



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**?

- _____
- _____
- _____

1B What are the traits you **admire** most in **others**?

- _____
- _____
- _____

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.

- _____
- _____
- _____
- _____
- _____
- _____
- _____

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

- _____
- _____
- _____
- _____
- _____
- _____
- _____

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.



1E For each of these costs, what is the **experience** of life that you are or would be left having?

- _____
- _____
- _____
- _____
- _____
- _____
- _____

THE NEGATIVES

2A What are you **ashamed of** and/or **hate** about yourself?

- _____
- _____
- _____

2B What are the things you most detest in other 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.

- _____
- _____
- _____
- _____
- _____
- _____
- _____

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

- _____
- _____
- _____
- _____
- _____
- _____
- _____

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

- _____
- _____
- _____
- _____
- _____
- _____
- _____

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.

▼ 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?

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?

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 thing 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 your 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 taking 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.

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.

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.

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.

