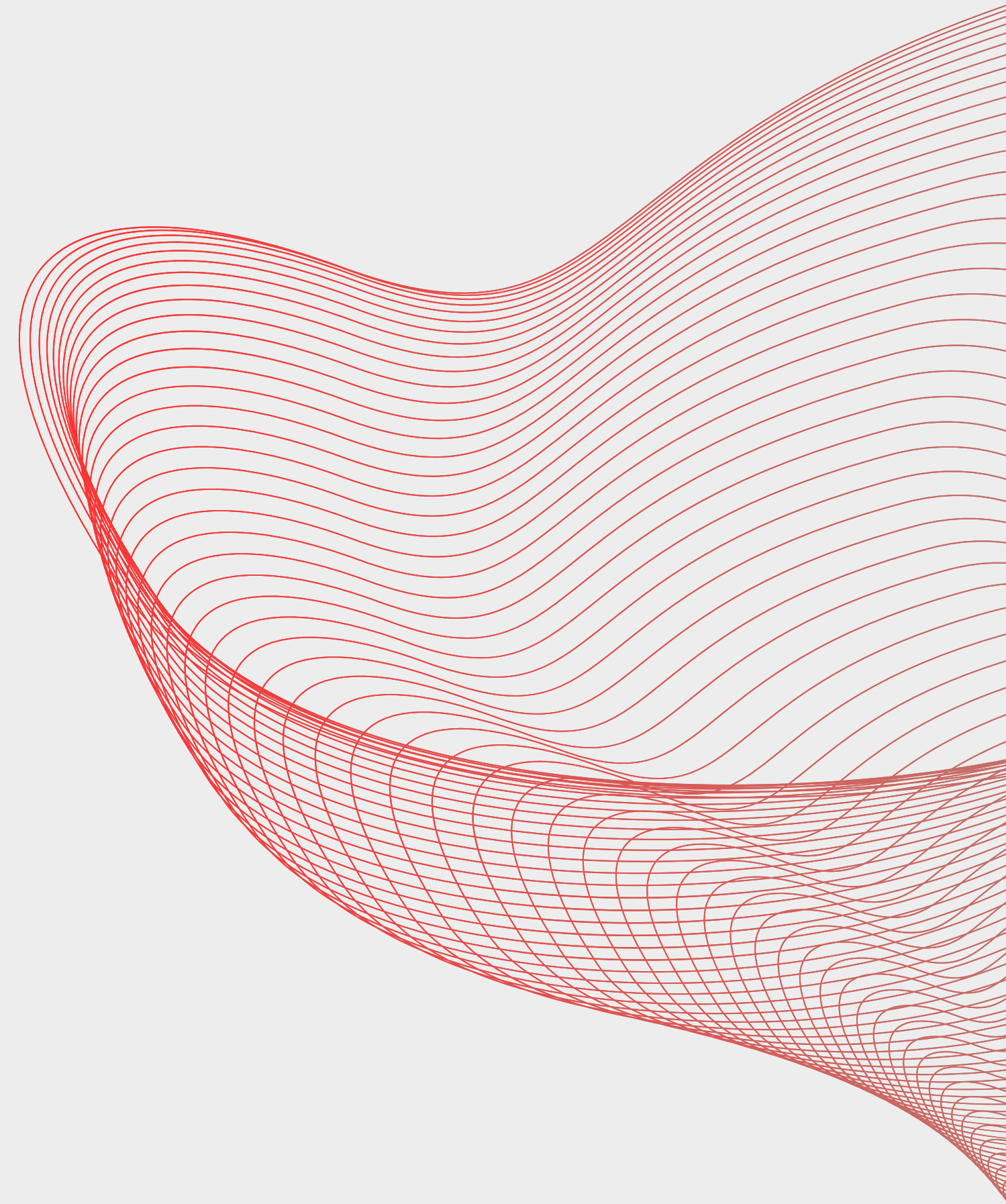



CARVING A NICHE IN BUSINESS





Sections



- Define your industry or knowledge base
 - Break the broad market into a specific niche
 - Put your speciality to the test
 - Educate & Advocate for the success of your prospects
 - Make sure your content is in front of new people
- 

