# Defining Your Niche & Super-Power Target Market

**What is your job title?**

Don’t be afraid to have fun and play with this. Get creative.

**My job title is**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Niche

Here are some questions to get you clearer about your own niche.

**What do you do?** I know this one sounds kind of silly, but it’s not. Again, it is not enough to say what you are, for example, nutritionist. That is not a niche. What do you DO as a nutritionist? Do you develop menus? Do you work with supplements? Do you provide specific recipes to clients? Do you track your client’s weight?

**What I do is**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What are the SPECIFIC benefits I provide my clients?**

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**Is there anything you specialize in within your field? Do you have any unique area of expertise?** Perhaps you are an acupuncturist who has special training on how to alleviate symptoms of menopause. Or perhaps you are a dog groomer who has experience preparing dogs for shows. Or is there a unique service or product you offer such as a cutting edge beauty treatment if you are an esthetician?

**I specialize in**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Identify your super-power.

Fill in the following statements to get more clarity about your super-power, your greatest strengths and zone of genius.

I am really good at \_\_\_\_\_\_\_\_\_\_\_\_\_, but I could do \_\_\_\_\_\_\_\_\_\_\_\_\_\_ in my sleep.

I could do \_\_\_\_\_\_\_\_\_\_\_\_\_ all day long and not get tired.

When I do\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ I feel totally on fire, in the zone, in my lane.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ comes so easily to me, it feels like I’m barely trying.

I notice that people come to me mostly for\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

People tell me I do \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ than almost anyone else.

**What is the greatest problem or challenge my clients face and how do I uniquely address or solve it?**

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**What is it that my clients would pay any amount of money for?** Is it piece of mind, comfort, beauty, health?

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**Niche Statement #1**

What I do as a (job title)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is provide (solutions)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by (actions or services) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to clients whose greatest desire is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.