

Niche Marketing – How Thinking Small Can Payoff BIG!

Toolbox Teleclass Transcription

By Debra Russell



Professional Program

**Track 4: Be Seen: Promotion, Marketing &
Sales**



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INTRODUCTION

Welcome to the Artists' Edge... Welcome, who has joined me?

Anne: Hello, this is Anne Parenti.

Debra: Hi, Anne. Go ahead and put yourself on mute. I'm just about to get started. You can hit *6 to mute and.

Caller: I'll have it...I'll do it.

Debra: ...okay cool!

Caller: Thank you.

Debra: Yeah.

So as I was about to say, welcome to the June 2011 Toolbox Teleclass: Niche Marketing- How Thinking Small Can Payoff Big.

Niche marketing is a concept that is foundational to pretty much everything I teach when it comes to marketing your business, promoting your music, getting heard, getting seen, getting booked, getting paid.

So I wanted to give this class mostly as an overview for what niche marketing is, what niche marketing isn't, and really why I so strongly believe that it must underlie everything that you do with your business.

So first of all to put it in context, I teach the Multiple Streams Business model. There's a class on that called [Multiple Streams of Arts/Music Income](#), and for the more advanced members the members of the multiple streams level, there is a [whole series of classes on how to build your multiple streams business](#).

PUT INTO THE CONTEXT OF THE MULTIPLE STREAMS BUSINESS MODEL

So niche marketing is a foundational concept, and I just want to put it into context within that multiple streams business model concept.

CHOOSE YOUR NICHE

The first step of the 8 steps to build your multiple streams business is choose your niche.

IDENTIFY THEIR PROBLEMS

The second step is identify their problems. So once you've picked your niche, you need to get to know who they are and what they want, need, and desire.



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CREATE THE SOLUTION

The third step is to create the solution for those problems. How are you uniquely qualified to fulfill their wants, needs and desires?

CHOOSE PACKAGING

The fourth step is choosing your packaging. Keeping them in mind. How do they organically want to be accessing what you do?

GENERATE TRAFFIC

Then there's generate traffic;

CONVERT PROSPECTS

Convert prospects;

STRENGTHEN RELATIONSHIPS

Strengthen relationships;

BOP

And your BOP, which is your Bold, Outrageous, Provocative statement of who you are in the market place and in your business and in the world.

THE FIRST STEP IN THAT 8 STEP PROCESS IS TO CHOOSE YOUR NICHE

So as you know the first step in the 8-step process is to choose your niche. So let's talk a bit about what is a niche, and then we'll talk about how to start figuring out what your niche-- what your first niche is.

WHAT IS A NICHE

WHAT IT ISN'T

So first of all, what a niche isn't is your genre. When I teach this class at a music conference, I'll ask the audience, I'll say, "So, who could tell me who their niche is?" And someone will raise their hand, and they say, "Country music!" or "R&B" or "Rap," and that is not what a niche is.

GENRE

A niche is not your genre. A niche is isn't about you. It's about them. It's about who are the people that want what you're offering.

DEMOGRAPHIC



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It also isn't a demographic. A lot of times that's the other, you know, answer I'll get. "Well you know women from 19-29 years of age who..." you know, whatever, right? So those are demographics, and it's not that demographics aren't important in figuring out who your niche is. They are, but a niche is so much more narrow than that.

The challenge with using a demographic as the only definer of who your niche is that frankly you can't afford it. You don't have the money to market to all the women who are between the ages of 19-29. You don't have the money.

Unless you've got, you know, several million dollars for your marketing budget, in which case we should be talking in private, right? You really can't afford to market to a demographic because you're not going to be able to make enough of an impact on a small budget, and I'm going to talk about that quite a bit more.

WHAT IT IS

SMALL, HIGHLY SPECIFIC AND DEFINED GROUP OF PEOPLE

So let's come back to what a niche is. A niche is small, highly specific, and defined group of people.

SPECIFIC WAY TO FIND AND COMMUNICATE WITH THEM

You know when you're dealing with a good niche is that you know how to find them and how to communicate with them.

The one you're dealing with a good niche is that you know how to find them and know how to communicate with them.

I was teaching this class at a group, and someone stood up and said, "Well, my niche are you know, he's a he had a band that play at bars and clubs ...my niche are people who want to have sex by the end of the night." And I'm like, "Well, that's their wants and needs. It's not really defining who they are."

