



FIRST-HAND-LIFE

Create Your Digital Future

Your Name: Today's Date:

Business Niche:

Business Title:

Please fill in the following questionnaire which will move you towards selecting your niche and then when you are ready, come back and fill in your Niche and Business Title. This will give you a sense of completion! However, nothing is set in stone at this stage, so if you have any tiny doubts, please reconsider by revisiting the questionnaire.

When you have completed it to your satisfaction, please file it away and keep it for later. Your answers may change as you develop a netpreneur mindset and flourish in the limelight.

NICHE SELECTION QUESTIONNAIRE

Part 1: Multiple Choice Questions

What are your interests or hobbies?

- a) Technology and gadgets
- b) Health and fitness
- c) Fashion and beauty
- d) Food and cooking
- e) Travel and adventure
- f) Other

What are you good at?

- a) Special practical skills, e.g. cooking, woodworking, gardening, marathon running, etc.
- b) Technology and Office Skills
- c) Talking to people and collaborating/team work
- d) Writing and Researching
- e) Other

When do you feel happiest and what are you doing at that time?

- a) Creating something, e.g. painting a picture, decorating cakes, sowing seeds, redesigning rooms
- b) Organising e.g. developing systems, filing, labelling, measuring space and arranging tidily
- c) Making or Listening to Music/watching films/taking photographs/watching TV
- d) Learning something new
- e) Other

What are your favourite brands when you shop?

- a) Why were you first attracted to this brand? How long ago?
- b) What is the logo and why do you like it?
- c) Why are you so satisfied with the products/services they make/provide?
- d) How long have you been loyal to this brand? Why?
- e) Other

Which of the following industries do you have some knowledge or experience in?

- a) Finance and investment
- b) Education and tutoring
- c) Real estate and property
- d) Arts and crafts
- e) Automotive and vehicles
- f) Other

What demographic are you most interested in targeting for your audience?

- a) Millennials (aged 18-34)
- b) Parents and families
- c) Baby boomers (aged 55+)
- d) Teens and young adults
- e) Professionals and executives
- f) Other

What kind of people are your dream clients/customers?

- a) Young fashionable people
- b) Mature well-educated sophisticated people
- c) Parents and their children
- d) Elderly People
- e) Other

What problem or need do you believe you can address with your business?

- a) Time management and productivity
- b) Stress relief and mental health
- c) Sustainable living and eco-friendly products
- d) DIY projects and home improvement
- e) Personal finance and budgeting
- f) Other

Which platforms or social media channels do you prefer or are comfortable using?

- a) Instagram
- b) YouTube
- c) LinkedIn
- d) TikTok
- e) Twitter
- f) don't know yet

When you step into your First-Hand Life as a successful netpreneur, what will change?

- a) My self-esteem and confidence
- b) My inner drive and motivation
- c) My daily routine and ways of thinking
- d) My happiness and purpose
- e) Other

List the Niche Ideas you have so far:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**Part 2: Text Answers (please continue on a separate sheet if necessary –
write as much as you can to help you focus!)**

Describe in detail any unique skills or experiences you possess that could be leveraged in your business:

List any trends or emerging markets you've noticed that you find intriguing:

What specific problems or pain points have you encountered in your own life that you believe others may also face?

How much time are you willing to commit to building and growing your business each week?

What financial resources are you willing to invest initially to start your business?

Do you have any existing networks or connections that could help you in your chosen niche?

Describe your ideal vision for your business in terms of its impact and success:

Please take your time and reflect on each question thoroughly. The combination of multiple-choice options and open-ended text answers will help them brainstorm and narrow down potential niches until you find one that aligns with your interests, skills, and market opportunities for 2024. Next. Download the [Narrowing Down Your Niche Questionnaire](#) and fill it in carefully.