Questionnaire for Creating your Niche

1. What is your personal passion or health mission?

2. Is there a tragedy or event which has affected you, a family member or friend that has set you on your current path?

3. What health issue are people currently coming to you about and asking for your help with? When you socialize, what do your friends ALWAYS want your help with? And what do you LOVE helping them with, too?

4. Who do you believe needs your skills and knowledge the most?

5. What angers you when you look around: is it childhood obesity? How about the brain-gluten connection? What health issue makes you so sad that it brings you to tears?

6. What do you believe you do, have or know better than nearly everyone you know? What do you LOVE helping other people figure out as it relates to health?

7. Who do you like to hang out with? You’re going to spend a LOT of time around your patients; make SURE it’s a group that nurtures you and feeds your soul!