

Shibumi Digital

THE NICHE ✨ NAVIGATOR

Unleash Your
Creativity

Chart Your Course
(Create Your Success)

FIND YOUR PASSIONS



Step-by-Step Guide to
Finding What You're
Good At.

Who Are You?



A “niche” is a position where one can function comfortably, especially under specific conditions. If you offer a particular set of skills that others don’t, you’ve likely already found your niche.

Maybe you’re thinking of taking your niche and turning it into a profit. A business niche, or niche market, focuses on a tiny area in a large market with unique requirements and identities.

Filling a business niche is easier said than done, though, and if you don’t know where you excel or what sets you apart, it’s time to find out.

What is a Niche?

A business niche is a market segment where certain products and services are in demand. Niche markets can cater to geographic locations, cultures, occasions, or activities.

These days, services are increasingly specialized. It’s often preferable to be highly knowledgeable on one or two things than have general knowledge of everything. Specialization gives consumers, potential investors, and business partners clarity on your business and its function.

Intrinsic motivation and **self-directed learning** come into play when you’re looking to determine your niche. Once you’ve found it, you can narrow your focus and make efficient and significant progress. You’ll have more opportunities to be at the forefront of your respective field.

IDENTIFYING THE POSSIBILITIES

WHAT ACTIVITIES OR HOBBIES DO YOU ENJOY DOING IN YOUR FREE TIME?



WHAT TOPICS OR SUBJECTS DO YOU FIND YOURSELF CONSTANTLY RESEARCHING OR READING?



ARE THERE ANY CAUSES OR SOCIAL ISSUES YOU ARE PASSIONATE ABOUT?



WHAT TALENTS DO YOU HAVE THAT YOU ENJOY UTILIZING?



ARE THERE ANY BOOKS BLOGS OR PODCASTS YOU CONSISTENTLY ENGAGE WITH?

IDENTIFYING THE POSSIBILITIES CONTINUED

WHAT TYPE OF CONVERSATIONS OR DISCUSSIONS DO YOU FIND YOURSELF GETTING INVOLVED IN?



ARE THERE ANY SPECIFIC INDUSTRIES OR FIELDS THAT CAPTIVATE YOUR INTEREST



WHAT DO YOU ENJOY HELPING OTHERS WITH OR PROVIDING GUIDANCE ON?



HAVE YOU EVER PURSUED ANY FORMAL EDUCATION OR TRAINING IN A PARTICULAR AREA?



ARE THERE ANY NICHE OR MARKETS YOU SEEM DRAWN TO EVEN IF YOU HAVE NOT EXPLORED THEM EXTENSIVELY?

BRAINSTORMING YOUR TARGET AUDIENCE

WHO WOULD BENEFIT THE MOST FROM YOUR KNOWLEDGE OR EXPERTISE?

WHAT SPECIFIC DEMOGRAPHICS DOES YOUR PASSION OR INTEREST CATER TO (E.G., AGE, GENDER, OCCUPATION, LOCATION)?

ARE THERE ANY SPECIFIC COMMUNITIES OR GROUPS THAT HEAVILY ENGAGE WITH THIS PASSION OR INTEREST?

WHAT ARE THE COMMON CHARACTERISTICS OR TRAITS OF PEOPLE WHO SHARE THIS PASSION OR INTEREST?

ARE THERE ANY EXISTING PUBLICATIONS, WEBSITES, OR PLATFORMS TARGETING THIS PASSION OR INTEREST?



BRAINSTORMING YOUR TARGET AUDIENCE CONTINUED

WHAT PROBLEMS OR CHALLENGES DO PEOPLE TYPICALLY FACE WITHIN THIS PASSION OR INTEREST?

HOW DOES YOUR KNOWLEDGE OR EXPERTISE UNIQUELY ALIGN WITH THE NEEDS OR DESIRES OF A SPECIFIC GROUP?

CAN YOU IDENTIFY ANY SUB-NICHES OR SMALLER SEGMENTS WITHIN THIS PASSION OR INTEREST?

IS THERE A GAP OR UNDERSERVED AUDIENCE WITHIN THIS PASSION OR INTEREST THAT YOU CAN FOCUS ON?

ARE THERE ANY COMPLEMENTARY OR RELATED PASSIONS OR INTERESTS THAT CAN EXPAND YOUR TARGET AUDIENCE?

