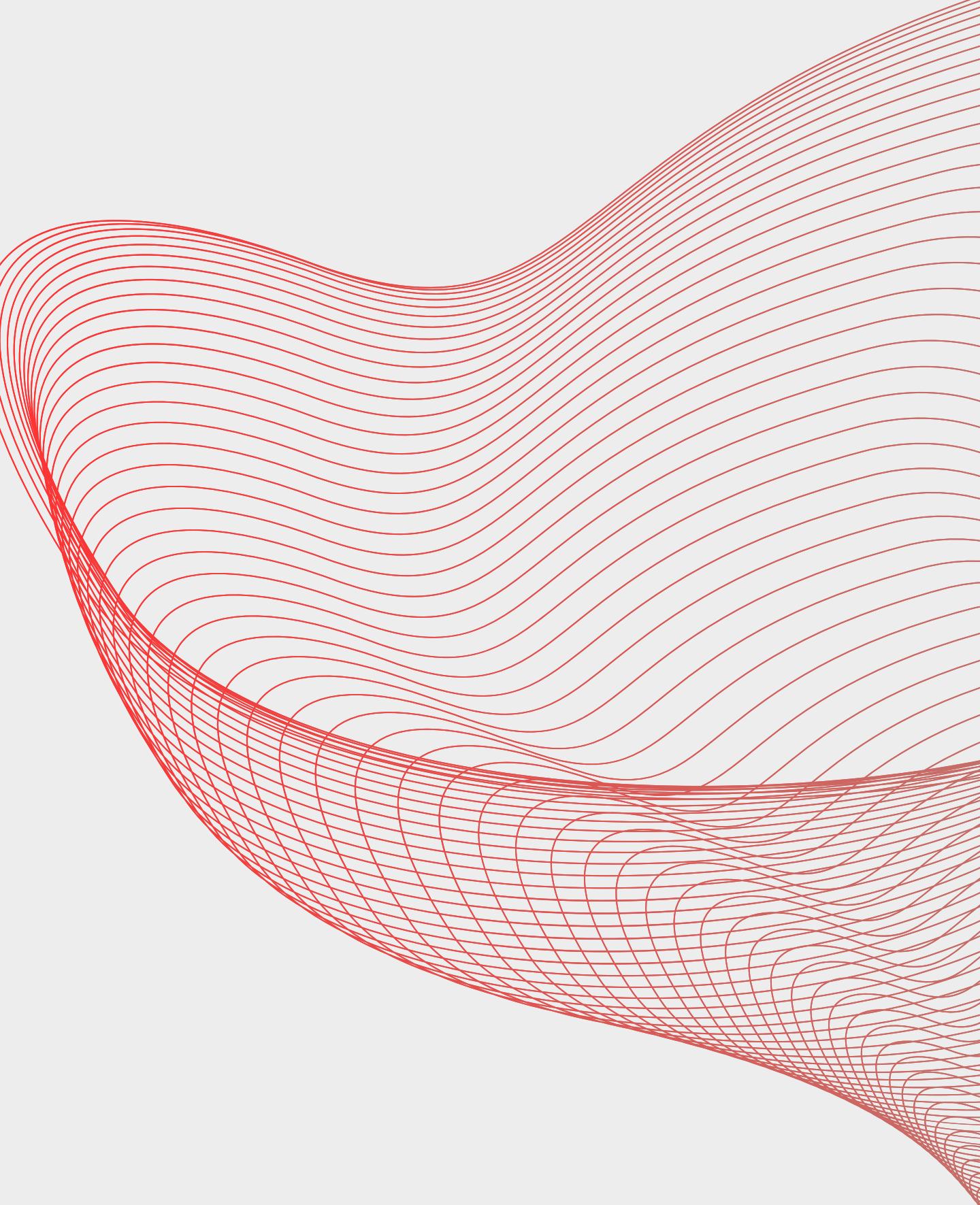
