

How to Find

***Your Unique
Niche***

In 4 Steps

The Mind Modifier

Introduction

Starting an online business can be scary for many reasons. Which is exactly why most never dare to take that first step.

But not you, you've already decided. You want a life of fulfillment & freedom and becoming a solopreneur is your way of achieving that.

Now it's time to find YOUR unique niche - one you love and can make good money from. You'll learn how in the next 5 minutes.

Finding a niche is where most online business owners fuck up; they engage in the latest fad, expect to achieve financial & schedule freedom within a few months, and end up abandoning this pursuit because what they're doing simply doesn't feel right.

That's where going with the majority gets you. But I won't let that happen to you. I want you to create the life you dream of. A life filled with meaning, fulfillment, and freedom to do whatever the fuck you want while helping others prosper as well.

In order to build this life, you have to gain clarity on a niche that sits right with you. And not just any niche. I'm talking about a niche of ONE. A niche that reflects who you are as an individual:

A niche that embodies who you are.

A niche that's aligned with your passions so you'll be driven to work on it day and night.

A niche that's profitable so you can unstuck yourself from the trap that is the 9-5.

It's time, let's get you on this path!

Here's my 4-step, science-backed process for finding your unique and profitable niche:

Step 1: Values, Strengths, and Talents

Why?

You've got to find something that resonates with you. Something that reflects your core values. And ideally also something that allows you to make good use of the strengths and talents you already have. So that's what we're going to figure out in the first step.

How?

By diving deep into who you are by asking yourself the right questions. That's what this whole document is about - effective self-discovery.

Don't hold back. Write down whatever comes to mind.

Your values:

- What do you value in the people you admire? This can show you a lot about what you value personally. The same holds true for what you don't like in others; what does that tell you about what you value?
- What do the best moments in your life reveal about what you value? What values were you acting in line with at that time? - *for example, if helping someone overcome anxiety was one of your biggest wins in life, what value made you consider this to be such a big win? Was it empathy? Maybe compassion? Or maybe it was service?*
- Do the same for the worst moments in your life

Write down 3-5 core values. Here are a few examples of core values if you find it difficult to come up with some:

Positivity - Freedom - Awareness - Loyalty - Creativity - Spirituality - Integrity - Gratitude - Faith - Wisdom - Friendship - Patience

You can also Google a list of values and see which ones resonate with the answers you gave if you need some more inspiration – but try to define them yourself first!

Your strengths & talents:

Answer the following questions and think about what comes natural to you. Also think broadly in both tangible (physical) and intangible (mental/spiritual) aspects.

- What energizes & motivates you?
- What doesn't feel like work, but is?
- What do people ask you for help with?
- What were/are you good at compared to your peers?
- What weaknesses do you have that have a strength on the flipside? - *for example, you could be an overthinker, but this could also mean you're analytical*
- What do most people do poorly that frustrates you because you view it as easy?

Also ask friends, family, and other people that know you well about your strengths & talents. Even if it's something they think you already know, whether big or small, let them tell you anyway. They may be reluctant to say something that feels obvious, but chances are it's a blind spot to you.

You've now got your core values, strengths, and talents written down. Keep them somewhere safe because we'll need them in step 3 😊

Homework before going to the next step:

- 3-5 core values
- At least 10 strengths & talents, but write down as many as you can come up with

Step 2: What Are You Curious About?

Why?

I won't bore you with the neurobiological reasons of why this is important. All you need to know for now is that curiosities release dopamine in your brain. This dopamine is needed to keep you going on your journey.

How?

You first need to know what a curiosity is:

It's the urge to feel or know more about something. It's something that, when pursued, is the reward in and of itself. So if you're in doubt if something is a curiosity or not, ask yourself; "how did I feel when engaging with this subject?". Is this something you'd block out a weekend for to explore further?

Now write down 5-10 authors, producers, or creatives of any kind that you'd like to be mentored by or consider mentors. Then write down your favorite aspects from those people & their teachings and why these are your favorite aspects.

