Brainstorm Your Niche

**Directions for Brainstorming:** Go for a number that feels ridiculous. You are not committing to anything – so don’t filter your answers. Get ridiculous and silly in your ideas. Stick with one question for at least 10 minutes before moving on to the next question. Push through feeling like you can’t think of anything else at least twice before moving on to the next question.

Add a return after each question and just start listing. Go for bullet points/1-2 words rather than sentences.

**Start with Yourself:**

1. What do you love to do?
2. What were your hobbies as a child?
3. Who do you associate with?
4. What organizations or communities are you part of?
5. What organizations or communities were you part of as a child?
6. What jobs have you held throughout your life?
7. What are your skills & strengths?
8. What experiences have you had?
9. What did you dream of when you were young?
10. If you didn’t have to work, what would you do with your time?
11. What’s unique or different about you?
12. Do you have material that focuses on a particular issue, historical event or community?

**Ask about your close family and friends:**

1. What are your family/friends hobbies?
2. Who do your family/friends associate with?
3. What organizations or communities do they belong to?
4. What jobs do your family/friends have?

**Ask About Your Clients/Customers/Fans**

1. Who buys your product now?
2. Who wants what you have?
3. Who has the money to pay for it?
4. What professions are they?
5. What are the common characteristics of your current clients/customers/fans?
6. What similar problems/desires do your clients/customers/fans seem to have?