The Pros and Cons of Changing Your Niche with Jade Foster-Jerrett

Frances: [00:00:00] niching is such a buzzword across the social media space, but what is it? Why is it important, and what are the pros and cons to changing your niche within your marketing strategy? Hello, if we haven't met before, my name is Frances and I am the Head Brain from The Social Brain and I am going to be speaking this evening with my friend who have just seen it pop up, if I can invite her. And we're gonna be talking about the pros and cons to niching down within your social media marketing strategy, and within, your marketing generally, really.

Jade: Hello. Hi. Hi.

Frances: Can you hear me? Yeah, I was like, oh my God. She's, she's kind of not there, but you are there. And so I was just explaining that I'm Frances from the Head Brain, from The Social B rain, and I help businesses with their social media marketing.

And I'm really, really pleased to be joined with my very, very good friend who I speak to about a million times a day. Jade Foster-Jerrett from The Party [00:01:00] Marketeers and Jade, I'll just give you this opportunity to introduce yourself and say hello to my, my audience who are joining. It'll be nice to hear from you what you do.

Jade: Oh, thank you Frances. Thank you so much for having me. And it's not just you that WhatsApps me, it's the other way around as well. You have to put up with me too, but thank you so much for having me. I'm Jade, I'm from The Party Marketeers and I'm also a children's entertainer, so I've kind of got two businesses. But The Party Marketeers came out of my children's entertainment and I help the party industry with their social media marketing predominantly. And that's anything from balloon decorators to cake makers, to entertainers, to face painters, and anybody that comes my way really.

Frances: Yeah, absolutely. And it should be said as well. So even though me and Jade do very, very similar things within our fields, we very much believe in collaboration over competition and, you know, tap on the hearts if you agree with this as well, that it's so much better to build a team and peers that really understand what it is that you do so that, you know, you've got someone to

bounce ideas from, [00:02:00] someone to collaborate with. If you're at full capacity, you can refer it to someone you trust as well.

So yeah, I just wanted to clear that up before anyone's like, hold on, you do the same thing, kind of, but not really. And that's all down to niching as well, really. So first of all, let's talk about what niching really is. So, Jade, did you wanna field this question or would you like me to? By the way, guys, we didn't rehearse this, so this is No, yeah,

Jade: that's true. You, you can explain your version.

Frances: Yeah, of course. So a niche is basically a focus on what you are, what you are talking about. So we, in social media marketing, we talk about niche in terms of our audience and our ideal buyers, and our followers and, and, and the people. But we also talk about the topics in which we cover.

So if there's a gap within the market that we don't necessarily see being filled by our competitors, our peers, or somebody else, else within the industry, then that can also be a niche as well with, in terms of services, goods, and services as well. So I think that's everything covered. How, what do you [00:03:00] reckon, Jade, anything to add?

Jade: Yeah, no, you, you did it because I've got two different versions of niche, like I've niche down in terms of what I'm selling, and then I've also niche down in terms of who I'm selling it to.

Frances: Yeah, absolutely positive. You know, it, it, it's basically a posh, posh, posh sounding word for being specific, right? So it, it is about having that specific person that you're talking to or that specific service that you are selling so that it gets rid of any confusion when it comes to marketing or when it comes to talking about your goods and services, because sometimes there can be delays in messaging as well.

So, yeah, I think that's kind of it. But Jade, do you wanna talk about your, your niching story or your niching journey

Jade: Yeah, niching came really late for me, actually in, in both my businesses, , because I kind of knew what the word niche meant in a, like a, a non businessy way.

But when it comes to business, I think it kind of freaked me out and freaks out a lot of other people too, which is why it took me so long to do it with my party

[00:04:00] business, I niched down what it was I was selling and the services I was doing. So as a kids' entertainer, you know, most people just think, oh, people have birthdays all year round.

So you just market to everybody, which is what I did in the first place, , for probably for about two years and makes me cringe and I wanna go back to myself and shake me and go, what are you doing? Stop marketing to everybody and then I realized what my, with my specialty, what I was an expert in.

