

Kellie deRuyter, CEC, PCC

*Business & Marketing Specialist for
Coaches & Experts*



*Helping Coaches & Experts
Create the Prosperous
Business of their Dreams*

Niche Breakthrough Screening Tool

Once you've formulated your list of possibilities, and boosted your creative "out-of-the-box" thinking, it's time to begin to narrow down the possibilities to the most viable. Ask yourself the following questions about each potential target market and niche on your list:

Is this market:

1. Well-defined, narrow and specific, but with at least 10,000 members?
2. One that has a clearly identifiable and compelling problem or set of problems?
3. One which clearly recognizes their problems and has a strong desire to solve them?
4. *Able to pay* to solve those problems?
5. Have a history of investing in things of a similar nature to what you have to offer?
6. One that has a culture that welcomes help in solving their problems, so you are not swimming upstream in the culture? For example: People who are fiercely self-reliant, invest little or no time and money into personal growth, or whose self-esteem is low don't usually seek help.
7. Reachable or easy to find? For example: do they congregage in groups so you can speak, network, and interact with them? Do they read or watch the same media so you can write articles for them to read or shoot videos for them to watch?
8. A group of people I am reasonably passionate about helping?