

Welcome to your

NICHE NAVIGATOR PLAYBOOK™

TRANSFORM YOUR BUSINESS, BY GETTING CRYSTAL CLEAR
WITH YOUR NICHE
TO ATTRACT YOUR IDEAL AUDIENCE & QUALITY CLIENTS



created by

Deborah Johnston
Business Coach & Niche Expert

NICHE NAVIGATOR PLAYBOOK™

Hi there!

I'm Deborah Johnston - Business Coach & Niche Expert for Female Entrepreneurs with a Service Based Online Business, who have been in Business for 2+ years. I really enjoy helping Female Entrepreneurs achieve success in thier Business, and the most important place to start is by being crystal clear with your Niche!

When I started my first Business, I did all of the standard things every Business Coach tells you do, and I had a FANTASTIC Group of Business Coaches helping me, when I was studying Business Management at Victoria University in 2009 (Melbourne, Australia) the most crucial thing I learned, was ALL about Niching!

So I decided to develop this Niche Navigator Playbook™ for you to share what I know, which is based on ALL the various dimensions of Niching, in fact there are 15 in total!

Including what I have noticed with my 1:1 Business Coaching Clients who were always confused about thier Niche, or didn't have a Niche, or didn't think they needed a Niche at all, and sadly that meant they weren't attracting thier ideal clients.

So you could say I found a big gap, that needed to be filled.

A gap that is all about Niching - for your Niche!

My ideas and passion to help my Clients even more, came to fruition by developing this NICHE NAVIGATOR™ and the powerful process that goes with it. Which is only the beginning of what else I know and Teach about Niching!

Enjoy!

Deborah Johnston - Business Coach & Niche Expert

Introducing the

NICHE NAVIGATOR™



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NICHE REFINEMENT & REVIEW

- *With 15 Topics*
- *Plus 11 Niche Questions to ask yourself*

A Refined Niche is vital to your Business success so your Audience and potential Clients can see what it is you do when they first engage with you online, **how you help them, and what problem you solve for them.** So you grab thier attention straight away.

In basic terms, refining your niche involves narrowing down your focus even more, within a particular market or subject area to better meet the needs and preferences of your Target Market audience and clients.

Plus identifying your own skills and preferences so you are doing what you love to do in your Business, that suits the type of Business lifestyle you want, whilst also providing the services your Audience & Clients want.

To be crystal clear Niching is a seperate topic to: your Client Avatar, and Ideal Client. Your Niche is a segment of the Market place.

Your ideal Client or Client Avatar, is who you are Targeting within that segment of the Market place.

Here's my 15 step-by-step guide on how to REFINE your Niche:



1. Evaluate Your Current Niche:

Start by examining your current Niche and your area of expertise. Identify the topics, products, or services you're currently offering. What problems do you solve for your potential Clients?



2. Identify Your Target Market:

Clearly define your Target Market. Consider what they need, and thier pain points. The more specific you are, the better.



3. Research Your Competitors:

How are they addressing the needs of thier Target Market. Analyze their strengths, weaknesses, and unique selling points - USP. Keep in mind what your competitors are doing. They may have created a trend that may affect your Business. Keep your eyes open, NEVER copy your competitors, watch what they do and stay informed., and do things better than they do!

NICHE REFINEMENT & REVIEW

with 15 Topics:



4. Review Your Business Goals:

Reassess your goals and objectives. What do you want to achieve with your Niche business? Are there any changes or improvements you'd like to make that sit within your Niche's focus?



5. Identify Gaps and Opportunities:

Look for gaps in your current Niche where you can provide unique value. This could involve addressing underserved segments of your audience or finding trends and filling the gaps with your Offers/Services.



6. Survey Your Audience:

Create Surveys or Questionnaires to gather feedback from your audience. Ask about their preferences, needs, and what they really want to learn from you and what your Services include. Delete things that aren't getting any interest or traction.



7. Analyze Your Strengths:

Consider all of your strengths, skills, and expertise. Your unique strengths can guide you to your Niche refinement.



8. Test and Experiment:

Experiment with different content and offerings /or services within your Niche to gauge audience response. This may involve A/B testing, launching pilot projects, creating sample content, or a 3 day challenge, etc.



9. Refine & Review:

Continuously review all of your data and feedback. Make adjustments to your Niche based on what works and what doesn't, for you and your Clients.



10. Stay Informed:

Stay updated on industry trends, advancements in technology and platforms, and shifts in your Niche. To anticipate changes, so you can adapt accordingly and 'stay in the know' as those changes take place.

NICHE REFINEMENT & REVIEW

with 15 Topics:



11. Monitor Your Metrics:

Keep track of key performance metrics like website traffic, email & social media engagement rates, conversion rates of your Offers, and your Revenue. These metrics will help you gauge the success of your Niche refinement.



12. Be Open to Feedback:

Listen to your Audience/Clients and accept constructive feedback gracefully. Use their feedback to make improvements and adjustments to your Niche, and adapt so you become even more of an Expert in your Niche.



13. Build Your Authority as an Expert:

Establish yourself as an authority, and Expert within your refined Niche. This can be achieved through consistent high-quality content, networking, and demonstrating your expertise professionally and sharing what you know and love to talk about. Which builds, know, like and trust with your audience.



