NAIL YOUR TOPIC

MODULE TWO WORKSHEET

NAME YOUR NICHE

Choose 3-5 people who you personally know who are either existing clients or the ideal client you'd love to have. Fill out the chart below. Then circle the themes.

Name & Age	Gender	Job & Income Level	Where do they hang out for fun?	How do they spend their disposable income?	What do they want less of in their life?	What do they want more of in their life?	What is the #1 problem you can help them solve?	What is the #1 desire you can help them fulfill?