VALUE

WHO WOULD FIND VALUE IN YOU?

WHO ARE THE INDIVIDUALS OR BUSINESSES THAT CAN DIRECTLY BENEFIT FROM YOUR EXPERTISE OR PRODUCT WITHIN YOUR NICHE?

WHAT SPECIFIC PROBLEMS OR CHALLENGES CAN YOU HELP SOLVE FOR YOUR ONLINE AUDIENCE IN YOUR NICHE?

ARE THERE ANY SPECIFIC INDUSTRIES OR SECTORS WHERE YOUR EXPERTISE OR PRODUCT CAN PROVIDE SIGNIFICANT VALUE ONLINE?

CAN YOU IDENTIFY ANY SUB-NICHES OR SPECIFIC SEGMENTS WITHIN YOUR NICHE THAT WOULD FIND YOUR CONTENT OR OFFERINGS VALUABLE?

HAVE YOU IDENTIFIED ANY SPECIFIC KEYWORDS OR SEARCH TERMS THAT YOUR TARGET AUDIENCE IS LIKELY TO USE WHEN LOOKING FOR INFORMATION RELATED TO YOUR NICHE ONLINE?

VALUE

WHO WOULD FIND VALUE IN YOU? CONTINUED

ARE THERE ANY ONLINE COMMUNITIES, FORUMS, OR PLATFORMS WHERE INDIVIDUALS WHO ARE INTERESTED IN YOUR NICHE TYPICALLY GATHER?

CAN YOU THINK OF ANY INFLUENCERS, THOUGHT LEADERS, OR EXPERTS IN YOUR NICHE WHO HAVE AN EXISTING ONLINE FOLLOWING THAT ALIGNS WITH YOUR TARGET AUDIENCE?

WHAT UNIQUE PERSPECTIVES, INSIGHTS, OR SOLUTIONS DO YOU BRING TO YOUR NICHE THAT CAN RESONATE WITH AND PROVIDE VALUE TO YOUR ONLINE AUDIENCE?

HAVE YOU RESEARCHED AND IDENTIFIED THE DEMOGRAPHICS, INTERESTS, AND BEHAVIORS OF YOUR TARGET AUDIENCE IN ORDER TO BETTER UNDERSTAND WHO WOULD FIND VALUE IN YOU ONLINE WITHIN YOUR NICHE?

HOW CAN YOU LEVERAGE YOUR ONLINE PRESENCE, CONTENT, AND OFFERINGS TO ATTRACT AND ENGAGE THE RIGHT AUDIENCE WITHIN YOUR NICHE WHO WOULD VALUE YOUR EXPERTISE OR PRODUCT?

YOU ARE THE SOLUTION

WHAT SPECIFIC PROBLEMS, CHALLENGES, OR PAIN POINTS DO YOU HAVE THE EXPERTISE, SKILLS, OR KNOWLEDGE TO SOLVE?

HOW CAN YOU UNIQUELY POSITION YOURSELF AS THE SOLUTION PROVIDER FOR THOSE SEEKING HELP WITHIN YOUR NICHE?

WHAT SETS YOU APART FROM OTHERS IN YOUR FIELD, MAKING YOU THE IDEAL SOLUTION FOR YOUR TARGET AUDIENCE?

HOW CAN YOU EFFECTIVELY COMMUNICATE AND SHOWCASE YOUR ABILITIES AS THE SOLUTION TO YOUR TARGET AUDIENCE'S NEEDS?

HAVE YOU IDENTIFIED THE SPECIFIC AUDIENCE OR MARKET SEGMENT THAT CAN BENEFIT FROM YOUR UNIQUE SOLUTION?

YOU ARE THE SOLUTION CONTINUED

WHAT EVIDENCE OR SUCCESS STORIES DO YOU HAVE THAT DEMONSTRATE YOUR ABILITY TO PROVIDE THE SOLUTION YOUR TARGET AUDIENCE SEEKS?

HOW CAN YOU CLEARLY ARTICULATE THE VALUE AND BENEFITS OF CHOOSING YOU AS THE SOLUTION PROVIDER?

HAVE YOU CONSIDERED THE VARIOUS CHANNELS AND PLATFORMS THROUGH WHICH YOU CAN REACH YOUR TARGET AUDIENCE AND PRESENT YOURSELF AS THE SOLUTION?