And that actually came from posting content and, and starting to learn what my audience wanted. And then I realized, well, hold on a minute. Why am I entertaining for toddlers when actually they're some of my worst parties and like, I'm comfortable saying that because I, it's not, I worked in a nursery, , but the entertainment, they've only got a, like a short attention span. So for me, I was not holding their attention. So I was like, what, what can I do with this? Right? Well, let's work out what I am good at and tailor my services to to them. And so, I dunno how, I quite [00:05:00] remember when it was I tailored it to, but , it was for primary school aged children specifically.

So I knew that I was good for four year olds, probably up until seven at a push. I now go on to nine now but at the time I realized that parents were in the school playground asking each other for party ideas and kids entertainers and that's where they were. So, you know, I've got the mums of primary school children that I'm marketing to, and then when I'm at those parties, I was entertaining or still I'm entertaining for primary, primary school aged children cause that is what I'm good at. That is who I connect with better.

And everything actually fell into place. I suddenly changed that. It was like a light bulb went off and it was like, oh, why was I not doing this in the first place? Like, I was having some of the best parties, you know, I was really engaging with the kids.

The kids were engaging back, and it kind of took off from there. And then with The Party Marketeers, it, I used to be known as Socialally by Jade and I, again, it's really weird because I knew, [00:06:00] I knew what I was doing because I've got a business, but it took me two or three years to still get to that niche point of going, who are you targeting?

And I think even you Frances said to me at one point, why are you not targeting in the party industry. And I was like, no, I'm not ready. It's freaking me out. I dunno what was holding me back. There was loads of blocks. Yeah. I was really

enjoying, like I was working with small businesses, moms in business, that sort of thing.

And that was fine. And it was great for me. But of course, like what do I know the most about? Well, I know most about building a business in the party industry, so why? That's another topic, but why I was not doing it, I do not know. And there's probably some people out there, you know, watching this thinking, well, I don't need to niche as well.

And you probably don't right now, but eventually it will come because the markets get saturated. I'm in a really saturated market with face painting and entertainers, especially after the pandemic. I realized, I dunno what it was, but I woke up one day and just went, okay, boom, let's change things around.

And I [00:07:00] needed to have that journey and have that, those experiences to get me to, support the party industry. But now that is who I'm supporting and I have done for the last year. But as we are gonna come onto, there was still things that, you know, aren't quite there yet. And then there's some other things that I'm like, why didn't I do it in the first place?

So yeah, that's kind of my niching story for both businesses. Yeah. It's been, it's been a bit. Of an eye opener.

Frances: Yeah. Well, you've said a few things there as well and you know, there's, there's, the, the really well known marketing phrase that a lot of people have probably heard already, which is when you're talking to many, you're talking to no one because you don't really relate.

So you, you've already spoken about how you were doing your toddler parties and your primary school parties, the difference within the service you are providing anyway, but even those different, those types of parents, they have different language amongst themselves and amongst, you know, their kids have got different interests.

You know, they've got different [00:08:00] pain points, different thoughts and beliefs as well. So I think that's really important to know that even if you are aiming so. A really good example for me is when I first started my business, and this is the worst because I'm a marketer and I've been doing this for 12 years, but four years ago when I started my business, I'd go networking and people would be asking who I wanted to be speaking to, and I'd be like, well, anyone with the business?

Anyone with the business? But actually when I really look at who I niche my product down to because of who I am and my relatability factor, I've been told about, sorry, if you can hear Jake, by the way, I've been told about my personality, my relatability factor before. So actually niching down into women in business who have been in business for a certain amount of years, for one of my services and then even my other service, that's something different. That's something where people want to learn more about social media marketing and digital marketing and the digital space, so they, even though I've got these two different products, they both have different niches and that's absolutely fine, isn't [00:09:00] it?

Yeah. When you look at your services and you think, right, well that's gonna be my focus for this month, and you talk to that, that set of audience, that's absolutely fine. You can switch up your needs a little bit. Obviously that comes with pros and cons, doesn't it? That led me quite nicely into that, into that.

