



# Niching for Success Worksheet

Step 1: Find your niche

Step 2: Customer profile

Step 3: Elevator Pitch

Step 4: 5 demographic profiles of your customer

5 psychographic profiles of your customer

Step 5: Short ad script



# Step 1: Choose Your Niche

Who are the customers that **most** benefit from your service?



## Step 2: Customer Profile

Who is your customer? Physical description, life circumstances.

What is their biggest problem?



## Step 3: Elevator Pitch

In one or two sentences, how does your service solve your customer's problem?

"We help **[insert segment]** achieve **[goal of segment]** by providing **[insert service]**."




## Step 4: Demographics

5 Demographics of your target customer:

- 1.
- 2.
- 3.
- 4.
- 5.

5 Psychographics of your target customer

- 1.
  - 2.
  - 3.
  - 4.
  - 5.
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## Step 5: Short Ad Script

- If you are [INSERT PERSON]
- And your problem is [INSERT PROBLEM]
- I'm [INSERT WHO YOU ARE] and here's what I've got for you.
- What is the answer [DESCRIBE HOW YOUR SERVICE SOLVES PROBLEM]
- Here's what to do next [e.g. I WANT YOU TO SIMPLY CLICK BELOW, LEAVE YOUR DETAILS AND I'LL CALL YOU TO TELL YOU EXACTLY WHAT TO DO NEXT]