



# Evaluation Guide - WHY and Niche

Good job completing your first assignment!

The answer key is shown using an example. While there are no right or wrong answers you can use the feedback pointers to self-grade your own answers and refine them.

## Part A: Finding Your WHY

**Q1: Reflecting on your own why, tell us, what drives your passion and inspires you to create content for Instagram.**

I love to help people become healthy. I got fit and it changed my life. Now, I want to help others on Instagram do the same.



### Feedback:

It's great how your why comes from the journey of your own life. That's the best way to introspect, by looking at the experiences that have built you as a person.

Remember that finding your why is not a one-shot process, but a journey, and if in the future this evolves, do not resist that, rather, keep revisiting this and reflecting upon it.

For example, this could evolve into a larger belief in self-development, or into another core value from your life. As long as it's authentic to you and you stay true and consistent to it, that's all that's needed.

**Q2: Identify the core values you hold dear?**

My core values are honesty and care. I make sure my posts are true and helpful.



### Feedback:

Think of more such values that are non-negotiable for you as a person.

Understanding and identifying these helps shape up your 'why' better. It also helps you make better decisions in regards to your content. These could be decisions on your niche and topics or could be about branding, monetization, and so on.

**Q3: Can you identify a time in your life that led you to have these values? Can you share a story about this?**

When I was a kid, I was very unhealthy. It was a tough time, and it made me value health and honesty.



### Feedback:

It's a good exercise to reflect on and write these in much more detail.

How did being unhealthy affect you, how did it make you feel, what inspired you to embark on the fitness journey, and what are the challenges you overcame? Writing these down will help you with content ideas, it will help you understand your target audience and what value you can provide to them.

**Q4: How does your WHY influence your approach to content creation and your engagement with your audience on Instagram? OR How does your WHY inspire the topics, themes, or ideas you choose to express in your content?**

My WHY is to inspire health and fitness. This drives me to create content that shares easy and practical health tips. It also guides me to engage with my audience, answer their questions, and provide support because I truly want to see them succeed in their health journey.



**Feedback:**

Good job, understanding what works for your audience and catering to that, being driven by your why is a great start. In the next module, we'll explore the target audience in much more detail :)

**Q5: In what ways does your WHY resonate with your audience's needs or wants?**

People want to get fit. My WHY helps them as I've also genuinely been on that journey.



**Feedback:**

You've made a good connection between your WHY and your audience's needs. However, try to go deeper and think about their emotional needs as well. Are they seeking motivation, inspiration, community, or accountability? That would help you frame your content even better towards them.

## Part B: Finding Your Niche

**Q1: List down the following**

1. The topics or areas you are knowledgeable about? (Things you know)
2. The topics or areas within that your audience might be interested in, but you don't know as much. (Things you don't know)
3. The topics or areas you're extremely curious about? (Things you want to learn)
4. The topics that you can share but might not interest your audience currently

**Example Answer:**

1. I know about simple home workouts and easy healthy recipes.
2. What I don't know and my audience needs: Easy Fitness tips, Diet Guides, Goal Centric Workout Guides, and much more.
3. I'm curious about different diets and how they affect our bodies.
4. What I know but the world might not need as of yet: My own journey with fitness, My daily routine.



**Feedback:**

Great, it's always best to start with what you know. This allows you to provide valuable and accurate information to your audience. As you continue your content creation journey, remember to be open to learning more and expanding your knowledge to better serve your audience.

Here, our curiosity is an asset, for both you and your page. It will help you remain engaged and enthusiastic about your content, which your audience will likely pick up on. Don't hesitate to explore these areas in your content.

You should dive deeper and place these topics on the 2x2 matrix we discussed in the course, it is a tool that can help you pinpoint where your knowledge intersects with what your audience needs, providing a clear direction for your content creation.

Consider the matrix as a living document. As your skills, knowledge, and understanding of your audience grow, revisit and adjust this matrix accordingly.

**Q2: Based on your previous answers and the 2x2 matrix, select the topics you'll currently focus on to create content. Explain the reason behind your decisions. Which quadrant from the matrix do these topics fall in?**

I'll focus on home workouts and easy recipes. They fall in both "what I know" and "what the world needs".

**Feedback:**

You've chosen topics that leverage your knowledge and align with what your audience needs, which is a great starting point. Continue to experiment within that quadrant, and the one of 'what your audience needs and you might not know'. As you grow further, and your audience gets more associated with you, there might be things about your own journey or things that are slightly out of your niche that you can experiment sharing with your audience.

**Q3: How does your chosen niche align with your WHY?**

My niche aligns with my WHY because it's all about helping people get healthier.

**Feedback:**

Excellent! The alignment of your niche with your WHY ensures authenticity and passion in your content. Remember that your WHY is the foundation of all your content, and your niche should reflect and support it.

**Q4: Are there any potential problems your target audience is facing that your content could solve?**

Yes, people find it hard to start working out and eating healthy. My content can make it easier.

**Feedback:**

Identifying your audience's pain points is crucial in making your content. Always keep your ears open for feedback from your audience. Their struggles are opportunities for you to make a real impact through your content.

**Q5: Formulate a niche statement that is specific, clear, and well-structured. What type of content are you going to provide, and for whom?**

"I provide easy-to-follow workout tips for beginners who want to get fit."

**Feedback:**

Your niche statement is clear, and concise. However it still targets a very broad niche, you can work on narrowing it down even further. Remember to revisit this statement as you grow and learn more about your audience and their needs.



*The significance of this module and these questions was that they will reflect in all decisions you make throughout your content journey. We recommend that you go over these questions every month or every few months and keep refining your answers to them.*

*Great job so far!*

*As we've amply hinted, the next module is going to be all about understanding your target audience. See you there :)*