

NICHE FINDER

**WORK
BOOK**



TURN YOUR EXPERIENCE INTO A BUSINESS IDEA

WELCOME!

This is the beginning of your digital marketing journey! Get ready to stop spinning your wheels and start building something real using your lived experiences. This little workbook isn't about theory or fluff; it's about actionable steps you can take today to figure out who you can help with your skills and knowledge.

By the time you're finished, you'll have a clear niche that fits your life, your strengths, and the people you most want to help.

Grab a pen, scribble freely, and don't overthink. Your experience is your goldmine; this guide will help you dig it up and put it to work.

Here's what we'll be working on:

1 WHY YOUR NICHE MATTERS

2 MINING YOUR EXPERIENCE

3 WHO NEEDS YOU?

4 TESTING THE WATERS

5 NARROWING IT DOWN

6 CHECK OUT THE COMPETITION

7 CLAIMING YOUR NICHE

WHY YOUR NICHE MATTERS

Think back to times when someone came to you for help, big or small. Don't dismiss the 'everyday' stuff; that's usually where the gold is hiding.

Their Problem

Your elderly neighbor asked you how to get and use grocery coupons on her phone.

Your Solution

You showed her the app that helps you save hundreds each year, and how to get the best offers with it.

Possible Product

Use Canva to create an eBook detailing the setup of the app and how to best use it. Sell it in Facebook Groups.

You've seen how even small things you do for others can carry real weight. Now let's dig into your own life and uncover the skills and experiences that make you uniquely valuable.

MINING YOUR EXPERIENCE

You've lived through decades of learning curves, mess-ups, and victories. List five skills, lessons, or experiences that someone younger, newer, or less confident hasn't yet figured out. (Yes, parenting counts. Yes, job disasters count. Stop pretending your life isn't interesting.)

Experience	Skills Gained	Who Could This Help?
You navigated a later-in-life career change.	Learned to update your resume for online applications.	Your golf partner's husband got laid off and is having trouble with the new ways.

Your story is already packed with lessons worth sharing. Next, we'll look outward; at the people who most need what you know.

WHO NEEDS YOU?

Picture a real human you've actually helped. Maybe a friend, a co-worker, or your cousin's frazzled teenager. If you've already exhausted your previous experiences, consider someone you know who could use your help now.

Write their problem in one clear sentence.

Problem

Your daughter's friend wanted to start baking from home but had no clue how to price her cupcakes.

Solution

You walked her through ingredients, time, and packaging costs.

Problem

Solution

Problem

Solution

Problem

Solution

By picturing real people with real problems, you've started turning ideas into an audience. Let's go find where they're already talking and asking for help.

TESTING THE WATERS

Channel your inner Sherlock Holmes. Where are people already talking about your topic? Facebook groups, YouTube comments, hobby forums, even the gossip at the skating rink. Write down three spots you'd look. (If you're not online much, ask your kids where people hang out.)

Topic/Niche
Knitting
Forum/Platform
Facebook Knitting Group
Questions/Concerns
How to fix dropped stitches.

Topic/Niche
Forum/Platform
Questions/Concerns

Topic/Niche
Forum/Platform
Questions/Concerns

Topic/Niche
Forum/Platform
Questions/Concerns

You've noticed problems that you know how to solve, and the audience you can help with your experiences. Now it's time to tighten your focus and sharpen your idea into a tangible solution you can share.

NARROWING IT DOWN

Write your topic in one sentence. Then narrow it down.

Example: You start with: "I help parents learn to cook healthy meals for their families." Narrow it down: "I help busy parents cook healthy 30-minute dinners."

Sharper, more specific, and instantly relatable.

First
Draft

I help women with budgeting.

Cut it
Down

I help single moms manage household money.

Sharper

I help single moms create simple weekly budgets so they can feel secure and less stressed.

First
Draft

Cut it
Down

Sharper

First
Draft

Cut it
Down

Sharper

You've got an idea and landed on a niche that feels specific and strong.
Next, we'll see if that idea can also pull its weight financially.

CHECK OUT THE COMPETITION

People pay for solutions, not lectures. Search for three products, courses, or books in your niche. Write down what they're doing well, and more importantly, what you'd do differently.

(Now is not the time for self-doubt. This is where your spin makes you stand out.)

Product	Product	Product	Product
Open Your Etsy Shop Today!			
Includes	Includes	Includes	Includes
Beautifully Designed 27 Page eBook			
Price	Price	Price	Price
\$47			
Improvements	Improvements	Improvements	Improvements
Customers aren't given any technical or backend help.			
Benefit for Customer	Benefit for Customer	Benefit for Customer	Benefit for Customer
A video course could get them up and running without confusion.			

You've compared your angle to what's already out there and found where your spin shines. Let's bring it all together and claim your niche with confidence.

CLAIMING YOUR NICHE

Time to plant your flag. Fill in the blanks: I help [type of person] with [problem] so they can [result]. Write it boldly, underline it, and stop apologizing. That's your niche; for now. You can always refine it later.

I help

type of person

with

problem

so they can

result

I help

women in their 50s who feel
intimidated by technology

with

learning simple
online tools

so they can

start a side hustle without feeling overwhelmed.

I help

with

so they can

I help

with

so they can

You've pulled the pieces together and named the people you serve, the problem you solve, and the result you create. From here, everything you build will grow from this solid foundation.

FROM IDEA TO INCOME SERIES

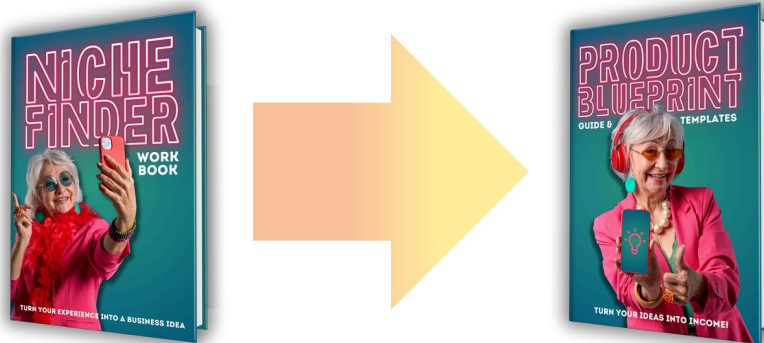
Roadmap

Where you are now:

You've uncovered a niche that connects your experience with what people actually need.

Where to go next:

Move on to Product Blueprint to explore different digital products you can create within your niche.



- 1** Making Money with Digital Marketing & Social Media
 - A crash course in how digital marketing works.
- 2** Niche Finder
 - Discover the niche that makes your skills profitable.
- 3** Product Blueprint
 - Explore your product options and choose your path.
- 4** Profit Builder
 - Create your very first sellable product.
- 5** Package Perfect
 - Polish, price, and package your product for the spotlight.
- 6** Market Ready
 - Learn how to get your product seen.
- 7** Social Seller
 - Share your first posts, connect with buyers, and make sales.



YOU DID IT!

You've done the work, and now you have something powerful in your hands: a niche that fits who you are, what you know, and who you want to help. That's the foundation of everything to come.

In the next workbook, we'll take the next big step; turning your niche into a real product.

You'll learn how to shape your ideas into something people can buy, use, and love. Your experience is no longer just "life lived"; it's the raw material for a business that can support and inspire others.