



EduPsyched

FIND YOUR

NICHE

MINI WORKBOOK

WWW.PSYCHED.EDUCATION

WHAT IS A NICHE?



Definition of a Niche

A niche is like your special spot in the world where you can do something really well and be happy doing it. It's a place where your unique skills, interests, and passions meet what people need or want.

It's a specific problem you solve for a specific group of people.

Imagine This...

Think about a puzzle. Each piece has its own unique shape and fits perfectly in one spot. If you try to put it somewhere else, it just doesn't fit right. But when you find the exact spot, everything clicks and the puzzle looks great.

Your niche is like that perfect spot in the puzzle. It's where your talents and interests fit perfectly with what others are looking for. When you find your niche, you feel happy and confident because you're doing what you love and helping others at the same time.

Examples of Niches

Curriculum Developer: Creating custom homeschool curriculums for parents who need subject-specific or special-needs resources.

Family Lifestyle Blogger or Content Creator: Sharing advice on homeschooling while running a household, including time management tips, meal prep for large families, and managing work-life balance. Monetized through affiliate marketing, eBooks, and sponsored content.

WHY DO I NEED A NICHE?



Finding your niche, especially for an online business is crucial. It's about discovering that special area where your interests, skills, and market needs come together perfectly. Here's why it's important...

Targeted Audience

When you find your niche, you know exactly who your customers are. This makes it easier to connect with people who are interested in what you offer. Instead of trying to appeal to everyone, you can focus on a specific group who are more likely to buy your products or services.

Less Competition

In a big market, competition can be tough. But when you find a niche, you can stand out by offering something unique. There are fewer people doing exactly what you do, which means you have a better chance of being noticed.

Expertise and Authority

Focusing on a niche allows you to become an expert in that area. People trust experts, so when you know a lot about your niche, customers are more likely to come to you for advice and products. This builds your reputation and makes your business more credible.

Better Marketing With a clear niche, you can create marketing messages that speak directly to your target audience. This makes your marketing more effective because it resonates with the people who are most interested in what you offer. You can use specific keywords, phrases, and content that attract your ideal customers.

WHY DO I NEED A NICHE?



Customer Loyalty

When you cater to a specific niche, you can build stronger relationships with your customers. They feel understood and valued because you're addressing their particular needs and interests. This leads to higher customer loyalty and repeat business.

Higher Profit Margins

Niche products or services can often be sold at higher prices because they are specialised and not easily found elsewhere. Customers are willing to pay more for something that meets their specific needs perfectly.

Focused Growth

A niche helps you focus your efforts on what matters most. You can streamline your business operations, product development, and marketing strategies. This focused approach makes it easier to grow your business efficiently and effectively.

So how exactly do you find your niche?

It's all about discovering the sweet spot where your passions, skills, and market needs intersect. Start by thinking about what you love to do and what you're good at. Then, consider what problems you can solve or needs you can meet for others. To help you with this process, answer the questions on the following pages. These exercises will guide you step-by-step in identifying your unique niche

YOUR PASSIONS, INTEREST & SKILLS

To help you find your niche, you need to really dig deep and answer the following questions so we can find your super powers.

BRAINSTORM YOUR PASSIONS, INTERESTS & SKILLS BELOW

PASSIONS

INTERESTS

SKILLS

FINDING YOUR NICHE



HOW DO YOU TYPICALLY SPEND YOUR FREE TIME?

WHAT COULD YOU TALK ABOUT FOR HOURS AND NEVER TIRE OF?

FINDING YOUR NICHE



WHAT SILENCES THE WORLD AROUND YOU?

WHEN DO YOU FEEL MOST ALIVE AND WHY?

FINDING YOUR NICHE



WHAT DID YOU ENJOY DOING WHEN YOU WERE YOUNGER?

IF YOU COULD TAKE A COURSE ON ANY SUBJECT
WHAT WOULD IT BE AND WHY?

FINDING YOUR NICHE



WHAT DO YOUR FRIENDS & FAMILY COME TO YOU FOR?

WHAT DO YOUR FRIENDS & FAMILY THINK YOU'RE GOOD AT?

FINDING YOUR NICHE



WHAT PROBLEMS HAVE YOU SOLVED FOR YOURSELF?

WHAT TRANSFORMATIONS HAVE YOU PERSONALLY BEEN THROUGH?

FINDING YOUR NICHE



WHAT WOULD YOU HAPPILY DO FOR FREE (UNPAID!)

IF YOU COULD GET PAID TO DO ANYTHING - WHAT WOULD IT BE?