But the other thing is so how do you find and communicate with them? Are you going to porn sites like what exactly are you doing to find out where those people are hanging out?

So it's important that your definition of your niche, the description includes where they're hanging out, what do they have in common, what groups or organization, you know, are they associated with, so that you can easily find and communicate with them.

IDEALLY ONE YOU ALREADY HAVE SOME CONNECTION WITH.

And ideally your niche is someone you already have a connection with. In Jeri Goldstein's book, *How to Be Your Own Booking Agent and Save Tens of Thousands of Dollars*, she



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tells a story of a nurse who she worked with privately and basically what this woman--she was a nurse, who was also a singer/songwriter. Now her songs were not about nursing.

She was a singer/songwriter. She wrote about love. She wrote about loneliness. She wrote about singer/songwriter stuff, but she was a nurse, and she was a fairly active nurse in her nursing association, and so when there was going to be a local event, she volunteered her time to help them create the event, and when she found out that they were looking for entertainment and they had an entertainment budget, she offered to be the entertainment as a nurse singer/songwriter.

And they thought that was a great idea, because they thought that their people would love her because she was one of them. And so, she booked that gig and she got paid a small you know stipend for doing it.

She was going to that event anyway, so she played that event and she sold some CDs, and she signed some new people up on her e-mail list. Great! No worries! Just so happens that the regional organizers for her nursing association were at that event in support of the local association.

And they thought, "Wow! First of all she's a great singer/songwriter, but she's also a nurse, like us. Let's hire her for our association--our regional association conference in 3 months." So great, so they booked her. The stipend was a bit more, because they had a larger budget, and she played that event.

She sold some CDs, and she added some new names on her e-mail list. Great! Well of course the national association board was...attended this regional event in support of that section of their association, and they thought, "Wow! She's a great sing/songwriter, and she's one of us. Let's book her for the national nursing association conference." And so she...and they paid her quite a bit more, including travel, for that event. Great!

She played. She sold a bunch of CDs. She got a lot of new names for her e-mail list. This is all great. She's building. She's expanding using her niche, and what ended up happening was that she ended up being able to book a national house-concert tour, because she got so many fans--new fans--from these events that wanted her to come to their hometown and play for all of their friends, because she's a nurse, like them.

So ideally, your niche is a group that you already have some connection with. But it may also be a group that your family or friends have connections with. It may be that the topics, the subjects of your artwork, whether it's music or painting or whatever, writing, blogging whatever, it may be that that niche that you are writing specifically songs and content of interest to that niche, but it may not. It may just be that you connect with them and they connect with you, and therein lies the magic of niche.



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So that's what a niche is and what a niche isn't. The most important thing for you to walk away with from this section is knowing that the niche is not about you. It's about them. It's about who they are, what's important to them, and where they're hanging out and who they're hanging out with. So that's the definition of niche.

WHY NICHE?

Now why is this critical to your marketing efforts?

POWER OF NARROW

This is the power of narrow. In internet marketing, they talk a lot about an inch wide and a mile deep. Now that's how you want to be thinking about your market.

Moon vs. laser

And so let me give you a couple of analogies for this concept. So if you walk out at night under a full moon. It's beautiful, and it might be bright enough so that you can kind of see the outline of the trees, and you could probably take a walk without a flashlight, but it's probably not bright enough to read by. Why is that? Because while that light is in the same visible range of what comes out of your light bulb. It's very dispersed, and as a result, it lacks power.

Now the light of your light bulbs, you know. I'm sitting in a office with a office with overhead fluorescent light, so it's very bright in here.

The reason this light is so effective so I can read by it isn't because of the different kind of light. The nature isn't different. It's the quality that's different. It's the quantity. It's the focus that's different. It's much more narrowly focused, and so has a much more greater impact.

Well, we can take that concept even further and think about a laser. Now a laser is still visible light, still in the range of visible light, but it's extremely narrowly focused and it is so powerful that it can cut through glass. They use laser to perform surgery. The difference? Focus.

So think a mile deep, an inch wide. Think narrow, deep, specific. Now a lot of business owners that I've talked to about this concept find a lot of resistance to doing this in their business because they might miss out somebody. They might miss a prospect or someone who would love what they do if they really-really narrow their marketing.

What do you really need to be successful? 6 billion people to love you?

And I want to reassure you about that in a couple of ways.



