



THE RICHNESS IS INSIDE YOUR NICHE MARKET

What is your niche or ideal market?

What problem are you solving?

What product, process, or service will help them?

I will help _____
(Write the person, niche, ideal market)

to reach or achieve _____
(Write the result they want)

without _____
(Write the biggest obstacle or pain they want to avoid)

through _____
(Write the process you'll use to help them)