laissez-faire | ○ Bureaucratic |

4. In a sentence, write what your service is and who the intended client group is:

5. Identify the market you are operating in with the broadest name:

- How many clients are in this market?
- What are growth expectations?

6. Identify the specific section of that market you are specializing in:

- How many clients are in this market?
- What are growth expectations?

7. Within your specialization, what is your optimal number of clients for...

- The next 3 months?
- 6 months?
- 9 months?
- 12 months?

8. Research and reflect: adjust as necessary until business model is sound