

Niche Clarity Checklist

1. Check Your Audience Focus

- Write down who you think you're talking to.
- Ask yourself if your message fits almost anyone.
- If your answer feels broad, narrow it by age, role, or need.

2. Spot Weak Engagement Signs

- Review posts with low comments or random likes.
- Check emails with few clicks.
- Note any content that gets views but no real action.

3. Look for Vague Messaging

- Scan your headlines for general topics.
- Remove phrases that could fit any age or situation.
- Rewrite lines so one type of person feels called out.

4. Test Your Lead Magnet

- Read your free offer title and ask who it's for.
- If many groups could use it, tighten the focus.
- Make sure the promise solves one small clear problem.

5. Review Your Email List Quality

- Check if subscribers share a common interest.
- Look at what emails get the strongest replies.
- Identify which group interacts most and shape toward them.

6. Match Your Content to One Core Problem

- Choose one main struggle you solve.
- Remove broad topics that don't lead to your core goal.
- Build content around real daily problems facing your group.

7. Create a Sharp One-Line Niche Statement

- Fill in the blanks: I help _____ with _____.
- Keep it short and simple.
- Use this line to guide new posts and offers.

8. Run a Quick Alignment Test

- Ask: Would a stranger know who I help?
- Ask: Would they know what I help with?
- If not, your niche is still too wide.

9. Adjust Based on Results

- Track which posts pull in your ideal readers.
- Watch which topics raise more questions.
- Let real engagement shape your direction.