WHAT STEPS CAN YOU TAKE TO CONTINUOUSLY IMPROVE AND ENHANCE YOUR SKILLS AND KNOWLEDGE TO BETTER SERVE AS THE SOLUTION FOR YOUR AUDIENCE?

HOW CAN YOU ADAPT AND TAILOR YOUR APPROACH TO MEET THE EVOLVING NEEDS AND EXPECTATIONS OF YOUR TARGET AUDIENCE, ENSURING THAT YOU REMAIN THE PREFERRED SOLUTION?

TRACKING THE TRENDS

WHAT ARE THE CURRENT TRENDS WITHIN YOUR NICHE OR INDUSTRY THAT YOU SHOULD BE MONITORING?

HOW DO THESE TRENDS IMPACT YOUR TARGET AUDIENCE AND THEIR NEEDS OR PREFERENCES?

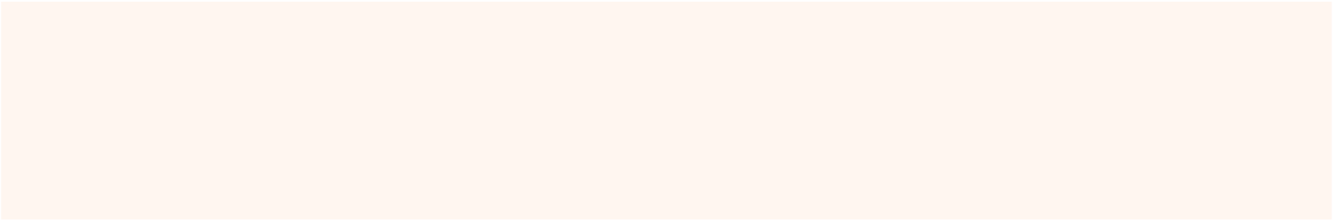
ARE THERE ANY EMERGING TECHNOLOGIES OR INNOVATIONS THAT COULD DISRUPT YOUR INDUSTRY OR CREATE NEW OPPORTUNITIES?

WHAT ARE THE KEY INDICATORS OR METRICS YOU SHOULD BE TRACKING TO IDENTIFY AND ANALYZE TRENDS WITHIN YOUR NICHE?

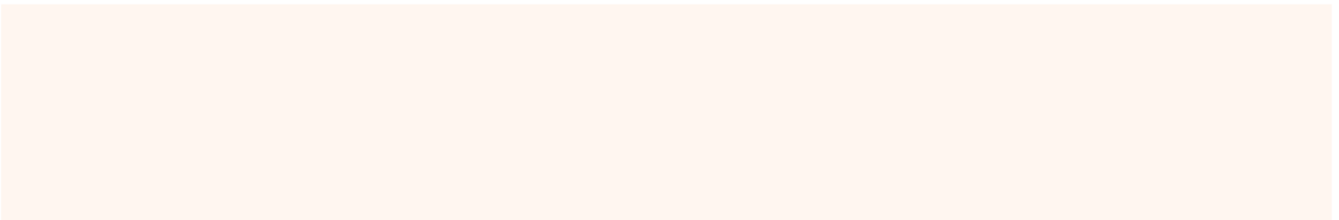
HOW CAN YOU STAY UPDATED ON INDUSTRY NEWS, REPORTS, OR STUDIES TO ENSURE YOU'RE AWARE OF THE LATEST TRENDS?

TRACKING THE TRENDS CONTINUED

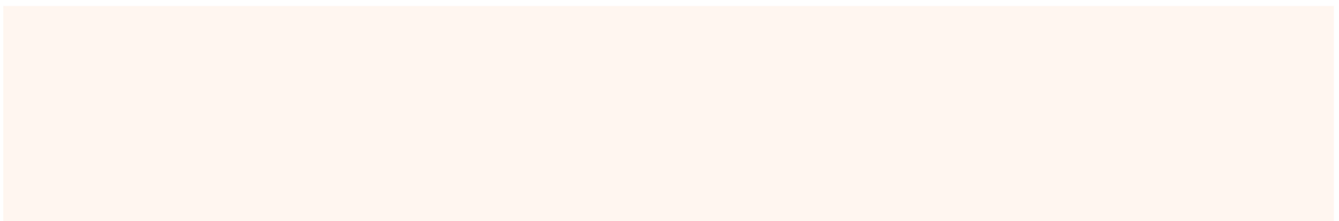
HAVE YOU IDENTIFIED ANY THOUGHT LEADERS, INFLUENCERS, OR EXPERTS IN YOUR NICHE WHO CAN PROVIDE VALUABLE INSIGHTS ON TRENDS?



