

Choosing Your Niche Exercise

With this exercise, you'll discover your niche – and be one step closer to starting your knowledge business! But before you put pen to paper (or finger tips to keyboard), let's define what a niche is and how honing in on one can benefit your business.

What is a niche?

Here at Kajabi, we think of a niche as the area of expertise that you bring to your online business. In other words, you base your digital products and services on your knowledge, attracting a specific audience.

Example: Carlos is a social worker who serves as a Spanish translator in his community. On the side, Carlos creates online courses to teach Spanish to other mental health professionals, helping them better communicate with their clients. A breakdown of Carlos's niche: his area of expertise is social work and Spanish, his product is online courses, and his audience is fellow social workers.

Why is choosing a niche important for your business?

There are several benefits to choosing a niche for your business including:

- 1** It's easier to connect with your audience. A niche helps you find a specific audience and connect with them how and where it matters most.
- 2** It simplifies marketing. A niche ensures you know how to speak about your product to your audience.
- 3** It reduces competition. A niche helps you differentiate yourself and business from others, helping you cut down the competition.

Now that you're familiar with niches, let's find yours!

Niche framework

To discover your niche, fill in the blanks in the sentence below!

I am a(n) _____ , who helps _____ who want to _____ .
I share my knowledge using _____ (online courses,
podcasts, online coaching sessions, etc.).

Example: I am a writer, who helps mothers who want to earn money from home.
I share my knowledge using online courses.

Remember – the more specific you can be, the better. This may require you to hone in on your audience and what they want to achieve. Take it from a fellow Kajabi Hero – they are knowledgeable in social media and passionate about being a hairstylist. To create their business niche, they combined both – teaching **other hairstylists** who want to **know how to market themselves on Instagram**.
Now, that's a niche!

Test your niche

Once you've completed the niche framework, put your potential niche to the test by asking yourself the following questions:

- Are you **passionate** about this niche?
- Will **people** be interested in your niche?
- Is there a **product** or business you can build your niche around?
- Will you be able to make a **profit** from this niche?

If you answered yes to the above questions, then success! You've found your niche. Take a moment and share your niche with the [Facebook Community](#) – fellow creators are your biggest fans next to us!

Need more niche-spiration? Read the top [10 most profitable niches](#) blog, or watch [“Which digital product works best for your niche?”](#) featuring fellow Heroes Ellen Yin and Christina Jandali.