

How to Choose a Niche

What is the perfect niche for your business? You will find the answer in the intersection of **passion, aptitude, and profit.**



PASSION

The work that interests and excites you



APTITUDE

Your natural ability for a specific type of work



PROFIT

The clients who pay you what you are worth



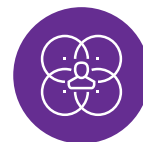
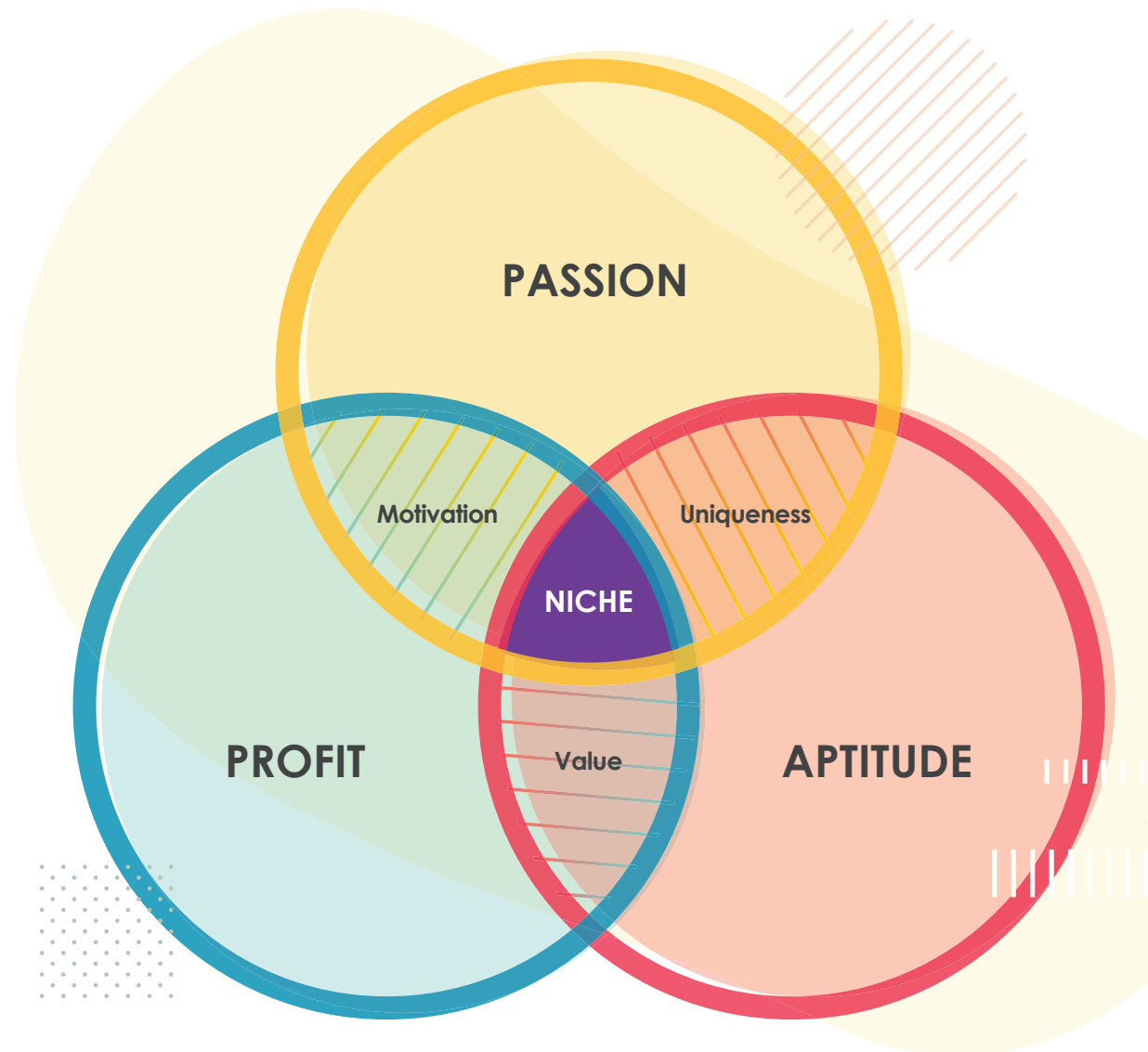
The overlap between your passion and profit is what **motivates** you to do the work that you do.



The overlap between your aptitude and passion is what makes you **unique.**



The overlap between your aptitude and profit is where you create **value.**



NICHE

If you can find the intersection between all three of these, this is the **niche** for you.