



THE CHOOSE A NICHE WORKSHEET

Use this worksheet to choose your niche. A niche is a segment of a larger market category. For example: “Restaurant Mural Artist” is a niche of the broader Restaurant Artist market category. Here are some other niche examples: Pitch Deck Designer, Food & Beverage Illustrator, Solopreneur Website Design.

What do you do?

(Really well, that you love doing.)

What industry > industry segment are you in?

(Examples: illustration > nonprofit marketing illustrations, hospitality > luxury resort paintings)

What problem(s) do your products/services solve?

List 1-3 problems. (Examples: ordinary, low-conversion rates, missed deadlines.)



Who has the problem(s)?

Describe who has the problem(s). (Be specific. Interior designers furnishing high-end residential homes, Podcast and media brands building a visual identity, E-commerce brands launching a new product line.)