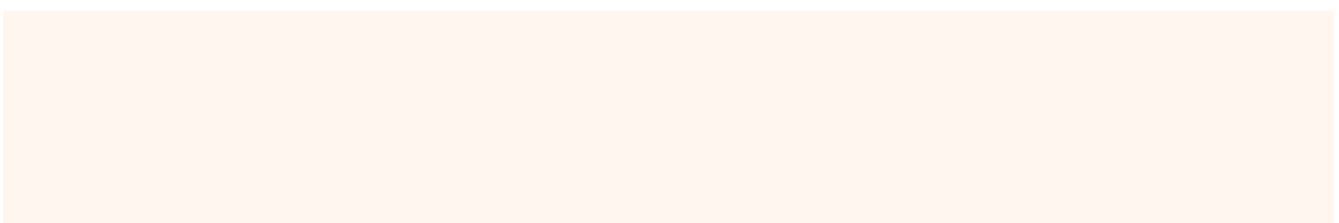
ARE THERE ANY SOCIAL MEDIA PLATFORMS OR ONLINE COMMUNITIES WHERE DISCUSSIONS ABOUT INDUSTRY TRENDS ARE HAPPENING??



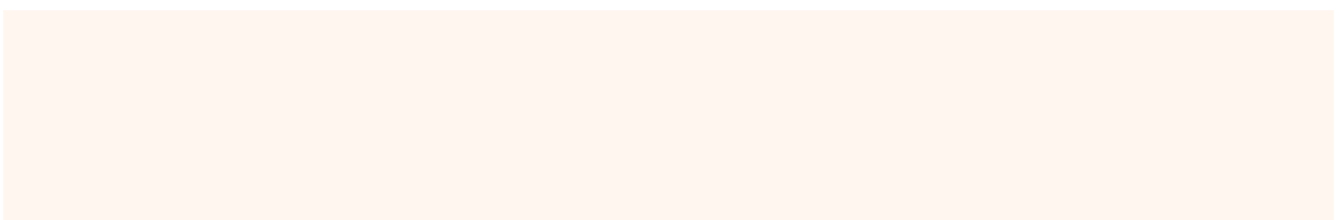
WHAT ARE THE COMMON CHALLENGES OR OBSTACLES THAT ARISE AS A RESULT OF THESE TRENDS, AND HOW CAN YOU ADDRESS THEM?



HOW CAN YOU LEVERAGE TRENDS TO INFORM YOUR CONTENT STRATEGY, PRODUCT DEVELOPMENT, OR DECISION-MAKING PROCESS?



ARE THERE ANY HISTORICAL OR CYCLICAL PATTERNS WITHIN YOUR NICHE THAT CAN HELP YOU ANTICIPATE FUTURE TRENDS?



SUB NICHE AND DO YOU HAVE ONE?

WHAT IS THE DEFINITION OF A SUB-NICHE, AND HOW DOES IT DIFFER FROM A BROADER NICHE WITHIN YOUR INDUSTRY?

CAN YOU IDENTIFY ANY SPECIFIC SUB-NICHES WITHIN YOUR INDUSTRY OR FIELD THAT ALIGN WITH YOUR EXPERTISE, INTERESTS, OR PASSIONS?

WHAT ARE THE UNIQUE CHARACTERISTICS OR TRAITS OF EACH SUB-NICHE YOU HAVE IDENTIFIED?

HOW DO THESE SUB-NICHES DIFFER FROM ONE ANOTHER IN TERMS OF NEEDS, PREFERENCES, OR PAIN POINTS?

HAVE YOU RESEARCHED AND ANALYZED THE MARKET DEMAND AND COMPETITION WITHIN EACH SUB-NICHE?

SUB NICHE AND DO YOU HAVE ONE? CONTINUED

WHICH SUB-NICHE(S) OFFER THE MOST GROWTH POTENTIAL OR UNTAPPED OPPORTUNITIES FOR YOU?

WHAT ARE THE SPECIFIC CHALLENGES OR OBSTACLES THAT ARISE IN CATERING TO EACH SUB-NICHE, AND HOW CAN YOU ADDRESS THEM?

