

Identifying your Niche

It's important to understand that you simply can't appeal to every potential customer and you also need to find ways to stand out from your competition. For these reasons you need to identify your niche market. Your niche market will share the core values or passions that underpin your business.

Working within your niche is easy, it feels natural. Trying to be all things to all men is a struggle.

So, what is it that makes you stand out from the competition? By answering the questions below you will focus on exactly what your niche is.

My Niche:

What do you love about your business?

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What is it that you do that really excites you?

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What specific talents, skills or knowledge do you have?

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Why would you buy your product / service rather than a competitor's?

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What core values inform your business?

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What specific product or service is your avatar* looking for?

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What words spring to mind when thinking of your niche?

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What images do you see?

Define your niche in one sentence:

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*Your specific niche will tie in with your avatar – see Avatar worksheet

