

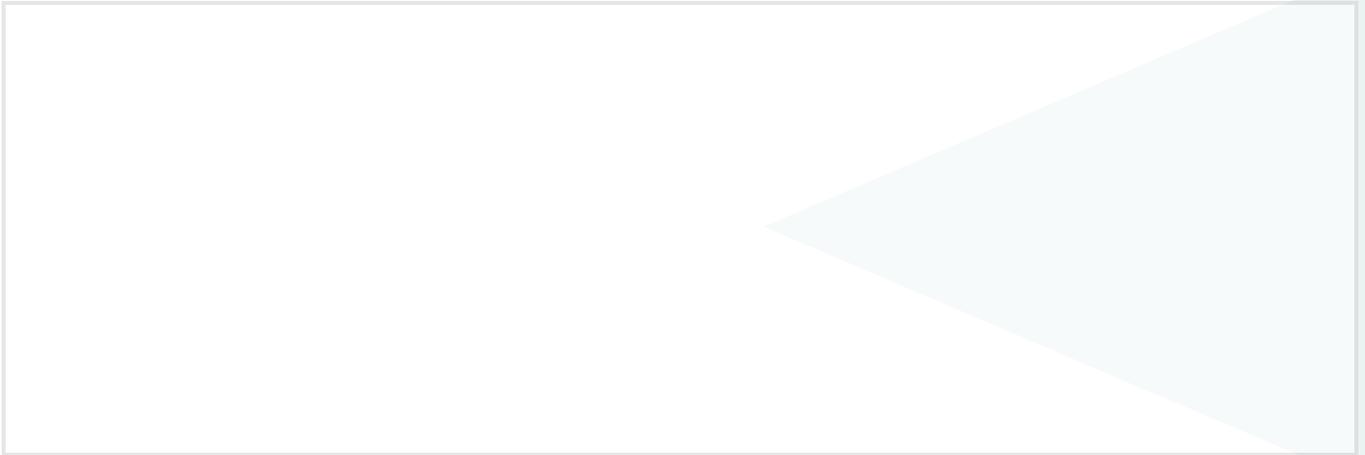
BRAINSTORMING

TASKS *to help you find your niche*

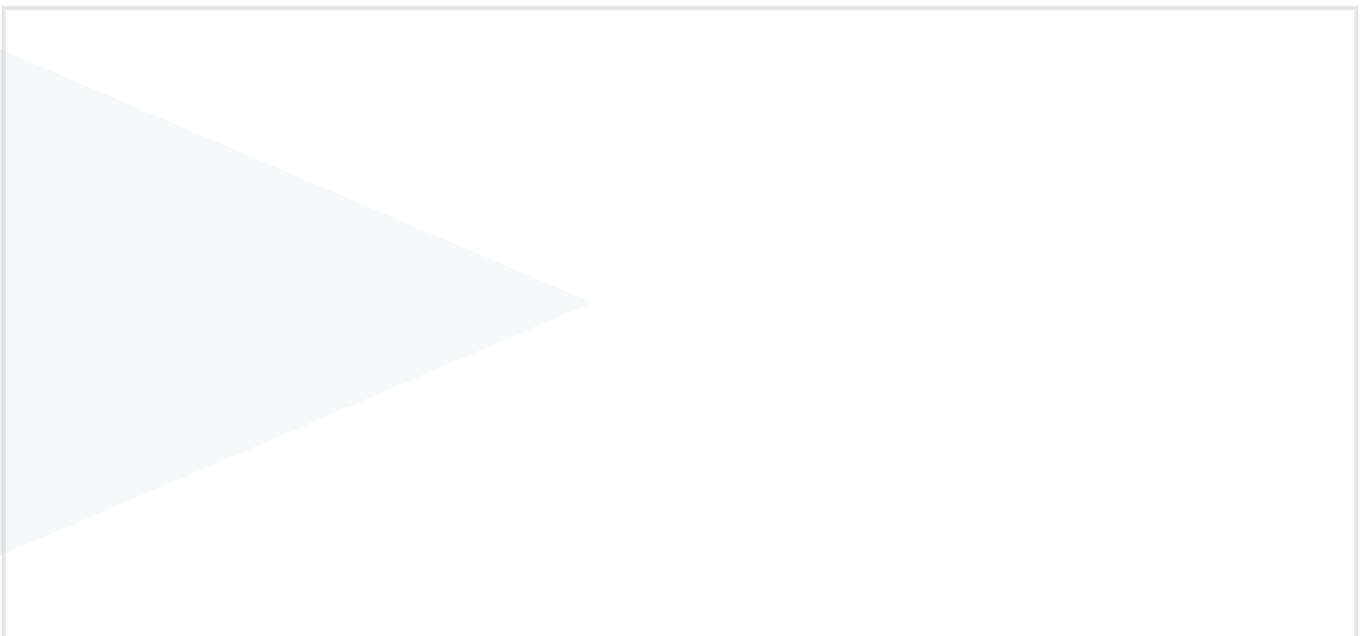
FOUR TASKS TO HELP YOU TO FOCUS ON WHAT YOU ENJOY AND DO BEST

TASK 1 YOUR STRENGTHS AND TALENTS

1. List below all the things you think do well (e.g talking, listening, writing, planning, being frugal, photography, playing the piano, throwing parties, fashion etc - anything and I mean anything you can think of that you think other people would say you do pretty well).



2. Now go and ask at least FIVE (or more) people (that know you) the same question and see what they say! It's