

How to Find Your Niche & Zone of Genius

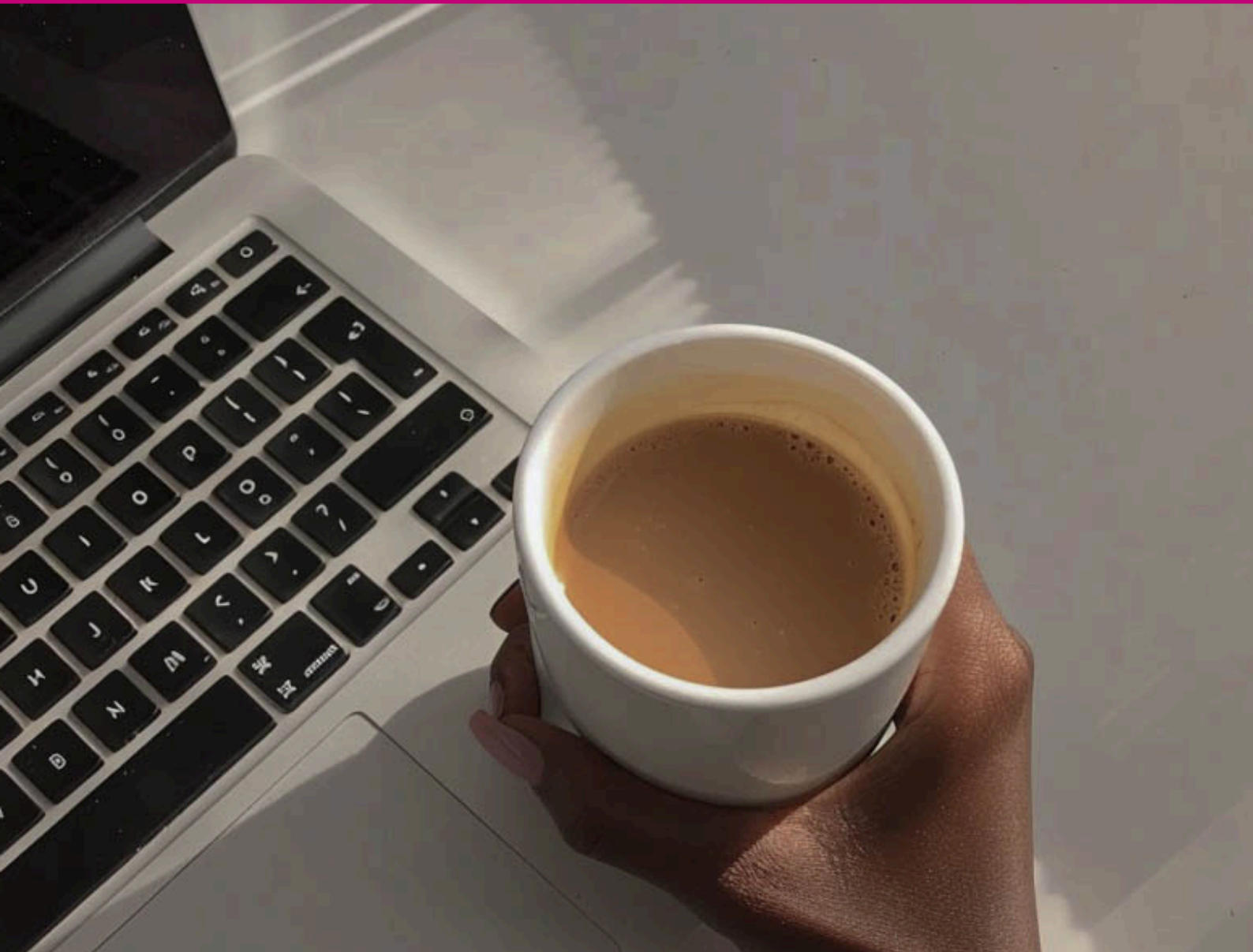
Guide & Workbook

OVER
45
EDITION

WE'RE WIRED DIFFERENT

How to Find Your *Niche Workbook*

Discover where your passion and
income merge





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WHAT IS A NICHE?

