

The Niche Checklist

Is there a certain group of people that you'd like to look good to? Is there a certain group of people that you'd really enjoy helping out? Is there a certain group of people you'd like to sell to?

Start brainstorming some ideas.

If you're coming up blank, maybe start with yourself or someone you know. Start picturing in your mind some of their characteristics - their wants, needs and desires.

Once you've got a few ideas, you need to start putting all of this on paper by filling out the following information on who they are:

- Gender:
- Age:
- Name: (Make one up if needed)
- Occupation or current job title:
- Relationship status (are they married, single, engaged?):
- How many kids do they have?
- Do they own their own home or rent?
- What is their income per year?
- What is their overall net worth (i.e. savings, vehicles, houses, investments etc.)?
- Are they religious (if so, what is their religion?), or do they have any specific outlooks or beliefs?
- Where do they live?
- What is their personality?

PICKING A NICHE

- What level of education do they have (no schooling, high school, some college, university...)?
- Do they have any hobbies?
- Are there any defining habits that they have?
- Do they have any strong or defining characteristics about their personality?
- Do they value something?
- What is their biggest - most important - goal?
- What's stopping them from meeting this goal?
- What do they hunger and thirst for? What one thing do they want more than anything in the world?
- What are they buying?
- Is there anything they're afraid of losing or missing out on?
- Is there anything that they are irrationally willing to spend money on?

You may not know some of the information, so you might have to guess some of it.

But the more information you know about your target market, the easier it will be to refer products that are perfectly suited for them.

Once you've gone through and answered these questions, you'll have a great idea of who you will be visiting your blog.

Have a great day!

David

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