

The Proven 4-Step Formula to Identify and Communicate Your BEST Possible Niche as a B2B Writer

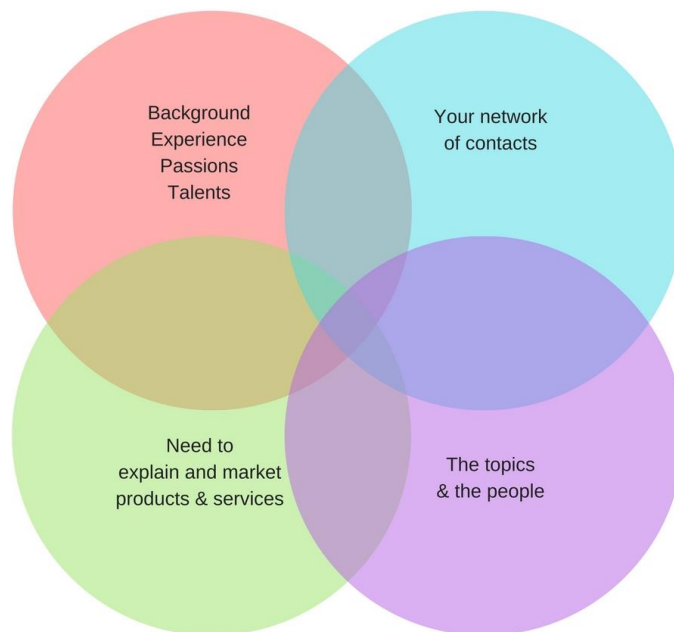
Class Handout

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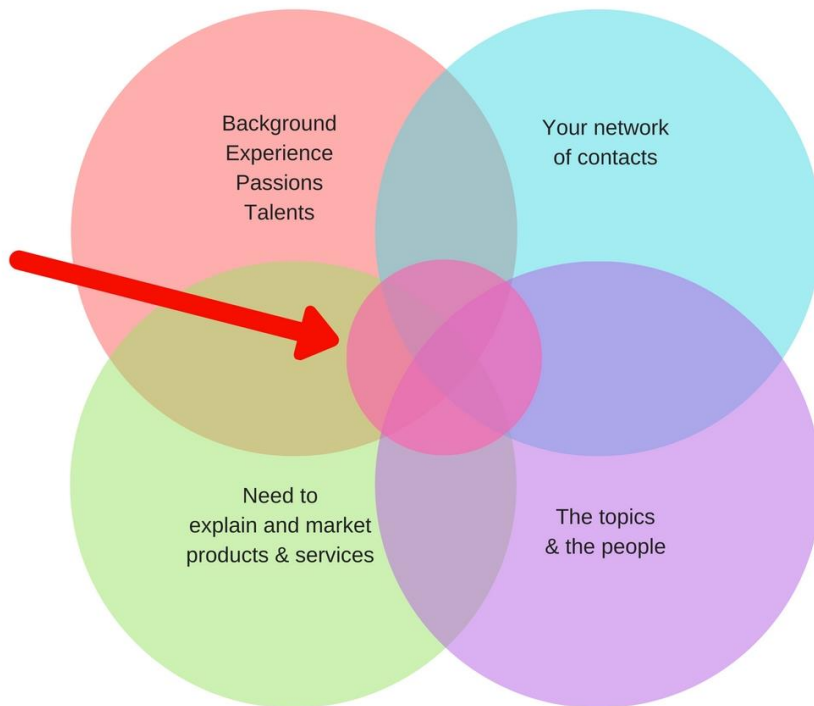
You don't need a niche! But you need to be able to identify and describe:

- 1) Whom you can best serve (your target market or markets)
- 2) What you can do for them (types of services you provide)

Consider these 4 dimensions when exploring potential target markets:



From there, identify your own sweet spot:



Whom Can You Best Serve?

To uncover and evaluate potential target markets, consider these 4 key dimensions.

Dimension #1: Background, Experience, Passions, Talents

1. First, where do you have professional experience (what industries and/or topics)?

2. Non-professional topics in which you have extensive personal experience:

3. In what industries or subject areas have you written, if any?

4. What topics are you passionate about?

5. Do you have a particular talent or skill worth noting? Could be either personal or professional.

Dimension #2: Contacts / Relationships

For each of the areas you uncovered in Dimension #1 above, go through your address book and create a list of personal and professional contacts you have inside that industry or area of interest.

Pay particular attention to those contacts who seem to be good "connectors" (they seem to know a lot of people and are very good at connecting people together).

Once you have a good sense for your network's strength in this area, give yourself a score for each area listed under Dimension #1:

- 5: I know a ton of people in this area
- 4: I know a good number of people in this area
- 3: I know some people in this area
- 2: I only know one or two people in this area
- 1: I don't know *anyone* in this area

Dimension #3: Do They Need to Market and Explain their Products or Services?

For each area you uncovered under Dimension #1, see if you can find instances of products or services that are:

- 1) New or innovative
- 2) Expensive (expensive for the typical customers that buy them)
- 3) Complex

(You're looking for at least two of out three in order for a target market to score well in this dimension.)

Here's why: Products, services or solutions that are new/different, expensive and/or complex don't just sell themselves. They're typically "considered purchases" that involve a formal buying process, several decision makers and a lot of content from the vendor—content someone needs to write!

1. As you go through the list of items from Dimension #1, which of them meet at least two of the three criteria listed above?

Dimension #4: Would Like the Topics and the People?

For each of the areas you uncovered under Dimension #1, ask yourself how you feel about the potential topics you'd be writing about, as well as the people you may be working with.

Again, answer the questions below for each of the areas you listed inside Dimension #1:

1. If you've had experience working with people in this field, industry or subject area, what was that experience like? How were the people? In general, would you enjoy working with people like them again?

2. As you think about the topic you'd potentially be writing about, how would you feel writing about this topic full-time? Are you interested enough in the topic to dive deeper into it and become known as a "go to" writer in this area?

What Can You Do for Them?

1. What type of writing do you really enjoy (or think you'd enjoy)? Marketing content, copy, other? Long format vs. short? Other factors?

2. What specific writing assignments do you like the most?

3. Which assignments feel easier to do? In other words, what type of work feels almost effortless when you get into it?

4. Are there any assignments that sound fascinating ... yet you've never had a chance to work on them before? What are they? What is it about them that sounds fascinating?

5. What types of writing assignments do you dislike? Are there any that you absolutely hate? If so, why?

6. Is there a compelling reason why you would need to focus on just one or two types of writing assignments?

Final Tips for Making Your Decision

Choose Wisely: Make sure your chosen target market is big enough to support you and clear enough to attract the right prospects.

Don't Go Too Narrow at First: It's safer to narrow yourself just enough to separate yourself from the crowd—but not so narrow that you drastically limit the size of your prospect base.

Don't Be Too Rigid: Resist the temptation to be too rigid or focused.

Tap Your Personal and Professional Networks: In a large percentage of cases, your first client will come referred to you by someone you know.

Take Your Time with This Exercise: You may have to let your answers marinate for a few days before the right answer emerges.

Don't Wait for Perfection: It's best to make a "good enough" decision and take action on that decision than to sit around until the "best" solution emerges. Remember: you will pivot several times over the next few years.

Tired of doing this all on your own?

Need a clear path for getting results faster, landing your first few clients... and showing everyone (including yourself!) that you can do this?

Here's how we could work together to make that happen:

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