1. Carve Out the Right Niche

1. Find the unique overlap of your interests/passions, talents/skills/experience, and contacts/resources.

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**List Your Interests/hobbies:**
1. 
2. 
3. 

**Types of patients you most enjoy:**
1. 
2. 
3. 

**List problems/injustices you would like to right:**
1. 
2. 
3. 

**List your talents:**
1. 
2. 
3. 

**List what others say you are good at or know a lot about:**
1. 
2. 
3. 

**List Your Contacts and Resources**
1. 
2. 
3. 

**List current problems and complaints regarding PT in your region:**
1. 
2. 
3. 

(After completing the inventory of your area choose your niche and write it here)

My Niche will be

*Upon completion I encourage you to share it with James Ko via email or by phone. He may have some insight or advice for you.*
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2. Take inventory of the Area/Region

When interviewing people in your community find answers to these questions?

1. What do you hear patients and referral sources complaining about regarding physical therapy?
2. What problems exist regarding physical therapy services?
3. What mistakes do physical therapy facilities in the area seem to be making?
4. What type of service, specialty, or feature is needed and in demand?

<table>
<thead>
<tr>
<th>Source</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other physical therapists employed in your area</td>
<td></td>
</tr>
<tr>
<td>PT Private Practices</td>
<td></td>
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<tr>
<td>Hospital Administrators or Referral Coordinators</td>
<td></td>
</tr>
<tr>
<td>Orthopedists</td>
<td></td>
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<tr>
<td>Primary MD’s</td>
<td></td>
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<tr>
<td>Local Business Owners</td>
<td></td>
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<tr>
<td>Pastors/Churches</td>
<td></td>
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</tbody>
</table>
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<table>
<thead>
<tr>
<th>Senior Center Coordinators and Seniors in the area</th>
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<tbody>
<tr>
<td>Attorneys</td>
</tr>
<tr>
<td>Coaches</td>
</tr>
<tr>
<td>Medical Directors</td>
</tr>
<tr>
<td>Other</td>
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</tbody>
</table>

Go out and talk to the people in the area you are considering a practice and get a feel of their needs and problems. If you can establish a service that offers solutions to those problems and needs, you are on your way to carving a niche that is in high demand!