
Finding Your Niche: Why It Is Your First Critical Step

PART ONE

WHY FINDING YOUR NICHE IS SO IMPORTANT:

- It makes you memorable
- It makes you less competitive (in a good way)
- It keeps you focused
- It makes you an expert
- It helps you grow your audience
- It will help you get a book contract
- It will help you make money

WHY WE SHY AWAY FROM FINDING OUR NICHE:

- We're scared of getting pigeon-holed
- We're scared of getting bored
- We want to be known for something else

