



LINKEDIN FOR LEADS

Picking A Niche
WORKBOOK

PICKING YOUR NICHE



WELCOME TO LESSON 3

In this lesson, we will be diving into the exact steps for you to find the perfect niche that you can serve with confidence & professionalism!!

By the end of it, you'll know exactly what type of people you want to serve, the best market for your services & what type of people you really DON'T want to work with, because yeah, that matters too!!!

“WHEN YOU WORK ON SOMETHING THAT ONLY HAS THE CAPACITY TO MAKE YOU 5 DOLLARS, IT DOES NOT MATTER HOW MUCH HARDER YOU WORK – THE MOST YOU WILL MAKE IS 5 DOLLARS.”

TOOLS + SKILLS ASSESSMENT

If you just aren't sure what your top skills are or what you're proficient at, this is for you.

This is merely a tool for you to sort thru all the tools you are proficient at using & the skills you have. This comprehensive list will help you to know what you want to offer for the long-term to your clients if you aren't exactly sure.

After selecting all applicable tools & skills, you can filter out all others & have a more clear understanding of what your options are.

I recommend you start out with offering tasks you already know how to do / using tools & services you already understand.

[CLICK HERE TO ACCESS THE ASSESSMENT](#)





FIND YOUR INDUSTRY QUIZ

This is merely a tool for you to sort thru all the industries you may be knowledgeable about, to find the one you would like best.. This comprehensive quiz will help you to know exactly what you're most passionate about & what you know most about, across the top 10 industries that hire Freelancers & VA's most.

[CLICK HERE TO ACCESS THE INDUSTRY QUIZ](#)

NICHE FINDER

This is merely a list of ideas for you to sort thru to find a niche within the industry, to find the one you would like best.

This comprehensive list will help you to find a niche that you're most passionate about , across the top 11 industries that hire VA's most.

[ACCESS THE NICHE FINDER](#)



PICKING A MARKET

Fill in the blanks & Copy & Paste this prompt into Gemini AI.

I am a freelancer in the _____ industry. I want to provide _____ services in _____. Please give me a list of 50 target audiences for this offer.

EXAMPLE:

I am a freelancer in the Personal Assistant industry. I want to provide solo travel services in the USA. Please give me a list of 50 target audiences for this offer.

[CLICK HERE TO GO TO GEMINI AI](#)



Now copy/paste this prompt into Gemini right after the previous prompt & just let it do it's thing.

Please score each of these suggestions from 1-10, 1 being terrible, 10 being awesome. I'm looking at 4 key factors on choosing the perfect audience- 1. PAIN -a desperation for a solution like I offer, 2. PURCHASING POWER- the money to afford my services, 3. EASY TO TARGET- how easy are the to locate online, will I be able to find them to market my product? 4.GROWING MARKET- is it a growing market with a continually growing database of leads for me. You may set it up as a table of sorts if you please

[CLICK HERE TO GO TO GEMINI AI](#)

EVALUATION

We will now evaluate the answers Gemini has given us & choose our markets accordingly. Please watch the video for full instructions.

WHAT ARE THE TOP 3 BEST MARKETS, ACCORDING TO THE CHART GEMINI CREATED?

_____ _____ _____

Do some Google research on each of these niches & see what details you can find on them. What are they selling for? How much are people charging in each category? Which one has the most listings/ businesses providing these services? If you can't find enough info to get a feel of it, I'd skip that niche.

OPTION 1

OPTION 2

OPTION 3



EXTRA INFO

WHAT TYPE OF PEOPLE DO YOU WANT TO WORK WITH? WHAT ARE SOME TRAITS THEY HAVE? WHAT DO THEY VALUE?

WHAT TYPE OF PEOPLE DO YOU NOT WANT TO WORK WITH? WHAT HABITS/ TRAITS/VALUES DO YOU NOT SHARE?

WHAT COUNTRY DO THEY LIVE IN? KEEP IN MIND ABOUT THE TIME DIFFERENCES & HOW IT WILL AFFECT YOUR SCHEDULE FOR MEETINGS WITH CLIENTS.