



CLINICIAN
BUSINESS
LABS

HOW TO CREATE A PROFITABLE NICHE



A QUICK NOTE

LET'S GET THIS DONE

The biggest challenge to getting something new out the door is the mental block that occurs when you don't know what to do next.

The intention behind this guide is to get your Online Course established quickly.

I designed this guide to enable you to take action quickly. With planning and strategic execution, I want you to be able to get your online course out the door in 12 hours.

If you can master rapid, high-quality content creation, you will have a massive advantage in the marketplace. You will be able to reach more people, achieve greater impact and most importantly, deliver better patient outcomes.

This guide was not designed for you to become an online course creator. It was designed for a clinician to be able to deliver an online course. Take your time to review the content and complete the checklists in this workbook. The intention is not to keep you busy, it is to move you forward with results.

You've got this. Let's build you an Online Course that gives you back your time and delivers an amazing set of outcomes to your patients.

**Chief Cheerleader
Clinician Business Labs**

HOW TO NICHE

Lesson One

WHAT IS AN ARENA OF AUTHORITY?



LESSON ONE: GET RUTHLESSLY HONEST AND CLEAR ON WHO YOU WANT TO SERVE

QUESTION #1: No niche yet? List 10 populations you want to work with

QUESTION #2: What meaningful problem do they want solved?

QUESTION #3: What would they pay for the solution?

QUESTION #4: What would they need next from you?

HOW TO NICHE

Lesson Two

WHY YOU NEED TO BE AN AUTHORITY



LESSON TWO - MINDSET ROADBLOCKS

What are the emotional or mindset roadblocks that come up as you are asked to commit to an arena of authority? (Brain Dump)

What limiting beliefs are you willing to let go of in order to step into the arena? (Brain Dump)

HOW TO NICHE
Lesson Three

WHAT MAKES A GOOD NICHE?



LESSON THREE: GET GRANULAR ON THE PERSON YOU SERVE

QUESTION #1: What problem are you solving?

QUESTION #2: Who are you solving the problem for?

QUESTION #3: Where do they start?

QUESTION #4: Where does your work take them?

HOW TO NICHE

Lesson Four

HOW DO I STEP INTO MY AUTHORITY?



LESSON FOUR: COMMUNICATE WHAT YOU DO

PART 1: COMPLETE THE [AUTHORITY STATEMENT WORKSHEET HERE](#)

PART 2: SET THE DATE TO SHIFT YOUR MARKETING MESSAGE
TOWARDS YOUR NEW ARENA OF AUTHORITY