As you can probably tell by my content, branding, and the language I use, my target audience is women.

I specifically aim to reach everyday women who want to build a business that supports their lives and family.

You might want to broaden to include men, or only market to men.

You might even want to go more narrow by marketing just to moms, or to previous/current business owners, or to women in a specific profession.

Whatever the case, I want you to brainstorm out a list of who you could see yourself easily identifying with and speaking to in your marketing.

My best advice for this step is, just don't overthink it! You will always have the ability to pivot or speak to a different audience if you ever want to in the future. This is YOUR business, baby!

In simple terms, a niche is...

A niche is a group of people with similar interests, problems, and goals/wants that you can target with your content. Offering your unique experience and expertise to provide the answers and resources they need.

By focusing on a niche, you can better target and connect with a specific audience, often with less competition, and create more relevant and personalized marketing campaigns to meet the unique requirements of that group.

NICHE EXAMPLES

Popular Niches:

- Health and Wellness
- Beauty
- Travel
- Real Estate
- Business
- Fashion
- Parenting and Family
- Organization
- Pet Care
- Wedding
- Spiritual
- Photography



How to make it more specific and targeted

To set you up for success, make sure to not stop at 'my niche is fitness', instead aim to sub-niche. Sub-niche can be described as a section within the broader niche. Using the fitness niche as an example, a more targeted sub-niche could be

1. Helping busy moms to fit in a workout routine that will help them achieve a healthier lifestyle.

or

2. Helping women to fall back in love with food through Keto.

So, try to find your slice of the cake where you can contribute your unique experience and skills to help your target audience to tackle their problems and achieve their goals.

WHY DO YOU NEED A NICHE?

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A solid niche that's well defined will allow you to find 'your people'. a group of people that would find your skills, knowledge, experience, expertise, insights, and tips and tricks exactly what they have been looking for to address their pain points and/or achieve their goals.

The benefits of choosing a niche

1. Reduced Competition

By concentrating on a specialized audience, you're not competing with the masses but rather focusing on a well defined target audience where you can provide in demand value and be more focused in your approach.

2. Stronger Engagement

You have the ability to deeply understand the unique needs and desires of your niche audience, which allows you to provide tailored solutions, exceptional customer experiences, and build that know, like and trust with your audience.

3. Expertise and Credibility

Specializing in a particular niche enables you to become an expert in that field. This expertise enhances your credibility and positions you as a trusted authority that your audience will turn to in order to learn and get help.

WHY DO YOU NEED A NICHE? 02

4. Targeted Marketing

Your messaging, advertising, and promotions can be customized to speak directly to your niche audience, using language, branding, and content that resonates with their specific needs and preferences.

5. Keep the burnout away

Trying to cater to everyone and everything will most likely result in you taking too much on which is not sustainable! So my advise would be to start with one well defined niche, and as you grow you can pair it with smaller sub-niches to broaden your reach in a sustainable way!

Your niche represents your unique position within the market and is the foundation upon which you can build a successful and distinctive venture. Careful niche selection enables you to reduce competition, build stronger customer relationships, and become an expert in your field.



HOW TO FIND YOUR NICHE?

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Selecting the right niche is a pivotal decision for your online business. It's a process that involves research, introspection, and market analysis. But it doesn't have to be as complicated as it might sound.

Here are some steps to help you identify your niche:

1. Self-Reflection:

Start by thinking about your interests, hobbies, experience, knowledge and things that you are genuinely passionate about. What topics or activities make you excited or curious?

2. Your skills and experience

Consider your skills and knowledge. What are you good at? What do you have expertise in? Sometimes, your niche can be related to your strengths.

3. Market Research:

Use the results from your self-reflection and your skills and experience, and begin by researching your market to identify potential niches. Look for areas within your industry where demand exists but isn't adequately met. You can use websites such as [answerthepublic.com](https://www.answerthepublic.com) and ChatGPT to drill down even further into your research!

