

Niche to Pitch  
Framework:  
Step 4

# So, Let's build on the last 3 steps:

1. Start with Niches that
  - a. ...light you up!
  - b. ...you know something about.
  - c. ...are familiar with marketing
2. What is their marketing pain?
  - a. Score yourself on how well you can solve that pain with chatbots
3. Can they afford you?
  - a. How many sales are required to break even?
  - b. Can you double that with your solution?

Now... How will you position yourself as THE solution provider for this niche?

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  - Your agency chatbot?
  - Lead Magnets?

Let's look at the worksheet

Which social platform will  
you use?

...And, the second?

**What Is Your lead  
generation strategy?**



What is your score for your  
position in this niche?



 **YOU GOT THIS!** 

See you tomorrow at 9am PT