Define your industry or knowledge base

WHAT IS YOUR AREA OF INTEREST

What do you like to talk about

What can you not get enough of

Do you live and breathe this interest

- Desperate to solve a peculiar pain point

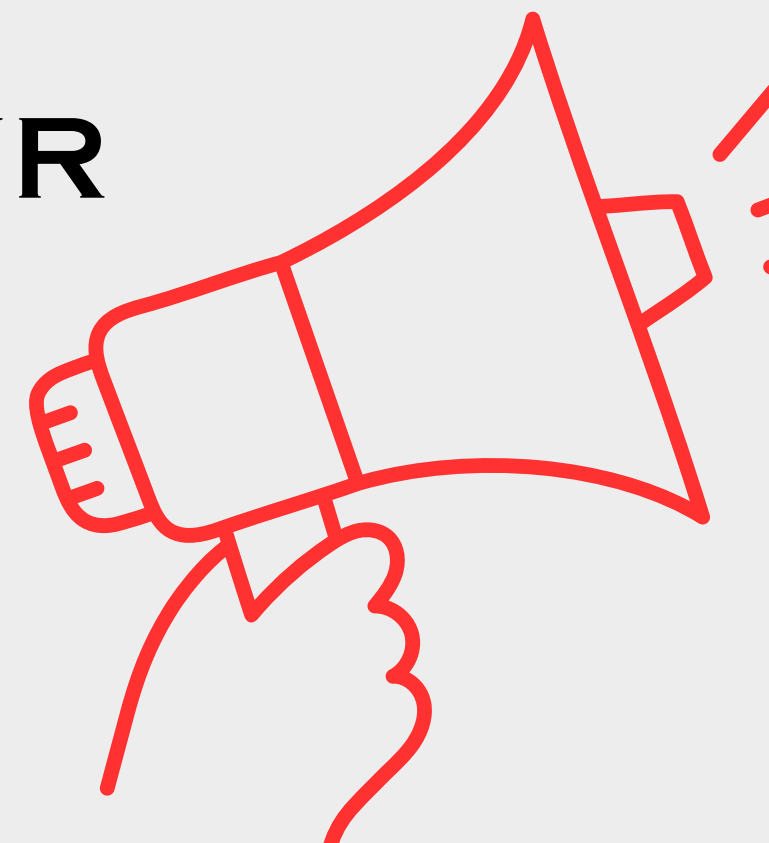
What can you comfortably sell



**IF YOU ARE PASSIONATE ABOUT SOMETHING
BUT CANNOT SEE YOURSELF COMFORTABLY
SELLING IT**

THEN THAT IS NOT YOUR AREA OF FOCUS

**YOUR AREA OF FOCUS DETERMINES YOUR
INDUSTRY**



FEW THINGS TO NOTE

- CAN YOU SELL YOUR PASSION
-
- CAN YOU TURN YOUR PASSION INTO A REVENUE SPINNING BUSINESS
- STAFF MANAGEMENT SKILLS
- MANAGERIAL CAPACITY



