

## 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, event the gentle rays of the sun can fuse steel.”*

<b>Niche 1:</b>					
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					

<b>Niche 2:</b>					
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					

<b>Niche 3:</b>					
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					

<b>Final Niche:</b>	
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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:** \_\_\_\_\_

**Niche 2:** \_\_\_\_\_

**Niche 3:** \_\_\_\_\_

**Niche 4:** \_\_\_\_\_

**Niche 5:** \_\_\_\_\_

<b>Fulfilling</b>		
<b>Not Fulfilling</b>		
	<b>No Pay Certainty</b>	<b>Pay Certainty</b>