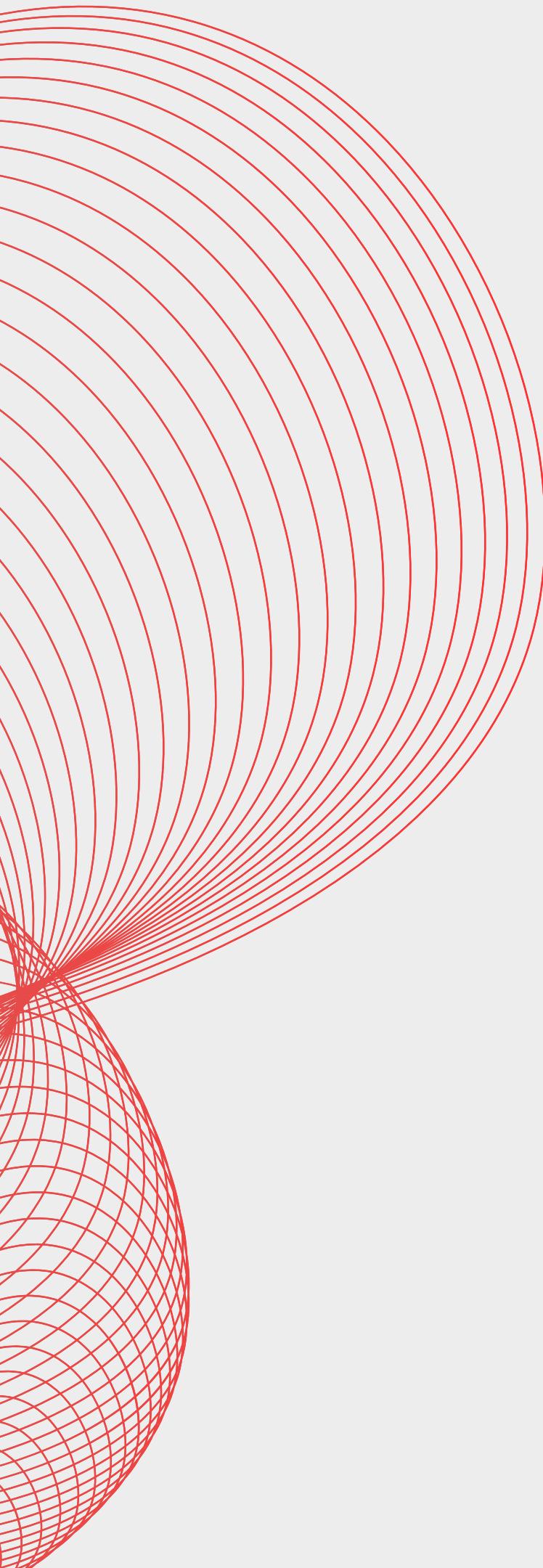


