

CLARIFY YOUR NICHE

IF YOU'RE SERVING EVERYONE THEN YOU'RE SERVING NO ONE

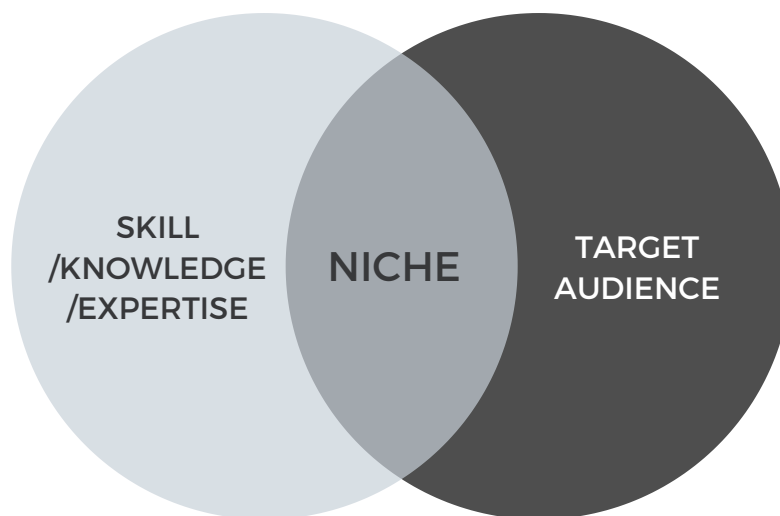
Whom are you serving and what do you have to offer?

To help you drill down on your niche on YouTube, take this example:

- ▶ "Finance" - Too broad and saturated!
- ▶ "Personal finance" - Getting better!
- ▶ "Personal finance for millennials" - Ahh, much better!

Here's an easy way to know exactly what your niche is in one line:

YOUR SKILL/KNOWLEDGE/EXPERTISE + TARGET AUDIENCE



Here are some examples:

- Facebook Ads marketing for solopreneurs on a budget
- Career advice for college graduates
- Public speaking tips for content creators
- Personal branding for startup founders

My niche on YouTube: Digital tech tips and tutorial for creators and entrepreneurs.