

Find Your **Niche**



A NICHE IS YOUR **SPECIALTY**. IT'S A SMALL SEGMENT OF THE MARKET THAT YOU PERSONALLY EXCEL IN. WHEN PEOPLE THINK OF YOU, THEY THINK OF A **HIGHLY SPECIALIZED SKILL**. ASSESS YOURSELF IN THE FOLLOWING CATEGORIES TO HELP IDENTIFY YOUR **NICHE!**

Writing: How does your writing measure up in areas such as clarity and conciseness of thought? Attention to detail?

Visualizing: How well do you visualize data and ideas in areas such as static graphics, photographs, and infographics?

Communicating: At which kinds of communication do you excel: verbal, visual, or physical?

Listening: What kinds of listening do you do well? Can you spot what works and what doesn't?

Planning: What strengths in project management do you have? Can you estimate and adhere to a budget? Can you state goals and objectives well?

Assessing: How well do you design measurement in areas such as cognitive understanding and business performance?

Problem-solving: What problem-solving skills are you great at? Can you ask the right questions to identify the real problem?

Researching: Are you above average at identifying the Who, What, Why, When, Where, and How?

Working with educational technologies: How well do you work with technology like rapid authoring tools (Captivate, Rise, etc.) or graphic editing tools?

