

My NICHE CLARITY WORKBOOK

SIMPLE PAGES TO HELP YOU CHOOSE
THE RIGHT ONLINE BUSINESS IDEA

A COMPANION
WORKBOOK TO
THE NICHE MASTER'S
PLAYBOOK

Created by
Mary J. Hammett

LAUNCH & THRIVE

www.launch-and-thrive.com

My Niche Clarity Workbook

Welcome

I am so glad you are here.

Choosing a niche can feel overwhelming, especially when you have many interests, skills, experiences, and ideas. You may wonder where to begin, what to choose, or whether your idea is “good enough.”

This workbook was created to help you slow down, think clearly, and gently narrow your ideas into one simple starting point.

You do not have to figure everything out today. You only need to take the next small step.

As you move through these pages, give yourself permission to explore. Your life experience, knowledge, creativity, and heart all have value.

Let's begin with what you already know.

How to Use This Workbook

This workbook is designed to help you organize your thoughts and choose a niche with more confidence.

You can use it by itself, or you can use it alongside **The Niche Master's Playbook** as you explore different business ideas.

There is no perfect answer and no pressure to get everything right the first time. Your niche may grow and change as you learn more about your audience and yourself.

For now, simply answer each page honestly.

Before you begin, remember:

You do not need to know everything.

You do not need to be perfect.

You do not need to choose forever.

You only need a clear place to start.

My Skills & Life Experience

Your niche may begin with something you already know, something you have lived through, or something you have learned along the way.

Think about your life, your work, your hobbies, your challenges, and the things people often ask you for help with.

Skills I have learned:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Life experiences that shaped me:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Reminder:

Your experience matters. Something that feels ordinary to you may be very helpful to someone else.

What People Come to Me For

Sometimes your best niche clues are found in the things people already ask you about. Think about the advice, help, encouragement, ideas, or solutions people often come to you for.

People often ask me about:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Things I enjoy helping others with:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Write your thoughts here:

What I Enjoy Helping People With

A good niche is not only about what you know. It is also about what you enjoy sharing with others.

Think about the conversations, topics, or problems that make you feel useful, excited, or encouraged.

What I Enjoy Helping People With:

- ☐ Organizing ideas
- ☐ Learning something new
- ☐ Saving time
- ☐ Feeling encouraged
- ☐ Starting something new
- ☐ Solving a simple problem
- ☐ Creating something beautiful
- ☐ Building confidence
- ☐ Other: _____

Topics I enjoy talking about:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

I would most enjoy helping:

Problems I Know How to Solve

People often buy digital products because they want help solving a problem, making something easier, or taking a next step. Your niche may grow from a problem you already understand.

Problems I know how to help with:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Things I've figured out that others may still struggle with:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

One simple product idea:

My Top 10 Niche Ideas

Now it is time to brainstorm.

Do not worry about choosing the perfect idea yet. For this page, simply write down any niche ideas that feel interesting, useful, or possible.

My niche ideas:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

My top 3 ideas:

- 1.
- 2.
- 3.

My Top 3 Niche Ideas

Look back at your list of 10 ideas. Choose the 3 that feel the most realistic, helpful, and interesting to you right now.

Idea #1:

Why I like this idea:

Who it could help:

Idea #2:

Why I like this idea:

Who it could help:

Idea #3:

Why I like this idea:

Who it could help:

Who I Want to Help

A niche becomes clearer when you know who you want to help. Think about the person who would benefit from your knowledge, experience, encouragement, or simple solution.

The people I may want to help are:

- ☐ Beginners
- ☐ Busy moms
- ☐ Teachers
- ☐ Retirees
- ☐ Women starting over
- ☐ Small business owners
- ☐ People who feel overwhelmed
- ☐ Other: _____

My ideal person may be someone who feels:

- ☐ Confused
- ☐ Stuck
- ☐ Hopeful
- ☐ Overwhelmed
- ☐ Ready for change
- ☐ Unsure where to begin
- ☐ Other: _____

Who I most want to help:

Why I chose them:

My First Product Idea

Now that you have explored your skills, ideas, and the people you may want to help, it is time to think about one simple product you could create first.

Start small. Your first product does not need to be big or complicated.

A simple product I could create might be:

- ☐ Checklist
- ☐ Workbook
- ☐ Short ebook
- ☐ Printable planner
- ☐ Template
- ☐ Mini guide
- ☐ Resource list
- ☐ Journal pages
- ☐ Other:

My product idea is:

This product would help people:

One thing I could include in this product is:

My Simple Business Idea Statement

A clear business idea helps you explain who you help, how you help them, and what result they are hoping for. Use this simple sentence to bring your idea together.

For example:

“I want to help retired teachers create a simple digital product business so they can earn extra income from home.”

Now try your own:

I want to help:

How I help them:

So they can:

My simple business idea statement:

I want to help _____

by helping them _____

so they can _____

My Next Step Checklist

You have taken time to think, explore, and narrow your ideas.
That is progress.

Now choose one simple next step. Do not try to do everything at once.

My next steps:

- ☐ Choose my favorite niche idea
- ☐ Write down who I want to help
- ☐ Decide on one problem I can solve
- ☐ Create a simple product idea
- ☐ Name my product
- ☐ Make a quick outline
- ☐ Create the first page
- ☐ Choose a price
- ☐ Share my idea with someone I trust
- ☐ Take one small action this week

The one step I will take first is:

I will do this by:

Gentle reminder:

You do not have to have it all figured out.
You only need one clear place to begin.

Thank You

Thank you for taking time to work through this workbook. You do not have to have everything figured out today. You only need one clear idea, one simple step, and the courage to begin.

I hope this workbook helped you feel more confident about choosing a niche, understanding who you want to help, and taking your next small step forward. Keep going. Your ideas matter.

With encouragement and gratitude,

Mary J. Hammett
Launch & Thrive

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