



How to Choose Between Multiple Niches

Niche Description	Head Check	Wallet Check	Heart Check	Gut Check	Total

***** Definitely Yes**

**** Maybe**

*** Not Sure**

Score each block according to these * ratings. Add up the number of *s under Total.

You should be able to rank your choices now. If identical, then it doesn't matter which niche you choose. You could even flip a coin. They are equal. Just choose one!



Questions to help you score each category

Head Check Questions

1. Is this an established and proven niche?
2. Can I find my future clients relatively easily?
3. Do they have a big enough problem that they are looking for help?
4. Can I get great results for this market?

Wallet Check Questions

1. Can this business meet my financial goals?
2. Does this target market afford to pay me?
3. How much does the industry charge for these services?

Heart Check Questions

1. Does this work feed my soul?
2. Will I spend my days doing work I love?
3. Am I passionate about this business?

Gut Check Questions

1. Does this feel right to me, instinctively?
2. When I shut out all worldly noise and advice, does this still feel right?
3. What does my inner knowing tell me?