



YOUR JOURNEY STARTS HERE:

MAKE SURE TO REGISTER AT [MOVEMENTMAKER.COM](https://movementmaker.com)

COMPLETE YOUR DAILY ASSIGNMENT WITH [PHILTHEFIRE.COM](https://philthefire.com)

BLOCK YOUR CALENDAR **MONDAY, MAY 16TH - FRIDAY, MAY 20 10 - 11AM PT**

IN YOUR OWN WORDS, DESCRIBE WHAT A MICRONICHE IS?

WHY MUST I CHOOSE A MICRONICHE? ARE YOU COMMITED TO PICKING ONE...FOR NOW?

CREATING YOUR MICRO-NICHE

WHO <i>Define Your Ideal Client</i>	WHAT <i>What Problem Are You Solving? What Outcome Are You Promising?</i>	HOW <i>How does your process, product or service solve that problem?</i>
Gender: Age: Location: Interests: Market: Submarket: Niche: Micro-Niche:		

I help _____
(Insert Your Who)

with _____
(Problem Solved / Outcome Achieved)

by _____
(Insert Your How / Process / Method / Approach)

without _____
(Things they've already tried & don't want to do)

even if _____
(Insert the #1 Objection)

Additional Notes:

WRITE DOWN YOUR LIMITING BELIEFS ABOUT YOUR MICRONICHE

OLD LIMITING BELIEF	NEW EMPOWERING BELIEF

MAKE THE MOST OF THIS CHALLENGE:

- GO LIVE IN THE FACEBOOK GROUP
- INVITE A FRIEND WWW.MOVEMENTMAKER.COM
- UPGRADE TO THE CRUSH IT LAB WWW.CRUSHITONLINE.COM