4. Target Audience:

Define your target audience or the people you want to serve. Who would benefit from your expertise or products? Consider their needs and problems.

HOW TO FIND YOUR NICHE?

03

5. Competition Analysis:

Examine the competition in your potential niches. Are there gaps or underserved areas where you can offer something unique or better?

6. Passion and Motivation:

Your niche should be something you are genuinely passionate about. Your enthusiasm and motivation will be important for long-term success.

7. Profitability:

Assess the profitability of your chosen niche. While passion is essential, you also need to consider whether it can generate income and support your goals.

8. Long-Term Viability:

Think about the long-term viability of your niche. Is it something that can sustain your interest and engagement for years to come? Try to not focus solely on current short-lived trends!



HOW TO FIND YOUR NICHE?

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9. Commitment:

Once you find your niche, commit to it. Consistency and dedication are crucial for success. But don't feel like you can't pivot after trying a niche for a while if you are not seeing the results you were expecting. Similarly, don't sky away from pairing your original niche with sub-niches to broaden your reach and enable you to cross-sell!

Top Tip!

Remember that finding your niche is a process that may evolve over time. It's important to strike a balance between what you're passionate about and what can meet market needs and provide value. Be open to learning and adaptation as you explore and develop your niche.

The next section of this guide will hold your hand on how to go through the process of identifying your niche!



USING AI TO “NICHE DOWN”

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Here are some of my favorite prompts that you could use to conduct your niche research using Chat GPT.

1. "What are the most common pain points for those interested in [niche]?"
2. "What are some before and after transformations people in [niche] experience?"
3. "What are the top 10 most popular products in [niche]?"
4. "What are the emerging trends in [niche]?"
5. "What solutions are people looking for in [niche]?"
6. "What are the most common interests of people interested in [niche]?"
7. "What are some untapped opportunities in [niche]?"
8. "What are the top 5 challenges faced by people in [niche]?"
9. "What have people in [niche] tried before that hasn't worked? Why didn't it work?"
10. "What emotional hesitations do people in [niche] have about starting?"
11. "What are the most popular digital products in [niche]?"
12. "What solutions are people looking for in [niche]?"
13. "What do people commonly do incorrectly in [niche]? What is a better way to do it?"
14. "What are some “uncomfortable” truths within the [niche]? How can they be addressed?"
15. "What kind of social media content resonates the most with people interested in [niche]?"



LET'S GET TO WORK!

Finding your niche

Brainstorm your interest

Brainstorm your skills and expertise

Research popular topics within those areas and identify gaps or under served niches.

LET'S GET TO WORK!

Niche Ideas

Notes:

LET'S GET TO WORK!

Who do you want to speak to?

Define your target audience by considering demographics, interests, and needs.

Are they male or female?	
How old are they?	
Single? Married? Kids?	
What do they do for work?	
Where do they live?	
What worries do they have?	
What are they frustrated with?	
What are their values in life?	
Why will they want to visit your site?	

My target audience is...

