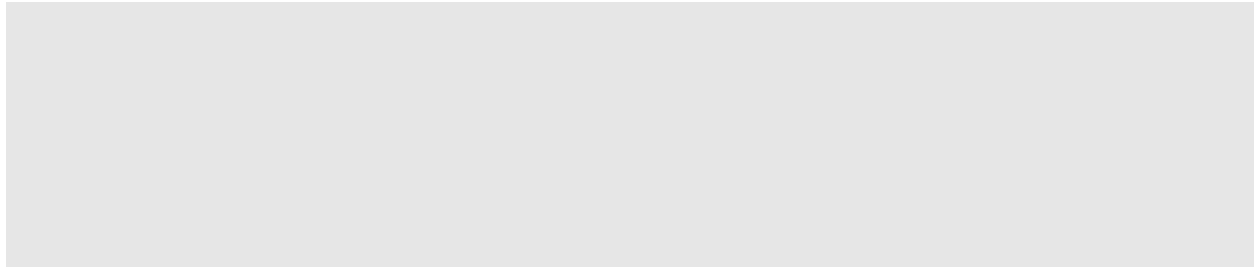


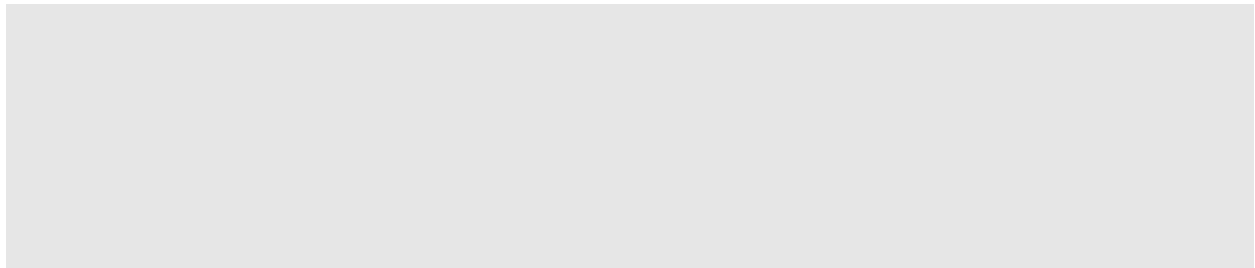


Creating a targeted niche is extremely important for any online brand. Print out this worksheet, and use it to help you narrow down your interests.

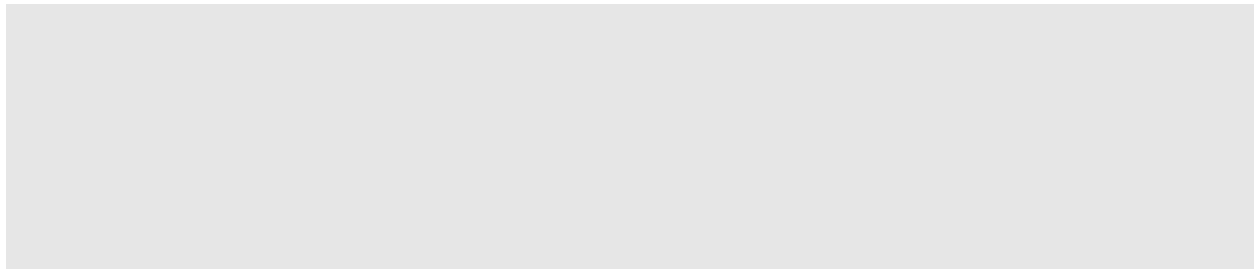
1. Make a list of all of the topics that you're interested in (your **PASSIONS**)
Example: Baking & Cookie Decorating



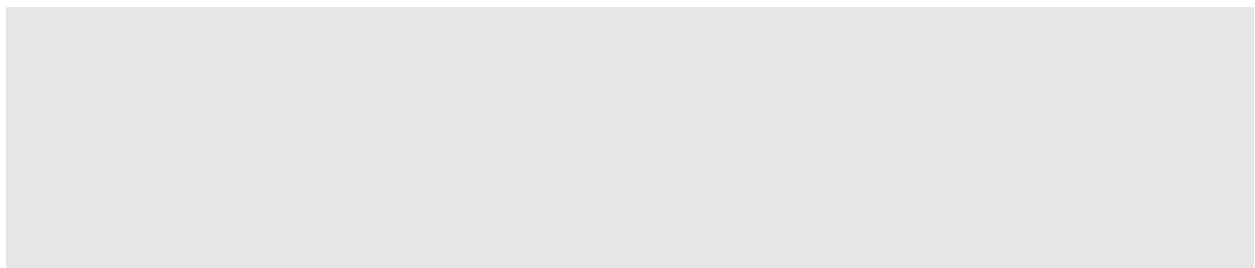
2. Make a list of all the topics that you have a lot of knowledge about, or even that you consider yourself an "expert" in (your **SKILLS**)
Example: Event Design



3. Who would you like to sell or write for (your **AUDIENCE**)?
Example: Expectant mothers

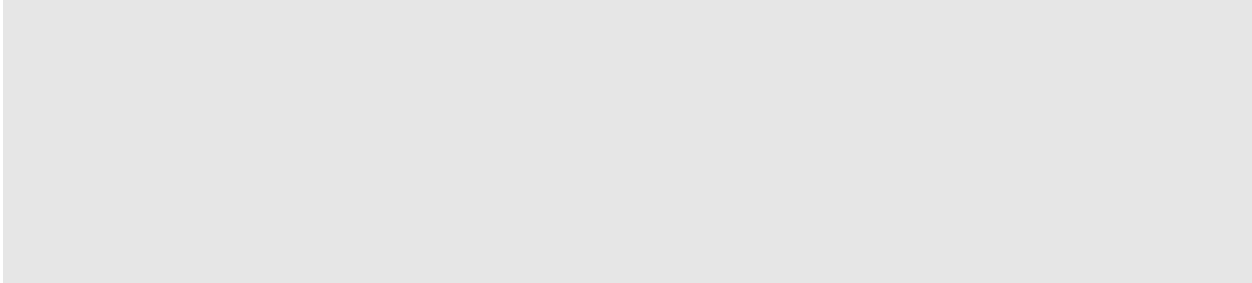


4. Now, use this space to create **COMBINATIONS** of those three lists.
Example: Baked goods for baby showers.



5. Narrow it down! The more narrow you can make your niche, the better (as long as there is a market for it).

Example: Monogram sugar cookies for baby showers



6. Do some research! See what competition is out there, and how you can differentiate yourself. Brainstorm your ideas below.

