

# CREATING YOUR NICHE

This graphic is designed to support you getting clear on your niche.

## 1.

A powerful niche resonates deeply with the people you want to speak to.

It feels like you are speaking directly to the things no one else knows about them - and that they may not even know themselves.

## 2.

You draw the clients to you that are a reflection of yourself.

The resistance they have is also yours. Claiming your niche demands you be willing to own and speak about the parts of yourself about which you feel shame, guilt, avoidance, etc.

## 3.

Claiming a niche like this is edgy.

Your people resist owning the parts you are speaking to, and they keep these things hidden from the rest of the world.

We're going to walk through a series of questions that are designed to unearth these attributes and qualities. This process can only take you as deeply as you've gone yourself.

\*A worksheet is never going to be a substitute for deep work with a seasoned coach. If you want to go deeper, connect with me or someone else that resonates with you.

## THE POSITIVES

### 1A

 What are the traits you admire most about yourself?

- Eg. I'm super smart
- Eg. I'm really funny
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### 1B

 What are the traits you admire most in others?

- Eg. I love how generous Mother Theresa was
- Eg. I love how brilliant Elon Musk is
- 

You may have some resistance to looking at the traits you see in others. That's okay. We all project our positives and negatives onto other people. If you can't see how these traits are also yours, just trust us and the process.

### 1C

 What are the benefits or positive consequences of each of the traits in 1A & 1B?

\*Assume your answers to 1B are also about yourself.

- Eg. I'm super smart
  - ↳ I'm really good at analysis
  - ↳ I'm really good at running things through my brain
  - ↳ I'm really good at making decisions solely through logic
  - ↳ I'm good at leaving my emotions out of my decisions

### 1D

 For each of the gifts in 1C, what are the costs when they stop being a choice, and become automatic?

- Eg. I'm really good at analysis
  - ↳ I tend to analyze everything, including my emotions and how other people are feeling
  - ↳ I have a lot of anxiety because I'm analyzing everything
  - ↳ I feel like all I can do is analyze, and struggle to actually feel things

### 1E

 For each of these costs, what is the experience of life that you are or would be left having?

- Eg. "I tend to analyze everything, including my emotions and how other people are feeling"
  - ↳ I don't feel anything
  - ↳ I feel numb
  - ↳ I feel like I overthink everything, and feel nothing
  - ↳ I overthink so much, I get paralyzed around decision

The temptation here is to say there is no cost with our positive attributes. They're always good!

But that's simply not true. We assert that every attribute becomes problematic and limiting when it's always on, and stops being a choice for you.

(Trust me, I didn't get my creds for nothing.)

## THE NEGATIVES

### 2A

 What are you ashamed of and/or hate about yourself?

- Eg. I'm short & condescending with people
- Eg. I'm lazy, I don't do what I say I will do
- 

### 2B

 What are the things you most detest in other people?

- Eg. People taking up all the space in a room
- Eg. Being argumentative & close-minded
- 

This is not the time for you to be enlightened and responsible about your judgments - that's just resisting your truth and will get in the way.

This is the time for you to let out the judgmental asshole within. The more honest you can be here, the more powerfully you will be able to speak to your people.

### 2C

 What strategies do you use to overcome, compensate for, or avoid being the negatives listed in 2A and 2B? \*Assume once again your answers to 2B are also about yourself.

- Eg. I'm short and condescending with people
  - ↳ I avoid being around people that are not brilliant. I try to surround myself with only brilliant people.
  - ↳ I let people know that I don't suffer fools well. I let people know that I'm the kind of person that tells people how I really feel.
  - ↳ I patronize people and am overly patient and generous with them, giving them way more credit than they deserve.
- I just decide that I have to push my brilliance into the world and stop worrying about how it's received. If people are upset, that's their problem, not mine.

To start your inquiry:

- How do you avoid situations that would lead to this thing you hate about yourself?
- How do you make it okay when this thing you hate about yourself shows up?
- How do you over-compensate in the other direction for this?
- How do you say "fuck it" and remove yourself from having to feel the impact of this thing?

### 2D

 What are the consequences of the strategies in 2C? What is the disempowered experience of life you are left with?

- Eg. I avoid people that are not brilliant. I try to surround myself only with brilliant people.
  - ↳ People never live up to my expectations. I'm continually frustrated by the morons around me.
- Eg. I decide I have to push my brilliance into the world and stop worrying about how it's received. If people are upset, that's their problem, not mine.
  - ↳ I get to tell the truth, but I offend a lot of people. Sometimes people think I'm an asshole.

### 2E

 What is impossible in your life as a result of the consequences and experience of life you have listed in 2D?

- Eg. People never live up to my expectations. I'm continually frustrated.
  - ↳ It's impossible to keep high hopes for people. It's impossible to fully trust people.
- Eg. I get to tell the truth, but I offend a lot of people. Sometimes people think I'm an asshole.
  - ↳ It's impossible to speak my truth and have people feel loved.