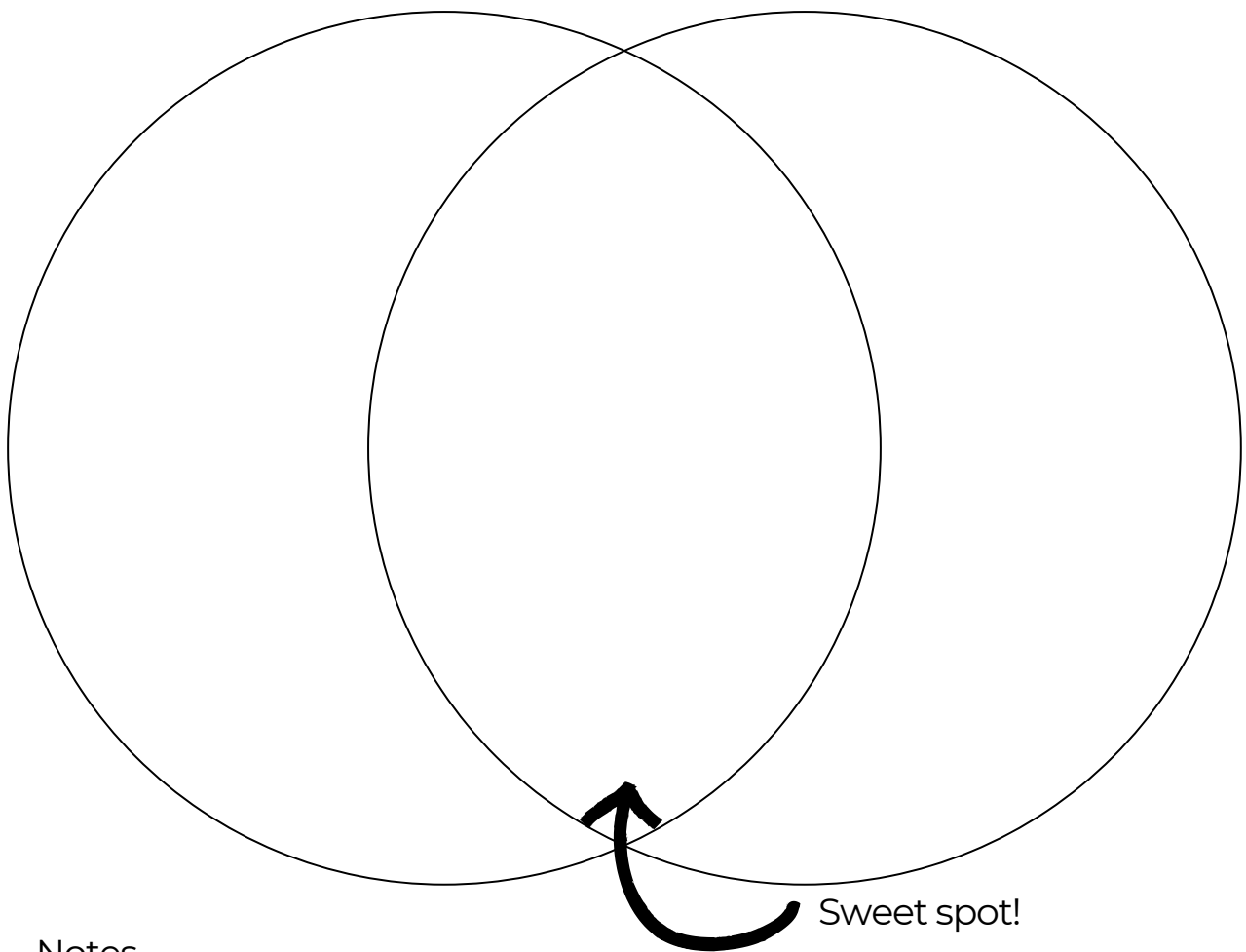
LET'S GET TO WORK!

Is it a love match?

Use this diagram to find the sweet spots where your passion and experience overlaps with your ideal target audience interests

Your passions,
skills and
experience

Audience's
interests



Notes

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Top Tip!

[illegible]

COMPETITOR RESEARCH

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Before moving on to start creating your digital products and social media, take a moment to have a look at what your competitors are doing well and not so well. This will help you identify trends, popular features, and most importantly - gaps in the market that you can target!

Use the below table to map out your competitor research.

Competitor	Product / Service	Price	Key Features

SUMMING IT ALL UP

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1.Look in the Mirror:

Ask yourself: Who am I? What are my values, interests, and passions? Often, your target audience mirrors aspects of yourself.

2. Define Your Offerings:

What products or services are you offering? Who would benefit the most from what you have to offer? That's a good place to start.

3. Analyze the Competition:

Check out what your competitors are doing. Who are they targeting? Is there a gap in the market that they might be missing?

4. Analyze Analytics:

If you already have a digital presence, check your analytics. Who is currently engaging with your content? What demographics are most prevalent?

5. Solve a Problem:

Identify a problem your product or service solves. Who has that problem? That's likely your target audience.

6. Social Media Research

Browse social media groups and forums related to your industry. Who is participating? What are they talking about?

