



overflow

Choosing **Your Niche**

Defining your niche is essential to attract the right clients and position yourself as an expert in your industry. This workbook will guide you through five key steps to clearly identify and communicate your niche.

Step 1

Define the Problem You Solve

Why do this: Before defining your niche, you must understand what problem you solve.

Exercise:

- *What is the main problem your ideal clients face?*
- *What are you an expert in, and how do you help solve it?*
- *What results will your clients achieve thanks to your solution? Make a brief list.*

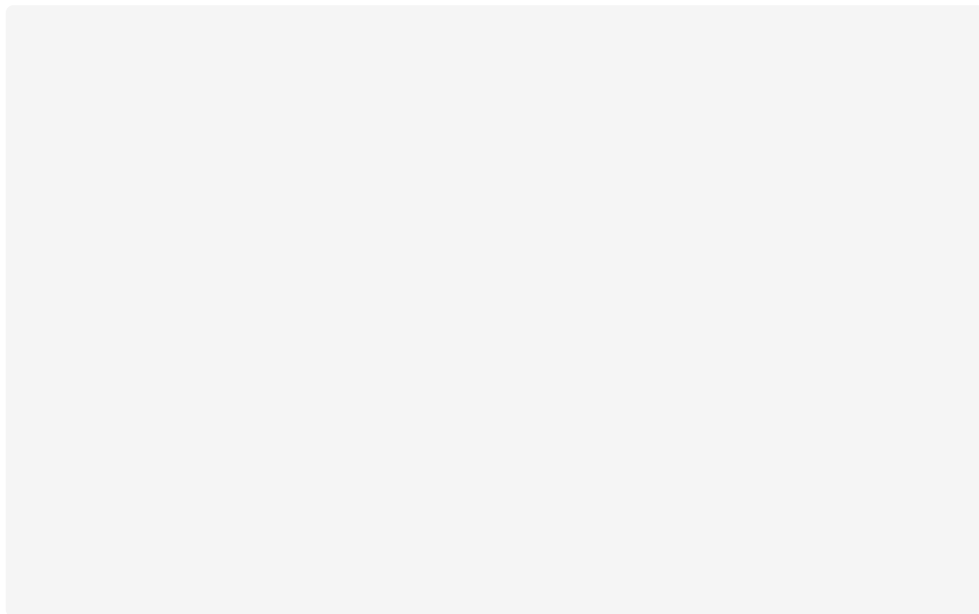
Step 2

Identify the Pain Points

Why do this: The purchasing decision is driven by emotion and the desire to solve a problem.

Exercise:

- *List the three main pain points of your ideal client.*
- *Describe how these problems affect their personal and professional life.*
- *What changes would they experience if their problem were solved?*



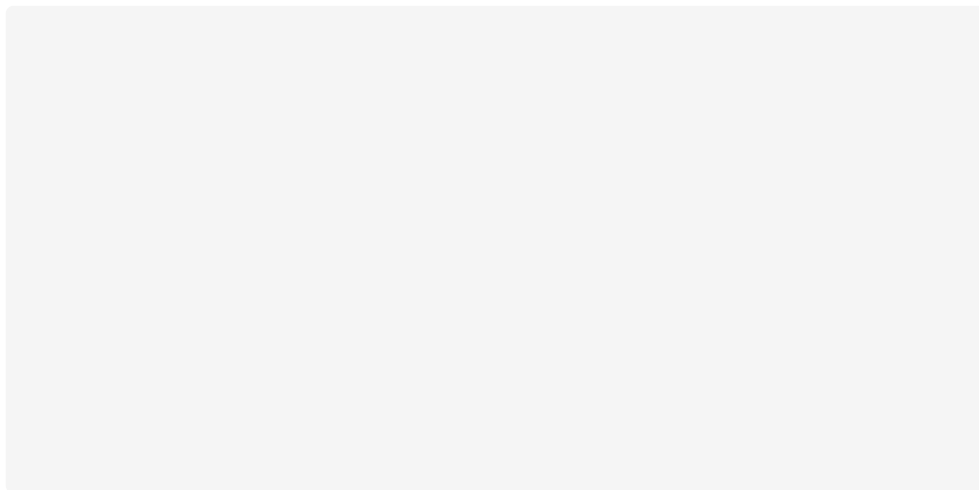
Step 3

Understand How Your Clients Identify Themselves

Why do this: People connect with messages that reflect their identity.

