

The Niche Test

Good niches start with emotional needs that people are having - which are then used as the inspiration to create great products and services to solve them. Use my "Niche Test" to filter each of your niche ideas, and discover which ones are worth pursuing and testing. This test is simple, but it can save you an amazing amount of wasted time and money. Here's how to use it: Ask the four questions below when considering a niche. If you get four "Yes" answers, then you've got a good niche idea, and you should test it. If you don't get four "Yes" answers, then keep tweaking your niche idea until you DO. Use the Niche Test every time you're planning to launch a new product or business to dramatically increase your chances of success.

Question #1

Is my prospect experiencing Pain + Urgency, or Irrational Passion?

Question #2

Is my prospect pro-actively looking for solutions?

Question #3

Does my prospect have few or no perceived options?

Question #4

Are at least 1 in 1,000 people LOOKING for a solution for this RIGHT NOW?"

The Niche Keymaking Process

Once you've answered all of the "Niche Test" questions with a "Yes," you've then identified a potential niche market that is highly likely to WORK for you. Next, you must identify the specific emotional needs and drives of your prospects, identify the strong unmet need that they have, position your offer to address this unmet need, then discover where your prospects are searching for solutions (so you can get in front of them), then offer your knowledge and advice in a way that solves their unmet emotional needs.

Question #1

Where does my prospect have an emotional, irrational need driven by strong fear or desire?

Question #2

What is the unmet need that I can solve with my knowledge, systems and techniques?

Question #3

How can I offer my knowledge and advice in a way that solves their unmet need?

Question #4

Where is my prospect searching for solutions to their challenge - that I could find?