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First of all, how many people do you really need in order to be successful? Do you need 6 billion people to love you in order to be incredibly successful in your career? Do you need 1 billion?

I would challenge you even need a hundred thousand people in order to be really successful. Do you need 10,000? What you need are people who are passionate about you and about what you do.

The way you create that is through the quality and the quantity of your connection and your engagement and without an enormous marketing budget, the only way to reach that level of quality and quantity of connection and engagement is by very narrowly targeting who you're talking to.

I challenge you even for a company that spends billions on marketing, I challenge you to watch over the next few weeks the marketing campaigns, the television campaigns of McDonalds, the television campaigns of Coca-Cola, and see even the television campaigns of Toyota or Honda and see if you can figure out who are they targeting, and I'm betting that you end up figuring out that they're targeting much more narrowly than you thought they were, even given the quantity of money they have to spend on the marketing, because they know that the more narrowly their targeted, the more effective they are.

And it's not that you will only be targeting one niche forever. It's that you will be targeting one niche, get that really well established and or organically allow it to grow into other niches or inorganically. In other words, you choose another niche.

Once you've done this once, once you've really created a powerful niche, it becomes much more easily to adjust to a new niche.

Really the first time you do it, it takes the most time and energy. So the last analogy I want to give you to really alleviate the worry about, you know, you might leave someone out. In the world, particularly in the world of internet marketing, whether you're thinking your website or you're thinking social media, Facebook, Twitter, LinkedIn, ReverbNation, even Myspace, whatever, YouTube-- you have to understand the sheer quantity of noise.

Throwing pebbles into a Raging stream vs. plunking down a narrow but deep Signal to noise ratio in any of these avenues. They're like a raging stream, and if you do not identify who your niche is within this raging stream, your marketing will be like throwing pebbles, or even worse, throwing small bits of paper into that raging stream.



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The pebbles will just sink to the bottom, having touched very few molecules of water. The bits of paper, the confetti bits of paper will just land on the surface of the water, and again, not make much of an impact.

But imagine if your marketing presence were like a very narrow v-shaped obelisk in the middle of that raging stream. Very narrow, but with an open mouth of V-shape, facing the incoming stream, and very solidly planted into the stream bed.

Imagine the slice that you would cut through that raging stream, the impact you would make. That's why a trending topic can be enormous on Twitter when there are literally billions of tweets a day.

It's why a video, a little video that could called United Breaks Guitars could aggregate millions of hits, because of the narrowness of its focus. So you want to be a strong, narrow, established rock in the middle of that raging stream, because that's how you'll really make an impact.

So before I move on, are there any questions? Go ahead and come off mute, and let me know if there are questions. Actually, it's just my excuse to take a drink of water.

Okay. So hopefully by this point I have convinced you that really, that choosing a niche is in your best interest.

HOW DO YOU KNOW WHEN YOU HAVE A NICHE YOU CAN USE?

FIGURING OUT WHERE TO FIND THEM BECOMES OBVIOUS

THE IDEA OF CONTACTING THEM IS NO LONGER OVERWHELMING – IT BECOMES DOABLE AND A METHODOLOGY OR SYSTEM BEGINS TO BE CLEAR

YOU FEEL EXCITED TO BE WORKING WITH THEM

HOW DO I CHOOSE A NICHE

So but then how do you choose a niche? I remember having a conversation with a chiropractor, and I asked him who is his niche market, and his answer was anyone with a spine.

See, it's not that everyone with a spine couldn't benefit from getting a chiropractic session from him. It's that he can't possibly reach everyone with a spine. So how do you look at what you offer and decide what's my niche?



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LETTING GO OF LOOKING FOR THE "RIGHT" NICHE

I think the first thing you need to do is to let go of looking for the right niche and really think in terms of the right now niche. See because you're just going to be working on this for now. It's not that you will turn down new fans or new gigs or new clients if they don't match your niche.

Of course you wouldn't do that. Someone calls you up and says, "I want to buy your CD." You're not going to say, "Well, but you're not my niche, so I'm not going to sell it to you." You know. I have clients...I would say the majority of my clients, runs about 75% to 80% of my clients, are in the music industry, but I've also worked with clients from everything from physical therapists to lawyers to insurance salesmen to web designers to middle management to CEOs--you know, all different kinds of people, but my marketing, my focus is on the arts and entertainment industry, and the first niche that I established was not even in the music business. It was in the acoustic music business.

