



# All About that Niche



with Rose Slam! Johnson



Hey!

What's up?!

My name is Rose Slam! Johnson.

I work with Queer Small Business Owners. If that is you and you want to learn more about the services I offer, visit my website: [nimblerootscoaching.com](https://nimblerootscoaching.com)



If you are looking for powerful, fun, and meaningful activities that support you to clarify who you work with so that you can design a more focused and impactful service or product, keep reading!

If you want more support clarifying your Niche (or other systems in your business) let's chat!

You can schedule a free 45 minute Disco Call [here](#).

Most Importantly, Have Fun!



## What is a Niche?

A niche - also referred to as a target audience or ideal client - is a description of the folks that you love to work with. They are the folks that will most benefit from whatever you are bringing to the scene. More Broadly, your niche is the role in your community that you want to be known for. Think, Life's Intention!

## Why Does it Matter?

A niche can be helpful for a few different reasons:

### 🌟 **Everyone Equals No One**

Without a niche, who are you writing your love letter to?

### 🌟 **No Empathy, No Love Notes**

It is really difficult to empathize with *everyone*. Imagine it - are you stressed because you have too many social obligations? Are you feeling lonely at home without anything to do? You want your empathy guesses to land, and without a clear idea of who they are, it will be unclear and off base.



### 🌟 **Your Elixir Will be More Potent**

It is likely that you have a unique and personal reason to decide to fill a gap in your community. Your experience and elixir will not work for everyone and it will be painful to try to make it so

### 🌟 **Your Niche Creates Belonging**

When you become clear about who you want to work with and start describing their experience and identifying the strategies that can bring more ease and resolution your marketing becomes a balm for your ideal client and is powerful whether they buy something from you or not.

## How Do I Create a Niche?

A niche allows us to start making empathy guesses - which helps our love letters land.

### 🌈 **You can guide yourself into it**

Who are my favorite clients and designing a model character from there (Activity 1). I think this is really helpful to warm up to niching but review who you LOVE working with.



## **You can back your way into it**

Who wants this? What is happening in the market and how do I want to show up for it? (Activity 2). I think this helps create meaningful copy and content that can connect you and a potential client based on your expression of empathy and understanding of the terrain.

## **Get Queued Up:**

It will be much easier to fill out: Who, What and How (activity 3). This process becomes easier as you empathize and understand the circumstances and challenges your clients are facing.