This will tell you a lot about what you're curious about.

Additionally, ask yourself the following questions:

- What makes you forget time?
- What's something you couldn't *not* do?
- What did you love doing as a kid? What were you inspired and bewildered by? - *write down everything you can think of from food, to activities, places you've gone, traditions you've had, etc., and find out the WHY behind them*
- What do you love doing now? - *where does that overlap with your younger self?*

Write down as much curiosities as possible and **be specific!**

Here are a few examples of curiosities that are specific:

You're not interested in psychology; you're interested in how behavioral psychology can be used to overcome trauma.

You're not interested in sports; you're interested in how you can improve punching power for boxing.

You're not just interested in meditation; you're interested in what type & duration of meditation is best suited for improving memory.

You're not just interested in nutrition; you're interested in what foods & supplements reduce inflammation in the body.

Homework before going to the next step:

- Homework from step 1
- A list of 25 *specific* things you're curious about

Step 3: Mix & Match; Discovering your Passions

Why?

You've done a bunch of digging by now and if you actually did the exercises, you're way ahead of most of the people who want to find their niche.

Now it's time to find the intersections between *everything* you've written down. In other words, you're going to find your passion(s)!

How?

First, look at your curiosities. Where do they overlap or complement each other? Try to combine at least 3-4 curiosities.

For example, the following curiosities intersect:

- How to be and stay happy in any situation
- How to apply the Stoic philosophy of Marcus Aurelius when going through hardship
- How to use positive psychology to increase confidence

They're all focused on living a calm, confident, and happy life and combining these curiosities gives a unique angle that's *yours* only.

Now you have your "basic" passions and you can start tying your values, strengths, and talents to them - this will elevate them to an even higher level. In this example you could add values like positivity and optimism and a strength/talent like always looking at the bright side and you have a golden passion.

In order to make sure you want to pursue one or more of these passions, spend at least 20-30 minutes a day exploring them. This will also start to give you more expertise on those subjects.

Here are a few tips for pursuing your passions:

- Watch YouTube videos
- Listen to podcasts/audiobooks
- Read books
- Go to a workshop/training/event
- Physical practice if possible

Pursuing doesn't mean just learning. It means learning, doing, and teaching. Teaching can be done through writing online, as another example.

Homework before going to the next step:

- Homework from step 2
- Define as many passions as possible
- Spend 20-30 minutes a day pursuing your newly found passions

Step 4: Your Purposeful Niche of ONE

Why?

The passions you've just defined are unique to who you are and how you've lived your life. All there's left to do now is make those passions profitable and even more specific to who you are.

How?

Make a list of 15 *massive* problems you'd like to see solved in the world. Ending world hunger, building houses for every living organism on the planet, getting rid of obesity – it doesn't matter how big and audacious it is, write down the ones that pain you the most.

I guess you know what the next step is, no?

Tie your passions to these massive problems.

When done correctly, this leaves you with one or more of your life purposes. These are your niche(s) of one that allow you to make money doing what you absolutely love.

The last thing that you need to do is pursue it;

Spend at least 4-5 hours a week exploring your newly found niches (this number of hours is justified by more neurobiological reasons relating to flow).

Watch videos, read books, take classes or workshops - do anything you resonate with that allows you to dive deeper into your niche and to become knowledgeable & experienced in that field.

Keep in mind that your niche will evolve the more you evolve. So don't be afraid to pivot when things aren't resonating as much anymore.

Congratulations! You've just unstucked yourself and can pursue a novel business venture as a solopreneur!

Now, if you have any questions about this process or anything related to it, hit me up on Twitter. I'm more than happy to help you solve any obstacle that's in your way of a life of meaning, fulfillment, and total freedom.

Anywho, I hope you've found this deep-dive valuable. If it helped, I'd really appreciate it if you would write me a tweet saying how it helped you.

Now go on and build that damn business, much love!

Your friend,
Joep