

THE
Presence
& **Profit**
METHOD

THE COMPANION WORKBOOK

VIDEO TWO

Find your niche

You can't systemize chaos. The fastest path to a leaner business is getting specific about who you serve — so you stop being a generalist fighting for scraps and start being the specialist who's the only logical choice.

Look at the last twelve months of clients. Note the names or types that fit each circle below — your niche emerges where they overlap.

PAID MOST

The clients who paid you the most

ENJOYED MOST

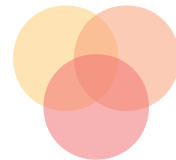
The clients you most enjoyed working with

BEST WORK

The clients who let you do your best work

YOUR NICHE

The overlap you spotted — the client + problem you're built to serve.



Choose your dimension

Your niche isn't limited to industry. Pick the dimension — or combination of dimensions — that lets you become the obvious, go-to solution.



INDUSTRY

SaaS, nonprofits, wellness brands



STAGE OF BUSINESS

Just-launched vs. scaling to 7-figures



ROLE YOU SERVE

Founders, CMOs, solo operators



REVENUE LEVEL

Pre-\$500K vs. \$1M+ companies



BUSINESS MODEL

Agencies, e-comm, course creators



SPECIFIC PROBLEM

The one painful thing you uniquely solve



MY NICHE IS DEFINED BY

The one-sentence test

At a party, in one sentence, how would you explain what you do? You know it's working when someone immediately thinks of a specific person who needs you.

A FORMULA TO TRY

I help **who** go from **before** to **after** by
your method .

Now write your one-sentence:

Price for profit

Stop asking what you can get away with charging. Start asking the right questions — the ones that price your value, not your time.

Premium prices attract premium clients. The goal isn't to find the price the market expects — it's to design an offer worth far more than the price you want to charge.

1 How much do I want to charge?

2 How will I build an offer that makes that price a no-brainer for my ideal client?

10X it

Your premium price becomes a no-brainer when the value is ten times the cost. Use these three questions to find what's already there — and what's worth adding.

Think outcomes, not deliverables. What does your client actually gain — in dollars, time, peace of mind, status, or relief — when they hire you?

- 1 What benefits, outcomes, and premium experiences would make this offer worth 10X the price?

- 2 What are you already doing that adds value — but never mention when you position it?

- 3 What could you add easily that would raise the value even further?

Your biggest takeaway

Write down your single most powerful aha moment from this video.

It's worth the 30 seconds. An insight you only think about fades by tomorrow – but one you write down sticks, and your brain keeps working on it in the background. Capturing it is what turns a fleeting realization into something you actually act on.

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