7. Test and Refine:

Start with a smaller target audience and adjust as you go. You can refine your target audience based on the data and feedback you receive.

BONUS

ZONE OF GENIUS QUESTIONNAIRE

Your Path to
**UNCOVERING WHO YOU
ARE TODAY**



ZONE OF GENIUS

DISCOVERY QUESTIONNAIRE

**25+ Unskippable Questions to Help You Uncover
Who You Are Now & What You're Really Meant to Do**

Welcome to a deep, no-fluff conversation with yourself.

This isn't just a quiz – it's a mirror.

*You'll explore the parts of yourself you've been overlooking or
dismissing – the clues hiding in your stories, the gifts you
downplay, and the patterns that point directly to your
zone of genius.*

*These prompts are designed to feel like someone who really gets
you is sitting beside you asking, "But what's underneath that?"*

Take your time.

Don't rush.

Your truth is in there – let's dig it up.



WHO ARE YOU NOW?

If you'll be feeding your answers into Chat GPT, we suggest typing out your answers in a notes app, or Google doc worksheet. That way it's easy to just copy and paste your answers and the prompts into Chat GPT.

1. *What have I always been naturally good at – even if I never got paid for it?*
2. *When I'm excited, what topic do I go on and on about?*
3. *What kinds of problems do I secretly love solving?*
4. *What have people always said I'm "the go-to" person for?*
5. *What do I do well that I assume is easy for everyone else (but it's not)?*
6. *What kinds of situations or conversations make me feel most like myself?*
7. *What was I doing the last time I lost track of time in a good way?*
8. *What am I constantly researching, watching, or consuming – even when no one's asking me to?*
9. *What kind of feedback do I receive most consistently?*
10. *What kind of help do people ask me for again and again?*
11. *If someone followed me around for a week, what would they say I'm amazing at?*
12. *What do I love explaining, simplifying, or teaching to others?*
13. *What do I naturally analyze or break down in my mind, even when I'm relaxing?*
14. *What do I feel emotionally or spiritually connected to when I talk about it?*
15. *What would I create or offer if I wasn't afraid to fail?*

WHO ARE YOU NOW?

16. If I had to give a TED Talk tomorrow, what topic could I speak on – without notes?

17. When someone else wins at something I love, do I feel jealous – or deeply curious?

18. If money didn't matter for 6 months, what would I spend my time learning or building?

19. What's something I've figured out the hard way that I now wish I could help others through?

20. What role do I play in most friend/family groups – the encourager, the fixer, the comic, the planner?

21. When I look back at past jobs or roles, what part of them actually lit me up?

22. What injustice or frustration sparks a fire in me to do something about it?

23. When people open up to me, what do they usually need or want from me?

24. What skill or topic feels like my "forever curiosity" – something I'll never stop wanting to master?

25. What would I create, teach, or build if no one could judge me?

26. What do I dream of offering, even if I don't know how to do it yet?

27. What are 3 compliments I always downplay – but secretly know are true?

WHO ARE YOU NOW?

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28. *What kind of transformation do I love helping people experience?*

29. *What task, habit, or project do I approach differently than most people – and it works?*

30. *What would break my heart if I never gave it a shot?*

Now, Look for the Patterns:

- *What themes are repeating?*
- *Are certain types of problems, people, or passions showing up again and again?*
- *Highlight any “yes, that’s me” answers – they’re your clues.*

Your Zone of Genius Might Be In:

- *What you can’t help but do (even without pay or praise)*
- *What energizes you (even if it looks small on paper)*
- *What people already trust you with (your unclaimed superpower)*

This is your invitation to stop underestimating yourself. You already know. Now you get to name it.

Your next chapter starts here.

Soooo what did ya think? Pretty unveiling riiight?? If you're ready to put this thing into HIGH GEAR, Check Out [The Resources page](#) for more.

I'd love to hear what you thought about this guide, tag me on TikTok, [#werewireddifferent](#) or send me a Hi to my inbox: info@werewireddifferent.com

Keep Taking Action!!

Ricki