FINDING YOUR NICHE



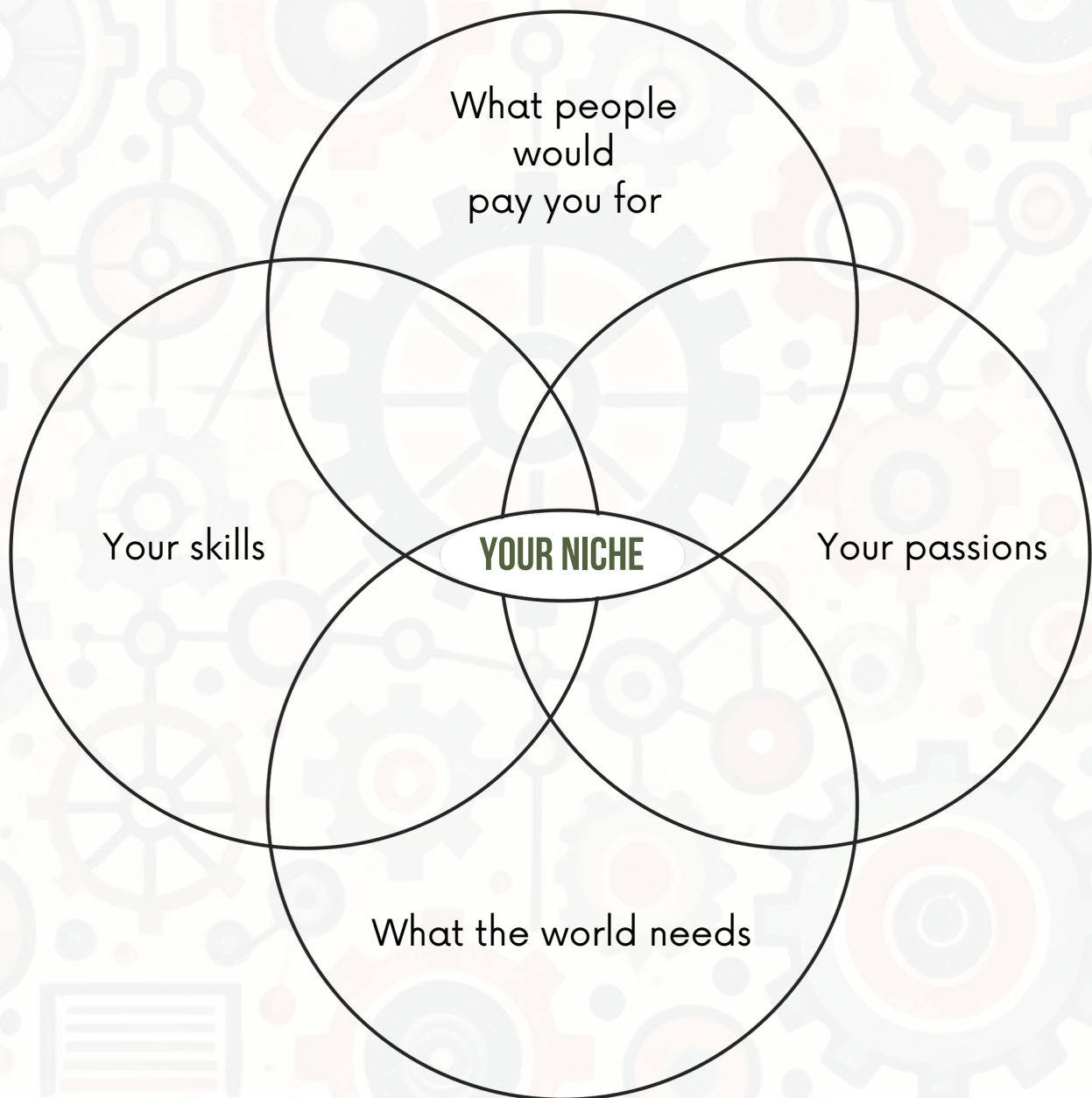
WHAT UNIQUE SKILLS OR EXPERIENCES DEFINE YOU?
WHAT ARE YOU KNOWN FOR?

IF YOU HAD TO SPEAK ON STAGE FOR 90 MINS -
WHAT IS YOUR TOPIC?

