



How to Share Your **Message**,
Your **Products** and
Your **Business** with the World!

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IS YOUR NICHE HOT... OR NOT?

QUESTION # 1: Is your niche BIG enough to be viable?

It must be at least 10,000 people or more.

QUESTION # 2: Are your ideas/services flowing upstream or downstream within the culture of your niche?

Flowing upstream within the culture that is already present within your niche means you are attempting to get them to change their mindset and beliefs about your topic. Flowing downstream means your ideas are ones your niche is likely to accept. Any time you are flowing upstream within your niche's culture you'll find marketing and making sales difficult, time consuming and costly.

QUESTION # 3: How important will the people within your niche rank solving this problem?

A 10 is a "must solve now" and 1 is "I can live with it for a long time, as is."
This ranking must be a SIX or higher to make your niche viable for you.

1 2 3 4 5 6 7 8 9 10

QUESTION # 4: Do the people within your niche have a history of investing in things of a similar nature to what you offer?

Remember that people will put up with a lot before they decide to invest in solving a problem. So, it's best to focus your business on solving a problem your clients already prioritize as important.

QUESTION # 5: Do you love them?

You will be spending a lot of time with people in your niche, which means you need to love these people and what you are doing with them.