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the first step in finding your niche is introspection start by identifying your interests passions and areas of expertise consider what drives you what you are knowledgeable about and what excites you the most this self awareness will form the foundation for your entrepreneurial venture

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simply put it s what you re going to write about your niche gives purpose and
structure to the topics you want to discuss

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a business is hard but understanding how to find your niche is harder when you re
working for yourself you have to manage the planning the pitching the promotion the
rejection and the actual logistics of running a real business

a 5 step formula to find your niche forbes Jan 13 2023

1 evaluate your passions and skills this sounds so basic but it really makes all the
difference don t just choose a niche because you re kind of interested in it to be
sustainable it

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19 2020 tinpixels getty images here s something i ve noticed successful leaders are almost always able to succinctly articulate what they re good at and why that s valuable to their company it s a critical reason why they ve gotten to where they are today

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so how do you go about finding your niche here are three methods 1 determine your undeniable authority the first method is to look at your own skills and experience what are you good at

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finding your niche is about determining the focus of your business and then working to hone your skillset or product this helps you refine your offerings and build the

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expertise that gives

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1 identify your interests and passions this may be something you ve already done but if you haven t make a list of 10 topical interests and passion areas immediately business isn t easy

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