

# Niche Clarity Starter Guide

Welcome to Unique Niching Directions!

In this Demonstration of niching we will be discovering what a Niche is and will be going through the basic steps of how to niche for business, pleasure and everything else in between!

What is Niching?

As per the Oxford Dictionary:

## **Noun**

1.

a comfortable or suitable position in life or employment.

*"he is now a partner at a leading law firm and feels he has found his niche"*

2.

a specialized segment of the market for a particular kind of product or service.

*"he believes he has found a niche in the market"*

## **Adjective**

denoting products, services, or interests that appeal to a small, specialized section of the population.

*"other companies in this space had to adapt to being niche players"*

## **Verb**

place (something) in a niche or recess.

*"these elements were niched within the shadowy reaches"*

We will be concerning ourselves with definitions noun 2 and the adjective, for this demo.

Noun - 2.

A specialized segment of the market for a particular kind of product or service.

*"he believes he has found a niche in the market"*

This is one part of what we will be talking about here.

In the Quote it says "He BELIEVES he has found a niche in the market". This demonstration will help you understand the process to KNOW you have a niche in the market.

This is followed by the Adjective;

Denoting products, services, or interests that appeal to a small, specialized section of the population.

*"Other companies in this space had to adapt to being niche players"*

This is a part of the greater UND company and services, where we coach you to not only find niche, but to research, create a service and an offer to that niche. But currently outside the scope of this demonstration.

So you get the basic idea of a niche - a small and concentrated target audience in which to serve.

For an example:

This company Unique Niche Directions focuses on people wanting to move forward and fine tune their area of expertise, in any given area of interest.

It doesn't say what we sell or how much each service costs. It just identifies the *TARGET AUDIENCE*

Another Example is another company we are involved in:

Yielding Designs focuses on Drill and Blast Designers in Hard rock minerals in open cut mining.

Once again it doesn't denote what the company provides, or the cost of services.

When looking for a niche, some Key words must be avoided.

- Help/ Helping
- Train / Training
- Sale/s
- Assist / Assisting
- Market / Marketing.

These are all services, and when looking for niches, they can block your way and imagination to the niche for you. This is very hard to do though, so you must keep your wits about you when creating your list of niches.

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So lets get to the Meat and Potatoes of this demonstration.

How to niche:

First create a large list of potential niches, do not worry about how you are going to serve this niche or how silly they may seem. Write EVERYTHING down. A minimum of 30-50 niches is a great starting point.

The inspiration can come from anywhere!!

Some examples are:

- Billboards or advertising you see around while outside walking around
- Asking friends, family and colleagues on particular parts of their jobs that drive them a bit crazy
- Your own experiences in work, hobbies, sports or interests
- From watching TV or other video media
- Games or books
- Even random interesting things in phone directories!

The possibilities are endless!!

So now that you have your list lets go through the steps of narrowing down each niche (or Burrowing)

1. **Who?** Who are you wanting to niche to? This need to be specific to the point of genres, commodities or demographic.
2. **What?** What is your niche? This should be as specific as - Anime "X" figurines, at "Y" dimensions with "Z" accessories. This is how narrow you need to go.
3. **Where?** Where is your niche? Geography can play a huge part in your niche direction, for what can go well in one region or country, may not be so common or popular in others. Australian Rules Football - A great sport for those who enjoy it, but where do you think most of the popularity is? USA? Italy? Zimbabwe? Obviously its Australia - it is in the name. So trying to niche ARF to Spain, although MAY find some footing, but it isn't going to be the best bet for niching.
4. **When?** This is a little more narrow as it could mean the past or future of your niche. Antiques and classic cars are readily available examples. Do you think that the "niche" of antiques and classic cars is good? They are but not enough. This is where asking "What" can help. An example of this is a 1935 Duesenberg SJ LA Phaeton. It has a specific date connected to a specific model of car. A great example of What and When.
5. **Is it a industry?** This is an important question to ask as some people may think Cryptocurrency is a niche. This is not the case anymore, it was 15 or so years ago, not any more. Same with medical or corrective surgery. The options are just too broad to cater to a specific niche.
6. **Is it a demographic?** Saying fitness for women between 35 and 50 years old sounds like a niche, but that could account for nearly 25% of the female population on Earth, so no too broad. Even Fitness is too broad, just have a look on the social media sites and apps, how many fitness "guru's" are there on your feed? Fitness is a huge industry, like medicine. Fine tuning a demographic could work, like the following example: Chinese men between the ages of 50 and 70, who want to get bodybuilding fit, in Beijing. In this example you DO have a demographic but by using the "Who" (Chinese men between 50 and 70), "What" (bodybuilding fitness) and "Where" (In Beijing) you have narrowed the demographic down enough to be a niche.

Now with going through each of those questions for each of your listed niches (yes, it will take time), you can narrow down each niche to a point that is incredibly small and niche.

Having assistance like AI assisted searches and burrowing is handy, but, please make sure you are not just making up niches. Plastic Surgeons in Hollywood who specialize in facial rejuvenation for women over the age of 45, is a narrow niche but, is it a thing? It certainly does sound like it, but that's where research into the narrowed down niche is extremely important, although, it is unfortunately outside of the scope of this document.

Although the above information is not 100% complete or Guaranteed, you should be able to start niche finding and burrowing for your interests and businesses.

For further information on Niching, please get in touch with us via the following:

Email: [UniqueNicheDirection@gmail.com](mailto:UniqueNicheDirection@gmail.com)

Website: [UND.ac](http://UND.ac)

YouTube:

Instagram:

LinkedIn:

Reddit:

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