helpful to include a few people who know you quite well but aren't close friends and family. Try asking a varied selection of peers at work, neighbours, friends of friends, clients (if you have them) etc. Don't lead them and don't make them feel they have to say what they think you want them to say! Be sure to ask them what they think are your strengths and talents, not 'what am I good at'.



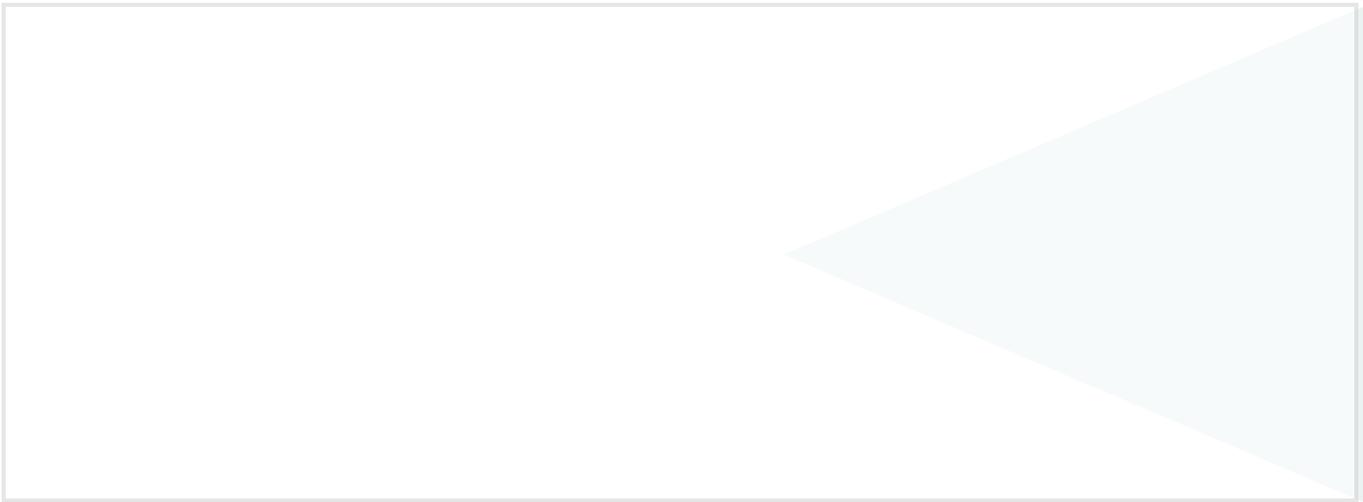
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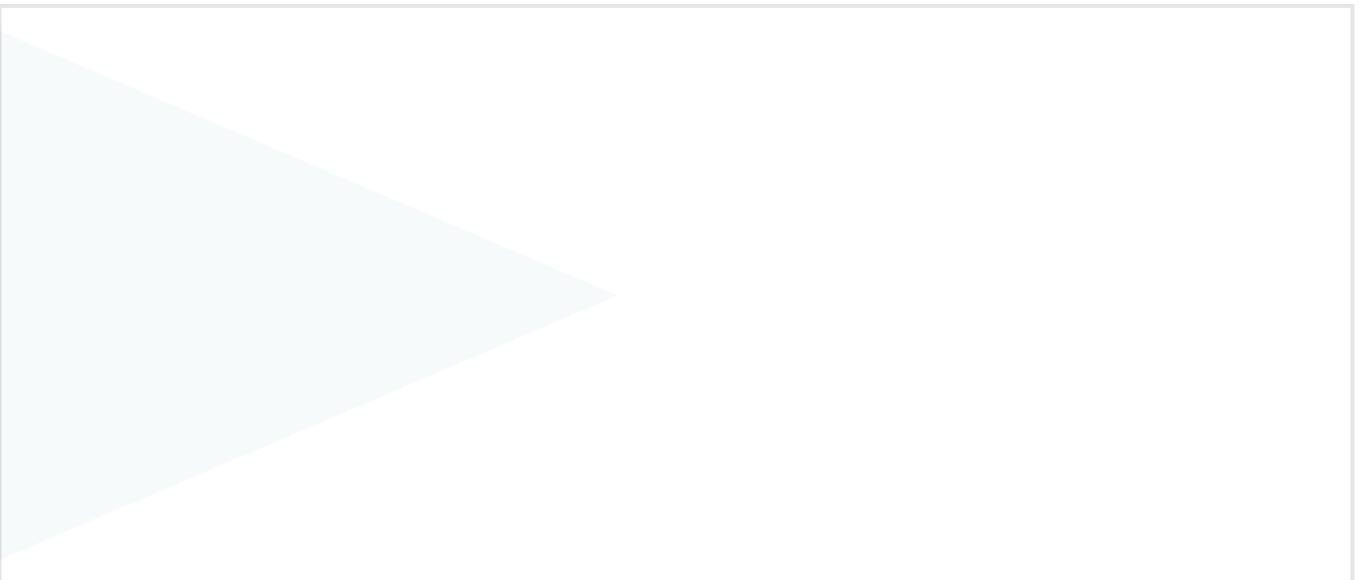
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TASK 2 YOUR HOBBIES AND INTERESTS