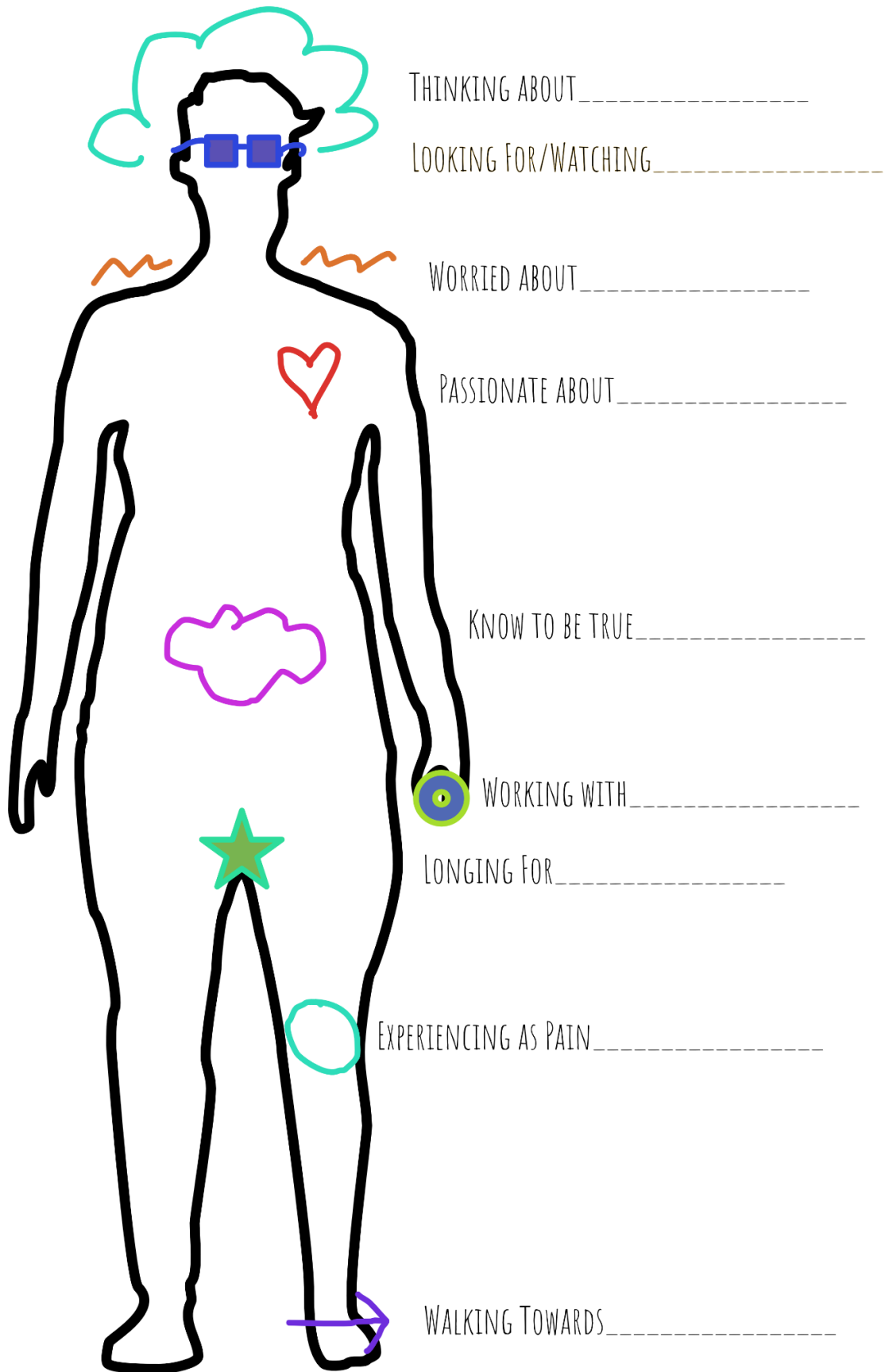
# Activity 1: Psychographics vs Demographics

- Demographics are things we
- can see from the outside, externally verifiable)
- Psychographics are ways that people identify - their beliefs, values, and goals)

This activity will help you identify the Psychographic of your favorite clients. Demographics are easy and less compelling - start with the Psychographics if you want to *connect* with your clients.



