

■ NICHE CLARITY MINI WORKBOOK

Find Your Profitable Coaching or Digital Product Idea in 20 Minutes

By Mayowa Adeoti — Creator of Expert2Coach & Launch Smart

■ Step 1: What Do You Love Talking About?

List 3–5 topics or activities you could talk about for hours — even if no one paid you.

- Helping people organize their lives
- Sharing lessons from my corporate job
- Cooking local meals for busy moms

■ Step 2: What Are You Really Good At?

These are the things people always thank you for or come to you for help with.

- Explaining complex things simply
- Writing compelling messages
- Helping people regain confidence

■ Step 3: Where Do Love & Skill Overlap?

Look at both lists above. Circle or highlight any area that appears on both lists or feels connected.

- Example: “I love helping people organize their lives” + “I’m great at simplifying complex things” → Possible niche: Productivity Coaching for Busy Professionals

■ Step 4: Which Problem Do You Solve Easily?

Think of one common problem you’ve helped people solve (even casually). Rephrase it as a niche statement: I help [type of person] overcome [problem] so they can [desired result].

- Example: I help 9–5 professionals turn their experience into a profitable side coaching program.

■ Step 5: Quick Validation

Answer these 3 short questions: 1. Do people search or talk about this problem often online? 2. Would people pay to solve it faster or easier? 3. Do you feel excited talking about it for months? If you ticked yes to at least two — congratulations! You’ve found a niche worth exploring further.

■ Next Step: Go Deeper With Me

You’ve just taken the first step toward turning your expertise into income. Inside the Niche Clarity Pay-What-You-Want Workshop, you’ll learn to:

- Refine your 5th-level sub-niche (so you stand out clearly online)
- Validate your idea using market data and AI tools
- Identify your first monetizable offer idea
- Craft your one-line niche statement that attracts paying clients

■ Join the live session now:

<https://www.launch-smart.com/live-webinar-www>