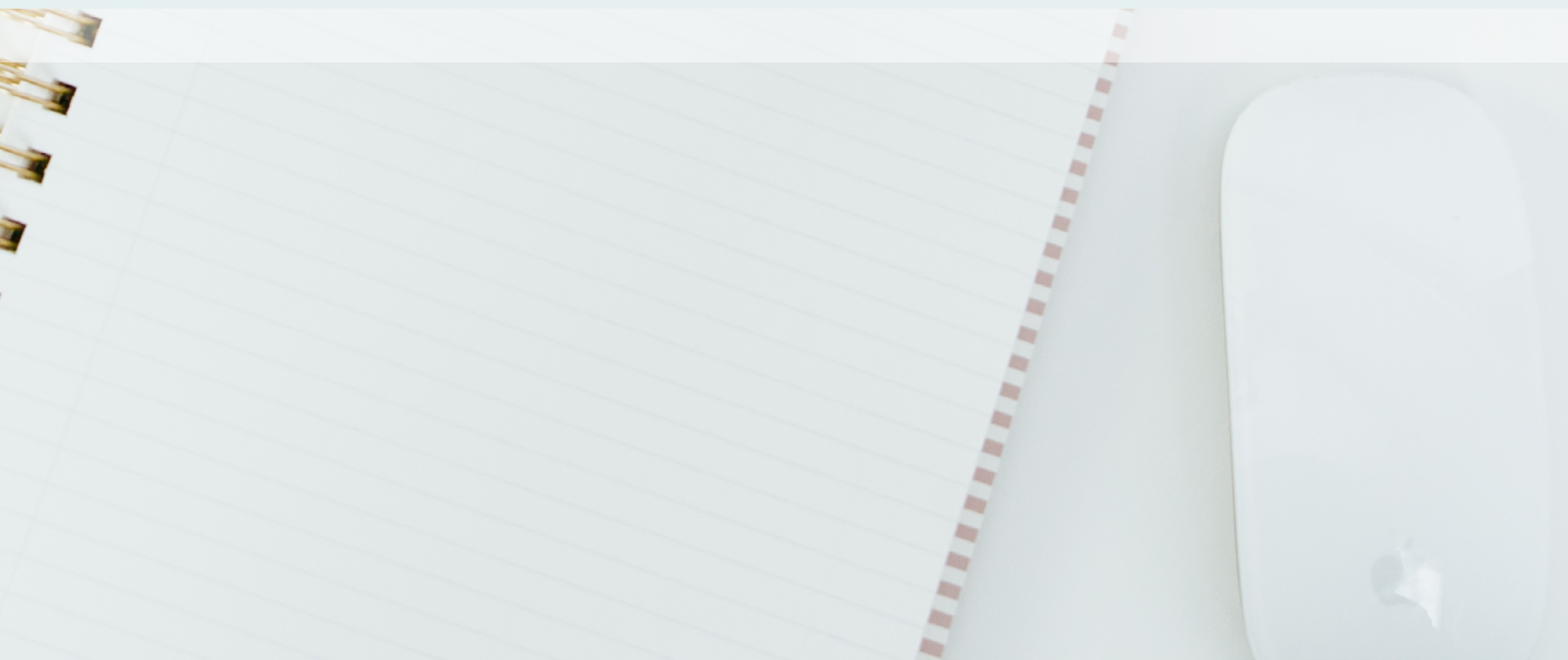




LIST BUILDING RESOURCE LIBRARY

4 Steps to Nail Your Niche

BY AMY PORTERFIELD



Raise your hand if you get tripped up defining your niche with full confidence. Well, my friend, you're not alone.

I hear it all the time from entrepreneurs ... "I feel stuck because I'm just not certain what my niche is!"

I'm here to tell you that this is about to become a thing of the past, and after you're done with this PDF, you'll be feeling hyper clear about the niche you are serving.

I'm going to walk you through a highly-effective 4-step process for identifying your niche.

These 4 steps are going to take a little elbow grease, so get ready to put pen to paper, but the work is going to be worth it and the clarity you'll gain will catapult you to the next level in your business.

