



FINDING YOUR NICHE IN NICHE MARKETING

You know, if you ever took a middle school earth science class, what a niche is. If you didn't well...a niche is an area where a person (whoever the niche is for) is able to survive and thrive. It has many different specific types but the fundamental idea is that is a place specially suited for a thing to not only make it but succeed in it. So niche marketing is finding a particular market where you are able to find success marketing your specific product. Some people have a product and find a market and some find a market and develop a product but the general idea remains the same.

So how do you find your niche in niche marketing? Well the answer is both straight forward and complex. First you need to find an area where the knowledge and/or skills that you possess make it possible to develop a product that is sought after. For example a person who has been raised on a farm in the middle of South Dakota will more likely find his niche in agriculture rather than fashion design. It also must be a place that you have energy for. You must want to get up and work hard on something in order to succeed at it and there is nothing harder than working hard on something that you despise.

Another important concept in niche marketing that should be kept in mind is that it is helpful to find an area where you can be at the top of the competition. So burgeoning fields where you have the latest and greatest knowledge are natural areas to exploit. The laws of supply and demand in economics are very helpful for finding a profitable niche. That is to say that you need to find an area where the supply is low and the demand is high in order to get the best profit scenario. This is why professional sports players are able to make so much, if you have ever wondered. It's because there are only a few people in the world that are able to play that particular sport at that level (the supply is low) and people absolutely love sports (the demand is high).

The beauty of the internet is that it literally gives you instant exposure to every market that there is in the world. This allows you to take advantage of whatever your particular skill is (for example making surf boards), even if your geographical area would otherwise limit you (for example you live in Siberia).

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