
Finding Your Niche:

Why It Is Your First Critical Step

PART TWO

The TWO Things You Absolutely Need To Find Your Niche:

1. Your Passion

- what you cannot stop talking about
- what you have expertise in
- what you have experience in
- what do you have a unique perspective on

2. Your Audience's Need

- what are they talking about
- what are they asking about
- what are they looking for help with
- what kind of help are they looking for



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The Questions You Need to Ask Yourself:

What do I have to offer?

- Advice
- Information
- Encouragement
- Entertainment

(You have to give your audience all four, but you should be known for one.)'

Who will listen?

Where will I find my audience?

What is my niche?

Why would someone come to me?

