

JUMPING THROUGH  
*hoops*



# **FIND YOUR NICHE WORKSHEET**

[WWW.JUMPINGTHROUGHHOOPSWITHHANNAH.COM](http://WWW.JUMPINGTHROUGHHOOPSWITHHANNAH.COM)

## 'THE AIM IS TO BE A BIG FISH IN A SMALL OCEAN NOT A SMALL FISH IN A BIG OCEAN'

The key is to find a niche within your chosen industry. You need to find the area in which you wish to specialise in and focus on just that ONE area initially. It can be very easy to get carried away with your ideas at the start, especially if you are a very creative individual. Your goal is to build strong foundations for your business and in order to do this getting your focus right at the very start is vital.

Pinpointing your niche will ensure that you stand out. At the end of the day your only competition is yourself. Nobody is YOU. You may believe that your industry is saturated however there is room for everyone. Take fashion designers for example. How boring would the world be if we were all wearing the same clothes from the same designer? We would soon be bored if there was only one restaurant to choose from with the same menu each time. Luckily we are spoiled for choice when we eat out and nowadays the restaurant industry has many niches within niches. For example there are no longer only Indian restaurants on offer but there are also now vegan Indian restaurants too.

Start to think of how you can create a niche within your niche. My fitness business is a prime example of creating a niche within a niche. My company Globe Fit offers hula hoop skills and dance classes for children. Initially when I set my company up I was offering fitness and aerobics classes but my business and I didn't stand out. I needed something that would draw people in and give it a USP (unique selling point). Not many people were offering hula hoop classes and nobody was offering them for children. By using the hula hooping as my selling point enabled me to stand out and create my niche.

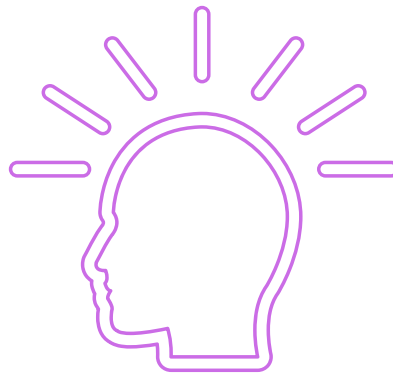
If you are struggling to find what it is you really want to do or to niche it down then I have put together a worksheet for you which will hopefully bring you some lightbulb moments. Take some time to answer the questions as honestly as possible and spend as long as you need to on your answers.

## **What are my skills?**

- 1.
- 2.
- 3.
- 4.
- 5.

## **What do I enjoy doing?**

- 1.
- 2.
- 3.
- 4.
- 5.



## **What do I not enjoy doing?**

## **How much money do I need to earn to live my ideal life?**

## **Where do I see myself in a year from now?**

## **Where do I see myself in 5 year's from now?**

*Now that you have completed the worksheet let's review your answers.*

Firstly look at what you have listed as your answers to what you DO NOT enjoy doing. You are immediately going to eliminate these things from your plans. Often we can be swayed by what we think will bring in a good revenue but if we do not enjoy what we do then please believe me when I tell you that without passion your business will never thrive.

I am also guessing that you want to start a business because you want to live a more fulfilled and purposeful life? The only way you can achieve this is through doing what you enjoy and love doing. I have met so many people who have stayed in jobs they have hated purely because the money was 'good'. We spend an average of 13 years (4,732 days) of our life working. You owe it to yourself to make sure that you spend that time wisely on something you love. Remember we can never get time back.

Now look at the skills you have listed as well as the things that you enjoy doing. Do any of them match up? If they match then that's great but if they don't match then do not worry, it is more important to choose something that you enjoy doing rather than something that you are skilled at. Remember that you can always learn new skills.

Lastly pick 2 or 3 things from your list and see how you can micro niche them down. When you are just getting started it's not vital to micro niche straight away but it is good to have an idea of how your business will be able to stand out and have a USP for the future.

# FIND YOUR MICRO NICHE

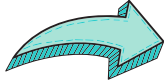
**Industry/Role**

**Niche**

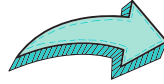
**Micro Niche**

Example:

Fitness instructor

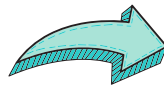
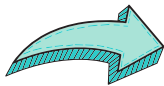
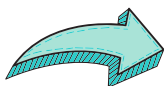
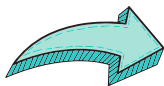
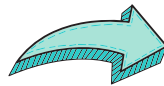
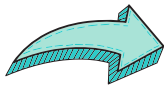
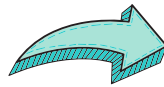
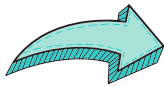


Hula Hoop Teacher



Children's Hula Hoop Teacher

Your Ideas:



*Have any of your ideas struck some inspiration?*

*There is no time like the present to get started on your business idea so my advice is to simply take the plunge and go for it. You do not need to give up your day job just yet or at all if it is something you enjoy doing. Creating a side hustle is more than possible.*

*If you would like to follow my 5 step plan to creating your dream business then go to [www.jumpingthroughhoopswithhannah.com](http://www.jumpingthroughhoopswithhannah.com) where you can download the course for just £19.99*

WISHING YOU EVERY SUCCESS IN ACHIEVING YOUR GOALS!

*Hannah x*