I started working through Folk Alliance with folk musicians and singer songwriters. That's where started. That's how narrow my initial niche was. Well, even in the music industry now I have worked with people in every style, pretty much, except maybe opera. I don't think I've worked--I've worked with jazz singers, but I've not worked with any opera singers.

Worked with classical musicians, composers, producers, engineers, venue owners, agents, managers--all of those areas, but you know, when I started marketing, I started marketing very narrow.

HOW DO YOU IDENTIFY THE "RIGHT NOW" NICHE?

So let go of looking for the right niche, and trust that first of all, the right niche is going to show up. By the way, I didn't even start with music. I started in film and television, because that's my background.

I said, "Well, I have to look at myself. What's my background? My background is in film, television, and theater, acting and producing. That's my career background." So that's where I started, but I didn't get any traction there, but I start getting all this traction in music, and then I said, "Okay, well, you got to go where the traction is."

So my niche, my right now niche actually showed up. I'm betting that if you look around your right niche--your right now niche is already beginning to show up and you just have to kind of identify and narrow it.



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YOU MAY WANT TO DO THE RESEARCH FOR AS MANY PROFESSIONS/POSSIBLE NICHE AS YOU HAVE THE INCLINATION.

So you might want to do research on many different professions and possible niches as you have the inclination.

ASK, DO I RELATE TO THIS GROUP, AND DO I HAVE WHAT IT TAKES TO SERVE THEM AND THEIR NEEDS AND WANTS WELL?

And ask yourself as you're starting to brainstorm and think about who could my right now niche be. Do I relate to this group? Do I have what it takes to serve them and their needs and their wants well?

BUT THEN THE REAL QUESTION IS A HEART QUESTION, NOT A HEAD QUESTION

But then the real question is a heart a question, not a head question. It's a question of passion, not business or numbers. See the truth is there will never be anyone exactly like you in the world.

THE TRUTH IS THAT THERE WILL NEVER BE ANYONE EXACTLY LIKE YOU IN THE WORLD. WHO ARE YOU A GIFT FOR? WHO IS WAITING FOR YOU TO ARRIVE EXACTLY AS YOU ARE RIGHT NOW?

And you need to ask yourself--Who am I a gift for? Who is waiting for me to arrive? Exactly as I am right now. Who's already showing up? Who says they love what I do and they want to share it with the world?

Who are they? What are they like? What are their interest? What are their passion? What associations do they belong to? What do they do for a living?

So I want to talk about how you brainstorm this questions of niche. Actually before I do that I want to back track a little bit. You know, I do think that the first place you want to start is who's already a fan. What kind of venues that are already booking you? What kind of gigs are you already getting?

What kind of clients that are showing up for you? And ask all of these questions about them. Who are they? What are all the different ways that you can categorize them? What age range? What income level? What do they do for a living? What are they passionate about? What are their politics? What are their religion? What organizations and associations that they belong to?

All of those things about the people who are already showing up. And one of the best way to do that is to take your email list and survey them. Now if you are on my email list



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or if you follow me on Facebook or Twitter or you read my blog, you'll know that I actually just did a survey of my--of a lot of people who follow me.

Because I want to find out some information about what appeals to them. And I do this on a fairly regular basis. People who love you are committed to your success and when they've contributed in some way, they become even more invested in your success.

So the people who have contributed their opinions about something that I am doing will very likely be more invested in working with me, and the people who contribute their opinion about what you're doing are going to be more likely to buy from you, from likely to come see you when you're in their area, more likely to share you with their friends.

So I encourage you to engage with the people who are already in your circle of influence and find out who they are.

But let's assume you are starting from scratch. You are starting a new business. You've got no following. Let's say that you're coming to this call starting from scratch literally. Well, then you need to do some brainstorming.

HOW TO BRAINSTORM?

First of all, I want to talk about how to brainstorm. The biggest challenge that I find people or biggest mistake that I find people make when it comes to brainstorming anything, and by the way what I'm going to say right now applies to brainstorming anything.

Is that they cut themselves off too soon. They get to 5 things, and they're done. They come to the first time that they run out of ideas and they stop. So the idea about brainstorming is to make it a storm and that means going for a number that absolutely feels ridiculous.

