

NARROWING YOUR NICHE

1

Does your problem fit into one of these broad categories?

☐

WEALTH

☐

HEALTH

☐

RELATIONSHIPS

If yes, move on. If not, change your market.

2

Have you narrowed it down to a submarket within the larger market? So not just weight loss, but weight loss for doctors. And not just weight loss for doctors, but weight loss for doctors who are currently in medical practice.

Do you have at least two defining words to submarket your niche? If yes, move on to 3.

3

What exactly would someone Google to find you? It needs to be something they would likely Google from their phone while experiencing the problem such as: How can I stop drinking so much?

4

What is your solution to their problem and why is it compelling? I teach you how to drink less by reducing your desire to drink, not by using willpower.

If you have trouble coming up with answers to these questions I recommend you read *Expert Secrets* by Russell Brunson. The goal is to follow this format, pick something and then get to work on marketing and selling.