



# The 4 Questions You Need to Ask Yourself to Find Your Niche

## 4 Questions to Find Your Niche

1. What problems do you solve?
2. What do people often come to you for?
3. Is there any areas that you know that are underserved?
4. How can you test your idea?

### BRAINSTORM:

1) What is the purpose of your business/brand? How does your service help others?

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2) Whenever you are approached for assistance, what are people asking of you? Do you get asked about the same things over and over? If so, what are they? List 3 of them below.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

3) What is there not/not enough of in your community? Is there a business idea you don't see in your area, that you would like to see? How will this new establishment be helpful? What problem does it solve?

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4. Have you thought about how you would test your idea out? A survey, a poll, a demonstration? Perhaps offering a sample of your work complimentary, or posting to see what engagement you receive? Describe your testing process below.

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