GO FOR A NUMBER THAT FEELS RIDICULOUS

So if you think you can come up with thirty ideas for niche, then go for 200. Go for a number that feels ridiculous, because here's the bottom line:

YOU ARE NOT COMMITTING TO ANYTHING – SO DON'T FILTER YOUR ANSWERS

You're not committing to anything. So don't filter your answers. You're just brainstorming. These are just ideas.

GET RIDICULOUS AND SILLY IN YOUR IDEAS



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I also really recommend that you get completely ridiculous and silly in your ideas. That you get absurd, you know, snake owners. I don't care. Get ridiculous.

And when you're brainstorming, write anything that comes to your mind. Anything. Everything goes, everything's acceptable. There are no bad ideas. Because what happens if you try to filter when you're brainstorming...so let's say you think to yourself, "Oh, snake owners. That's just stupid." Then your brain says, "Oh, I have to be right with my ideas. I have to be good with my ideas." And it will shut down.

The idea of brainstorming is opening up the floodgates. So get ridiculous. Get silly. Write everything that occurs to you down no matter how just meaningless and absurd it is. And in fact, the more meaningless, the better.

STICK WITH ONE QUESTION FOR AT LEAST 10 MINUTES

[29:44] Stick with one question and I'm going to give you a whole list of them, and this will be posted to the website to the page when I'm done. Stick with one question for at least ten minutes, and I would recommend you stick with it so that...long enough that you push through feeling like you can't possibly think of anything else at least twice.

PUSH THROUGH FEELING LIKE YOU CAN'T THINK OF ANYTHING ELSE AT LEAST TWICE

Stay with it until it becomes just painful. I found over and over again that the best ideas come after I've wanted to quit at least once or twice.

THINK ABOUT YOUR CURRENT AND PAST CUSTOMERS.

DESCRIBE EACH OF THEM THOROUGHLY AND MAKE NOTE OF ANY COMMON THREADS.

Now going back to your current and past customers, describe each of them thoroughly and make a note of any common threads.

WHAT PROFESSIONS WERE THEY?

What professions are they?

WHAT CHARACTERISTIC OF CLIENT DO YOU TEND TO ATTRACT?

What character...and you want to be thinking of customers, clients, fans of past and present. What professions are they? What characteristics do you tend to attract? Are they highly educated or not so educated? Are they very religious? Are they group joiners or are they individualists? Are they people who are highly social media savvy or are they you know, really--I'm blanking on the name of someone who just hates all technology. There's a name for it and then I'm blanking on it.



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WHAT SIMILAR PROBLEMS/DESIRES DO YOUR CLIENTS SEEM TO HAVE?

But you know, what characteristics are they? What similar problems or desires do they seem to have?

LIST YOUR PRESENT AND PREVIOUS JOBS OR BUSINESSES.

WHAT BUSINESS WERE YOU IN?

WHAT CUSTOMERS DID YOU SERVE?

I recommend that you list your present and previous jobs or businesses. What business were you in? What kinds of customers did you serve in that business?

OFTEN, PEOPLE WHO FEEL ON THE VERGE OF HAVING A BREAKTHROUGH WITH REGARD TO THEIR PURPOSE, OR THE NICHE MARKET THEY'RE UNIQUELY SUITED TO SERVE, FIND THAT A SIMPLE SERIES OF QUESTIONS CAN OPEN THINGS UP FOR THEM.

See, often when people who feel on the verge of having a breakthrough with regard to their purpose or the niche market that they're uniquely suited to serve, you find that a simple series of questions can open things up for them.

So you know this is what I found. I just want to ask you these questions and let them land.

IS YOUR MISSION ACTUALLY A LOT BIGGER THAN WHAT YOU ARE IMAGINING? OR MAYBE IT'S SMALLER (AND LESS PONDEROUSLY IMPORTANT SEEMING OR SIGNIFICANT) THAN WHAT'S BEEN IN YOUR MIND'S EYE?

Is your mission actually a lot bigger than what you were imagining? Or maybe it's smaller and less ponderously important feeling or significant than what's in your mind's eye?

IS THE NICHE MARKET YOU ARE CONSIDERING ACTUALLY BIGGER THAN WHAT YOU HAVE THOUGHT OF SO FAR?

Is the niche market you were considering actually bigger than what you thought of so far?

OR MAYBE IT'S QUITE A BIT SMALLER AND LESS INTIMIDATING?

Or maybe it's quite a bit smaller and much less intimidating. Perhaps it's people that you feel completely at home with.



