

The Seven Steps of the Niching Spiral

Step 1: What?

What do you want to offer? Niching begins with looking at the world and asking yourself, 'What is missing that I want to bring? What are the gifts I have that I want to offer? What do I feel called to create?'

Step 2: Why?

Why do you want to offer it? There is a reason that you notice certain things are missing, and others don't. There's a reason you want to create something, and others don't. And that has to do with your story.

Step 3: How?

How do you want to offer it? There are a lot of different ways to offer the exact same product or service. What's your unique style, aesthetic, vibe, perspective, approach, point of view? How do you feel called to go about your offering that you feel would be best?

Step 4: Who?

Generally, who do you think it would be the best fit with? Now we start to think about who we might want to work with and who might be drawn to what we're offering? Who would benefit most? What kinds of people do we want to work with and which ones don't we? This is where we set up the basic boundaries.

Step 5: Who?

Specifically, who do you think it would be the best fit with? Here we break it down more specifically and pick the three clearest subgroups to work with. We identify three specific target markets that fit rigorous niche marketing criteria.

Step 6: Experiment

What's a small way you could test to see if you were right? Before you rebrand your whole business, try something small. Often, the target markets that you think will work - don't. The only way to learn this is to try small experiments in the real world.

Step 7: Reflect

What worked and what didn't in your experiment? Pause and reflect on your experiment. Learn from it. Start again at Step One.