HOW CAN YOU POSITION YOURSELF AS A SPECIALIST OR EXPERT WITHIN YOUR CHOSEN SUB-NICHE(S)?

WHAT SPECIFIC CONTENT, PRODUCTS, OR SERVICES CAN YOU OFFER THAT CATER TO THE UNIQUE NEEDS OF EACH SUB-NICHE?

CAN YOU DEVELOP A MARKETING STRATEGY THAT SPECIFICALLY TARGETS EACH SUB-NICHE, HIGHLIGHTING THE VALUE AND BENEFITS YOU OFFER?

WHAT ARE YOUR LONG TERM GOALS?

WHAT ARE YOUR PERSONAL, PROFESSIONAL, AND FINANCIAL OBJECTIVES FOR THE NEXT 5 TO 10 YEARS?

IN WHAT WAYS DO YOU WANT TO GROW AND DEVELOP AS A PERSON AND A PROFESSIONAL DURING THAT TIME PERIOD?

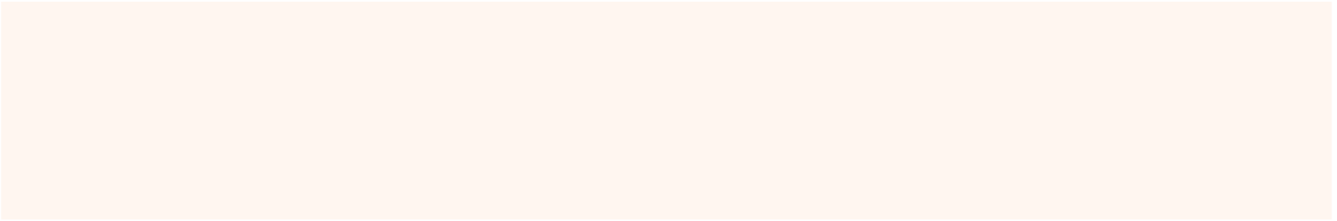
WHAT SPECIFIC MILESTONES OR ACCOMPLISHMENTS DO YOU WANT TO REACH IN YOUR CAREER AND PERSONAL LIFE WITHIN THE NEXT 5 TO 10 YEARS?

HAVE YOU IDENTIFIED ANY SKILLS OR KNOWLEDGE YOU NEED TO ACQUIRE TO ACHIEVE YOUR LONG-TERM GOALS?

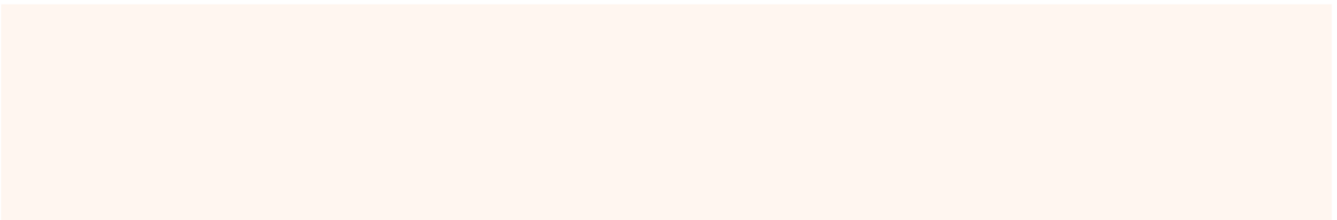
HOW CAN YOUR CURRENT EXPERIENCE AND EXPERTISE HELP YOU ACHIEVE YOUR LONG-TERM ASPIRATIONS?

WHAT ARE YOUR LONG TERM GOALS? CONTINUED

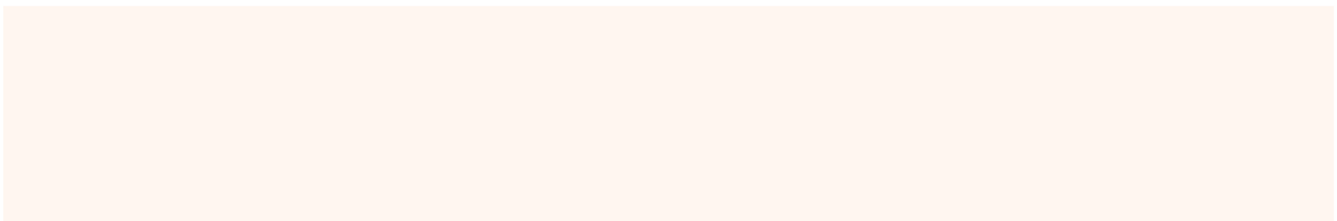
ARE THERE ANY POTENTIAL CHALLENGES OR OBSTACLES THAT YOU ANTICIPATE FACING ON YOUR PATH TO ACHIEVING YOUR LONG-TERM GOALS?