Jade: Good segue.

Frances: So what, what would you say were the biggest positives when you are niching your business down, and obviously we've covered some of them already.

Jade: Yeah, of course. I mean, the biggest pro for me, I have made some notes just in case I missed, I got so much to say about it, but my biggest pro was knowing my target audience.

Because everything after that just naturally comes. And I'm not ashamed to say that I struggled with target audience for so long, probably right up until I launched my second business Socialally by Jade at the time, I still didn't get it. I think even, I think that's how we met, I think. I'm sure I came up to and asked you about target audiences, something like that.

And [00:10:00] now that I know, I dunno why it took me so long. I just could not comprehend. Like I didn't have any examples or any, like anyone to, to explain to me. I had somebody explain to me what target audiences, audiences were, but until you are sort of shown examples and then you start to see results, you don't really get it.

Like, I didn't really get it. So the biggest pro for me was knowing who my target audiences were, in, in both niches. And that way I could then speak to them. And then my content naturally like flowed as well because it then I was like,

well actually, so for example, if I'm giving out tips and advice for toddler parties, I'm gonna be attracting people with toddlers.

But it's a completely different thing than giving tips and tricks for parents with primary school children because they've got two different pieces of content there. They, they don't match. So when I biffed off the one that I didn't like, the toddlers, that, that's not to say that I don't like toddlers, by the way. I know you have a toddler.

Frances: It's ok.

Jade: So [00:11:00] in, the primary school age children, it all, all the content came naturally to me because I had a primary school child at the time and I could work out what they wanted what they were talking about in the playground, what they needed.

And I tailored my content that way and it just came, it literally just came natural. It was so easy. But if you don't have that target audience, you're kind of clutching at straws a little bit. I was kind of like, what do they want? I dunno what they want and things like, back then, I mean, we were talking, I've been in business 10 years.

Back then it was like, you need to know their TV programs. You need to know what they, you know what they're watching and their magazines. They been, I was like, what's that gotta do with it? What? So I, I have to go on my socials and say I watched Eastenders last night when I don't Like, it was really bizarre.

Yeah. And now it was like, actually I kind of do maybe put the odd soap reference in my content, but it kind of just naturally flowed. So flow, so that was a, a big pro for me is, is knowing my target audience.

Frances: And actually that's a really good point that you say about the demographics and the interests and name the person who you are [00:12:00] talking to.

Yeah. Sort of model that I, I know that some of our followers might have done already. It has shifted from just demographics and we are now focusing more onto exactly what you said, what your, what your, the parents in the playground, what their pain points are and what they want and, and their beliefs and their thoughts, and you know, we've got this whole Instagram versus reality thing, which is like a content on own. Right?

So what makes that, that, that can really, really help to make you so much more relatable to your audience? Yeah, because they they get it. They get it too. So I mean, niching down into somebody who's similar to you is like the easiest win by the way, if you can connect your business, then is golden because you know who knows you better than you do.

Right? But, you know, there are obviously some cases where that doesn't always add up or, or it's not always the case, but if you can then that's a great place to start. What other pros have you got for niching? I know you've got notes, so I'll let you go.

Jade: I [00:13:00] got notes. I have.

Actually, this is a really big pro actually, but the target audience thing was a big one for me. But the biggest one that people wanna know is about selling more services and products. But it all kind of, it's all a big thing, isn't it? It all connects. So if you've got your target audience and you've got your content speaking to them being relatable, then you're gonna sell more services and products.

So, as I said earlier, like the minute I sort of switched and a light bulb went off in my head. I started to sell more. Not only did I sell more, I was attracting the people that I wanted to work with. So in the very beginning when I was marketing to everybody, especially on Facebook, I was attracting some not so nice people.

And it's because we didn't connect. I'm sure they were really lovely, but they didn't like me. I didn't like them. I still went ahead and did the service, and that's where the complaint started coming from. And then when I switched, I didn't have a complaint in years. I mean, I'm not perfect and I still get the odd mistake thing, but you know, I was attracting people that didn't even question my [00:14:00] prices.

