

THE CEO NICHE WORKSHEET

Get clear on who you serve and what makes your business stand out.

1 Who do you serve?

(Write your target audience.)

2 What problem do you solve?

3 Why are you the best person to solve it?

4 Where can your audience find you?

5 Your Niche Statement:

"I help [specific audience] achieve [specific result] through [specific service or solution]."