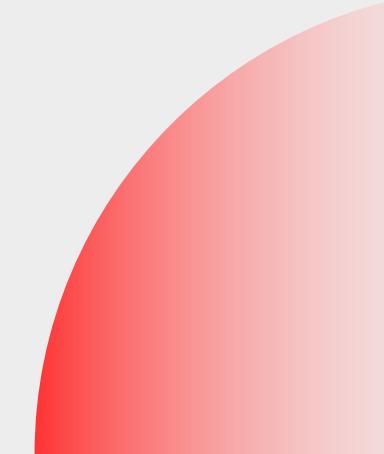
CARVING A NICHE IN BUSINESS



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

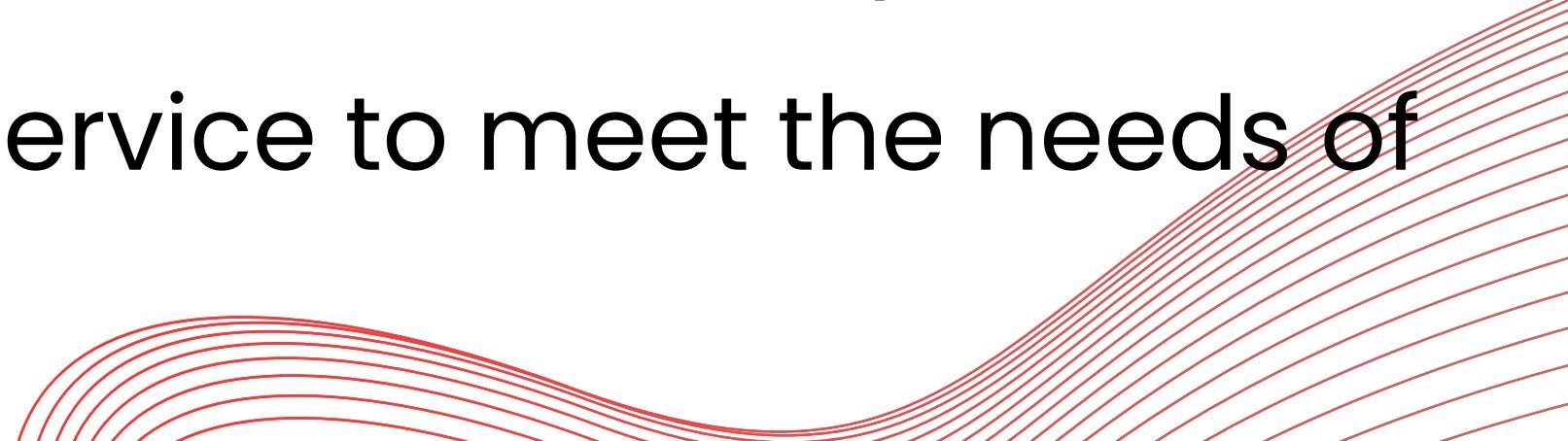
Narrow down your broad area of interest into a specific
niche

