



By **Dayo Samuel**

Audacity2Lead.com

(Based on Episode 35 of Audacity2Lead Podcast)

QUICK NICHE CHEAT SHEET

Here's a cheat sheet when deciding what solutions you will provide for your audience (tribe) that will attract and keep them glued to your platform.

What you'll find in this paragraph is GOLD. Subcategorized into smaller niches, you will find one of them a quick way to begin delivering your solution in an authentic way.

Health, Healing, Wellness, Fitness

- 1) Natural Weight Loss
- 2) Stress
- 3) Muscle Gain
- 4) Low-Impact Exercise
- 5) Fat Loss
- 6) Organic Food
- 7) Raw Food
- 8) Natural Healing
- 9) Wellness
- 10) Any Specific Health Problem

Relationships, Love, Dating, Family, Communication, Sex

- 1) Dating
- 2) Relationships
- 3) Marriage
- 4) Sexuality
- 5) Conflict
- 6) Divorce
- 7) Body Language
- 8) Parenting
- 9) Education

Business, Career, Money

1. Real Estate
2. Foreign Currency
3. Investing
4. Retirement
5. Debt
6. Starting A Business
7. Making Money



8. Marketing (Especially Online)

9. Time Management

10. Getting A Job

So What Should You Do Now?

You might answer: “ Pick a niche and create an Information Product . ”

And if you did answer like that, I ’ say: NO!

If y o ulikæto pursue one of the niches that I mentioned above, you should identify the specific area where y o ulikæto deliver your solution (or Advice or Coaching etc) and then narrow that niche to find a specific part of that niche where there are lots of people looking for a solution, and no Information Products, programs or coaching available.

For example, l e say th at you decide that you want to teach Marketing.

Further, l e say th at y o u b e l e a r n i n g and practicing your Social Media marketing online for yourself and a few friends or customers... and you can see that there a r e m a n y good products that teach Social Media Marketing.

Let's take a quick route...

What you want to do is start a discussion group inside of your favorite Social Networking site (or just ask all of your friends/followers a question)... and ask:

What's the biggest challenge or frustration you're having with Social Media Marketing right now?

Then start reading the answers!

You start to see patterns, connecting the dots, and seeing opportunities for niches that you may have not thought of before.

You might discover that the biggest frustration is turning followers into customers. Or it might be getting followers or friends in the first place. Or it might be getting people to link to your website.

What I discovered is that when you ASK, you always get a surprise. And this is where the opportunity is. Because when you start with a niche that already makes money, then narrow that niche by finding an unmet need within the niche, you discover an opportunity to take your own knowledge or expertise, your position yourself to create an Information Product that is unique - and valuable - to many, many people.

Found this useful? Please share it with someone else you know.

Dayo Samuel, <http://audacity2lead.com>