

Finding your niche

Many of us are reluctant to declare our niche. This is mainly because we are focused on all of the opportunities which we are excluding. However the reality which I have seen many times, is that when we niche we give away imaginary opportunity and attract real clients to us.

Why does this work? It is simply the way most people think and you can choose either to fight it or to go with it. A few years ago we had a six year old Audi as a family runaround. It was past the age when there was any benefit in paying main dealer prices for service so we needed a local garage. We had a choice of about six good local servicers, all recommended and nothing to choose between them – except. One of them specialised in “German cars”.

He had decided to focus his attention on them and gradually accumulated a few specialist tools and techniques. Many owners with German cars – and ourselves – chose him for that image of extra capability. It was not a big investment but it marked him out as different and somehow a cut above the average.

He had chosen a good niche and his work was more enjoyable for it. He was not confronted by unusual problems and there was a ready supply of people who needed his help.

Think how you may adapt this in finding your niche.

- Is there a part of your product set or service which particularly attracts you?
- Is it a significant product or service which is likely to have potential clients close to you?

Once you select your niche and start to live it, life becomes easier. You can communicate what you do more effectively and you can begin to be and to think like an expert.