



# Strategy #13

## 1. Platforms

1.1. Facebook Instagram

## 2. [facebook.com/josephkolar](https://www.facebook.com/josephkolar)

[Facebook.com/JoeKolarOfficial](https://www.facebook.com/JoeKolarOfficial) Now I am posting more on my personal profile but want to switch to page

## 3. Primary channel

3.1. My brand/story, Fb page

## 4. Niche

4.1. Broad

4.1.1. personal development

4.2. Narrow

4.2.1. define your narrow niche

4.2.2. example of narrow niche - yoga for pregnant woman after 35 - mindfulness meditations for single moms under 30 to attract their ideal partner

## 5. action steps

5.1. confirm / define avatar / dream customer

5.1.1. <https://mm.tt/1424663930?t=NkZ3nFE6TW>

5.2. specify narrow niche to focus on

5.3. ikigai [https://www.youtube.com/watch?v=G2SqqjRn\\_c0](https://www.youtube.com/watch?v=G2SqqjRn_c0)

5.4. think about 21-days challenge for your niche and avatar

5.5. create content around avatar pain points and use it as a traffic drivers to page

5.6. make money on the backend

