

Niche Messaging Filter

Use the worksheet below to compare respective niches and narrow down your choice to one.

"Every market is a fractal of the 80/20 principle."

"With focus, even the gentle rays of the sun can fuse steel."

Niche 1:	OPERATING ROOMS / SURGICAL SUITES				
Reachability	1	2	3	4	5
Profitability	1	2	3	4	5
Fulfillment	1	2	3	4	5
Strategic Advantage	1	2	3	4	5
Total Score	$18 / 4 = 4.5$				

Niche 2:	OUTPATIENT CLINICS				
Reachability	1	2	3	4	5
Profitability	1	2	3	4	5
Fulfillment	1	2	3	4	5
Strategic Advantage	1	2	3	4	5
Total Score	$14 / 4 = 3.5$				

Niche 3:	DOCTOR OFFICES				
Reachability	1	2	3	4	5
Profitability	1	2	3	4	5
Fulfillment	1	2	3	4	5
Strategic Advantage	1	2	3	4	5
Total Score	$13 / 4 = 3.25$				

Final Niche:	O.R.s + SURGICAL SUITES				
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Fulfillment / Pay Certainty Matrix

Plot your niches on the following matrix to get clarity on which niche you will target with your magnetic messaging.

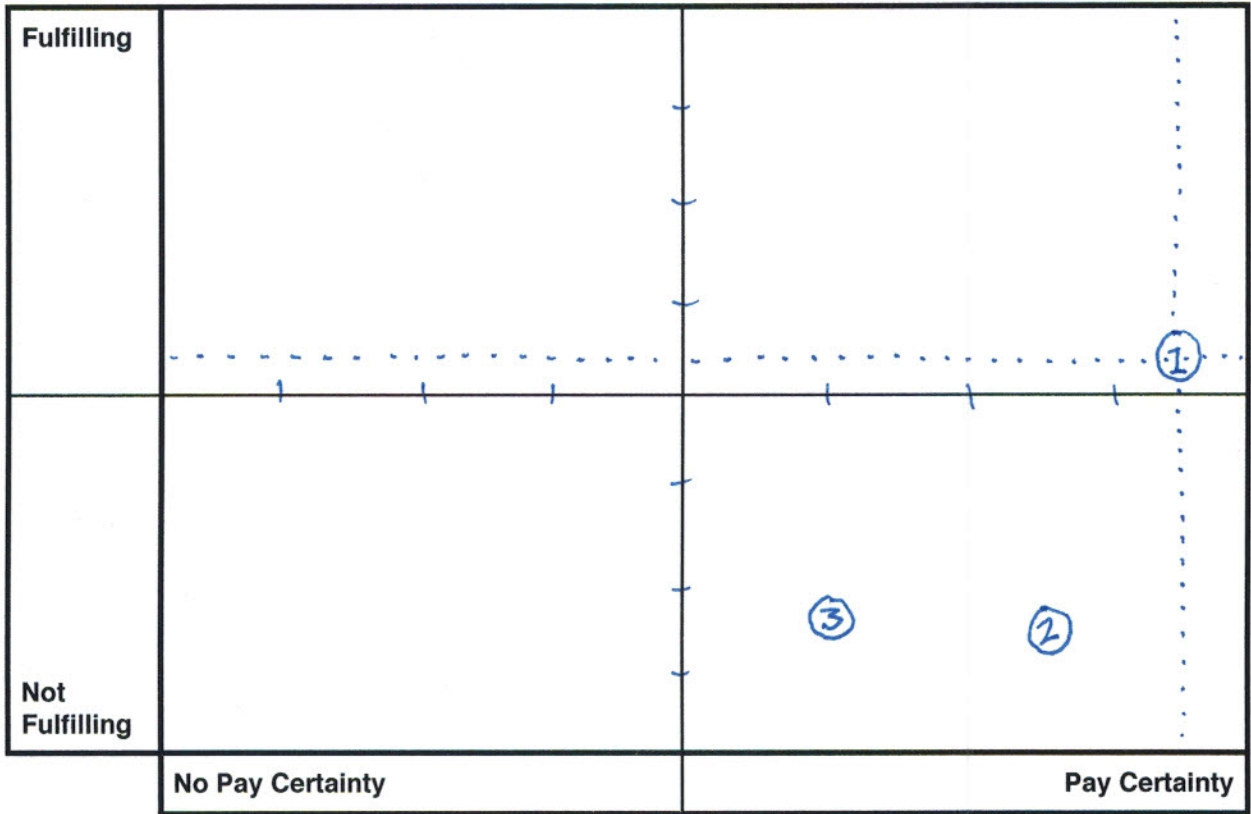
Niche 1: OPERATING ROOMS

Niche 2: CLINICS

Niche 3: DR. OFFICES

Niche 4: _____

Niche 5: _____



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Use the worksheet below to compare respective niches and narrow down your choice to one.

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Niche 1:	PASSIVE HOUSE MODERN				
Reachability	1	2	3	4	5
Profitability	1	2	3	4	5
Fulfillment	1	2	3	4	5
Strategic Advantage	1	2	3	4	5
Total Score	16/4 = 4.0				

Niche 2:	LAKE HOMES				
Reachability	1	2	3	4	5
Profitability	1	2	3	4	5
Fulfillment	1	2	3	4	5
Strategic Advantage	1	2	3	4	5
Total Score	12/4 = 3.0				

Niche 3:	URBAN INTERIORS				
Reachability	1	2	3	4	5
Profitability	1	2	3	4	5
Fulfillment	1	2	3	4	5
Strategic Advantage	1	2	3	4	5
Total Score	17/4 = 4.25				

Final Niche:	URBAN INTERIORS				
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Fulfillment / Pay Certainty Matrix

Plot your niches on the following matrix to get clarity on which niche you will target with your magnetic messaging.

Niche 1: PASSIVE HOUSE MODERN

Niche 2: LAKE HOMES

Niche 3: URBAN INTERIORS

Niche 4: _____

Niche 5: _____

Fulfilling		<p>①</p> <p>③</p>
Not Fulfilling		<p>②</p>
No Pay Certainty		Pay Certainty