



- NICHE BRAINSTORMING -  
**WORKSHEET**



**6-FIGURE BIZ**  
**ACADEMY**  
FOR NUTRITION PROFESSIONALS



## Niche Brainstorming Worksheet

*What was your vision when you entered this field?*

*What health issues have you struggled with (if any)? How did these challenges impact your life and/or career?*

*What types of clients light you up? Who energizes you (versus drain the life out of you)?*



*What kinds of “groups” have you fit into over the years – whether based on demographic (i.e. women in mid-life), situation (1st year post-divorce, empty nesters or new mom), profession (personal training), etc.?*

*Think of clients or patients that have gotten the best results. What types of clients have you been most successful in helping? What kinds of results and transformations did you help them to achieve?*

*What kinds of symptoms or problems do you enjoy helping people to resolve?*



*What are you an advocate about? What topics and issues are you most passionate about?*

*What are your special skill sets? Where do you have extra training and expertise? In which areas are you the most confident?*

*What group of people would you absolutely love to serve? Said another way, whom do you feel an affinity toward or would you “love” to work with?*