HOW TO

NICHE DOWN

AND

DOMINATE

JASON WILLIS-LEE

WHAT ARE YOUR INTERESTS?

Topics of interest People you want to work with – enjoy, don’t enjoy

IS THERE A MARKET?

Known field? Competitors?

IS THIS NICHE PROFITABLE?

Earning power of audience? What will they pay for?

HOW IMPORTANT IS LOCATION TO YOUR BUSINESS?

Brick and mortar vs. online business models

WHAT MOTIVATES YOUR AUDIENCE?

Tap into desires here

WHAT VALUES DO YOU SHARE WITH YOUR NICHE?

CPD, Travel, Podcasts

WHAT PROBLEMS DO YOU SOLVE?

Talk to customers, Online forums (Reddit, Quora),

Research keywords, Monitor social chatter

WHAT LATEST TRENDS CAN YOU JUMP ON?

Remote work, VA, AI

WHAT INFLUENCES THEIR BUYING DECISIONS?

Testimonials, Map out buying decisions, When they buy

WHAT MESSAGES DO THEY RESPOND TO?

Personal stories, Types of message

HOW DO PROSPECTS ENGAGE WITH YOU?

E-mail, Social media, Webinars

HOW CAN YOU BUILD AUTHORITY AND CREDIBILITY?

Book, Lead magnet, Newsletter, SM post