

NICHE SELECTION



The SpeakerCareer.com Business Blueprint
Module 1 Lesson 2 Action Guide

Overview:

Complete this action guide as you follow along with the complimentary tutorial video located at <https://speakercareer.com/members/blueprint/m1/niche-selection/>

Find the niche that is right for you and your career goals.

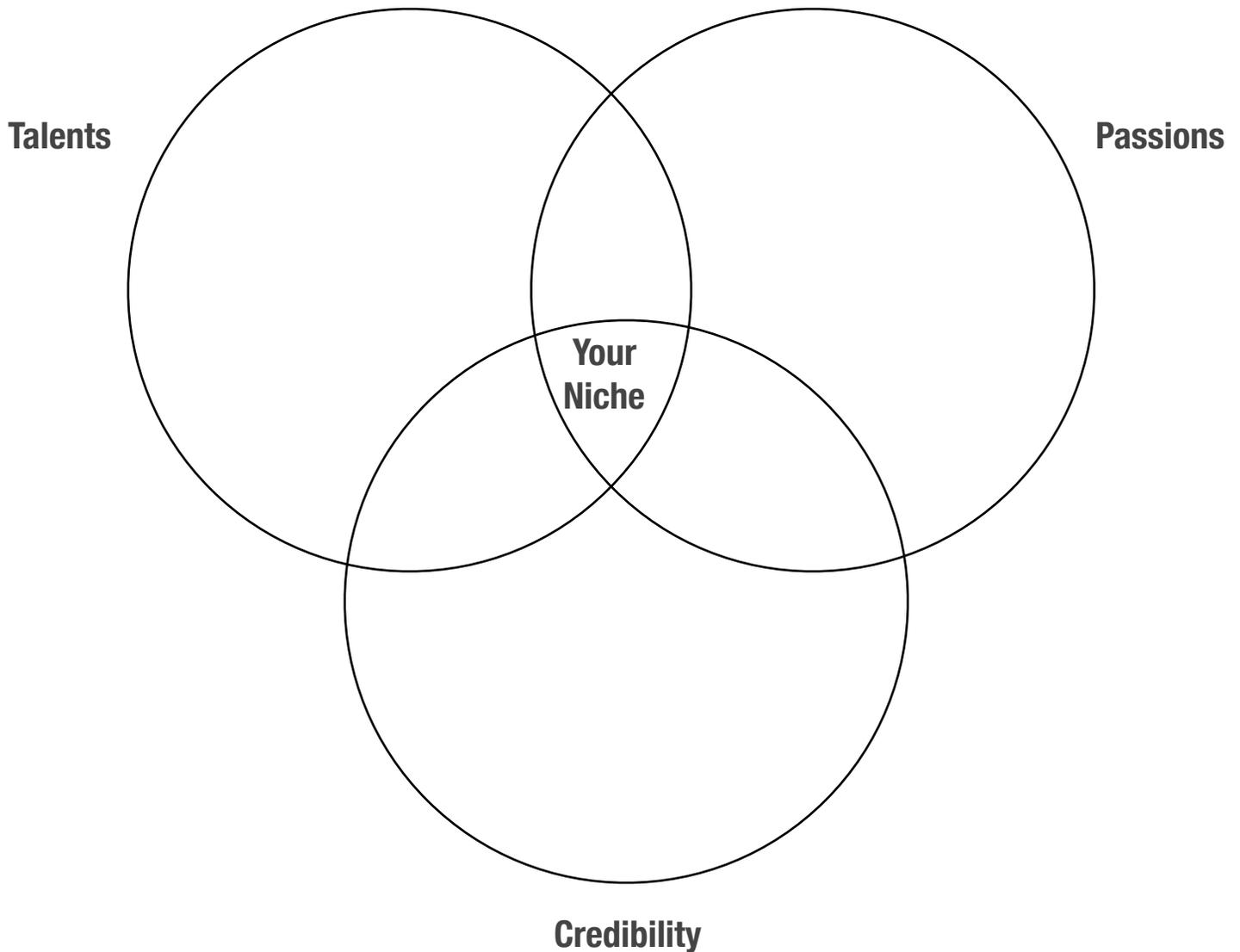
Who are the people you love and have a heart for?

Brainstorm groups of people, NOT what you should speak about and NOT which markets pay the most.

Later, you will research whether or not other speakers are getting booked to speak about these things.

The TPC Intersect

Inventory your experiences, education, etc. and fill out the Venn diagram.



Questions for inspiration in filling out your TPC Intersect:

What do others ask you advice about?

What are your LinkedIn expertise that others endorse you for?

What do others lovingly ask you to shut up about?

What education, credentials, or unique experience makes you credible?

How to choose a GREAT Market:

John Carlton & Todd Brown:

“You are looking for a large, hungry, accessible mob of addicts who are flush with cash”

LARGE: Are they large enough to support your desired lifestyle?

HUNGRY: Do they hire other speakers to speak? Do they want what you want to speak about?

ACCESSIBLE: Can you get to them?

MOB: Do they congregate? Do they have regular meetings?

ADDICTS: Do they have annual and repeat events? Are they passionate about the problem you're solving?

FLUSH WITHE CASH: Do they have the ability to pay what you've designated as your desired speaking fee? Do they have the ability to purchase? Can your market afford to buy products?

The 5 Major Markets

See the lesson page for sub-categories.

Youth

College

Professionals

Entrepreneurs

Hobbyists



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