They were just chucking their money at me and saying, we trust you. You know, you're talking to us, you've told us that you can do this job and it, and I was, and I was doing a good job. It was just trying to get that message out. So then obviously word of mouth and you naturally sell more products by niching down. Cause also you are hitting that, that pain point that nobody else is doing.

Mm-hmm.

So I had to work out in my industry, well, it's kind of a funny one in our industry because like most entertainers just we are quite self-indulgent. I'm gonna talk about myself here, but I'm aiming a lot of us, we like to talk about ourselves, we like to perform, we like to be like, look at me.

But actually what I did was I switched it around and was like, actually that comes afterwards. What is it about you? Like what, what can I do for you? How can I serve you? And I was, at the time, probably the only, I think I found one blog where somebody did it, but the only entertainer that was trying to help my audience, I was giving them some blogs and take all my advice and you know, look what I did it [00:15:00] this weekend where the mum had this idea for party bags.

And I did that for a year consistently. I'm still doing it, but a year consistently. And again, that also helped sort of naturally make sales and products because people come to me saying, you're an expert. Yeah. And it, it's all part of the niching down because I was, I knew what I was talking about. I was like, I can talk about this all day.

And it's easy to get overwhelmed cause I had so much content. But yeah. Yeah. Spread that out. And then, yeah, it naturally happened. I'm still repurposing some of that content today.

Frances: Yes. It is crazy.

And that, that's a really. Sorry, that's my more emails. That's, that's a really important point as well, the fact that you can repurpose that content because, and I said to everybody I speak to till I'm blue in the face, your insights.

I know we've got this big thing going on about Instagram at the moment, and we don't necessarily, we're not in love with Instagram right now. Right? But your insights tell you absolutely everything you need to know about what your customers want to know, what they want to hear from you. They will tell you the types of [00:16:00] content that they're really engaging with.

Reels, probably.

But it'll tell you absolutely everything that you need to know, right down to where they're located, and stuff like that as well. So, you know, it, it, it's really important to check in with those insights from time to time. And as you've rightly said, reuse that content. If people haven't seen it before, then they will probably see it the next time or the time after that.

And you've got new followers since then. And it just makes, it makes your life so much easier to niche down when, when you know who you are talking to.

Absolutely.

Jade: Yeah, exactly. And I'm gonna go through another process of niching down my party business, because I'm gonna be the only entertainer now focusing on my content on reels.

Like everyone's scared of it. And yes, it's easy to post, you know, like some balloons or something where you, you're taking a reel and you're posting that. But at the moment, I'm now coming back to the beginning when I niche down the first time. Well, I've niche it again with reels because everyone's scared of it.

It's a big thing at the moment, [00:17:00] and I'm like, okay, let's embrace it. I'm gonna niche again and I'm going to be the only entertainer that's using reels at the moment. I'm probably not, you know, the one that's gonna stand out and be a mug, I suppose, and post every day. I know it's gonna work. Yeah, exactly. And I know it's gonna work and I know it's the best format at the moment.

So it it's a constant thing. This, this niching down this.

Frances: In every kind of aspect. Even if you weren't thinking about social media marketing, it's something when, when it comes to your networking or your leafleting or whatever other email marketing, how, what your click through rate is, having a look at that data and then niching down on what really, really works is, is gold dust and it's a really smart way of working as well.

So yeah, absolutely. Okay. Have you got another point for me on your little list?

Jade: Let's have a look. I put, I've put that another pro is, is I get to be known as one thing. So I'm known for one thing. So it, The Party Marketeers is at the moment, the pro of, of niching down [00:18:00] in that, we'll talk about the cons in a minute.

Cause I went from Socialally by Jade, and built a massive, what I call a massive following for me to then go, sorry guys, I'm not doing that and swapping it around. So it gives me anxiety thinking about it. But if we are, you know, I'm going to be known for one thing in, in, I suppose the social media marketing world.

Yeah. There are. Probably two other wonderful ladies. One's actually in Australia, one's in America, but travel in Europe who are doing, who are niching down in our industry for social media and growing your party business. They're the only two that I found at the moment and we are all working together and it's so amazing that, that we are in a, a space that we can support each other.

