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# Niche

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"We are turning from a mass market back into a niche nation, defined now not by our geography but by our interests.

- Chris Anderson, *Long-tail Theory*

"But he dreams of better things: he thinks of intelligence, of refinement, of grace and beauty. He conceives of, mentally builds up, an ideal condition of life; the vision of a wider liberty and larger scope takes possession of him; unrest urges him to action, and he utilizes all his spare time and means, **small though they are**, to the development of his latent powers and resources."

-James Allen, *As a Man Thinketh*

"Very narrow areas of expertise can be very productive. Develop your own profile. Develop your own niche.

- Leigh Steinberg

"What we fear doing most is usually what we most need to do."

- Tim Ferriss



## **Niche Checklist Items**

- ✓ Look for potential gaps in your market or ways that you can provide a new combination that will be a specific niche you can fill.
- ✓ Determine your USP (Unique Selling Proposition). What sets you apart?
- ✓ Outline what the VFF (Vital Few Factors) are that your future customers will care about most.
- ✓ Start your Target Market Research by determining Keywords that your niche is searching for. Use these for extra resources:  
[Google AdWords External Tools Keyword Search](#)  
[Keyword Research & SEO Webinar Replay with Pat Flynn](#)
- ✓ After you've done your research, know what your market wants, and have the keywords they are looking for, define your niche!
- ✓ Decide who it is you want to work with and let's move on to the next section.