Exercise:

- *Write down three ways your clients describe themselves.*
- *Take each of those identities two levels deeper.*
 - *Example: Woman > Entrepreneur > Coffee shop owner*
- *Select the primary identity you will use in your messaging.*
- *How can you reflect this identity in your communication? That is, how do you communicate to that audience that you can help them?*



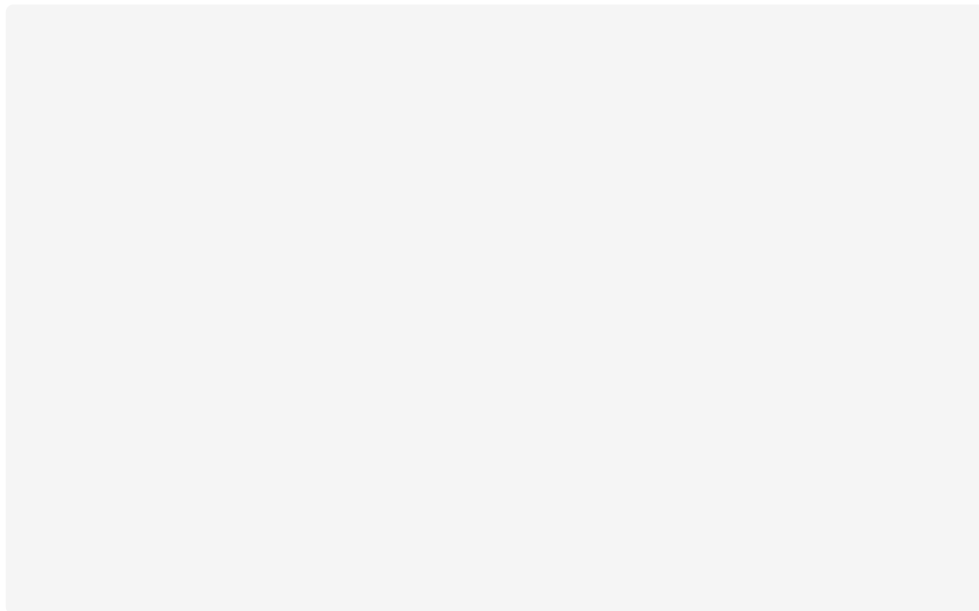
Step 4

Discover Your Client's Dream

Purchasing decisions are motivated by the desire to achieve a goal.

Exercise:

- *List the dreams and aspirations of your ideal client.*
- *Which of these dreams aligns with your offer?*
- *Describe in detail the main dream you will address.*
- *What will their life look like once they achieve this dream?*



Step 5

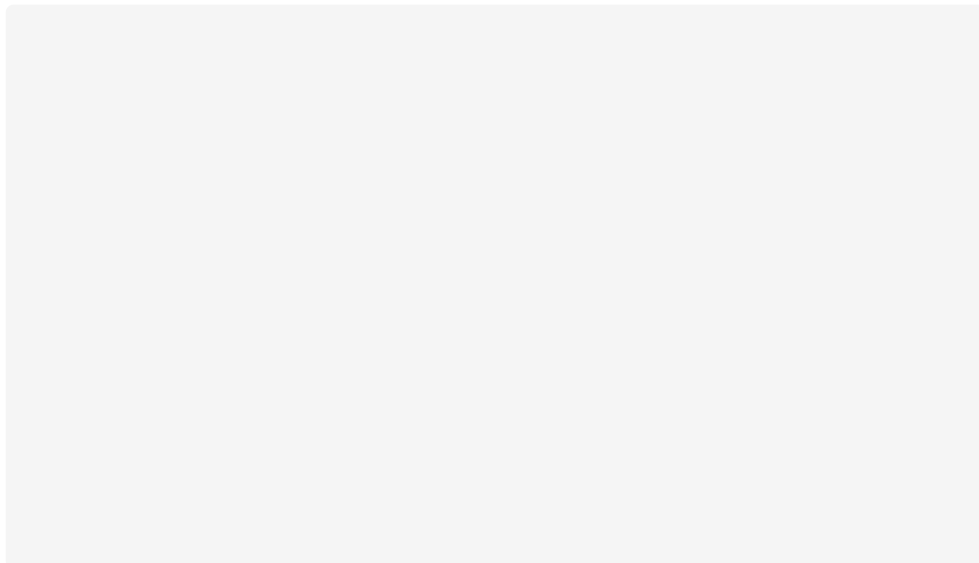
Build Your Niche Statement

Formula:

"I help [client identity] with [your specialty] so that they can [solve their pain point] and achieve [their dream]."

Exercise:

- *Draft your niche statement using the formula above.*
- *Rewrite it in your own words so it feels authentic.*
- *Test it with someone you trust and adjust if necessary.*



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