

Module 4 Checklist

WHO: YOUR NICHE

NICHE DOWN = STAND OUT

NICHING DOWN = MAKES YOU NOTABLE

GOING BROAD = MAKES YOU A 1 IN A MILLION

HOW DO YOU STAND OUT?

YOU MAKE YOUR FIELD SMALLER

- Category is any sort of division or class. For example: lifestyle, food, vlog, education, art, drama, musical theatre, singing...
- Niche is the EXPERTISE/SOLUTION/THE X-FACTOR you can DELIVER into your category through your OFFER.
- Ideal Client is that person that needs your expertise/solution and is most likely to buy/support/embrace your offer.
- You will dedicate 25% of your Instagram content -which will be much more specific- to your Ideal Client. This is the "more author's" content. Your Art, Passion, Drive, what you truly love doing or sharing.
- Target Audience is a group of people that shares the same demographics (age range, gender) and psychographics (lifestyle, interests, values.)
- You will dedicate 75% of our content -which will be more broad, in order to get more followers- to these people. This is the "more commercial" content you will share. Content that is not 100% related to your offer.
- Your experience, your life, your story is where your profitable personal brand is going to be. Your STORY is unique = Your Personal Brand is unique.
- Do the Inner Investigation exercise (linked under the video lesson.)
- Do the External Investigation exercise (linked under the video lesson.)
- Fill in the X factor spreadsheet (linked under the video lesson.)
- Fill in the Target Audience spreadsheet (linked under the video lesson.)
- Research your competitors filling in the Competitors Template (linked under the video lesson.)
- Answer all the questions about your Ideal Client that you'll find in the Ideal Client Template (linked under the video lesson.)
- Create your Ideal Client Passport! (linked under the video lesson.)
- Frame WHO YOU ARE (your X Factor), WHO YOU HELP (your Ideal Client and/or Target Audience) by your OFFER/PERSONAL BRAND CONTENT (if you have already a service you can add your service). Find the Personal Brand Statement linked under the video lesson.