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



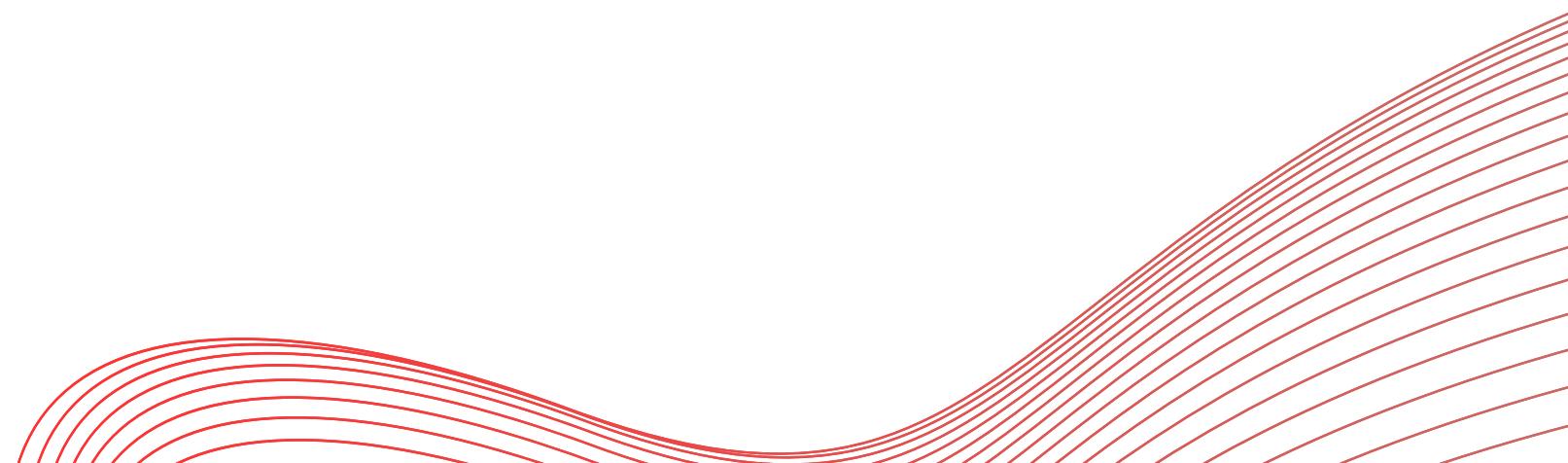


Break broad market into a specific niche

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

What is your marketing Strategy

What is your unique selling proposition





Your Business

Marketing
Strategy

Product &
Services you
Offer

Target Audience

(USP) Unique
Selling
