YOUR QUICK TOUR

Focus makes the next move clearer

A niche is a useful starting point: a reachable group with a specific reason to choose you.

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YOUR FINISH LINE

One specific starting customer, one repeated problem, one reachable channel and one paid test.

01 / MEET YOUR GUIDE

Iman stops marketing to everyone

Fictional example: Iman, her cleaning business and all details are invented.



THE BLURRY MESSAGE

Iman says she cleans anything for anyone. Her posts sound generic, quotes take too long and customers compare only price.

THE FOCUSED START

She tests a fixed handover-cleaning service for small rental-property managers, with a checklist, photo record and clear booking window.

THE LESSON

The niche does not ban other work. It gives Iman a clear first audience, sharper promise and faster way to learn what buyers value.

02 / SEE THE INTERSECTION

A useful niche has four parts

The goal is not the smallest group. The goal is a meaningful pattern you can serve well.

SPECIFIC CUSTOMER

A group with shared work, behaviour, situation or buying role - not simply everyone nearby.

REPEATED PROBLEM

A real job or frustration that appears often enough to notice and discuss.

REASON TO CHOOSE YOU

Relevant skill, process, access, proof, speed or perspective that improves the fit.

WILLINGNESS TO ACT

The customer can be reached, can decide and may exchange money, time or commitment for value.

NICHE FORMULA

[Customer in a situation] + [specific problem] + [useful approach] + [reachable buying moment].