- ➔ In step 1, you'll identify your overall market.
- ➔ In step 2, you'll niche down and get really specific. (And trust me, the more
- ➔ specific, the better!)
- ➔ In step 3, you'll do some market research.
- ➔ In step 4, you'll create your Value Articulator Statement.

Say goodbye to niche confusion or feeling stuck. I want you to declare right here, right now, that you are going to pick a niche, even if it feels scary.

Let's do this thing!



STEP 1: IDENTIFY YOUR OVERALL MARKET

Your “overall market” is like your umbrella market. These markets include finance, health (wellness and beauty), lifestyle, education, love (connection and relationships), entrepreneurship, and spiritual development.

Do you see how broad those are? Don't worry, we're going to get more specific within those areas but I want you to start out by thinking that big.

To clarify even further, here are a few examples:

- ➞ Do you deal with investments? Your main market is finance.
- ➞ Do you do something around pet grooming or closet organization? Your main market is lifestyle.
- ➞ Do you help people food prep or do their makeup? Those would all fall into health.
- ➞ Do you help teachers with their curriculum? That's education.

If you are not sure where your niche falls -- just take an educated guess! This is going to come in handy down the road when you're collaborating, writing copy, and understanding your audience's pain points.

Circle (with confidence) your main market:

- ➞ Finance
- ➞ Health, Wellness, & Beauty
- ➞ Lifestyle
- ➞ Education
- ➞ Love, Connection, & Relationships
- ➞ Entrepreneurship
- ➞ Spiritual Development
- ➞ Other: _____

STEP 2: NICHE DOWN & GET SPECIFIC



“WHEN YOU SPEAK TO EVERYONE, YOU SPEAK TO NO ONE.”

– MEREDITH HILL

The clearer you are about your expertise, offer, and niche, the less your audience will have to think and the easier it will be for them to make a decision to work with or buy from you. You can't become the “go-to” person in a niche if you don't get specific. So, let's niche down!

What areas of your main market (that you identified in Step 1) would you consider yourself an expert in? For example, if you're in the health industry, you might list things like bodybuilding, cancer recovery, green juices, and veganism.

Think about what people ask you about a lot. Do your friends and family come to you often for expert advice or guidance on something specific? Make a list.

Now that you have your list, circle the one or the ones that light you up the most. Let's say you circled “green juices,” take it a step further. What about green juices lights you up? Do you have a unique approach to how you make green juice? Aim to niche down one more time -- get specific!

STEP 3: TIME FOR SOME MARKET RESEARCH

Market research is a crucial part of learning about your industry, audience, and what things are popular when it comes to your niche.

It can confirm that there is or is not a demand for your niche.

Use the words and patterns you find to help guide you as you determine what your niche is going to be.

Let's dive in! Starting with Google, type your niche specification in the search bar and see what comes up.

These are some of the most popular searches. Take note of what you're seeing.

As an example, if you were to search "easy green juices minimal ingredients," you see a few repeat words, such as "3-ingredients," "simple," and "beginner."

The screenshot shows a Google search for "easy green juices minimal ingredients". The search results include several recipe links with titles, ratings, and brief descriptions. The results are as follows:

