

EMPOWER YOUR PURPOSE AND PASSION

FIND YOUR NICHE

♥ Younger Self

What excited you and you loved doing as a kid?

If a family member described to you what you were like when you younger what would they say?

What do you love reading and learning about?

♥ Current Self

What topics do you get excited and want to learn more about?

What people do you love being around and enjoy their company?

What and who are you naturally drawn to?

What do you get people asking you for your help?

If it is more than one, are there any similarities or links?

If you created a life in service of others, what would you want to help people with?

♥ More about you

What was the most painful experience/s you ever had in your life?

How did you overcome this experience and how could you teach others to be able to do the same?



Are there tools you can pass on? If so what could they be?

♥ Your ideal client

Who would benefit the most from your experiences?

If you describe your ideal client what would he or she interests?

What would be bothering or frustrating them?

How could you help them move forward?



MARKET RESEARCH

1) List of 5 successful online businesses that you are drawn to and love looking at:

2) List 5 attributes, traits, and why you love them:

3) Out of the 5 what are your top 3 that you relate to the most.

4) How do you set yourself apart from them?

5) How are you similar to those businesses?

6) What kind of people (age, gender, jobs etc) do these businesses address in your opinion and why?



7) If you could help your tries with just one single problem, which one would that be?

Your Empowered Mission Statement

It is powerful to know your Mission Statement as this is what you can say when people ask you what you do. It is also what you can put as your mission and vision for your business and what attracts your ideal clients/audience closer to you.

1) I offer this solution
(For example; a consulting or coaching service to support entrepreneurs to set up their own business)

2) For which people:
(For example; womxn in their 20s and 30s)

3) With what problem:
(For example; someone who has no technical knowledge or limited knowledge how to start their own business)

4) To achieve what:
(For example; to have a successful business plan and action plan toward the clients individual business needs.)

Copy and paste the answers to 1, 2, 3 and 4 and below and say it out loud and see if it feels right in your heart. Tweak if needed till it feels right.



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