1. List below all the things you like to do for fun or pleasure. All of them! You don't need to be an expert, either, just list the things you enjoy following, learning about or actively doing in your spare time (e.g reading, dog walking, sailing, local history, politics, fashion, crafting, yoga, cooking, gardening etc).



2. Which of the above do you most enjoy and would be prepared to learn more about, become more accomplished at or perhaps just more widely known for? Which would you be most happy to be paid to do every day in some capacity?



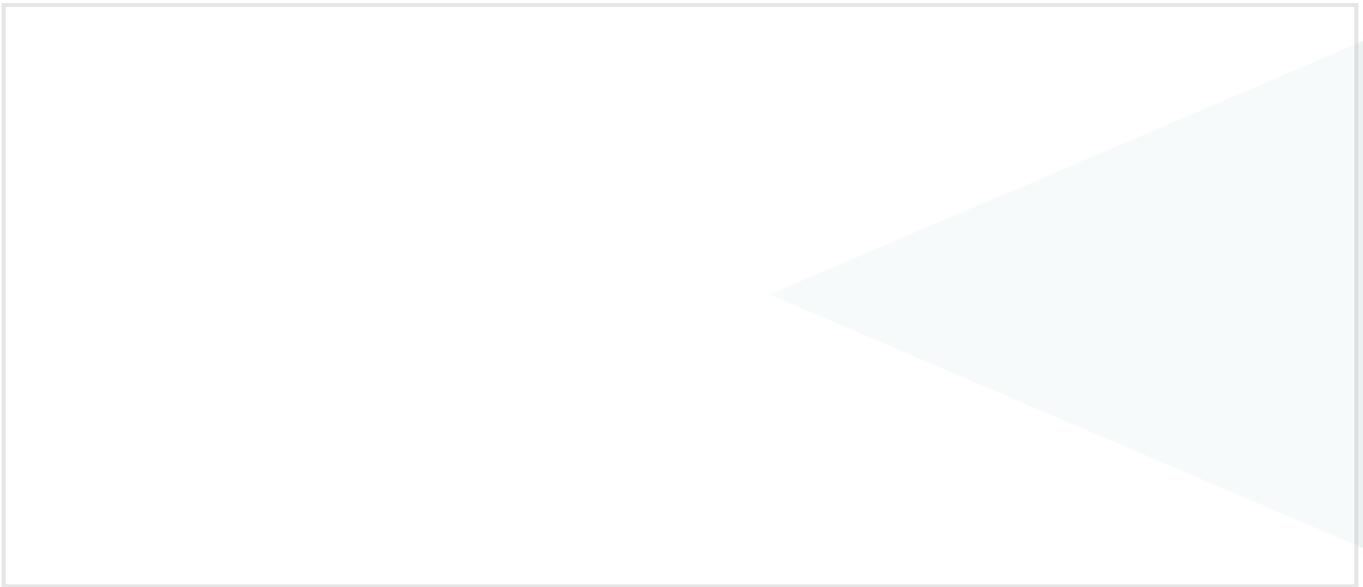
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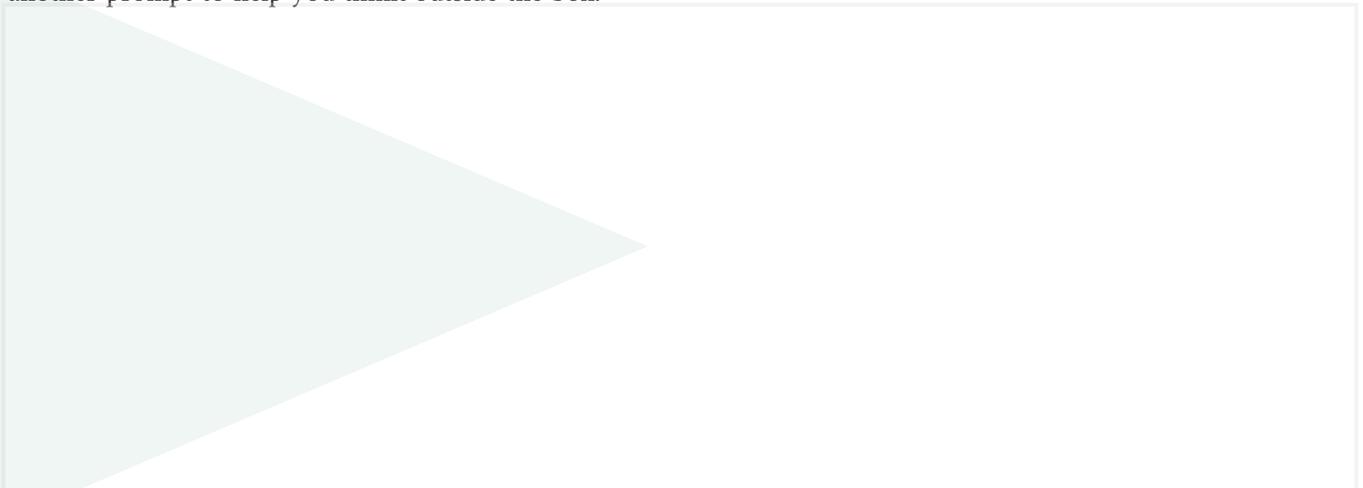
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TASK 3 YOUR SKILLS AND EXPERIENCE

1. List below any formal educational/professional achievements along with any jobs/ internships/ voluntary work you've had, listing the main skills, expertise and experience you took away from each.



2. List below any key life experiences that have changed or challenged you in some way and have made you more empathetic to others (e.g dealing with loss, depression, disability, infertility, financial difficulties, unemployment, bullying, trauma, abuse, etc). This one is tough. The idea is not to bring up painful wounds but to help you consider your potential for coaching/ helping others in need. These could be positive life experiences too! Feel free to skip if you're not comfortable answering. It's not a prerequisite for a business niche, just another prompt to help you think outside the box.



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TASK 4 YOUR GOALS

1. Looking back at all the answers from the previous questions. Any dominant themes? Can you picture yourself still happily immersed in any of these topics in three years time? List your key strengths, skills and life experience along with the interests, hobbies and passions that speak to you right now as forming the basis for your niche idea/s? Remember, nothing is set in stone, this is 'dream big' thinking so don't be shy, acknowledge your talents and strengths, and what gets you fired up!

STRENGTHS	INTERESTS

2. What do you want to achieve from your blog and business? Do you have a vision for the types of products and services you could potentially offer to your audience? If a fairy godmother could wave a magic wand over your business, how might it look in 1, 3 and 5 years time? Shoot for the stars and describe your dream online business at those milestones.

YEAR ONE	YEAR THREE	YEAR FIVE