

# Niche Clarity Worksheet

<p><b>WRITE THE NAME OF EACH "WHO" IN A BOX IN THIS ROW, THEN RATE EACH USING THE CRITERIA BELOW.</b></p>							
<p>Hungry crowd. Solving a problem they face and that they're already aware of. Best if they are so aware of it, they talk with others about it — so you can see evidence of it in what they say or write.</p>							
<p>The retreat (the solution) addresses the hunger.</p>							
<p>Strong value proposition: Payoff (what they're going to get, financial or other return on investment) is something they would value. Could be urgent. Could change everything.</p>							
<p>Access to somebody who trusts you or at least has some familiarity. Less warm-up required.</p>							
<p>Access to individual decision-maker with budget authority. Entrepreneurial? Can decide quickly?</p>							