# ALL ABOUT YOUR FAVORITE CLIENTS





## Reflection: What Are Your Favorite Clients...

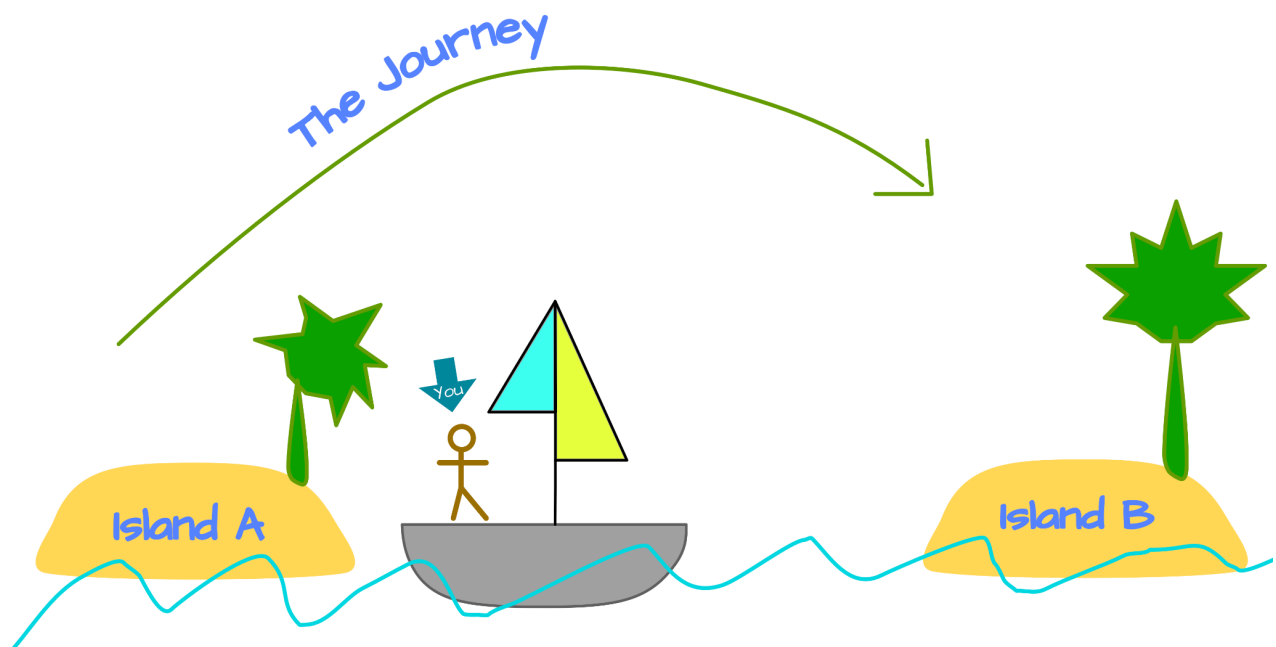
- 🌟 Thinking about?
- 🌟 Looking for/watching?
- 🌟 Worried about?
- 🌟 Passionate About?
- 🌟 Know to be true?
- 🌟 Who are they working with?
- 🌟 Longing for?
- 🌟 Experiencing as pain?
- 🌟 Walking towards?



## Activity 2: The Client Journey

Empathy about the Journey is KEY to connecting with your clients

When you demonstrate that you understand the experiences your clients are on - either by naming it, offering strategies that relate to it, or sharing personal stories of overcoming it yourself - you build trust through empathy. This is your shot to speak to the unique challenge that your clients face. Here are some key areas to focus on when reflecting and relating to your clients journey.





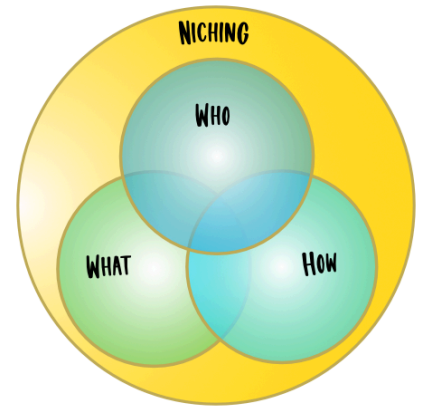
# The Elements




1. Island A - Where are they now? What sucks about it? (Symptoms, Pain Points, etc)
2. Island B - Where do they want to be? Why do they want to be there? (Have results they are craving)
3. The Boat - What is the strategy that might get them to where they want to be? (Your business, the solution (more for products))
4. The Journey - What will the journey be like? How will they manage it? (Your service + establish relevance)
5. You - What difference can your services or products make along the way?



## Activity 3: Queue Up the Niche

This is the final stage in the Niching process. These activities should have warmed you up to who you love working with and why. This is where you get your rough draft niche and you can start to experiment. Think of it as dating - you are not getting married, just seeing if you like them. Give it enough time to find out.



-  Start to describe who your ideal client is (who they are):
-  What you are offering them (the important and compelling details of your offering):
-  And how it works (the journey):



## Some Things to Consider:



### **Three measurements for a strong niche**

- Can an individual decide whether or not they are your niche? And can they decide if their friends are or are not within your niche?
- Are there enough/too many people within this Niche?
- Can this audience afford what you are offering?



### **What is your level of passion + competency with this group?**

- On a scale of 1-10, how passionate are you regarding this groups' challenges?
- On a scale of 1-10, how competent are you regarding this group's resolutions?



**If you enjoyed these activities and  
want support clarifying your niche  
(or other systems in your business)  
let's chat!**

You can schedule a free 45-minute Strategy Audit [here](#).