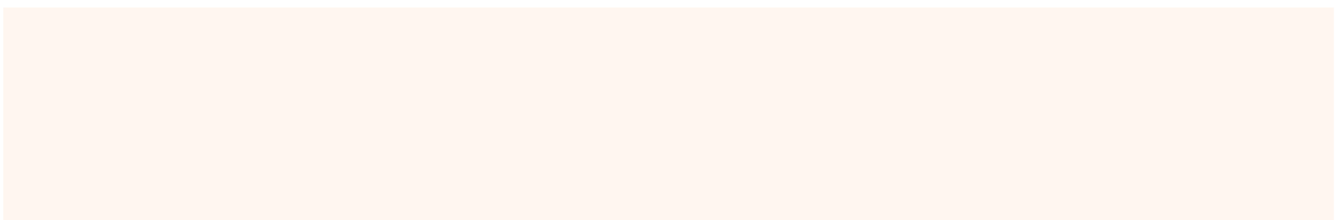
WHO ARE THE PEOPLE OR RESOURCES THAT CAN SUPPORT OR GUIDE YOU AS YOU WORK TOWARDS YOUR LONG-TERM GOALS?



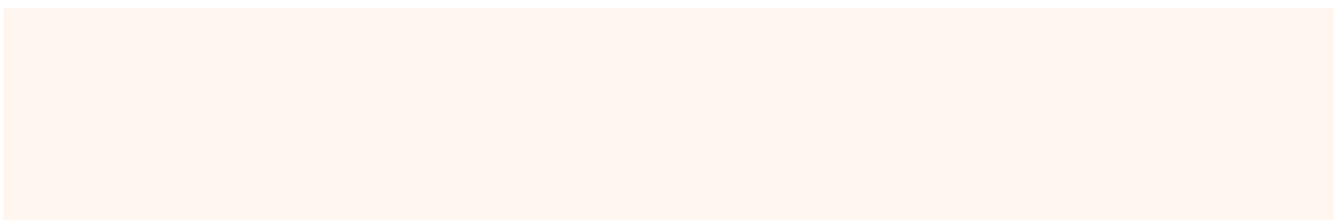
ARE THERE ANY OPPORTUNITIES OR TRENDS WITHIN YOUR INDUSTRY OR FIELD THAT YOU CAN LEVERAGE TO ACHIEVE YOUR LONG-TERM GOALS?



HAVE YOU THOUGHT ABOUT HOW YOUR LONG-TERM GOALS ALIGN WITH YOUR PERSONAL VALUES AND PHILOSOPHY?

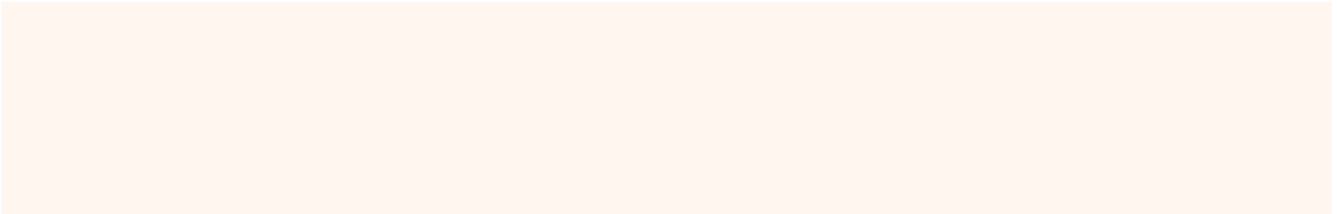


HOW CAN YOU BREAK DOWN YOUR LONG-TERM GOALS INTO SPECIFIC ACTIONABLE STEPS THAT YOU CAN WORK TOWARDS TODAY?

