



FIND YOUR NICHE BLUEPRINT



YOUR PATH
TO PROFIT
+ IMPACT

DEFINE YOUR NICHE NOW

THE NICHE BLUEPRINT

Identifying your niche is the key to business success and sustainable growth. It allows you to dominate a specific market, connect with your ideal customers, and build a strong, recognizable brand. Use this worksheet to help you become Simply Savvy!

01

S - SELF-ASSESSMENT

Start with Your Passions: Begin by listing your personal interests and passions. What topics or areas excite you the most? This is the foundation of your niche.

Analyze Your Skills: Reflect on your skills, expertise, and strengths. What are you exceptionally good at, and how can you leverage these abilities in a business context?

02

A - AUDIENCE RESEARCH

Identify Your Target Audience: Who are your ideal customers? What are their demographics, preferences, and pain points? This will help you tailor to their needs.

Competitor Analysis: Research your competitors in the market. What niches are they serving, and where do you see gaps or opportunities?

03

V - VALIDATE YOUR NICHE

Conduct Market Research: Use surveys, interviews, or online research to understand market demand. Is there a genuine need for the products or services within your chosen niche?

Test Your Idea: Before fully committing, experiment with a small-scale version of your business concept to see how it resonates with your target audience.

04

V - VALUE PROPOSITION

Unique Selling Proposition (USP): Define what makes your business different. What unique value can you offer that sets you apart from competitors?

Craft Your Brand Message: Develop a compelling message that communicates the benefits and solutions you bring to your target audience. Make sure it aligns with your niche.

05

Y - YOUR NICHE BUSINESS PLAN

Create a Business Plan: Develop a detailed plan outlining your niche, marketing strategy, pricing, and financial projections.

Set Goals: Establish clear, measurable goals for your business within the chosen niche. What do you want to achieve in the short and long term?

Remember, finding the right niche is an ongoing process, and it's essential to stay adaptable and open to feedback as you evolve your business. The SAVVY approach will guide you in honing your niche for success.





Ready to create an impact + income? Let's Connect



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