

# Nail Your Niche

*Because the foundational work you do to define your brand  
can make ALL the difference in how quickly you can  
generate **predictable profits** as a baker!*

**In this foundational training you will learn to:**

- 1 Outline Your Offering**
- 2 Identify Your Customer**
- 3 Zero In On The Problem**
- 4 Define Your Niche**

# Outline Your Offerings

## WHAT'S YOUR REPERTOIRE?



### QUESTIONS

- What are you interested in and passionate about baking?
- What are you already being paid to bake?
- What feels easy and comfortable in the kitchen?

<input type="checkbox"/>	.....	<input type="checkbox"/>	.....	<input type="checkbox"/>	.....
<input type="checkbox"/>	.....	<input type="checkbox"/>	.....	<input type="checkbox"/>	.....
<input type="checkbox"/>	.....	<input type="checkbox"/>	.....	<input type="checkbox"/>	.....
<input type="checkbox"/>	.....	<input type="checkbox"/>	.....	<input type="checkbox"/>	.....
<input type="checkbox"/>	.....	<input type="checkbox"/>	.....	<input type="checkbox"/>	.....

# Identify Your Customer

## WHO DO YOU SERVE?



### QUESTIONS

- Who has ordered from you in the past?
- Who needs your products?
- Who would your dream customer be?

Need a little help? Complete this sentence with as many different answers as you can!

I sell \_\_\_\_\_ to \_\_\_\_\_ .

I sell banana bread to farmers' market shoppers .

■	.....	■	.....
■	.....	■	.....
■	.....	■	.....
■	.....	■	.....
■	.....	■	.....

# Zero In On The Problem

## WHY DO THEY BUY?



### QUESTIONS

- What are the occasions that people request your baked goods?
- Why do people order from you?
- What need do you serve?

Let's use the sentence from the last exercise to get even more clear.

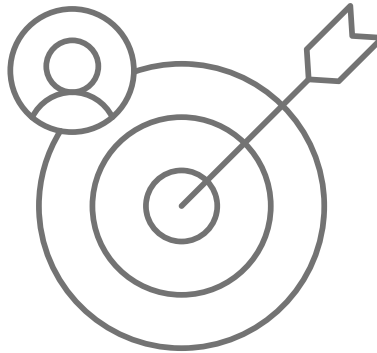
I sell \_\_\_\_\_ to \_\_\_\_\_ who \_\_\_\_\_.

I sell banana bread to farmers' market shoppers who like to support local businesses.

<input type="checkbox"/>	.....	<input type="checkbox"/>	.....	<input type="checkbox"/>	.....
<input type="checkbox"/>	.....	<input type="checkbox"/>	.....	<input type="checkbox"/>	.....
<input type="checkbox"/>	.....	<input type="checkbox"/>	.....	<input type="checkbox"/>	.....
<input type="checkbox"/>	.....	<input type="checkbox"/>	.....	<input type="checkbox"/>	.....
<input type="checkbox"/>	.....	<input type="checkbox"/>	.....	<input type="checkbox"/>	.....

# Define Your Niche

## WHAT IS YOUR POINT OF DISTINCTION?



### QUESTIONS

- What items did you write down from your repertoire that resonate with you the most?
- What common theme did you see with who your customer is?
- Why are your customers buying from you?

*Congrats!*

### WRITE YOUR NICHE BELOW

---

When you find your niche you are well on your way to building a loyal customer base.

**The more targeted your niche is, the more likely you are to attract an interested audience.**

# What's Next?

Are you ready to take the next steps and create predictable profit with your baking?

Enrollment for ***Bake Better Academy*** is now open!

- ✓ **Step-by-Step Video Trainings** ...to help you master business concepts
- ✓ **Private Facebook Community**... for support and encouragement
- ✓ **Live Coaching**...to get honest feedback and advice

**Scale your baking business to create predicable profits**  
*in about an hour a week!*

**LEARN MORE**

