



INSTA *growth* ACCELERATOR

MODULE 1

THE 4 PART NICHE FORMULA



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A niche is targeting a very specific group of people instead of everyone.

If you have an audience already - what's the biggest group of people you have, who you can group into a niche?

How do you feel about starting to speak more directly to those people, even if it alienates some of your audience?



YOUR SKILLS / PASSION

Thinking through your area of expertise, what type of person can you MOST help? Are they a dream client?

How would your content change if you were to start speaking to this niche of people more directly?



Are there people already making money from this niche? i.e. is there a demand there?

How are you different from what's currently out there?



Why are you the perfect person to serve people in this niche?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question above it.



THEIR NEEDS

What are their major pain points?

List 3-5 topics of content would you create to speak to them directly?



If someone else is serving this niche, what type of content are they delivering?

How can you serve them differently?



VIABILITY

Set a timer for 15 minutes, go and sit somewhere quietly and be with your thoughts.

Start to sum up your niche and game plan for moving forward in one paragraph:

