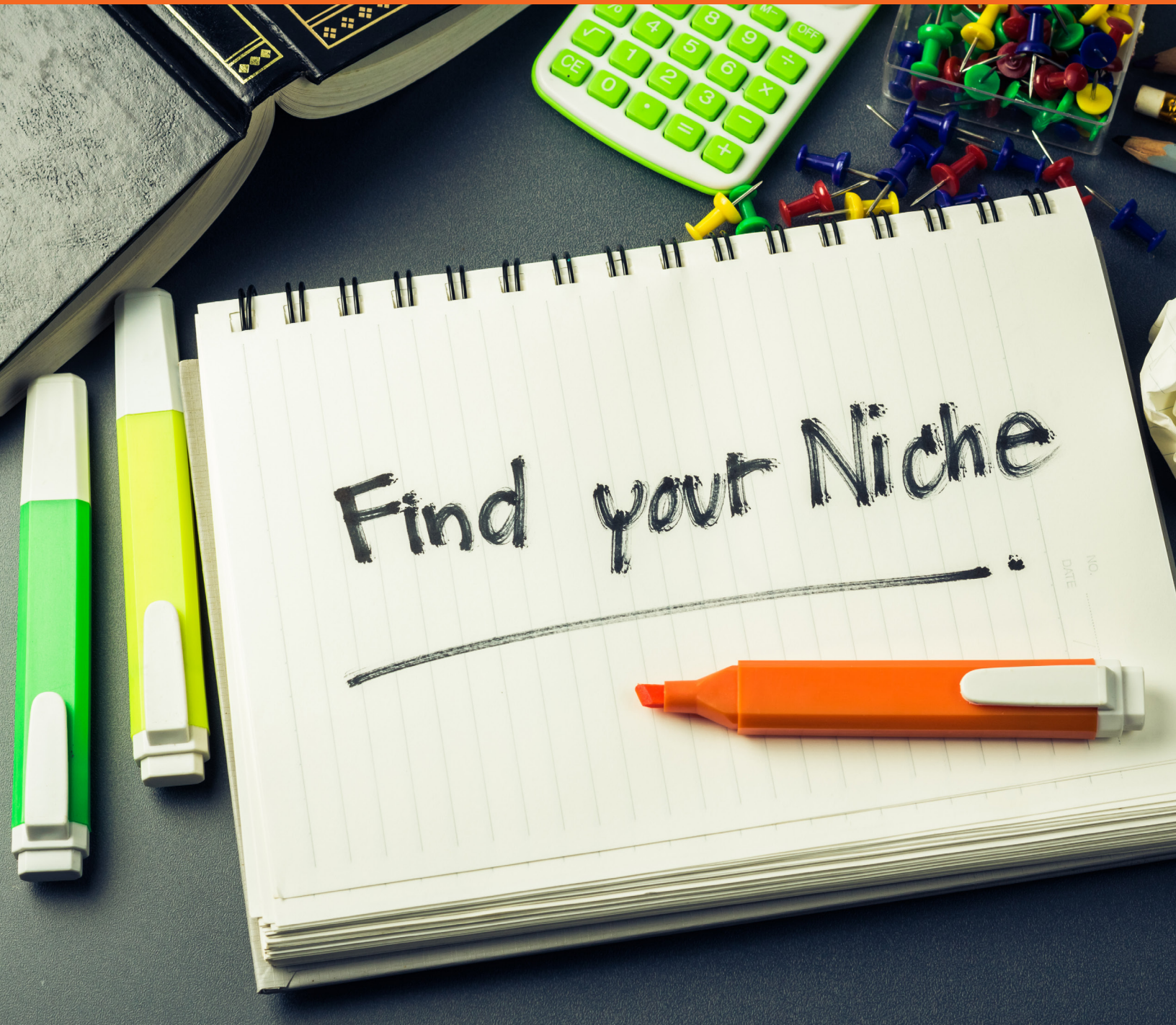


FIND YOUR NICHE!

The Secret to Standing Out, Spending Less and Profiting More



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A 10 Week Journey to Building a Standout Brand

**GET NOTICED
BY DESIGN™**
Position Strategically. Market Effectively.

FIND YOUR NICHE!

