LESSON 01 · THE GHOST GROWTH LAB ACADEMY

FIND YOUR NICHE

A guided workbook to discover where your skills, passions and real-world demand meet.

BEFORE WE BEGIN

WELCOME TO YOUR FIRST STEP

Hello and welcome! We're so glad you're here.

Every successful faceless business starts with one simple decision: who you'll help, and how. That's your niche. Get it right, and everything that follows (your brand, your products, your content) becomes so much easier.

This workbook is designed to help you slow down and look at what you already bring to the table. You don't need to have it all figured out. You just need to be honest, curious and willing to write things down.

How to use this workbook:

1. Grab a cup of something warm and set aside about an hour.
2. Print it out, or fill it in digitally.
3. Answer every prompt, even the ones that feel silly. Small answers often lead to big ideas.
4. Don't edit yourself yet. We'll narrow things down at the end.

Let's find your sweet spot together.

The Ghost Growth Lab team

UNDERSTANDING THE BASICS

WHAT IS A NICHE?

A niche is your focused corner of the market: a specific problem you solve for a specific group of people. It's the place where your strengths, your interests and what people genuinely need all overlap.

Think of it like a key. A general key-shaped piece of metal won't open anything. But a key cut for one particular lock turns smoothly every time. Your niche is that precise cut. The more clearly it fits a certain group of people, the more easily you open the door to them.

When you land on the right niche, work feels lighter. You're doing something you enjoy, you're good at it, and you're helping people who are actively looking for exactly that.

NICHE EXAMPLES

Broad: fitness
Niche: 15-minute home workouts for busy new moms

Broad: budgeting
Niche: debt-free planning for first-time renters

Broad: digital art
Niche: printable coloring pages for adults with anxiety

Broad: social media
Niche: Instagram templates for local bakeries

WHY IT MATTERS

WHY CHOOSE A NICHE?

01 You know exactly who you're talking to

Instead of shouting to everyone, you speak directly to the people most likely to buy.

02 You stand out

A focused offer has fewer direct competitors, so you're far easier to notice.

03 You become the go-to

Going deep on one topic builds expertise, and people trust and buy from experts.

04 Your marketing gets easier

Clear audiences mean clear messages, keywords and content ideas.

05 Customers stay loyal

People return to brands that make them feel truly understood.

06 You can charge more

Specialized solutions are worth more than generic ones.

07 You grow with focus

Every product and post builds on the last, rather than pulling you in ten directions.

EXERCISE 1

YOUR PASSIONS, INTERESTS & SKILLS

Let's start wide. In each column, list everything that comes to mind. Aim for at least ten in each. Nothing is too small or too random.

PASSIONS	INTERESTS	SKILLS

EXERCISE 2 · REFLECTION 1 OF 7

DIG A LITTLE DEEPER

- **HOW DO YOU USUALLY SPEND YOUR FREE TIME?**

- **WHAT COULD YOU TALK ABOUT FOR HOURS?**

  The topics that make you lose track of time.

EXERCISE 2 · REFLECTION 2 OF 7

DIG A LITTLE DEEPER

- **WHAT MAKES THE REST OF THE WORLD GO QUIET?**
  When are you so absorbed that nothing else matters?

- **WHEN DO YOU FEEL MOST ALIVE, AND WHY?**

DIG A LITTLE DEEPER

- **WHAT DID YOU LOVE DOING AS A CHILD?**

- **IF YOU COULD STUDY ANY SUBJECT, WHAT WOULD IT BE?**
  And what draws you to it?

DIG A LITTLE DEEPER

- **WHAT DO FRIENDS AND FAMILY ASK YOU FOR HELP WITH?**

- **WHAT DO PEOPLE SAY YOU'RE NATURALLY GOOD AT?**

DIG A LITTLE DEEPER

- **WHAT PROBLEMS HAVE YOU SOLVED FOR YOURSELF?**

- **WHAT PERSONAL TRANSFORMATIONS HAVE YOU BEEN THROUGH?**
  Before and after moments count.

