

# Finding Your Niche

## 10 Point Checklist

### Jason Hennessey

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



**"I spent most of my life making a living, and now  
I want to find a way to make a difference."**

**JASON HENNESSEY**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Evaluate my passion and skills and figure out if it has the potential to become a sustainable business.
- Research if there is a potential market for my niche. Find out if people are interested in what I do and determine whether it's something they would like/need for a long time.
- Check out the competition in my chosen niche. Observe what they do and decide what I can replicate or do better.
- Conceptualize my business and list the ways I can be of service to my potential customers.
- Establish a marketing strategy for my chosen niche. Running an online business is not a "build it and they will come" type of situation. I need to prioritize promoting what I do.
- Look for consultants/coaches who can help take my business to the next level. It will never be an added expense and always be an excellent investment for my company and self-development.
- Aim to empower and educate others by doing what I love most. Share light and knowledge because people buy solutions, not products.
- Focus on improving user experience. Make everything on my website accessible and convenient for my visitors. A well-thought-out design goes a long way.
- Be the authority in my niche by constantly adding value for everyone in everything that I do. There are many ways to implement this, but a couple of examples would be writing a book, producing a podcast, or running a course.
- Visit Jason Hennessey's [website](#) to start gaining the shortcuts to scalable, sustainable, and explosive business growth.