But there is nobody else in the UK at the moment that's helping with social media marketing for the party industry. So whilst everybody's following all different social media marketing persons, obviously everybody's following you Frances, obviously. Absolutely. And so they should. [00:19:00] And it can be quite overwhelming, but there is, there isn't a space there. There is a space, sorry for what I am doing, and nobody else is filling it. So what I did was just like, well, I'm here. I'm gonna feel that space. I know what I'm doing. I've got 10 years now worth of experience and stories. And again, going back to that whole, why didn't I do it in the first place?

Well I didn't know until I had these other experiences in the social media world. And now that I'm niched down, it is so easy. It's so easy. It's that I'm not sitting there going, what do I post today? Yeah. Because it's a bit like, you know, do I post it? I was attracting hairdressers and I was attracting, I call them sort of stuffy businesses that aren't, they don't work for me.

I can do it. Of course you can do it as well. Like we can do anything. But for me it didn't quite work. But now in the party industry, I'm just like, Woohoo. Like we can relate about, you know the complaints we might get or what our industry's misconceptions are or anything like that. And the content has then come naturally.

Yes. So [00:20:00] it, it's good to then be known for just that one thing.

Frances: And ultimately that was your expertise. That's where The Party Marketeers has come from. I know there was Socialally by Jade in the middle, but that's where it's born from. You are very, very successful in your first business for growing your party business through social media.

Yeah, through digital marketing. You do some really great blogs as well. That should be said. So it's, it's kind of what, going back to your roots and what actually inspired, and I hate the word journey, but is what inspired this journey for, for this particular business. So yeah, I think that's, that's really, really empowering and, and honestly, you, you're, you're doing awesome and like I've, I've been featured on your podcast before and stuff like that.

Jade: It's been amazing. So we still like lean on each other as well, because you've got things that I don't offer anyway. And it's like, you know, when you don't know everything cuz I don't, that's when you pull in the support. Otherwise, could you imagine like nobody support each other? You'd just be like, I'd end up closing to be honest.

Frances: Every, every woman is an island, [00:21:00] isn't it?

Jade: I love it. I love it. And instead of the word journey, I use story.

Frances: But it does, it does come all the way back to that collaborator over competitor piece that we said right at the very top of it. You know, like having those peers and, and, and that support group that can really build you up so that if, you know, I know that if I get somebody who's interested in, in parties or balloons or, or face painting or whatever, I know that I can put them in your direction because you are an expert within that particular niche.

So it's a win-win for everybody. It makes everybody so much more reliable and yeah, we can all help each other out. Well, there's enough work to go around. So Jade, what was your biggest con when you changed your niche? You were Socialally by Jade and then turned into The Party Marketeers.

Jade: Well, my, my biggest con, it's probably a personal one, is cause I'm really impatient and I, I, I sort of stupidly thought because I've, [00:22:00] I've got a business, how hard could it be to do another one? I've got all what I need there. I've got, you know, I know that I need to brand, I know need to find my tone of voice, and I know I need to find content and all the stuff that I, I learned the hard way.

So I was like, well, let, let's go into the sunset, which doesn't work like that. So then when I niched I get very, like, anxious about it because it's like I'm building things from scratch again. And I wanted it all done yesterday. So the position I'm in at the moment, I'm in a happy place, but this time last year when I was like, well, I've just switched and I've gotta build my audience back up again.

And I've gotta remind people what I do and it's gonna take time and I can't be bothered and, and it's a real effort. Even though I'm really passionate about it all. I've just a bit like, gotta do it all again. Third time, lucky. But you know, patience pays off. And, and I do have patience. Actually. Remember when we all did our word of the year at the beginning, like we always do a word of the year? Mine was [00:23:00] patience because I knew, I just knew that if I had patience, it will come. And I didn't force it. I just naturally let it progress. With

all the WhatsApp notes that I've, I've messaged you, going no, no it's not happening. I can't deal with it. But, so it's not, it's not ideal, especially if you built up a business and then you've suddenly switching and it'll just takes a bit of time for your audience to understand it, to still see if they, they still need your services.