- 3 Ingredient Green Juices - Happy Earth Kitchen**
Sometimes I want to make myself a quick and easy green juice, but then I start overthinking and complicating things. Especially when it's the end of the week, ...
- 20 Healthy Green Juice Ingredients to Try | Wealthy Gorilla**
These are the 20 best healthy green juice ingredients for you to buy and ... It's very easy to make your own green juices inside your home, and if you don't ... With the info below, you'll be able to pick a few ingredients that best suit your goal.
- How To Start Juicing + Beginner Green Juice Recipe By ...**
Swipe my 5 super simple healthy habits you can implement TODAY for immediate ... Start off with my beginner green juice recipe and every few times start ...
- Healthy Juice Cleanse Recipes - Modern Honey**
★★★★★ Rating: 5 - 23 votes - 10 min
Sep 18, 2018 - 4 Healthy Juice Cleanse Recipes to aid in digestion, energy, health and wellness, and diet. Find out why juicing is an easy way to get your daily nutrients. ... If you are looking for a real detoxifier, check out my recipe for a lemon ... pure juice is so expensive ... all these ingredients yield very little juice, haha.
- A Basic Green Juice Recipe that's Easy to Love | Umami Girl**
★★★★★ Rating: 5 - 11 reviews - 15 min - 81 cal
Jan 25, 2018 - This simple, fresh, basic green juice recipe is great when you want a mellow juice vibe or if you're just starting out with green juice.
- Easy Green Juice Recipe + Juicing Tips | Minimalist Baker ...**
★★★★★ Rating: 5 - 2 votes - 25 min - 114 cal
Jan 1, 2020 - We've been juicing for years now, and in the process have perfected this tart-sweet green juice recipe. Our ...
- Green Juice Recipe - w/ Kale, Cucumber, Celery, & Apples**
★★★★★ Rating: 4.9 - 17 votes - 15 min - 83 cal
Mar 30, 2016 - Trevor and I started making this Green Juice Recipe a few months ... in the fruits and veggies, but drinking them is easier for me, and heck, ...
- Easy 3-Ingredient Green Juice - Loving It Vegan**
★★★★★ Rating: 5 - 3 reviews - 10 min - 204 cal
Feb 17, 2018 - You can use as much or as little spinach as you want, though the more the better! ... What do you think of this easy green juice recipe? Is juicing ...

Below the results is a "People also ask" section with the following questions:

- What is the healthiest green juice?
- What is the best green vegetable to juice?
- Can I drink green juice everyday?
- How do you make green juice taste better?

At the bottom, there is another result:

- Simple Green Juice for Beginners | Nourish Move Love**
★★★★★ Rating: 4.5 - 2 votes - 10 min
Aug 2, 2015 - here's a quick and simple green juice for beginners with only 5 ingredients - spinach, apple, cucumber, lemon, ginger. first blend the water and the spinach alone, get that to a desired consistency before adding in and blending the apple, cucumber, lemon and ginger.

When you scroll down, you'll see a section that says "Searches related to easy green juices minimal ingredients" – this can also be helpful for showing you other popular topics that people are searching within your niche.

Searches related to easy green juices minimal ingredients

green juice ingredients

green juice benefits

green juice recipe blender

green juice recipe for skin

green juice recipes for detox

green juice recipe for weight loss

green juice recipes for beginners

how to make green juice

Take that same search to YouTube and see what videos come up.

You should start to see a pattern of words that are popular -- that tells you a lot about what's trending in your niche so pay attention.

When you take this search to YouTube, you'll be able to see how many views each video has. This will give you insight into if there is an audience for this. Notice any patterns between your Google search and your YouTube search?

easy green juices minimal ingredients



Easy Green Juice Recipe | Minimalist Baker Recipes

Minimalist Baker • 5.1K views • 1 month ago

Our favorite green juice recipe, just 7 ingredients required! Incredibly refreshing, nourishing, and delicious. Full Recipe: ...



3 Tasty Green Juice Recipes - #CleanAndGreenWithDani

Clean & Delicious • 276K views • 4 years ago

JOIN MY CLEAN&DELICIOUS TRIBE (for FREE!) and be sure to never miss a recipe, update, or giveaway: ...



Green Breakfast Smoothie from Ayesha Curry- Kaiser Permanente

Kaiser Permanente Thrive • 279K views • 5 years ago

Ayesha Curry, celebrity food blogger and star of Cookin' With the Currys, joined an audience of parents and families at the Kaiser ...



Easy Green Juice Recipe

FerriBerri • 177 views • 2 years ago

I share an easy green juice recipe. Recipe courtesy Jonny Juicer. Ingredients: 1 bunch of kale 1 lb of celery 1 lemon 1-2 green ...



My Daily Green Juice

Ashley's Conscious Life • 1.5M views • 7 years ago

This is my favorite green juice that I have each day. It has apples, celery, lemon, ginger, cucumbers, broccoli stalks, and always ...



Simple Juice Recipes for Beginners + Juicing 101 | JUICING WITH DREA

Andrea Denise • 163K views • 1 year ago

Breville JE98XL Juicer: <https://amzn.to/2TRJt1i> Juicing With Drea has made it to Youtube! In this series, I'll be sharing some of my ...

What words and patterns are you noticing?
