

Find Your Niche

From “Everyone” to Exactly the Right Someone

A clarity worksheet for experienced women ready to build an aligned, profitable business.

Your experience is an asset. This worksheet helps you identify who needs it most, what they need from you, and how to say it clearly.

How to use it: Set aside 15–20 minutes. Answer honestly, not perfectly. Specificity creates clarity; clarity creates momentum.

Originally created as a companion resource for the Divas, Diamonds & Dollars podcast.

1. Niche Reality Check

Start with the truth. What are you saying about your business right now?

I help _____

- ☐ This is clear and specific
- ☐ A stranger would understand who I serve
- ☐ My ideal client, customer or audience would recognize themselves

If you hesitated, there's more work to do — and that's a good thing.

Niche or Naught

Which best describes your current positioning?

- ☐ I'm speaking to everyone
- ☐ I'm speaking to a general group
- ☐ I'm speaking to a specific type of person
- ☐ I know exactly who I serve

Goal: Move toward the last two. You are not trying to exclude everyone else; you are making it easier for the right people to recognize themselves.

2. Define Your Person

Now get specific. Think about the person, customer or audience you are best equipped to help.

The Moment of Need

What is happening when they are most likely to need what you offer?

- ☐ Career burnout or transition
- ☐ Divorce, empty nest or major life transition
- ☐ Financial reset
- ☐ Business frustration or stalled growth
- ☐ Searching for more purpose or direction
- ☐ Other: _____

Describe the situation in one sentence:

Their Internal Dialogue

Write 3–5 thoughts they may be thinking but not saying out loud.

This is where emotional connection lives.

Desired Transformation

What do they really want — not only the outcome, but how they want to feel?

- ☐ Confidence ☐ Financial security ☐ Freedom
- ☐ Control ☐ Visibility ☐ Peace
- ☐ Other: _____

They want to feel _____ instead of _____.

3. Build Your Niche

Your Experience Advantage

Why are you especially equipped to help? Consider your expertise, credentials, lived experience, results, perspective and methods.

What have you personally experienced or overcome?

What do people already come to you for?

What expertise, results, perspective or method makes your approach distinctive?

I bring value because I have _____

Your Niche Formula

Start simple:

I help _____ **who are struggling with** _____
to achieve _____.

Then try the stronger positioning version:

**I help [specific person] move from [specific problem or situation] to [desired result]
through/by [your distinctive approach].**

4. Make It Clear. Make It Yours.

Refine It

Read your statement out loud, then tighten it:

- ☐ Remove vague words
- ☐ Replace jargon with language your audience actually uses
- ☐ Make the person and problem specific
- ☐ Name the result they want
- ☐ Keep only the words that earn their place

My Niche Statement

Final Gut Check

- ☐ This feels clear
- ☐ This feels aligned with the work I want to do
- ☐ My ideal client, customer or audience would recognize themselves
- ☐ I can say it naturally without sounding scripted

If yes: test it in the real world. Use it in your bio, introductions, website or next conversation and notice what resonates.

If not: refine, don't retreat. Clarity usually comes through iteration.

You Don't Have to Start Over.

You can start from experience. Your niche is not a box. It is a clear invitation to the people who are most likely to value what you already know.

Keep building with Divas, Diamonds & Dollars
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