You'll find this last part easier if you relate to the items in 2D as being literal.

● Eg. What is impossible in your life if people literally never live up to your expectations?

## HOW LIFE LOOKS

### 3A

 What kind of career would the gifts of 1C and the consequences of 2C work well with?

- Eg. I just decide that I have to push my brilliance into the world and stop worrying about how it's received.
- Eg. I'm really good at making decisions solely through logic.
  - ↳ Might be well suited to: Lawyer, Executive Leadership
- My people may be in a total doormat to people, and let them get away with everything.
- Eg. I love making people feel welcome and cared for.
  - ↳ Might be well suited to: Nurse, Beautician

### Caution!

Avoid falling into the trap of thinking that attributing the consequences of 2C means you have to be those things to be good in a career, or that you are condemning or judging a particular career.

The real question is: Would it be an asset, at times, to have these kind of tendencies in this kind of career? (For better or for worse.)

### 3B

 What, from 1C and 2C, are your people reliable for in their lives?

- Eg. I'm really good at making logically-based decisions.
  - ↳ Being okay with people not liking me, being comfortable being alone.
- Eg. I push my brilliance into the world and don't worry about how it's received.
  - ↳ I patronize people and am overly generous and patient with them.
- Eg. I'm really good at listening to people and drawing them out.
  - ↳ People love talking to me, but usually I'm not talking about myself.
- Eg. I tend to make money my primary focus, sometimes at the expense of relationships.
- Eg. I'm really good at ensuring my safety and security.
  - ↳ I have a lot of money, but feel somewhat lonely.

## YOUR PEOPLE

### 4A

 What your clients are currently doing

Your answers to 3A are the positions that your people will tend to find themselves in. It doesn't mean it's the only things they do, but they will excel in these situations.

Your people may be in school for these positions, or have transitioned out of them. The answers to 3A are more like milestones on the journey they take through life, rather than a fixed place at which you will work with them.

Don't bother targeting a niche at a particular line of work. It's a fine thing to do, but we're going deeper. Their line of work is just one aspect of who your people are.

### 4B

 The medicine your clients don't need more of

Your answers to 3B are the things that your people are totally reliable to generate in their lives.

You and your people will attempt to create change in your lives using approaches that align with the answers to 3B.

While at first it will seem like things are shifting, it is actually just a new iteration of the same patterns.

Things will look different on the surface, but the experience of life will remain the same.

Your people will be left confounded, wondering why things don't seem to be shifting, despite their best efforts.

### 4C

 How life looks on the outside

This is a combination of your answers to 3A and 3B.

This represents how things look on the surface. This is where your people are likely to show up, and how they project their lives to the rest of the world.

These are the things they point to in order to prove to themselves and others that they don't need help, rely on to wow their peers, and keep returning to in the hopes that they will create a different experience of their lives.

### 4D

 Your clients truth

Your people's truth is determined by their answers to 1D, 1E, 2D and 2E.

These things represent the truth of your people's experience. The parts that they, and more importantly, you, hide from the rest of the world.

These are the parts that you need to own in order to model the truth of your people's existence.

Doing so will likely drive up your shame, guilt, judgment, fear, avoidance, boredom, frustration, anger, sadness, grief, numbness, skepticism, disbelief, and everything else.

It is supposed to drive up those feelings. That experience makes you want to avoid owning these things, and that is precisely what your clients are doing.

They need a leader that can own these things powerfully.

Are you that leader?

## OWNERSHIP AND PRACTISING

4A, 4B, 4C, and 4D are all the parts of yourself that you need to own, in order to model and speak to this for your people. The practices below are intended to help you practise ownership of these traits and speak them into the world.

## 1.

Each day for the next week, write something through the lens of your people and share it on social media. You can do this any number of ways:

- You can write a poem to yourself.
- You can write as though you're speaking directly to one of your people.
- You can write haikus about these aspects of your niche.
- You can write with the voice of how you would like someone to speak to you when these are the things you struggle with.

It doesn't really matter how you write - what matters is that you practice speaking through this lens to your people.

## 2.

Go to at least three mixer, mingler and networking events, and practise speaking about the things you've distinguished to people.

## 3.

Notice the traits you struggle to own about yourself, and practice noticing them.

Notice the ways you show up, notice the qualities of yours that are great, and notice the qualities that are bad.

Don't try to fix any of it. Simply notice it. Then, practise noticing in other people.

If people tell you this seems too narrow, or they don't really get it - don't worry about it. They're just not your people. Your niche should exclude people.

## 4.

Everyone will have an edge in how much of themselves they can see, distinguish and own.

If you want to go deeper with yourself and create a niche that leaves your client's jaw on the floor, join one of our retreats or connect directly with us.



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