I mean, they might still think about, most of us stick around to support you, I mean, Over maybe three quarters of my followers are still from my old business but I think that's still exciting because although I'm talking to the party industry, that doesn't mean to say that I'm not going to say no to a dentist or say no to a, a wellbeing person or anything like that.

If, if I, if they connect with me. Brilliant. Yeah. And I will ask them, you know, what is it that I can do that somebody else in your industry isn't doing? But it, it just, it was a hard slog. And if you are impatient like me, [00:24:00] especially if you've already done it, I think the beauty of niching. Like most people are, most people are not gonna set up their business and be like, right, bam, I'm niching. Yeah. It's, I think it's later on in your journey when you start to realize that, in your story, you start to realize what it is you are doing and where you're going with it. That's when everyone's starting to do it. So if you've got patience, then , good luck to you because I didn't have any.

Frances: Well, I think. Particularly on Instagram, we see a lot of influencers going from zero to thousands and hundreds of thousands, millions and everything is a long game. Absolutely. Everything is a long game. So you do have to exercise that little bit of patience and work at it and, and give it the effort that it deserves.

You know, I'm, I'm famous for saying just concentrate on one platform so you can grow on that one first. If you're splitting your efforts, you're already at a disadvantage. And again, niching down to a platform, so it all works, obviously. And so yeah, just having that, having that [00:25:00] element of focus and always remember the follower number doesn't matter. People are gonna drop off if you do change your niche (inaudible) And I think that's an important point to make. Were there any other cons that you have discovered?

Jade: Yeah, I have a look, I mean, I put here, I dunno if other people think this, but you, the reason why you don't niche or one of the reasons that I did it is cause I thought it was gonna be a waste of time.

Cause you're gonna put all that effort in. And then how do you know it's gonna pay off? It will pay off, yeah, but the mind monkeys come in and they go, well,

I'm not gonna do it because it's too much work, it's too much effort. I've gotta change things around. I've gotta find a new audience. What if they don't like it or need it?

And then, you know, you feel like it's gonna be a waste of time and it's not and then you're still gonna be tempted to market to everyone. I still get tempted to do that. I go, oh, you know what? Sod this, you know, I'm just gonna like put the message out and then let's like hope for the best. I still do that.

It's just habit. Well I know like, knowing full well that I am wasting my time doing that [00:26:00] instead of actually sticking with what I know because it'll come naturally. And I've just written impatience in big letters as well. That's a running theme and I think, yeah, and I've also put, you might feel a need to fill gaps that you don't serve to get asked for, that you get asked for.

So I see this a lot in the actual party industry where some people want to do all the services because they think there's a gap and they think if they do all the things it's gonna make them more money, et cetera. And what that's actually done, what I've seen is they then, when they do grow quicker, It gets a bit, then you lose your niche.

You start to water that down and you go, well, actually, what is it they do? So they might do this, they might do that, and they might do this, and they're doing the mascots, and they're doing the castles and the princesses, and the popcorn machines. And the candy products. How overwhelming is that? As I'm listing it off? I know one company in particular is doing a lot of stuff and even I'm like, God, I just thought you were entertainers, guys. Like I just thought you were [00:27:00] entertainers. And if I'm thinking that, you know, it's gonna be fine now, but you are going to spread like your service too widely and you're not gonna be able to serve eventually and get missed off the radar.

Frances: Actually, another social media marketer commented on one of my posts the other day. She's called Elizabeth Chambers. And she said, I was talking about making sure that your, your feed looks nice and and clear as to what you do. And she said, if you confuse, you lose and that's so, so true. All the cliches out this, this evening.

If you're confusing your messaging and your services and what you provide and, and who you help then ultimately you know, no one's gonna buy from you either. So it's, it's, it's, it is really worth it in the long run. I, I believe it is.