Break broad market into a specific niche

Narrow down your broad area of interest into a specific niche

What is your mission & Vision

What is your value proposition

Target audience; customer avatar , customer persona

Tailor make your product or service to meet the needs of your niche market

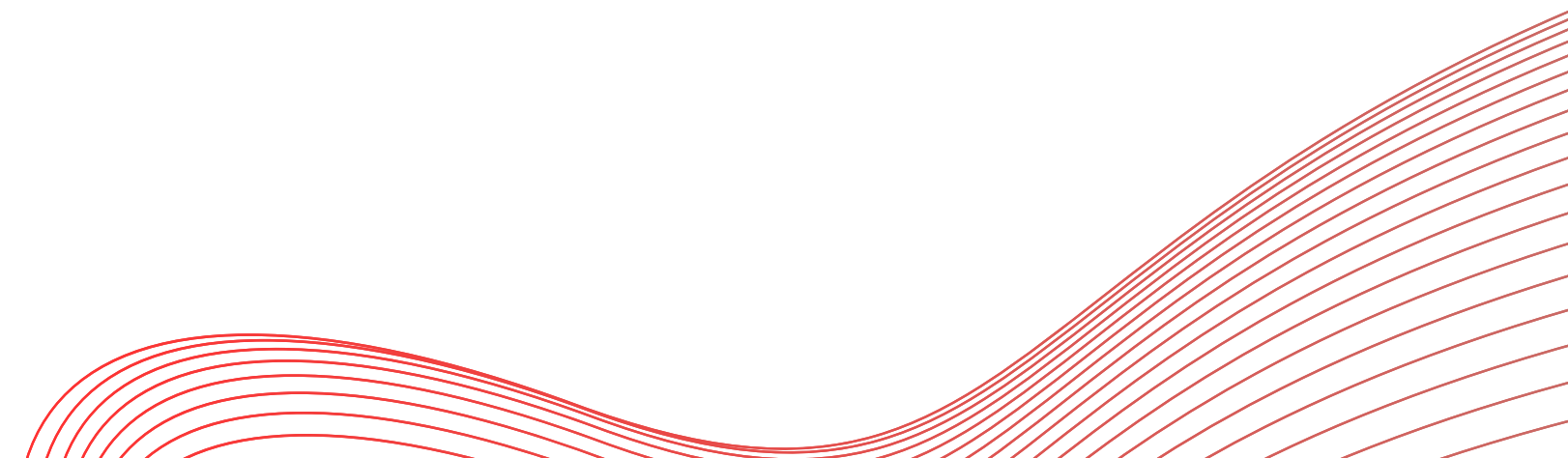


Break broad market into a specific niche

Define your business structure ; staff roles, hierachy, front or back end

What is your marketing Strategy

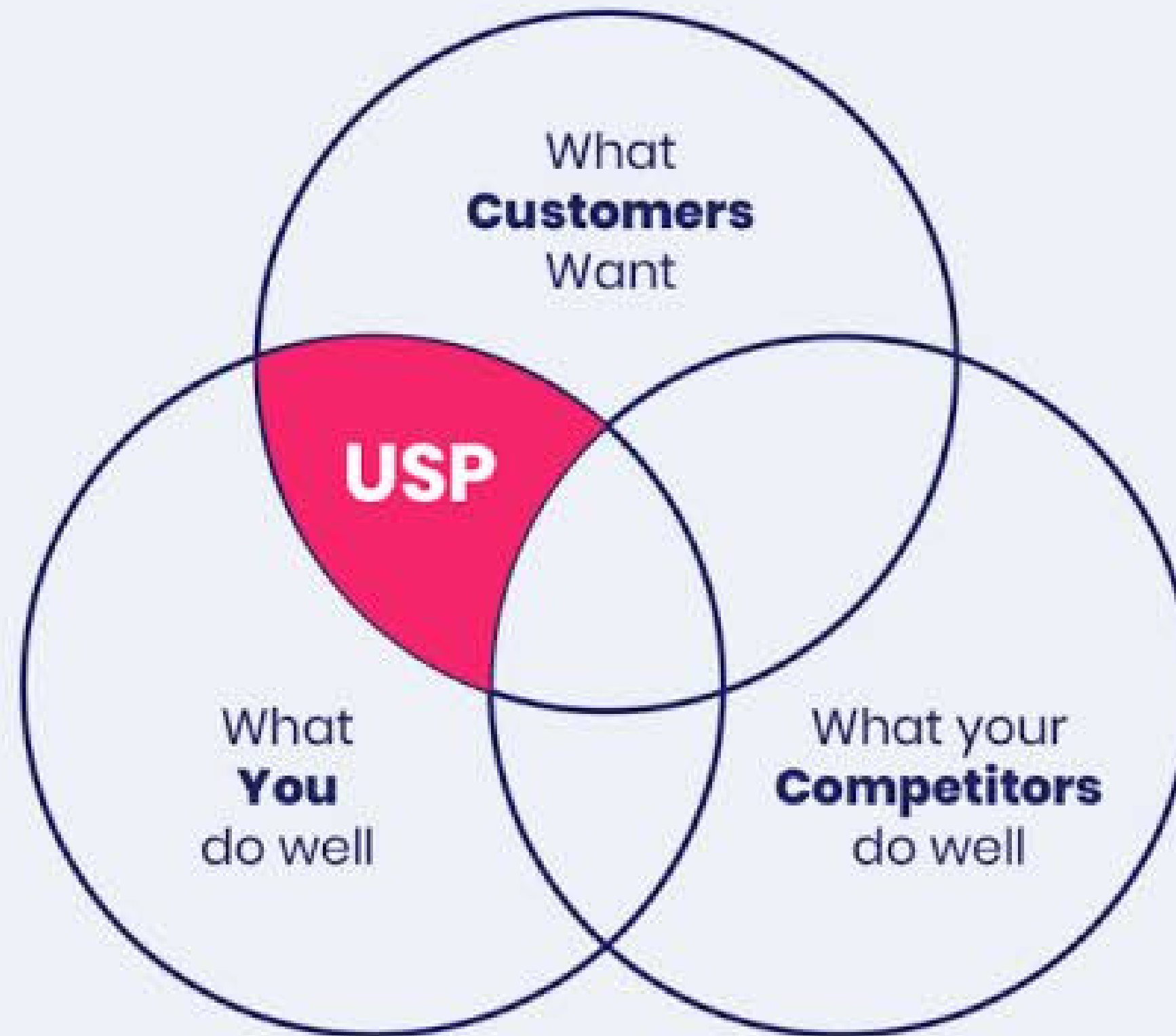
What is your unique selling proposition





Unique selling proposition

Price
Value proposition
Customer service
Experience
Quality



Put your speciality to the test

- Does your area of focus i.e niche market have depth
 - Ability to grow
 - Can it bring you the right customers in the numbers you need
 - Can the business expand; complementary opportunities
- Attainability
 - Have you developed your expertise to effectively solve a pain point
- Sustainability

Become an educator and advocate for your prospects

Be the contact for your prospects when it comes to high-quality information about your chosen specialty

Utilise the following tools to your advantage

- Story telling
- Edutainment through content
- Podcasts
- Blog posts
- Educative material



Make sure your content is in front of new people

Whether it's a product or service offering

Invest in marketing & advertising
e.g Online or other traditional means

Be visible to the right audience

Be a walking billboard

NEVET GET TIRED OF TALKING ABOUT YOUR BUSINESS

**CARRY YOUR
BUSINESS TO
ON YOUR
HEAD**

Offline Marketing

- Networking
- Public Speaking
- Meetings
- Print Publications
- Direct Mail
- Cold Calls
- Print Advertising
- Associations/Trade Shows

Online Marketing

- Social Media
- Webinars
- Phone/Video
- Blogging
- Email
- Search
- Online Advertising
- Groups/Online Conferences



A series of thin, red, wavy lines that originate from the left side of the image and curve towards the right, creating a sense of motion and depth. The lines are closely spaced and follow a similar wave-like pattern, with some lines being slightly more prominent than others.

Thank You

Canva