

District32- 5 Step Niche Creation Formula



1. Determine your offering.

- What do you love to do?
- What are you awesome at?



2. Define your target market.

- Who are your customers?
- What are their challenges?



3. Research your competition.

- Who are your competitors?
- How do they differentiate?



4. Calculate profitability.

- Is the domain profitable?
- How much value can you add?



5. Test your offering.

- How can you test your strategy?
- What will you measure and how?

Your differentiation strategy

From your customer's perspective

I love
because.....



The Skill-Target Market Grid

