

# GETTING FROM MEGA-NICHE TO MICO-NICHE



### DAY 3: GETTING FROM MEGA-NICHE TO MICRO-NICHE

Now that you've chosen one of my 4 Proven Approaches to online course creation and you've selected one of the 20 Mega-Niches, it's time to get you on second base by narrowing in on your Micro-Niche and Core Solution!

**Your Micro-Niche is the specific topic, and your Core Solution is a brief statement that conveys the solution you're offering.**

Let me show you what I mean. Remember our Art, Hobbies & Sports Mega-Niche?

When I introduced that Mega-Niche, I said it included topics like improving your golf (or tennis) swing, knitting, crafting, gaming, journaling, oil painting... you name it!

And improving your golf (or tennis) swing is actually an example of a Core Solution -- because it goes beyond the Micro-Niche label and conveys the specific solution being offered.

As we narrow things down, I teach my students something called the Profitable Niche Checklist -- the 7 criteria that EVERY product or business idea NEEDS to be successful -- and I'll be sharing it with you over the next few days.

Right now, all you need to consider is **Criterion #1** & **Criterion #4** since the rest of the Criteria involve your Target Audience, which you'll identify in tomorrow's training.

#### ✓ CRITERION #1

Your Home Run Course Idea MUST address a VERY specific and acknowledged market need -- whether that's solving a specific problem or delivering a specific outcome.

**Example:** *I'm a firm believer that customer success is the new marketing and when you win, I win. That's why I developed a unique method for course creation called the **Experience Formula**.*

*Simply designing your course using this formula will allow you to get 10-30x more students to engage with your course than traditional methods... they literally get hooked! And that leads to **more sales, fewer refunds, and more repeat sales** as your customers WANT to come back and buy from you over and over again.*

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### ✓ CRITERION #4

Your Target Audience (who you'll identify in tomorrow's training) needs to be **open to solving their problem** and must be **willing and able TO PAY** to have it solved.

**Example:** *I had an EPM student (come onto our group coaching call 3 weeks in a row) who wanted to design a course to teach nurses how to stop eating junk food and become a healthier role model for their patients. This was something my student REALLY BELIEVED IN and you could argue that it was something nurses NEEDED, but it wasn't something that they WANTED.*

*They weren't open to solving this problem or willing to pay to have it solved, because they didn't really associate their lifestyle habits with their patient's success. Many of the nurses she approached were so tired and overworked that they reached to food for comfort and didn't want to have that taken away from them. They just weren't looking to change their eating habits to become better role models for their patients.*

**So here's the thing, my student was in the ballpark of her home run course idea:**

- *she had chosen the Problem Approach to online course creation*
- *she had chosen the Health & Wellness Mega-Niche*
- *she had chosen nurses as her Target Audience (don't worry, we'll be choosing your Target Audience tomorrow)*
- *but her Micro-Niche was off so she was struggling to get paying students...*

*So I coached her around pivoting her Micro-Niche to focus on time management for nurses -- with a Core Solution of showing them a process for getting their paperwork done more efficiently so they'd have more time for breaks and meals -- so they feel better and less stressed at the end of the day.*