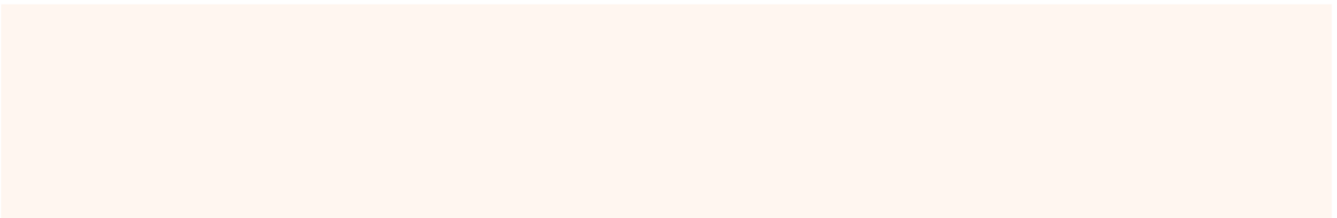


CAN YOU CREATE VALUABLE CONTENT

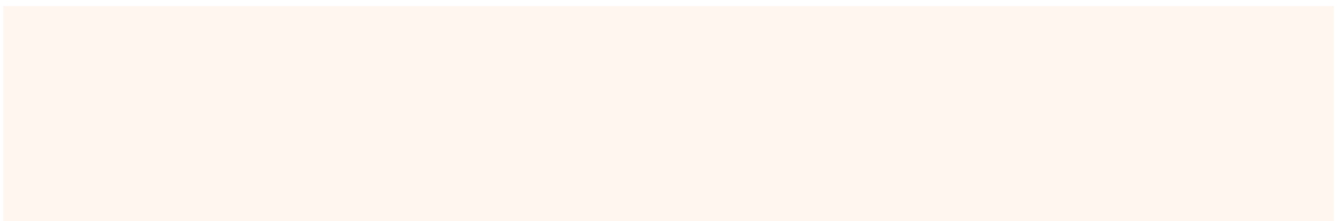
WHAT IS YOUR DEFINITION OF VALUABLE CONTENT, AND HOW DOES IT ALIGN WITH THE NEEDS AND INTERESTS OF YOUR TARGET AUDIENCE?



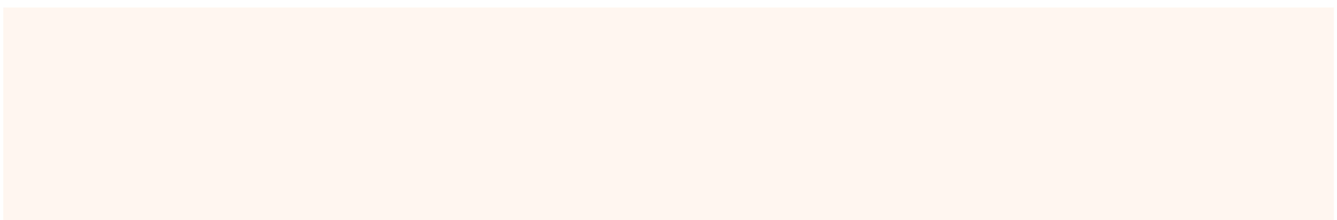
HOW DO YOU RESEARCH AND UNDERSTAND THE SPECIFIC PAIN POINTS, CHALLENGES, OR QUESTIONS THAT YOUR TARGET AUDIENCE HAS?



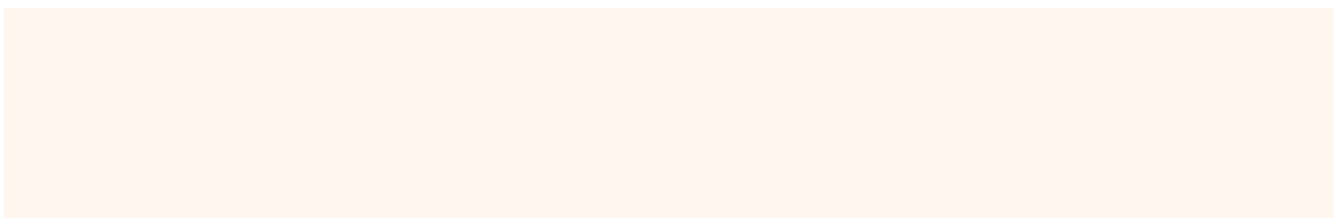
WHAT STEPS DO YOU TAKE TO ENSURE THAT YOUR CONTENT IS UNIQUE, INFORMATIVE, AND PROVIDES ACTIONABLE INSIGHTS FOR YOUR AUDIENCE?



