

Niche Clarity Worksheet

1. Define Your Niche Slice

- Write your broad niche.
- Pick one small group inside that niche.
- Describe them in one short sentence.

2. Pinpoint Their Main Problem

- List the tasks they struggle with.
- Circle the problem they deal with most often.
- Write why this problem slows them down.

3. Shape Your Simple Offer

- Pick one idea that solves the main problem.
- Choose the format: template, guide, swipe file, checklist, or tool.
- Describe the outcome your offer gives in 1-2 sentences.

4. Build a Matching Lead Magnet

- Create a small free resource tied to the same problem.
- Write what the lead magnet helps them fix fast.
- Note how it leads naturally to your paid offer.

5. Identify Your Ideal Audience Message

- Write one clear promise you can make to this group.
- Explain how your offer removes stress or saves time.
- Draft one simple line you could use in emails or posts.

6. Map Out Your List Growth Plan

- List where your audience hangs out online.
- Pick two places to share your lead magnet each week.
- Write one idea for a helpful post related to your niche.

7. Plan Your First Sales Path

- Decide when subscribers see your paid offer.
- Write a short pitch based on their main problem.
- List any add-ons you could offer later.