
CREATING YOUR NICHE OF ONE

YOU ARE THE MOST PROFITABLE NICHE

Who is this for?

- Those that don't want to be trapped in a box by choosing a "profitable" niche filled with people you don't like.
- **Those that are just starting out and want a business model that evolves with them.**
- Those that want to leverage, monetize, and scale their knowledge with the the internet.
- **Those that are okay with shedding limiting business ideologies, focusing on mastery, and learning new things.**

THE AGENDA

1 – THEORY

Understand the one-person business model from a high level and learn the principles of building an authoritative brand.

2 – EXAMPLES

Run through real world examples of authentic, authoritative, and growing personal brands.

3 – PRACTICE

Use the Notion templates to gain clarity on your brand, niche, and prepare yourself for writing content.

4 – Q&A

If we have time, we will answer helpful helpful questions relating to the call.

BRAND (CAPTURE)



Attract a broad audience that aligns with your vision, goals, and the skills / interests that will help people reach those goals.

Social media profiles, personal websites, interviews, and anywhere somebody can find you.

CONTENT (NURTURE)



Nurture your audience with a variety of content that targets different levels of awareness – from broad to specific.

Newsletters, videos, podcasts, tweets, posts, shorts, and all other media.

PRODUCT (SELL)



Sell a product or service that targets a specific problem in your main skill or interest.

Sales pages, funnels, and promotions.

GOALS

What do you want out of life?

BRAND

What are you leading people towards?

PROBLEMS

What is standing in your way?

CONTENT

What roadblocks will they encounter?

SYSTEMS

How did you solve the problem?

PRODUCT

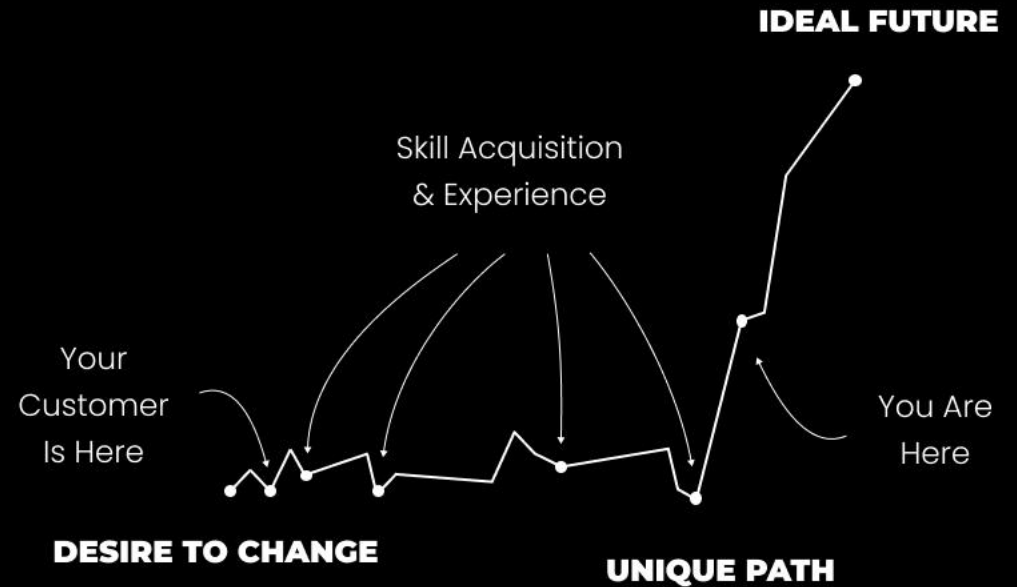
How can they solve their problems faster?

BENEFITS

How has it impacted your life?

MARKETING

Why should they care about your message?



