

OVERVIEW

Segment Fit Matrix

Score your possible niches like a portfolio, not a passion board.

CLIENT / NAME

COACH

SESSION DATE

P Purpose

Compare up to four niche candidates on evidence, access, joy and economics — and choose with a clear head.

W Why this matters

Every niche feels exciting on a good day. The matrix forces the honest question: which segment can you reach, serve and sustain for the next three years?

1 List your candidates

Work here

Name up to four segments you are considering (audience + problem in each).

2 Evidence

Work here

Have real people in this segment paid or committed for help with this problem? Score 1-5.

3 Access

Work here

Can you reach them in two steps or fewer? Score 1-5 and note the channel.

4 Joy and stamina

Work here

Will this work still interest you in year three? Score 1-5, honestly.

5 Economics

Work here

Can this segment pay your full rate without strain? Score 1-5 and note the number you have in mind.

R Read it back

READ-BACK

Totals: the winning segment rarely wins every row — it wins evidence and access while never losing joy. Look at your scores as a whole before deciding.

YOUR NEXT MOVE

Pick your primary segment for the next 90 days. Park the others on paper; revisit with Tool 20 (Quarterly Niche Decision).