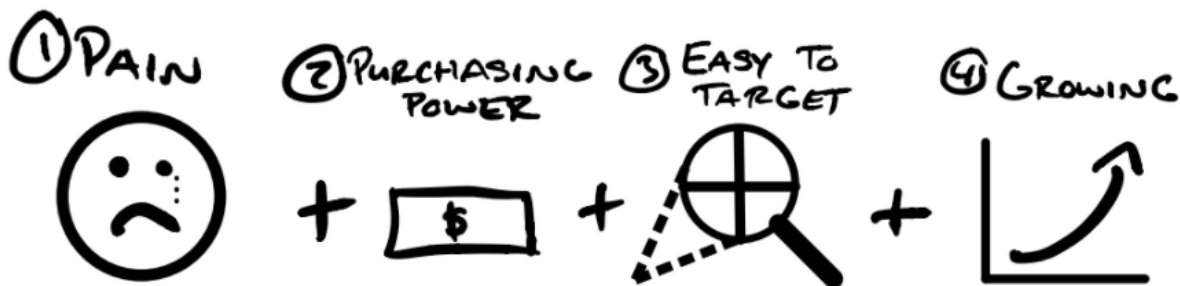
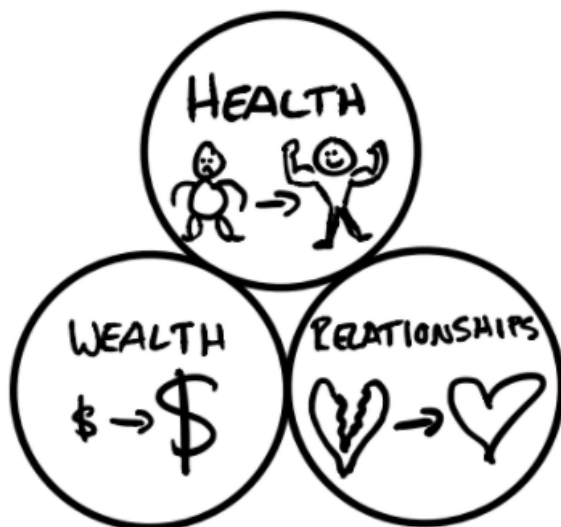


## Picking The Right Market/Niche



I. Pick the right market: \_\_\_\_\_

- In Pain
- Purchasing Power
- Easy to Target
- Growing



II. Pick a Niche: \_\_\_\_\_

- Niche Down 3-4 Levels
- Health → Weight Loss → Weight Loss for Women who just had kids → Following Keto
- Wealth → Real Estate → Flipping → Without having to see a property all using DMs
- Relationships → Dating → Over 60 → Without awkward first dates