Jade: I think there's a fine line between trying to, cause I've got like three services and in the beginning I found that people didn't know that I did. So some people knew me for face painting and other people knew me for entertaining, but the two [00:28:00] didn't know that I did the other. Yeah, and I'm struggling with just three services and you've got hundred.

Like imagine if you've got hundreds, how are people going to know that you do other things? Again, my advice is to be be the go-to person for just those specific things. So if you do just bouncy castles, then just work on doing that. And then you introduce a new product. Mm-hmm. Like we are the experts in bouncy castles, but now we're going to introduce a candy machine or whatever it might be.

And I just worked on going, right. I do face painting and I do entertainment, and that is it. And I've, again, I've started to niche into the disco world, because that's where I've started. Yeah. And people, but people don't know that I do discos. They don't know that I entertain for older kids.

They think my husband does it and it's fine. But that's because I don't put the message out there. Cause I'm still saying I'm niche, I'm entertainment. I'm four year olds, like whatever it might be. So imagine if I then added on glitter tattoos and airbrushing and like, it's just a lot, and I'm happy to, if someone comes up to me and [00:29:00] says, do you do this service?

I'm happy to say I don't and not try to fill that gap.

Frances: Yeah. And I think that that's a really important point too. Like if you have got too many services but you are actively promoting a couple of them and keep a couple in your pocket, then that's absolutely fine. And if they come to you and ask and say, hey, do you also do discos, then it's your choice whether you, whether you offer that as a bolt on or something extra or you know, you could say no because you've got another booking somewhere else that day, you know?

Jade: Yeah. I think the way I do it is, I try to work out the right package for the parent. So they, they know they want an entertainer or they know they want a face painter, but if they've got 40 kids, they're not gonna want my one hour package. So then I go, okay, well how old are the kids if they go nine?

I go, well, they won't want my entertainment. They want the disco. You might not know that I did discos. And I sort of do it that way and keep it to myself.

Frances: I think, I think that's a nicer strategy to have as well. And you know, as some of those, the services are linked and they're sort of the same niche, then there's not gonna be an issue. You know, there's [00:30:00] no point offering pony rides if you're doing child entertaining. It doesn't make any sense. So, yes.

And have you got any other cons that you'd like to share with the group?

Jade: I think that's most of them. Yeah, I don't think so. Like niching is really important in business because, because most people get put off and are scared, and I was one of them, still am, but we've gotta be brave and just take those steps and, and have patience and, you know, just know that yes, your followers are gonna drop off. And yes, people are, there's gonna be this like, lull where it's just like nothing but you gotta keep at it with anything really. You know, you got, you just gotta keep going.

But I know that the pros outweigh the cons. Like, I'm here to say, you know, it was totally worth it. And I wanna go back and, and say do it sooner.

Frances: Once you've got the foundations in and being clear on what you, your business. It does do wonders.

I think we are to the end of our lives. So where can people find you if they would like to [00:31:00] connect with you or hear more from you?

Jade: I'm on Instagram, Facebook @ThePartyMarketeers and I've also got a podcast called The Party Pod, which is available on Apple Podcast and Spotify and it's not just for the party industry, it's aimed at the party industry but there's like so many tips from other people with similar topics. And even Frances is on there as well, all about social media strategies. So yeah, I'm kind of, I'm around.

Frances: Yeah. Amazing. Well, thank you so, so much for joining me on a Friday evening, and thank you guys for watching as well. This video is going to be uploaded when I press the X button.

Just a, a little bit of housekeeping. My next live, I have another guest. Can you believe it? It's going to be Rebecca Hawkes. Now you might know Rebecca Hawkes already cuz I was on her podcast this week. Can you see a theme here? And shes going to be talking about how to stay visible without feeling like you have to be on social media all the time, which I think is a really great in depth topic [00:32:00] to really sink our teeth into, especially with the current way that Instagram is right now, and that we all are spreading ourselves too thin over

this summer. That's happening next Friday, the 5th of August at three o'clock, and I would love you guys to join me, but thank you so, so much to Jade.

Thank you so much and have a great weekend everybody. I'll see

you soon. Bye.

Jade: Thank you.