Interreg Co-funded by the European Union
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WoDiLab

DEEPER INTO FOCUS
DEFINE YOUR UNIQUE MICRO-NICHE

Transform your broad niche into a clear theme and a practical solution

ACTION CHECKLIST

☐ **Step 1 – Brainstorm possible Micro-Niche ideas and core solutions**
Generate a few possible Micro-Niche ideas within your chosen Mega-Niche and note the core solution you could offer for each.

☐ **Step 2 – Review and narrow down your ideas**
Look at your ideas and notice which ones address real needs and feel realistic for you to work on.

☐ **Step 3 – Choose ONE Micro-Niche**
Select the Micro-Niche that feels like the best direction to focus on right now.

☐ **Step 4 – Write your Micro-Niche Statement**
Create one clear sentence describing who you help, what challenge they have, and what result you help them achieve.

☐ **Step 5 – Record your NEXT Milestone**
Add your Micro-Niche Statement to your WoDiLab Milestone Tracking Document and tag your Mentor.

Step 1: – Brainstorm possible Micro-Niche ideas and core solutions

Start by brainstorming a few possible **Micro-Niche ideas** within your chosen Mega-Niche.
For each idea, also note the **core solution** you could offer — the main way you would help people solve a problem or achieve a result.

At this stage:

- ideas can be rough,
- wording does not need to be perfect,
- and you do not need to commit to anything yet.

The goal is simply to explore what could work.

Use the table below to explore a few possible Micro-Niche ideas and the core solutions you could offer.

Possible Micro-Niche Idea	Who is this for?	What problem or desire does it address?	Core solution I could offer

Step 2 – Review and narrow down your ideas

Now look at the ideas you've written.

Ask yourself:

- Which ideas address a **real need people already have**?
- Which ones connect to skills or experience I already have?
- Which ideas feel clear enough to explain to someone else?

You do not need to analyse deeply.
This step is about **noticing**, not judging.

Step 3 – Choose ONE Micro-Niche

Choose **one** Micro-Niche to focus on.
Not the perfect one.
Not the one you think you *should* choose.

Choose the one that:

- feels meaningful,
- feels manageable,
- and feels like a good place to continue experimenting.

You can change this later.
For now, choosing creates momentum.

Step 4 – Write your Micro-Niche Statement

Write **one clear sentence** that brings your idea together.
Your Micro-Niche Statement should describe:

- **who you help**,
- **what challenge or desire they have**,
- **and what result you help them achieve**.

You may use the structure below as guidance.

Micro-Niche Statement (example structure)

I help _____

Who want to _____

So that they can _____

Or write it in your own words if that feels more natural.

My Micro-Niche Statement:

_____

_____

Step 5 – Your NEXT Milestone

This is your **NEXT Milestone** in the WoDiLab programme.

- Add your **Micro-Niche Statement** to your **WoDiLab Milestone Tracking Document**
- Tag your **Mentor** so they can review it and support you

This statement is not permanent.
It is a starting point that we will refine together

Your direction is now clearer than it was before.

That's enough for today.

Once you've completed this worksheet, mark it as done in the platform to claim your XP.