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IF IT WEREN'T IMPORTANT TO HAVE A NICHE MARKET, WHO WOULD YOU WANT TO BE PLAYING/WORKING WITH?

If it weren't important to have a niche market, who would you want to be playing with? Who would you want to be working with? Who would you want to be hanging out with? So I'm going to read very quickly a whole list of questions, but as I said these questions will be posted on the website in a PDF for you to download or maybe I'll post it as Word document, so you can actually brainstorm right into the document.

DOCUMENT THE KNOWLEDGE, EXPERIENCE AND SKILLS THAT YOU'VE COLLECTED. FREE ASSOCIATION AND WHAT YOU THINK OF FIRST, IS BEST. BRAINSTORM:

WHAT DO YOU LOVE TO DO?

First question, what do you love to do?

WHAT ARE YOUR SKILLS & STRENGTHS?

What are your skills and strengths?

WHAT EXPERIENCES HAVE YOU HAD?

What experiences have you had, and by the way, those experiences could be fabulous experiences or they could be negative experiences.

I worked with one client who was in Alcoholic Anonymous, and her niche ended up being solo members of AA. Now being an alcoholic was not a positive experience for her. Recovering was a very hard experience, but it created a unique voice that she had that really connected with other people. So what experiences have you had?

WHO DO YOU ASSOCIATE WITH?

Who do you associate with?

WHAT ORGANIZATIONS OR COMMUNITIES ARE YOU PART OF?

What organizations or communities are you part of?

ASK THOSE SAME QUESTIONS ABOUT YOUR CLOSE FAMILY AND FRIENDS

Now go back to that list of 5 questions and ask those same questions about your close family and your close friends.

And I want you to be thinking in terms of your intimate circle. So when you think about your brothers, your sisters, your mom, your dad, your kids, your closest friends, and all of their spouses, and ask those five questions about each of those people. See you'll going to be able to get to 200, no problem.



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WHO BUYS YOUR PRODUCT NOW?

Who buys your product now?

WHO WANTS WHAT YOU HAVE?

Who wants what you have?

WHO HAS THE MONEY TO PAY FOR IT?

This next questions is really critical. Who has the money to pay?

WHAT DID YOU DREAM OF WHEN YOU WERE YOUNG?

What did you dream of being when you were young?

IF YOU DIDN'T HAVE TO WORK, WHAT WOULD YOU DO WITH YOUR TIME?

If you didn't have to work, what would you do with your time? What hobbies do you have? How would you be spending your moment to moment--if you were suddenly a Lotto winner and you've got 20 million dollars, what would you do with your time?

WHAT'S UNIQUE OR DIFFERENT ABOUT YOU?

What's unique or different about you?

DO YOU HAVE MATERIAL THAT FOCUSES ON A PARTICULAR ISSUE, HISTORICAL EVENT OR COMMUNITY?

Do you have material that focuses on a particular issue, historical event or community?

ARE YOU MARKETING B2B OR B2C?

And finally are you marketing B2B or B2C and I want to talk a little bit more about this.

B2B is business to business. B2C is business to consumer. So when you're thinking in terms of as a musician, B2B is the marketing that you're doing to venue owners to book gigs to film maker, ad agencies, music supervisors, publishers, and libraries if you're interested in sync-licensing your music, to other artists if you're interested in composing music for other artists to perform. This is all B2B.

And our record companies and agents and managers if that something that you're interested in. I don't recommend it, but if that something that you're interested in. So another words, let's say you're a writer and you've decided that you--you know, you're a writer within the young adult science fiction genre, and you're marketing to agents and publishing houses that's specialize in that genre. That's your customer. That's your niche.



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Your niche isn't the end consumers of those for you know for this purpose of conversation. Your niche are the publishers, the people who are going to buy and promote your book. Now at some point you're also going to want to be marketing business to customer, business to readers, but it really depends on what your business model is.

If all you're doing is composing music for sync licensing, you may never market to consumers, because that's just not who your niche is, right? That's not who wants a need what's you're creating.

Many of you and I would be most of you are doing a bit of both, B2B and B2C. And I actually think that's one of the biggest challenges that artists have and professionals in the arts and entertainment industry have as business owners is that they really need to be thinking in terms of marketing business to business and marketing business to consumer.

And not trying to market the same way to both, because you need to know who your niche is, right? You're not going to market to venue owners in the same way you're going to market to someone who's going to buy your cd. You're just not, at least not effectively.

