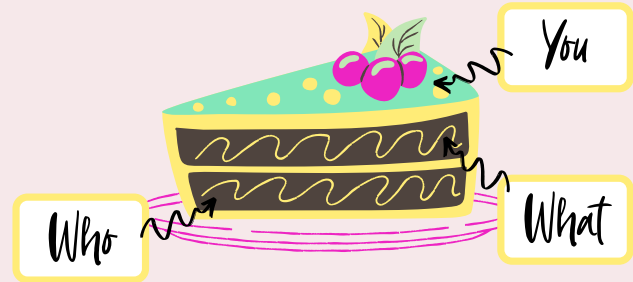


DAY 1 - NAIL YOUR NICHE

with Amy Caiger

3 Ingredients For A Prosperous Niche



Write in the boxes below

Who

- **Sector/ type** - Fitness industry, Mums, small biz owners, brides
- **Subsector/ subtype** - yoga teachers who are starting their biz, Mums with kids with ADHD
- **Painpoint** - What connects your customers together?

WHO Who is your A-List customer?

DAY 1 - NAIL YOUR NICHE

with Amy Caiger

What

- Being a specialist in an area of your business/ sector
- Your take/view on things - content - IP
- Your programmes/ offering/ services/ product

WHAT What do you do differently?

DAY 1 - NAIL YOUR NICHE

with Amy Caiger

You

- Personality
- Things you like/ love
- Your values
- Your image
- Your visual brand

YOU What makes you you?

DAY 1 - NAIL YOUR NICHE

with Amy Caiger



A BIT ABOUT ME

I'm Amy and I've worked in marketing for over 15 years, working with large public facing organisations where brands are very important as they have a rep to protect (and staff to get on the same page!), and small businesses who want to be heard above the noise but don't know where to start.



Numerous campaigns, projects and programmes later I now help solopreneurs get clear on their niche. Helping them stand out from the crowd and attract better and higher paying clients.

Whatever stage you're at with your business, I'm here to help you clear the confusion, get you confident with your business and take your business to the next level.



WANT MORE HELP?

Post in the Plan B Facebook group - ask me a question - don't forget to tag me in.

Find me on Instagram, [@amycaigerbiz](#) and send me a DM

Head to my website [amycaiger.com/blog](#) where I have extra resources to help you get clear on your niche.