

HOW TO
MAKE **P**  **RTNER**

Choosing your niche
worksheet



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How and when to use

The tighter your niche, the easier it is to create marketing messages which are attracting your perfect client. Rob Brown in 'How to Build Your Reputation' defines the perfect niche as a Quad Niche – i.e. you have defined:

- Who you do it for
- What you do for them
- How you do it for them
- Where you do it for them

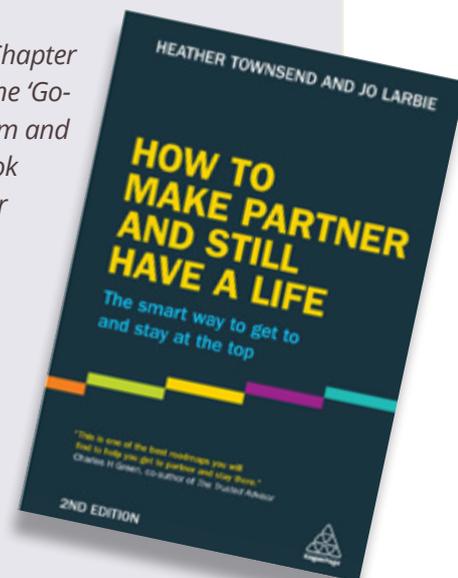
Your aim after doing the worksheet is to be able to see if you can define your own 'Quad Niche'

One word of warning: Deciding to focus on UK based SME business owners to sell them your accountancy services, using online and offline accountancy packages is NOT a tightly defined Quad Niche...

This 'Choosing your niche' worksheet helps you identify what your personal niche should be.

You should also see Chapter 17 "How to become the 'Go-To Expert' for your firm and profession" in the book "How to Make Partner and Still have a Life".

You should also see Chapter 18 "How to build your own client portfolio" in the book "How to Make Partner and Still have a Life".



What else can this worksheet be used for?

Ideal for:

- ✓ writing copy for your website
- ✓ planning content
- ✓ building your personal business plan
- ✓ building your own marketing plan
- ✓ preparing your sound byte or your networking sixty second pitch

Instructions for use

1. Answer each of the questions and fill in the answer in the 'Who?' column. You may have more than one answer for each question and that is absolutely fine – and almost to be expected. The more detailed you can be when thinking about answers to the question, the better.
2. Then for each of your 'Who?' answers, give yourself a three scores out of 10, for passion, fit and credibility – where 10 is the best and 0 is the worst
 - a. Passion = your enthusiasm for working with these types of people and the type of work you want to do with them. For example I love working with accountants, lawyers and consultants. So I would probably score each of these an 8 or 9 for passion. Whereas if I was asked to rate how passionate I was for working with job seekers (who may be an accountant, lawyer, etc), this would probably dip to about a 4.
 - b. Fit = this is a measure of the fit of your possible niche to the strategy of your firm, service line and department. It is also a measure of how well you “fit” with your target audience. For example, could you see yourself spending time outside of work with this target audience?
 - c. Credibility = this is a measure of how credible you are to the type of person you have described. For example, I have huge amounts of credibility working with professionals such as accountants and lawyers because I have been working with them for the last 8 years. However, if I suddenly decided I had a passion to help people stop smoking, I would be lacking in credibility as I have never smoked, never really been around people who smoked and have no qualifiable skills to stop people smoking.
3. Add together your scores for each of the types of people you have identified.
4. Now look down your list – your niche is probably the population or type of people who have featured the most in the list – and scored the highest.

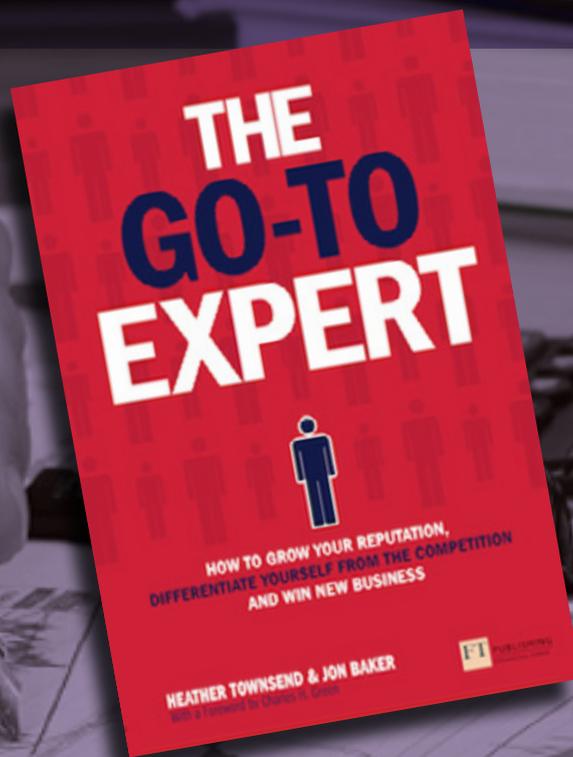
Instructions for use

CONTINUED

Question:	Who?	Passion	Fit	Credibility	Total Score
Who do you have a track record of working with?					
Who do you enjoy working with?					
What industries or sectors have a high density within your preferred location to work in?					
What type of people do you like working with?					
What type of business or person has a high demand for your services – and is prepared to pay a premium for those services?					
Who are your best clients and what are the common features for those clients?					
Where do your most profitable assignments come from?					

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