HOW HAVE YOU UTILIZED THIS IN YOUR WORK TO DATE? HOW HAVE YOU UNDERUTILIZED IT? So you need to identify that very clearly. And have you utilized this in your work to date? How have you underutilized it? Think about the ways you've been working, the way you've designed your art--your cover art, the way you design your website, the way you've created your presence in social media, the kinds of things you're tweeting, the kinds of updates you're putting up on Facebook.

Who are you talking to? I had a client who was both a producer engineer with a sound stage as well as a singer songwriter in his own right, and he had 2 Twitter feeds and he was posting the same tweet on both feeds.

One feed was for himself as an engineer and producer and one feed was for himself as a singer songwriter. And I said to him, you know, your fans don't care about news in the music industry.

Trust me. They don't care you know what the best way--what the best drum tracks are. They don't care. Likewise your fellow artists don't care where your gigs are. They don't care about the funny story that you had on the road to a gig in East Podunk and how you get lost. They don't care.



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You're not going to book a venue because of those stories, but you could get fans. So you need to be thinking in terms of this. So very quickly because we are running out of time. You can tell this is a topic that I'm passionate and I could talk for hours just about niche marketing.

OK – I HAVE A NICHE, NOW WHAT?

So let's say you've chosen your niche and your niche are--I have one client who actually who's got a blog about Girl Scout badges as an adult. And her niche, frankly her niche are adult women who used to be Girl Scouts or who also wanted to be. Right? So that's her niche.

RESEARCH

So now what? You need to do a lot of research. If you remember, step 1 was picking your niche. Step 2, 3 and 4 was really all about finding out who they are, what they need, and how you fulfill those needs. Right?

Step 2 is illicit their problem. Step 3 is find solutions, and step 4 is choose your packaging.

Right? So you really need to know who are they. So I recommend doing research and thank God for the internet. You want to Google them, and you might want to Google them space associations.

The name of your niche space organizations. So let's say your niche are romance writers.

INTERNET –

Google Groups

Yahoo Groups

Technorati

Well if you Google "romance writers association," you're going to find that there are a ton of them. If you go to Yahoo and search the same thing, you might look for blogs on Technorati.

Go to Facebook and search for groups. You want to go and find ning.com and look for online communities.

LIST THE GROUP NAMES, ONLINE COMMUNITIES, FORUMS, DISCUSSION LISTS AND CHAT GROUPS THAT PIQUE YOUR INTEREST.

Look for forums, discussion lists, chat groups that have the same target market as you are targeting.



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SIGN UP FOR A HANDFUL OF THE ONES THAT YOU ARE MOST INTERESTED IN, AND TO SAVE YOU TIME LATER, BOOKMARK THEM WHILE YOU ARE THERE.

And sign up for a bunch of them that you're interested in or just bookmark them later. If they're public you don't necessarily need to sign up, because at this point it's not that you want to start getting active, is that you want to start lurking, reading.

Read what they're writing about. Read what they're complaining about. Read what they're searching for. Read what their unique problems, needs, and desires are and start a list.

Start a file where you just copy and paste what you're finding that you think will lead you into answering the questions of what they need and desire and how you uniquely can provide the solutions to those needs and desires.

With that swipe file, you also specifically want to be looking for what language do they use in their search for what they want, need, and desire. Because that language becomes your key list---your keyword list.

That language should show up in everything that you do. On your website, in your marketing and packaging, in your tweets, in your blogs, everything. You're probably going want to do this research for maybe your top 5 niches.

REVIEW YOUR ANSWERS AND SEE WHAT GROUPS OF PEOPLE STICK OUT, AND CREATE A SHORTLIST. THIS MAY BECOME A WORKING LIST OF POSSIBLE NICHE MARKETS YOU CAN SERVE.

Once you've created that long 200 list, go through and highlight the ones that you most want to hang out with. Highlight the ones that you think are low hanging fruit. People that you already connected to or involved with.

And then get online and research them. The biggest question you want to answer at this point in your research, because you're narrowing down who your first niche is that you're going after, is can I get in front of them.

Are these people who self-identify and organize into groups? Because if they don't you're going to have a lot harder time of it. If you have a group like that guy at the event that I talked about earlier who said that his target market were people who want to have sex tonight, well unless they're organizing into a Facebook group that says let's get together and have sex tonight, it's not going to be all that useful.

