



# Lesson #1

Why, Niche & Superpower

## My Why

Ask yourself these questions to help you determine your "why". Your WHY is the reason you are creating your YouTube channel.

Why am I creating a YouTube Channel?

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What makes my channel different than anything else out there?

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Why should someone subscribe to MY channel?

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## This is my WHY

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## My Niche

Ask yourself these questions to help you determine your "niche". Your niche is a combination of passion, skill and need.

### Passion

What am I passionate about in life? What types of topics do I enjoy reading, watching listening? What is something I've always enjoyed learning about? What do I enjoy making videos about?

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### Skill

What work experience do I have that can translate into my YouTube channel? What education do I have that I can apply to my YouTube channel? What hobbies/activities do I have in my life I can apply to my channel?

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### Need

What can I teach people from my passion and skill? What can people learn from me? Why do people come to me? What am I solving for my viewers?

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## My Niche

Topic Niche or Demographic Niche

Now that I know my passion, skill and need, will I have a topic niche or a demographic niche?

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Who is my Avatar?

The more specific the better! (age, hobbies, needs, desires, goals, gender, etc.)

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Putting it all together. What is my niche? (Passion+Skill+Need)

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# My Why, Niche and SUPERPOWER

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