

Day 1 Workbook: Define Your Niche & Research

Goal: Build a profitable business by selecting a fulfilling and market-viable niche.

Day 1 Checklist:

- Find Your Niche: Identify the perfect niche market for your new business.
- Research the Market: Validate market demand and competition.
- The Dream Outcome: Identify what your customers REALLY want.
- Identify Problems: Pinpoint the problems customers pay to solve.
- Describe Your Ideal Customer: Clarify who you're serving.

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Step 1: Define Your Ikigai

What You Love:

What You Are Good At:

What the World Needs:

What You Can Be Paid For:

Notes

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Step 2: Market Research & Validation

Answer the Public - Keywords & Questions Found:

Notes

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Step 3: AI-Powered Niche Refinement

Top Niche/Business Ideas Generated by AI:

Notes

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Step 4: Final Niche Selection

My Final Niche Choice:

My Target Audience:

Initial Product Idea (Course/Info Product):

Notes

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Step 5: Prepare for Day 2

- Complete the Ikigai exercise
- Perform market research (Answer the Public)
- Generate niche ideas with AI
- Select your final niche
- Define your initial product idea

Additional Thoughts & Reflections