DIG A LITTLE DEEPER

- **WHAT WOULD YOU HAPPILY DO FOR FREE?**

- **IF YOU COULD BE PAID FOR ANYTHING, WHAT WOULD IT BE?**

DIG A LITTLE DEEPER

- **WHAT SKILLS OR EXPERIENCES MAKE YOU UNIQUE?**

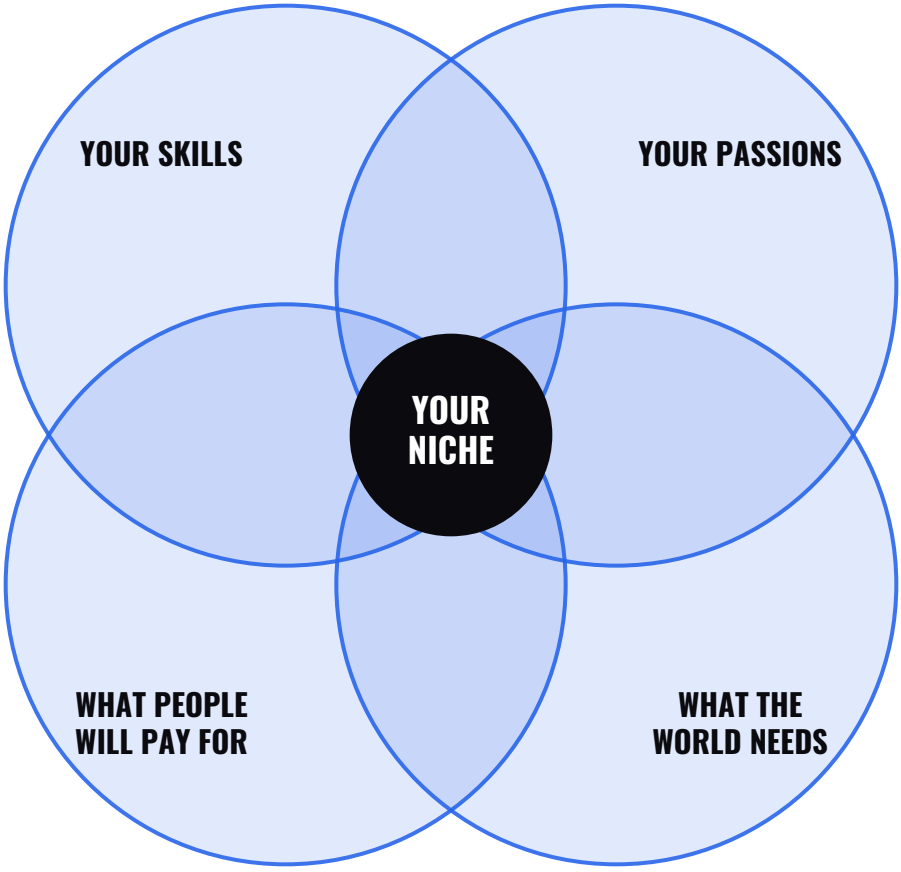
- **WHAT ARE YOU KNOWN FOR?**

- **IF YOU GAVE A 90-MINUTE TALK, WHAT WOULD IT BE ABOUT?**

EXERCISE 3

FIND YOUR SWEET SPOT

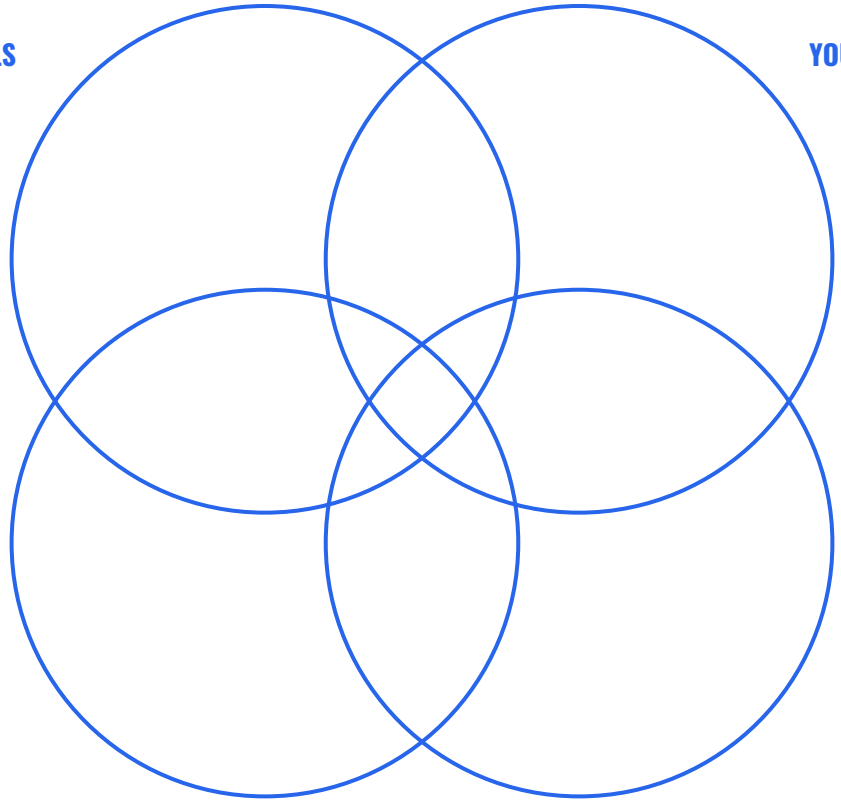
Look back over everything you've written. Your ideal niche lives where these four areas overlap. Circle the ideas that show up in more than one place.



EXERCISE 3 · YOUR TURN

MAP YOUR IDEAS

Write your top ideas into each circle, then note the strongest overlaps in the center box below.



MY STRONGEST OVERLAPS

EXERCISE 4

CHOOSE THE ONE

- **WHAT ONE PROBLEM WILL YOU SOLVE?**

- **WHO EXACTLY WILL YOU HELP?**
  Be specific: age, situation, goals, frustrations.

- **HOW WILL YOU HELP THEM, AND WHY YOU?**

EXERCISE 4 · CONTINUED

SHAPE YOUR OFFER

WHAT TRANSFORMATION WILL YOU OFFER?

Where are they now, and where will you take them?

HOW WILL YOU DELIVER IT?

Guides, templates, courses, coaching, community?

WHAT MAKES YOU DIFFERENT?

Your angle, your style, your story.

EXERCISE 5

YOUR 10-SECOND PITCH

- **IF YOU HAD 10 SECONDS TO EXPLAIN WHAT YOU DO...**
  Write a few rough versions. Read them aloud.

FILL IN YOUR NICHE STATEMENT

I help _____

to _____

so that _____

EXERCISE 6

NICHE DOWN EVEN FURTHER

The more specific you are, the more your ideal customer feels you're speaking directly to them. Try narrowing by who (new moms, retirees, students), where (a city, an industry), when (a life stage or season) or how (a method or format).

WAYS I COULD NARROW MY NICHE

MY HYPER-NICHE STATEMENT

I help _____

to _____

so that _____

YOU DID IT!

You've just done the work that most people skip. Your niche statement is the foundation for everything that comes next in the academy.

In Lesson 02, we'll turn that niche into a faceless brand people recognize and trust. Keep this workbook close. You'll come back to it often.

Questions? We'd love to hear from you.

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