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Do you find yourself practicing random acts of marketing, drowning in overwhelm and discouragement, just trying to find something that works? Overwhelm happens when you have no clarity, structure or clear path forward. If you're confused about who you serve, then so are the people you are marketing to!

You've heard it said, "*The Riches are in the Niches*". Create a single offering for a narrow target market—"*an inch wide and a mile deep*"—and you'll be way more successful. Seems counterintuitive, doesn't it? But everything about marketing comes down to an **audience**—your *target* audience. The more narrow your focus, the better chance you have of standing out to your ideal client, showing you understand their problem and are able to solve it.

You might be saying, "**But doesn't that leave out a bunch of other people who I could help? That's like leaving money on the table. Seems like a dumb idea.**" *Right?* To the contrary. You have just *five to ten seconds* for someone to decide if you're "for them". By trying to appeal to *everyone*, you appeal to *no one* because you have to dilute and water down your message. You just become NOISE. You have to decide who's attention you want. **A small business budget cannot afford to market to the masses!**

Who are you and who are you for?

The brands who are willing to go out on a limb and be *specific* about their ideal client are the ones building trust, credibility and buy-in from their dream customers and creating brand evangelists. *You need a clear audience, a clear offer and a clear outcome.* Then and only then will your marketing work. (Note: A niche is not a life sentence. Pick one; go all in for 90 days; get some traction and reevaluate. The market will tell you what's working. Just FOCUS. You can always go after another once you master one.)

An Ideal Client is someone who:

- Has an urgent need you can solve;
- Is aware of the need;
- Is willing to solve the problem;
- Values your products and/or services; *and*
- Can pay for them.

Step 1: Match Their Problem With Your Solution

1. What problem are you best at solving?
2. Who/what types of people or businesses have the best results with you?
3. How does your solution make their life or business better, save them time or save them money?
4. How big or important is the problem?
5. What happens if their problem is not solved?
6. How are things better for them if the problem *is* solved? (*Think Before and After*)

Step 2: Narrow Down Your Niche Audience

Who are you most passionate about helping and serving? Consider three and evaluate them below:

THE PROBLEM YOU SOLVE:			
Evaluate Your Potential Niches on a scale of 1 to 5	Niche Idea 1	Niche Idea 2	Niche Idea 3
They are aware of the problem.			
They have an urgent need to solve this problem.			
They value your services and products and can pay for them.			
You have a personal story, experience or background that relates to this audience.			
Is there an opportunity gap with this audience you can serve?			
Is this niche sustainable?			
Is this audience personally fulfilling?			
TOTAL SCORE			

The PVP Index

Another way to identify your ideal customer is using the PVP Index developed by master marketer, Frank Kern. You rate each niche based on the following:

P - Personal Fulfillment: - How much do you enjoy dealing with this type of client or customer?

V - Value to the Marketplace: How much do they value your work and are willing to pay you well?

P - Profitability: How profitable is the work you do for this market segment?

Example of a Photographer evaluating possible niches		Plug in Your Niche Ideas & Rate Them	
Weddings: Personal fulfillment = 5 Value to the marketplace = 7 Profits = 9 Total score: 21	Photojournalism: Personal fulfillment = 9 Value to the marketplace = 7 Profits = 2 Total score: 18	1. P = _____ V = _____ P = _____ Total score: _____	2. P = _____ V = _____ P = _____ Total score: _____
Corporate Photography: Personal fulfillment = 3 Value to the marketplace = 6 Profits = 9 Total score: 18	Family Portraits: Personal fulfillment = 9 Value to the marketplace = 8 Profits = 9 Total score: 26	3. P = _____ V = _____ P = _____ Total score: _____	4. P = _____ V = _____ P = _____ Total score: _____

MY NICHE AUDIENCE IS: _____

Once you have landed on your niche audience, you will need to identify **an ideal client** in the audience and learn **everything** you can about them...not just their age, income and zip code, but their fears, desires, struggles and more. Every blog post, every email, every product or service you create should be about them, not about you. *Get Noticed By Design* will help you pull all the puzzle pieces together to set yourself up for success. Make your marketing feel good to you and the people you're trying to reach. Check it out at GetNoticedByDesign.com and see if it's a good fit.