Proposition

Your Business &
Marketing
SMART Goals

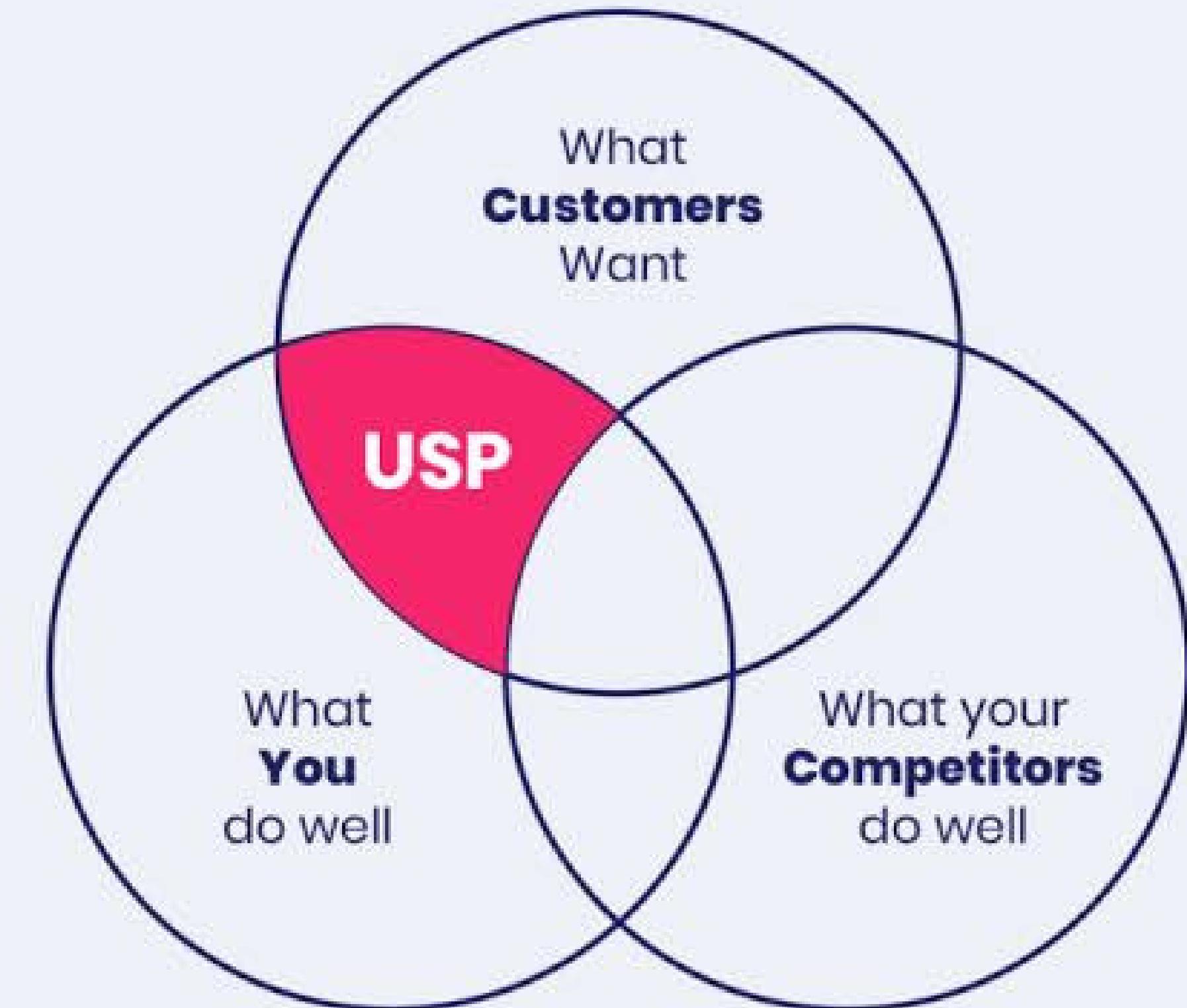
Your Legal
Structure &
Business Model

Vision & Mission

Value Proposition

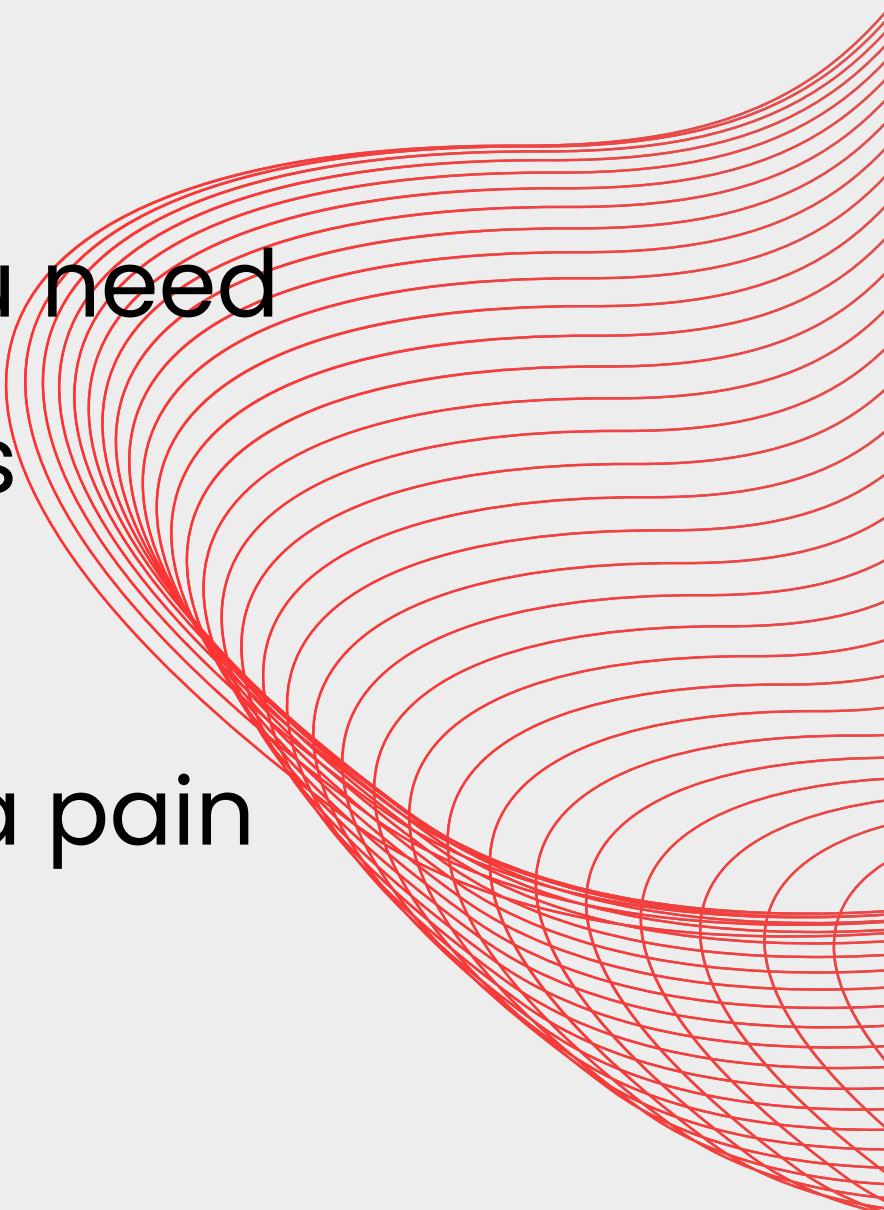
Unique selling proposition

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

**NEVER 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





Thank You

Canva