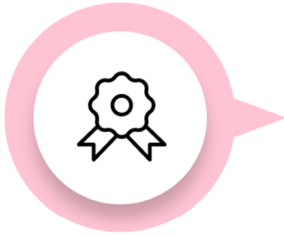


Let's Define Your Business Niche!



Identify your passions:

What are you truly passionate about? What brings you joy and is something you could do or talk about every day?



Analyze your skills:

What are your strengths and areas of expertise? What are skills that others ask you to help them with?



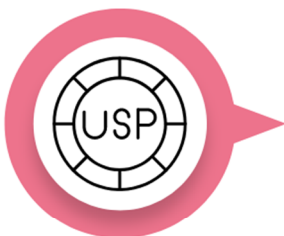
Research the market:

Is there a demand for your product or service? What can you offer that buyers need or want?



Identify your target audience:

Who are you trying to reach? Who can you help?



Create a unique selling proposition:

What sets your business apart from competitors?