



BUILD A PROFITABLE

ONLINE BUSINESS

WORKING FROM HOME

2: Finding Your Niche

Your first potential
roadblock...



BUILD A PROFITABLE
ONLINE BUSINESS
WORKING FROM HOME



Your goal is to get a
Passion to Profits Match



Passion

Long term interest, not 5 day wonder

Will you be happy in 6 months, a year?

Profits

People prepared to spend money, not hunting for free information

Decent sized audience, not too niche

Sell into existing demand, not create a “new” niche



STEP 1: Passion Brainstorm



BRAINSTORM

Career

Stock market
marketing

Hobbies/Interests

Guitar
Gardening (Veg)
Motor racing
Columbo

Life Experience

Bad back
Parenting
Escaping the city
confidence

STEP 2: Market Validation



WHAT TO DO IF YOU STRUGGLE:

Brainstorm > Market Validation

Browse Market To Get Ideas > Passion Check



Finding Your Niche Recap:

1. Brainstorm passions
 - Career, hobbies/interests, life experience
2. Market validation
 - Udemy, Skillshare, Lynda, Amazon books, Google, YouTube
3. If stuck, browse market to get ideas > passion check



The Path To Success Is 20% Learning + 80% Doing



BUILD A PROFITABLE

ONLINE BUSINESS

WORKING FROM HOME