

NICHE QUESTION CHECKLIST

1. Personal or Commercial Lines?
2. What are you good at?
3. What do you want to be good at?
4. Who do you like doing business with?
5. Is it **PROFITABLE**? (see commisions)
6. Do you have enough prospects within your territory?
7. Do you have the right insurance companies to compete?
8. How well can you speak the language?
9. Have you identified sub catagories below the primary industry?
10. Will make adjustments based on what and where starts working?