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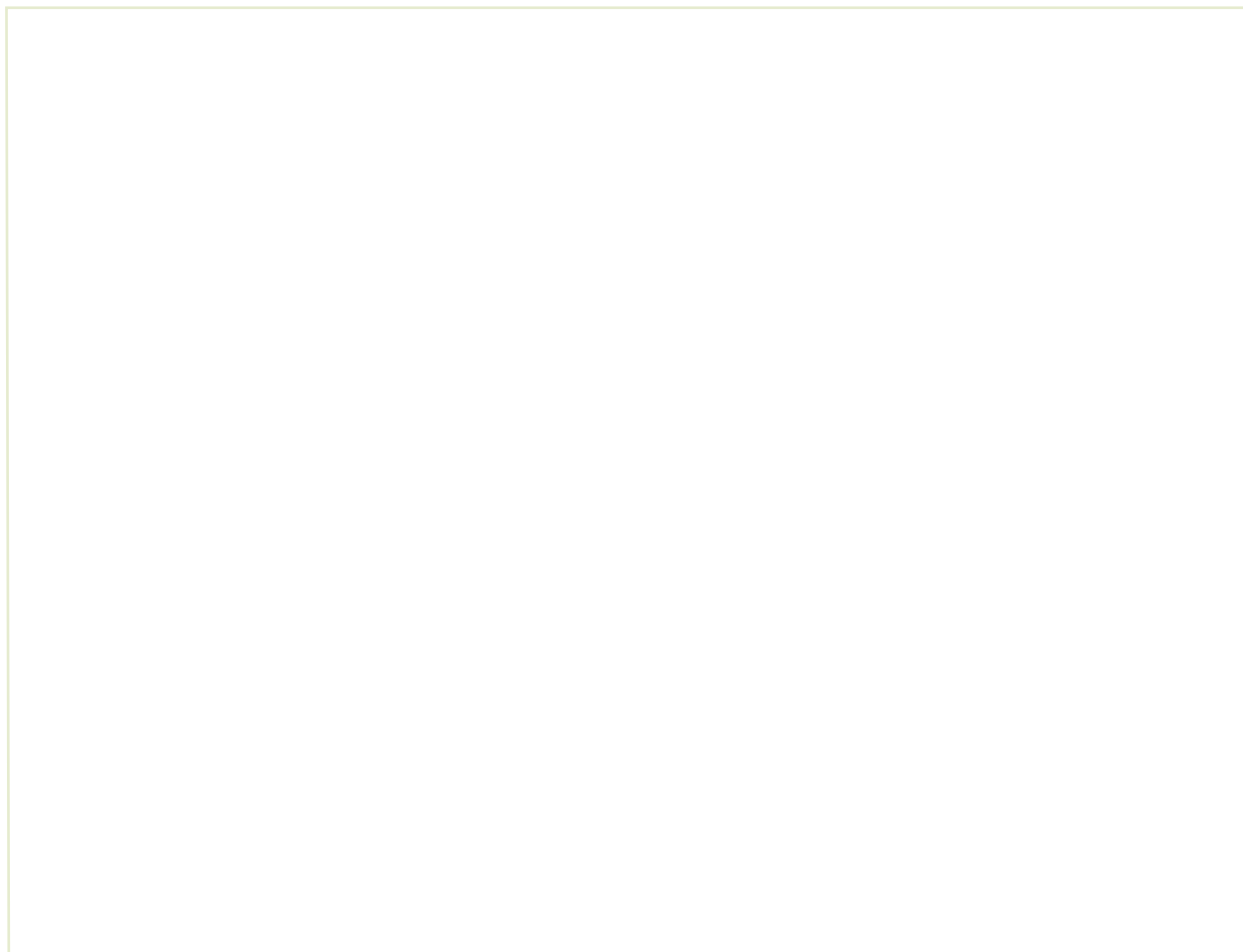
*Can you see the difference?*

Can you see how what you've done so far (in the first 3 days of the Challenge) is all starting to come together as your Home Run Course Idea?

The next step is to brainstorm as many Core Solution ideas as you can (that fall into your Mega-Niche and Micro-Niche). Get as specific as you can about the problem you solve and the outcome you deliver.

As you complete this exercise, you may come up with ideas that fit in different approaches and different Mega-Niches and that's OK. Remember, you've been making **"get started choices"** -- not **"forever choices"** -- so it's completely OK to go back and adjust your Approach or your Mega-Niche if your Home Run Course Idea starts taking you in a new direction.

**Part 1: Brainstorm as many Core Solution ideas as you can in the space below:**



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Part 2: Write a simple Core Solution Statement using this sentence starter:

**My course teaches people:**

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For example, my course teaches people how to bake French pastries.

💡 Remember to address a specific and acknowledged need in your Micro-Niche statement. Something people would be willing to pay for.