

## **Niche Brainstorming Questions.**

- 1. What do you love to do?**
- 2. What are your skills & strengths?**
- 3. What experiences have you had?**
- 4. Who do you associate with?**
- 5. What organizations or communities are you part of?**
- 6. Ask those same questions about your close family and friends**
- 7. Who buys your product now?**
- 8. Who wants what you have?**
- 9. Who has the money to pay for it?**
- 10. What did you dream of when you were young?**
- 11. If you didn't have to work, what would you do with your time?**
- 12. What's unique or different about you?**
- 13. Do you have material that focuses on a particular issue, historical event or community?**
- 14. Are you marketing B2B (Business to Business) or B2C (Business to Consumer)?**