




# Narrowing Your NICHE

Marketing is hard when you try to be all things to all people.

Use this worksheet to identify 3 potential avatars and describe them in the space below.

|  AVATAR 1 |  AVATAR 2 |  AVATAR 3 |
|--|--|--|
| Name   | Name   | Name   |
| Description  | Description  | Description  |
| Frustrations   | Frustrations   | Frustrations   |
| Wants  | Wants  | Wants  |