



# The Pros and Cons of Being Niche

A niche is basically a specific problem that you help solve for a specific group of people. The logic is that if you narrow your scope to only a very small demographic (like 50 year old European women from Auckland with a part time job and two school aged children), you'll be able to make your marketing more targeted.

True?

Yes

But that doesn't mean you can't work with men.

Or teens.

There are pro's and con's to working in a niche. In this guide we identify those for you so you can then make an informed choice on what's best for you and your business.

## Five Pros of a Niche Business

1. Being able to target your marketing strategy
2. It's easy (and efficient) to focus your products and services
3. Focused research and development
4. Less competition
5. Develop industry expertise and positioning

## Four Cons of a Niche Business

1. Opportunities can be limited
2. The risk associated with dependance on a single market
3. Likely to attract competition if successful
4. Vulnerable to market changes

## How To Find Your Niche

To discover your niche, ask yourself and your team these key questions that help identify areas on which to focus; these will ultimately bring you closer to your niche:



1. **What do you offer?** List your products and service offerings to figure out in what ways your products can be used.
2. **What are your customer's pain points?** If you have an idea of what your niche is, this is a great exercise to figure out exactly who your target audience is. Find out what frustrations your prospects have in common and use these pain points to define your niche.
3. **What are your key differentiators?** Why should someone buy your products or services over your competitors? What sets you apart from the crowd of similar offerings? Distinguish and highlight these differentiators.
4. **What solution do you offer?** Once you understand the pain points in your market, it's time to figure out the solution. Craft this message as simply as possible. Your solution needs to be crystal clear. The clearer it is for you, the more clear it will be for a customer.
5. **How do you qualify your solution?** People love statistics and they love to quantify good results. Find concrete numbers and case studies to prove that your solution is what they're looking for. For example, "We helped this company save X dollars, generate Y% more sales, and we deliver Z in under 7 days." Make it memorable.
6. **Who are the decision makers?** Find out who the key contacts are that you want to speak with and determine what it is about your product that they should care about. Do you solve a personal or a business pain for them? If not, find new prospects. If so, contact these people and work to track down more similar leads.
7. **Who do you wow now?** Find out who your top customers are. Do they have something in common? Zero in on this community and learn everything you can about them. What are their pain points? What do they have in common? Is there a trend with your top customers? Determine who is your Ideal Customer Profile.
8. **Why do your customers love you?** Don't just be a 'nice to have' company. You want to get to a place where your customers need your product to be successful. Find a way to refine your current offering so it's a 'must-have'. It may take some tweaking and refining, but the result will be worth it.

Whether you decide to niche or serve a wider audience, working through the above exercise will be invaluable when it comes to how, where and to whom you market your business.



Knowing this will also help you identify who you want to work with and for, who and what to say no to and most important of all ... you'll be working where you shine. Doing what you're good at and spending more time in your zone of genius.

Knowing all this strengthens your why. And your why is what you went into business for in the first place.

Continue to define and update the answers above as your business grows and changes.

In doing so you'll continue to develop a business where you attract the right people to you, because you have what they need.