

FREE WORKBOOK FROM CLINICAL BOSS

# Find Your Clinical Niche

A guided process for finding the niche that fits your passion, your proposition, and your profitability.

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You don't need a complicated answer. You need clarity on the work that lights you up, the value only you bring, and where that meets a real market.

This workbook walks you through three lenses: your interests and expertise, the value you can offer, and the financial viability of your niche. Reflect honestly, move quickly, and let the patterns emerge. The goal is a niche that is both rewarding and sustainable.

## How to use this workbook

Type your answers directly into each box, or print it and write by hand. There are no wrong answers. Be honest, and let the patterns guide you.

REFLECTION 01

### Identifying Your Sparks

What activities, projects, or topics in your work make you feel most alive? Describe moments when you have felt energized even on challenging days.

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REFLECTION 02

### Meetings You Enjoy

Think about the meetings or interactions you look forward to. What is discussed in these, and why do they feel different from others?

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REFLECTION 03

### Professional Daydreaming

When your mind wanders during work, what do you find yourself thinking about? How can these daydreams guide your path?

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REFLECTION 04

### Unique Contributions

Reflect on your background and experiences. How have these helped you achieve results in the past, and how can they set you apart in your field?

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REFLECTION 05

### Real-World Impact

Provide examples of how your unique approach has added value to the lives of others. What feedback or outcomes illustrate this impact?

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REFLECTION 06

### Seeing Opportunities

What gaps or unmet needs have you observed that you are uniquely positioned to address?  
How can behavior science influence other sectors for good?

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REFLECTION 07

### Passion Meets Market

How can your passions directly meet the needs of the market? Consider your most significant insights or innovations that could fill existing gaps.

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REFLECTION 08

### Preferred Treatment Modalities

Which treatment approaches or modalities most align with your values and knowledge? How do they enable you to deliver superior outcomes?

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REFLECTION 09

### Education & Market Needs

How does your educational background prepare you to meet specific market needs? Reflect on the intersections between your training and market demand.

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YOUR NEXT STEP

# You found the spark. Now let's build the business.

Clarity on your niche is step one. Clinical Boss gives you the strategy, the systems, and the support to turn your clinical expertise into a scalable online offer that actually sells.

- ✓ Strategy that turns your expertise into an offer people buy
- ✓ Systems and tech built for clinicians, set up with you
- ✓ A community of growth-minded clinicians building alongside you

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