

Finding Your Niche

Whil Hentzen

Hentzenwerke Publishing

1. Boring Definition: What is a niche?
2. Perfunctory Rhetorical Question: Why do you care?
3. True Story: How I came to own my niche
4. HOWTO: Five tips to finding your niche

1. Boring Definition

What is a niche?

A niche is a subset of a larger market, ignored or abandoned by larger/major competitors, usually because it's perceived to be too small/unprofitable.

Not a niche: Java Programming

Niche: Java Programming for sports watches

2. Perfunctory Rhetorical Question

Why do you care?

Some say that niches are all that's left anymore – the days of blockbusters are over.

If you're writing to support/complement a consulting career, targeting a niche can allow you to command higher rates.

A niche often only has room for one occupant, which means you control that market.

3. True Story

How I came to own my niche as a book publisher

1. Started life as a custom software developer
2. Needed credentials to distinguish self from others
3. Forum participation, magazine articles, speaking, editing magazine, holding conference, writing books
4. **Multiple connections to the community** led to publishing books

4. HOWTO

Five tips to finding your niche

1. Identify what your passion/expertise is
2. Become known **in a community** by spending 15-30 minutes every day – mailing lists/forums, whitepapers
3. Determine what specific subset you like, and isn't being covered by anyone else (at least not well)
4. Submit magazine articles, speak at user groups, submit proposals for speaking at conferences
5. Find a publisher compatible with your niche goals

Two more tips

1. Niches are easy to write for – you don't need to write 1,000 pages
2. Once you own a niche (**mindshare of a community**), it's easy to maintain ownership

You are unique – just like everyone else

Thank-you-good-night!