14. Promote and Communicate:

Once you've refined your Niche, promote the changes to your audience. Let them know about your new focus and how it benefits them.



15. Measure and Adapt:

After implementing changes, closely monitor the results. If your refined Niche is working well, continue to build upon it. If not, be prepared to adjust and refine further.



Remember:

Niche refinement is an ongoing process. Markets evolve, and so do you as a Business & as a Business Owner. Be flexible and willing to make changes to better serve your Audience/Clients to achieve your goals. Keep in mind, Refining and Aligning your Niche is also how you Design your Niche – so it is in Alignment with your lifestyle and Goals, and serves you & your Clients too.

NICHE REFINEMENT & REVIEW

With 11 Questions to ask yourself:

When reviewing your Niche, it's essential to ask yourself a series of insightful questions to:



- Gain a comprehensive understanding of your current Niche and where you are placed within your Niche Industry/Marketplace.



- Ascertain what needs to be adapted, refreshed or deleted with your Offers, Branding, Website, Social Media, Messaging, USP – Unique Selling Position etc. So your online presence is up to date & in the 'now'.



- Know with certainty you are solving a problem/s for your Audience/Clients that addresses their needs. It may not be what you think – it's about what your Clients actually want and need the most. Find out what their pain points are. Ask them what they need.



- Get crystal clear on Your Offers, so they are Refined with your Clients needs in mind. Also so your Offers are Aligned with YOUR lifestyle and the type of Business YOU want to have/be/do.



- So you LOVE your Business & your Niche ALIGN's with your skills, expertise, and most importantly your lifestyle and future Business goals.

- See pages 8 to 11 : for 11 insightful Questions to ask yourself.

NICHE REFINEMENT & REVIEW

With 11 Questions to ask yourself:

These 11 questions have been created to help you review your Niche comprehensively, so you can make informed decisions about potential refinements or adjustments, that address what your Clients want. Your answers are likely to reveal other ideas or thoughts you may not have considered before.

Q1. What is your current Niche? Include your area's of expertise and skill set, to make sure you are in Alignment with what you do in Business.

Understanding your current Niche is crucial for this review process. List out every skill you have that you LOVE doing that relates to your Business & Niche.

Q2: What aspects of your Niche align with your capabilities and interests?

Example: If you aren't interested in Technology based tasks or continual learning of new Technology, is an Online Marketing Niche or being a Virtual Assistant, right for you? _____

Q3. Who is your target audience?

Who is your ideal Client, include thier demographics, Age, Profession, Industry, Interests, and thier pain points. ie: Are they Students, Mothers, Entrepreneurs etc.

NICHE REFINEMENT & REVIEW

with 11 Questions to ask yourself:

Q4. What are your Niche goals and objectives?

(What do you aim to achieve in your Niche, both short-term and long-term)

Example: Do you want to become an Expert in your Niche, and grow a multi-millionaire brand? Or do you want to be an exclusive 'Bespoke' Business to attract Clientele that want a bespoke, exclusive experience etc?

Q5. How do you differentiate yourself from your competitors?

Explore your unique selling points - USP and your competitive advantages.

Q6. What products or services do you offer within your Niche?

How do they align with your Niche?

Do they Align with what you love doing & are good at & do they solve specific problem/s?

NICHE REFINEMENT & REVIEW

With 11 Questions to ask yourself:

Q7. Have there been any recent changes in your Niche or industry?

Include significant developments, trends, or shifts, such as QR codes, Automations, Manychat, ChatGPT, A.I, Threads etc

Q8. What feedback have you received from your Clients or Audience?

Encourage them to share thier insights, testimonials, and criticisms with you via Surveys, Quizzes or Questionairres. All feedback is good feedback, that helps you learn, improve & grow as a person and as a Business.

Q9. Are there any underserved or untapped segments within your Niche?

Discuss potential gaps or opportunities you can explore and research, that you could potentially include in your Offers, which builds trust and gives you your USP - Unique Selling Point - so you become the Expert (ie: even more Niche specific)

NICHE REFINEMENT & REVIEW

With 11 Questions to ask yourself:

Q10. What aspects of your Niche do you enjoy and excel at the most?

Identify your passions and strengths, so they Align with your lifestyle and Niche.

Q11. What adjustments or refinements are you considering for your Niche?

Think about the plans you have for the future of your Business and how do you envision your Niche evolving.



After you have answered every Question, note down any additional ideas, or insightful thoughts that have come up, while you are in the 'zone'.

Thank You

For choosing to sign up for my Niche Navigator Playbook™

Want to learn more about Niching, in more depth?

This Playbook is only the start!

I have also created a NICHED Coaching Program that specialises specifically in EVERY aspect of Niching, in detail, to attract your ideal Clients, so your Audience is crystal clear on how you help them, so you become the expert in your Niche.

Reach out to me via DM on Instagram or Facebook for more details!

I'd love to keep in touch with you to hear your questions!

or **BOOK A FREE
30 Minute Call**
you will be redirected
to my Calender:



Stay in touch

 [@deborah.johnston.coach](https://www.instagram.com/deborah.johnston.coach)

 facebook.com/deborahjohnston.com.au

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