VENN DIAGRAM



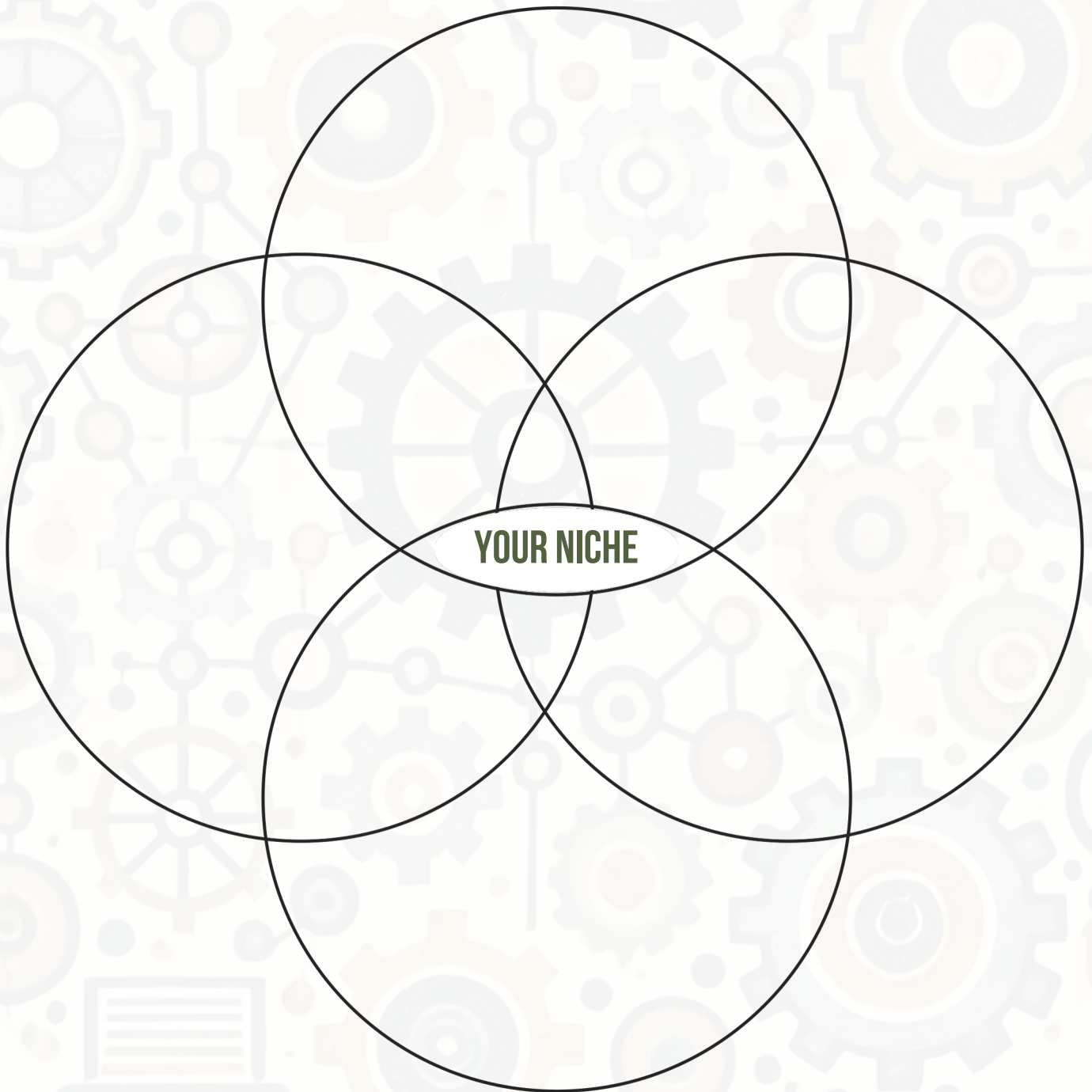
From all the ideas you've brainstormed – your niche should lie in the cross section of these 4 circles....



VENN DIAGRAM



Use the template below to narrow down your options...



FINALISING YOUR NICHE



Now it's time to pick THE ONE...

WHAT IS THE **ONE** PROBLEM WILL YOU SOLVE?

WHO WILL YOU BE HELPING?

HOW WILL YOU HELP THEM AND WHY?

FINALISING YOUR NICHE



WHAT SPECIFIC TRANSFORMATION WILL YOU OFFER?

Where are they now and where will you take them?

HOW WILL YOU DO THIS?

What products / style / method will you use?

HOW CAN YOU STAND OUT?

What will make you unique?

YOUR NICHE



Now it's time to pick THE ONE...

BRAINSTORM YOUR ELEVATOR PITCH

What would you say if you had 10 seconds to explain what you do?.....

FILL IN THIS STATEMENT:

I help _____ to _____
so that _____

NICHE-DOWN



IDEAS TO NICHE DOWN EVEN FURTHER

HYPER-NICHE STATEMENT:

I help _____ to _____
so that _____