

## Define Your Niche

Now that you know what you have to offer, and what you believe your target audience might be looking for, your next step is to find what you have to give that is unique to your endeavor. In marketing terms, this is called your niche. To be successful, design your marketing plan around this niche and for the audiences you have identified to be most interested.

It is important to understand and have a clear definition of what your niche is, so that you can clearly and quickly express the essence of your niche. Because sharing happens often online, you have even less time to make your case and still have an impact. (In fact, we have only 2 seconds once a person lands on a website's home page to make a good impression.)

To be strategic when it comes to finding a niche online, try using Google or other search engine to discover what areas of your service might be best to focus on in your marketing.

### PRACTICE EXERCISE:

Practice typing a question your audience might have into a search engine. Observe the results:

- Are there gaps in the information that is available? Do you have unique information to fill in those gaps?
- Is the way you would have answered the question different than the types of websites, services, or articles that come up? If so, elaborate on what you would share differently.
- Who are the others that tend to come up in your sample searches? Open these websites in a new tab. Keep these websites open or bookmark them for later use in the chapter on basic marketing research.
- Go through the websites that you think are similar to your niche, but not quite the same, and clarify even further what it is that makes you unique and sets you apart. If there isn't something, it's time to get a bit more creative! Think hard about the possibilities or potential new directions you could go to fill a niche.
- What services do you provide or can you provide that your audience is asking for because it hasn't been met adequately in the field?

For example, if our example yoga studio were to do this exercise, they might type in a need of their audience like "yoga postures for stress." In the search result will be a listing that includes other yoga centers in their area, as well as online yoga resources available that provide free videos or blogs on yoga and stress. Now they need to see what they can offer



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that is unique, or what vibration of yoga they can represent, that is creative and sets them apart, yet still vibes with, and represents their core values and broader communications.

Using our example, it might be that no one has done a series of yoga postures you can do from your desk at work, or in a limited amount of time like during a lunch break. This might appeal to the target audience we described as the 9-5ers, rather than college students or online yoga students. By now taking this niche and focusing on how to stand out in this way, the yoga center is more likely to stand out to this specific group of people. Otherwise, the energy expended to create content for marketing around the idea of “yoga for stress” would be likely unsuccessful due to the high volume of online competition. Because there are so many people who offer similar information on yoga, it is really important to identify where you can fit in, in a unique way, maximizing your energy.

If you're really stumped on finding a niche, try talking directly to your audience to discover new directions they may be seeking, or areas you haven't yet known were what made you stand out in their hearts already. In the next section we will go into detail for how to use basic marketing research for just this practice.