

My Unique Niche Identifier GPT

Playbook

Define your niche with clarity, confidence, and magnetism

 **Tool Link:**

[Access My Unique Niche Identifier GPT](#)







 **What This Tool Is Designed to Do:**

This tool helps creators transform scattered expertise into a magnetic, emotionally resonant niche that truly fits who they are and who they're here to serve. Using the CreatorsBrand System, it guides you through five layers of identity, market alignment, authority, boundaries, and positioning—so you can articulate your niche with confidence, claim your authority, and start showing up with clarity in your brand, offers, and content.

Whether you're pivoting, refining, or starting fresh—this GPT helps you own your lane in a way that feels both powerful and precise.

 **How to Prepare for This Tool:**

Have these ready before you begin:

-  Your ICA profile, Empowered Brand doc, or any brand notes
-  Clarity around the kinds of people and problems you're drawn to
-  Proof points or stories of how you've helped people before
-  Openness to define who you're not here for
-  Examples of content, coaching, or conversations that light you up
-  Your ultimate goal for using this niche in business (offers, positioning, marketing)

✅ Best Use Cases:

- When refining or relaunching your offer suite or program
 - When shifting audiences or pivoting your brand positioning
 - When hiring a copywriter or building a sales page and need precise messaging
 - Before launching new content pillars or a thought leadership series
 - When clarity fatigue has you doubting your zone of genius or market fit
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🗨️ Example Scenario (Fictional):

Monica is a leadership coach who's pivoting from corporate executives to purpose-driven founders. She wants to stop sounding generic and start magnetizing aligned clients. Using the GPT, Monica inputs her unique lens (transformational leadership rooted in somatics), her ideal audience (sensitive visionaries tired of hustle culture), and her authority markers (TEDx speaker, 8 years of corporate coaching).

The GPT guides Monica through clarifying who she's here for, what pain she solves, and creates a niche sentence she can use everywhere—from Instagram bios to her next launch email.

🔍 Unique Lens:

Lens Title: Somatic Leadership for Visionary Founders

Why It Matters: Because most leadership frameworks ignore the body, but real alignment happens when we lead from within—not just perform at the surface.

👥 Right Fit Market:

People Drawn To: Highly sensitive, mission-led founders who are scaling businesses that matter but feel overwhelmed by traditional growth tactics.

Pain Solved: They feel pressure to perform, hustle, or emulate others—but their body

keeps signaling burnout and misalignment.

Why It Matters: Because these founders aren't just building businesses—they're stewarding movements. They need a leadership model that honors their full humanity.

Authority Zone:

Core Interests: Embodied leadership, nervous system work, trauma-informed coaching, purpose-led scaling

Authority Mission: To normalize somatic leadership as the new standard for sustainable, impactful entrepreneurship

Why It Matters: It's not just about being credible—it's about showing founders that their greatest leadership tools are already within them.

Vault and Repellent:

Dream-Fit Filters:

- Values depth over speed
- Believes business is a sacred vehicle for change
- Is open to body-based practices and emotional intelligence

Not Here to Serve:

- Those seeking fast hacks or 10x overnight wins
- Founders resistant to inner work or reflection
- Clients who need rigid systems instead of adaptable frameworks

Why It Matters: Because the right-fit client is ready to co-create transformation—and anything less drains the work and dilutes the mission.

Niche Sentence:

I help sensitive, mission-led founders become somatically aligned leaders—so their business feels as good on the inside as it looks on the outside.

💡 **Tips to Maximize the Tool:**

- **Feed it real language your clients use.** The more grounded your words, the sharper the resonance.
 - **Confirm each section before moving on.** Pause and reflect—this isn't about rushing to the sentence, it's about building clarity.
 - **Be honest about who you're *not* here for.** Repulsion is as powerful as attraction in brand clarity.
 - **Let it mirror you.** Use it as a reflective surface—if a prompt feels “off,” tell the GPT why. That's part of the magic.
 - **Use the output everywhere.** This is brand gold—put your niche sentence on your bio, in your content pillars, in your offer intros.
 - **Repeat quarterly or after big pivots.** Niches evolve. Use this tool to stay anchored through every shift.
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