HOW DO YOU ENSURE THAT YOUR CONTENT IS ENGAGING, RELATABLE, AND RESONATES WITH YOUR TARGET AUDIENCE?



ARE YOU ABLE TO CONSISTENTLY DELIVER HIGH-QUALITY CONTENT THAT MEETS THE EXPECTATIONS AND DEMANDS OF YOUR AUDIENCE?



CAN YOU CREATE VALUABLE CONTENT CONTINUED

HOW DO YOU STAY UPDATED WITH THE LATEST TRENDS, NEWS, AND DEVELOPMENTS WITHIN YOUR INDUSTRY TO CREATE CONTENT THAT IS RELEVANT AND VALUABLE?

HAVE YOU IDENTIFIED ANY GAPS OR OPPORTUNITIES IN THE EXISTING CONTENT LANDSCAPE WITHIN YOUR INDUSTRY THAT YOU CAN ADDRESS WITH YOUR OWN UNIQUE PERSPECTIVE OR EXPERTISE?

HOW DO YOU INCORPORATE STORYTELLING, EXAMPLES, OR CASE STUDIES INTO YOUR CONTENT TO MAKE IT MORE RELATABLE AND COMPELLING FOR YOUR AUDIENCE?

ARE YOU ABLE TO ANALYZE THE PERFORMANCE AND IMPACT OF YOUR CONTENT TO ENSURE THAT IT IS INDEED DELIVERING VALUE TO YOUR AUDIENCE?

DO YOU ACTIVELY SEEK FEEDBACK FROM YOUR AUDIENCE TO UNDERSTAND THEIR NEEDS, PREFERENCES, AND SUGGESTIONS FOR IMPROVEMENT, AND INCORPORATE THAT FEEDBACK INTO YOUR CONTENT CREATION PROCESS?

CAN YOU SEE YOURSELF AS AUTHORITY IN YOUR NICHE

HOW DO YOU DEFINE AN AUTHORITY IN YOUR NICHE, AND WHAT CHARACTERISTICS OR QUALITIES DO YOU BELIEVE ARE ESSENTIAL IN ESTABLISHING YOURSELF AS AN AUTHORITY?

WHAT STEPS HAVE YOU TAKEN TO ESTABLISH YOUR CREDIBILITY AND EXPERTISE WITHIN YOUR NICHE?

ARE THERE SPECIFIC ACHIEVEMENTS, CERTIFICATIONS, OR ACCOLADES THAT CONTRIBUTE TO YOUR POSITION AS AN AUTHORITY IN YOUR NICHE?

ARE THERE SPECIFIC ACHIEVEMENTS, CERTIFICATIONS, OR ACCOLADES THAT CONTRIBUTE TO YOUR POSITION AS AN AUTHORITY IN YOUR NICHE?

HOW DO YOU SHOWCASE YOUR EXPERTISE AND KNOWLEDGE TO YOUR AUDIENCE?

CAN YOU SEE YOURSELF AS AUTHORITY IN YOUR NICHE CONTINUED

DO YOU ACTIVELY ENGAGE IN THOUGHT LEADERSHIP BY SHARING YOUR INSIGHTS, OPINIONS, AND EXPERTISE THROUGH MEDIUMS SUCH AS WRITING, SPEAKING ENGAGEMENTS, OR CONTRIBUTING TO INDUSTRY PUBLICATIONS?

HOW DO YOU BUILD RELATIONSHIPS AND CONNECT WITH OTHER INFLUENCERS OR EXPERTS WITHIN YOUR NICHE TO FURTHER ESTABLISH YOURSELF AS AN AUTHORITY?

HAVE YOU RECEIVED POSITIVE FEEDBACK OR RECOGNITION FROM YOUR AUDIENCE OR PEERS THAT VALIDATES YOUR AUTHORITY IN YOUR NICHE?

HOW DO YOU HANDLE CHALLENGES OR CRITICISMS THAT ARISE IN YOUR NICHE, AND DEMONSTRATE YOUR ABILITY TO NAVIGATE AND OFFER VALUABLE INSIGHTS IN RESPONSE TO THOSE CHALLENGES?

CAN YOU IDENTIFY ANY OPPORTUNITIES TO FURTHER ESTABLISH YOURSELF AS AN AUTHORITY IN YOUR NICHE, SUCH AS CONDUCTING RESEARCH, PUBLISHING A BOOK, OR HOSTING EDUCATIONAL EVENTS?