

# THE NICHE TOOL

## Find Your Family

When you are going through the process of finding your perfect niche it can be easy to fall into a few common mistakes. Avoid these and you will be on your way to success.

- Don't believe the bigger the niche, the more people will find you.
- Don't choose a niche you don't love creating content for. You will get bored easily.
- Don't choose a niche just because it seems popular.
- Don't choose a niche that doesn't fit your beliefs or lifestyle.

### Question 1

What are you passionate about?

### Question 2

What is your travel style?  
(luxury, budget, cruising, etc)

### Question 3

If you had 5 minutes to talk about travel, what is your topic?

### Question 4

Based on these 3 answers, what is your Tribe?

### Question 5

In that Tribe, what is your ideal Village?

### Question 6

What are 3 Families that you can belong to in this Village?

Your Final Family is...