"Sensible people get paid for doing what they enjoy doing." — Alan Watts

INTELLIGENT IMITATION

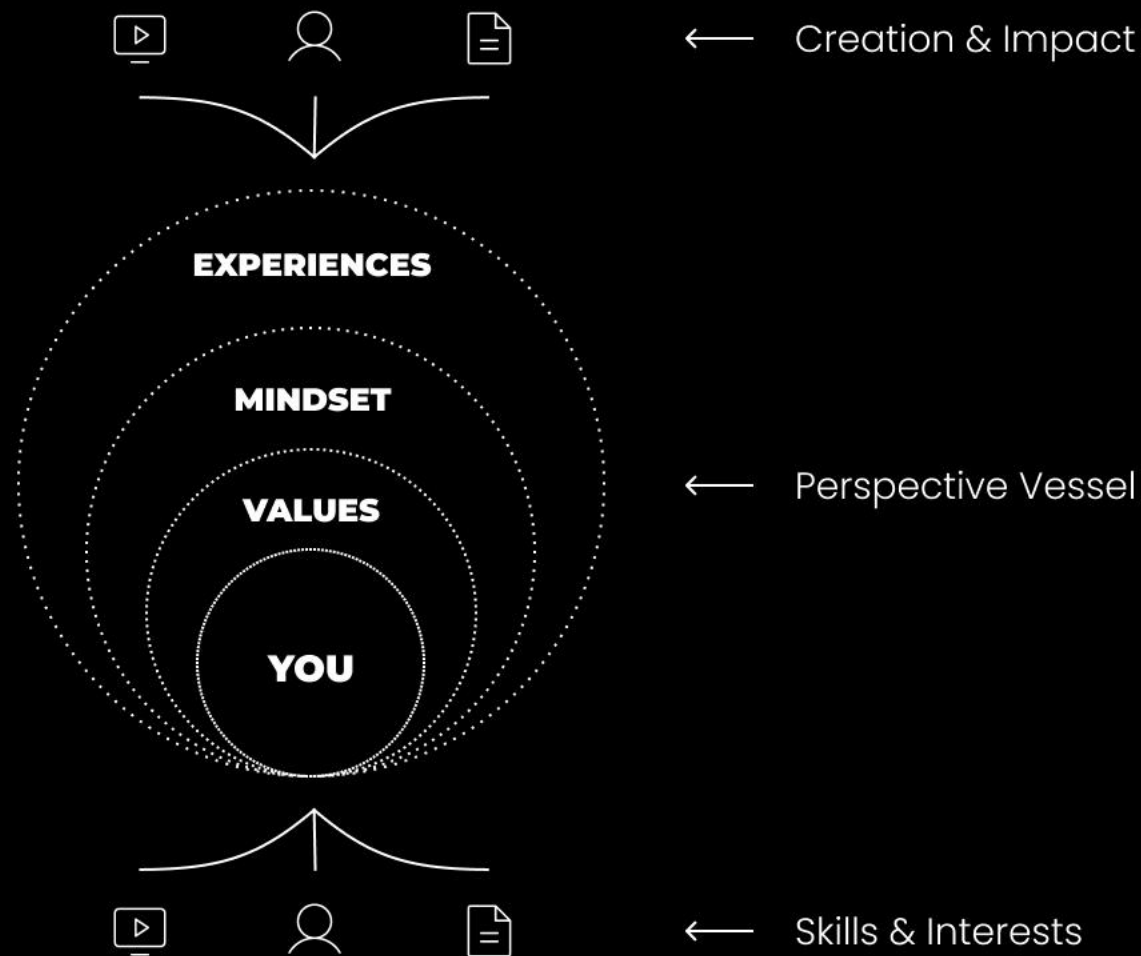
Success in any domain, not just business, is the cornerstone of your success.

- Create a tribe of mentors
- Re-read your favorite books
- Immerse yourself in their best works

Start building with intention, regardless of your current level of experience.

New techniques, strategies, and nuances will register in your awareness.

Experiment with them, identify the best one for you, and leverage it for exponential results (over the course of 6-12 months).



It is liberating as an artist when you realize that creativity is nothing more than saying things that others have said, but in your own voice.

THE DOMAIN OF MASTERY

Choose 3 interests:

- One that will make you money
- One that excited you
- One that emphasizes development (like psychology)

These are just guidelines, but will lead to further clarity when you break these topics down in the next recording.