And I'm using that as an extreme, but I think you get the point. They're not self-identifying in that way at least not out loud, probably. So you need to kind of identify



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who are the people who are self-identifying and who gather into groups, communities, forums, online and offline.

Do they have events? Do they do conferences? Do they have expos? Because again this is where you get in front of them.

ONCE YOU'VE GOT A SPECIFIC GROUP OR GROUPS, HERE ARE SOME OTHER WAYS TO RESEARCH THEM. WHERE DO THEY HANGOUT?

Once you've got a specific group or groups, then here's some other ways to research them.

WHAT ARE THE ASSOCIATIONS?

Google: 'profession name + association'

Again you could Google the professions, name and associations. The word association. You can go to your public library and ask for the US Directory of Associations. It's about 6 inches thick and it list all of the directory, all of the associations.

Weddles Association list

<http://www.weddles.com/associations/index.cfm>

Library – Directory of Associations (\$95 on Amazon.com)

Now you can buy it for \$95 on Amazon.com but why would you do that? That's just crazy. Just go over to your public library and sit down with a notebook, and jot down the names and website addresses.

You may find some directories of associations online just by doing that search. You particularly want to be, once you get into their website, find out do they have newsletter? And if they do, subscribe.

Pain in the butt? Create a label for it in your email, a folder for it in your email so that you don't have to look at it, except when you're doing this research. Create a filter for it, but frankly one of the best ways to find out what your target audience wants and needs is to read the articles that they're writing.

DO THOSE ASSOCIATIONS HAVE:

Conferences and events

Newsletters

Websites

Do they have conferences? Do they have events? Look at their websites. Do they have forums? Find discussion groups. You can go to Yahoo groups. You can go to Google



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groups. You can go to about.com. You can go to LinkedIn.com, and if these people are professional organizations, I promise you there will be LinkedIn groups.

Facebook.com, and once you really start hanging out there, again, be thinking in terms of what are their problems and how can I be a resource to them? Okay?

ONLINE DISCUSSION GROUPS:

www.yahogroups.com

www.msngroups.com

www.google.com/groups

Dmoz – www.Dmoz.com

About – www.About.com

Social Networking Groups: www.ryze.com , www.linkedin.com,
facebook.com, etc.

NEXT STEPS –

JUST A REMINDER OF THE MSOAI STEPS:

DISCOVER NICHE

ELICIT PROBLEMS

FIND SOLUTIONS

CHOOSE PACKAGING

GENERATE TRAFFIC

CONVERT PROSPECTS

STRENGTHEN RELATIONSHIP

BOP POSITIONING

BUT TO GET YOU STARTED HERE ARE SOME QUESTIONS FOR STEP 2

ARE THEY ALREADY PURCHASING THE SERVICES OF YOUR COMPETITION?

The other thing you might want to be thinking about while you're lurking is are they already purchasing the services of your competition?



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HOW ARE THEY PURCHASING?

And how are they purchasing it?

WHO IS YOUR COMPETITION AND WHAT MAKES THEM SPECIAL?

Who is your competition in this niche? And what makes them special?

You might go to your competition's website and look at the source code on their website, and see what their tags, their keywords and metatags are, so that you know how is your target market finding them.

WHAT DIFFERENTIATES YOU FROM THEM?

And most importantly, what differentiates you from them? How are you unique?

ARE THEY UNAWARE OF HOW THEY NEED YOUR SERVICES?

Now perhaps your target market is unaware that they need your services. I promise you that when I first started doing this, musicians are unaware that they needed my services. And I spent much of the first two or three years educating them.

How do you educate them?

How do you make them aware of you?

WHAT ARE THEIR NEEDS? HOW DO YOU UNIQUELY SOLVE THEIR PROBLEMS/FILL THEIR NEEDS?

So if you're going to be educating them, how do you make them aware of you? And finally always be thinking about how do you serve? How do you serve them? Alright, so that's my class about niche marketing.

If you're still with me, Anne, you can go ahead and come off mute.

Debra: Hey there.

Anne: Hello.

Debra: So did you have any questions about this? I'm sorry. You're breaking up.

Anne: Are you talking to the group?

Debra: No, I'm talking to you because you're the only live person on the call the moment.

Anne: Oh my God! Okay. Alright, I feel so important now.

Debra: I know! Aren't you lucky?



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Anne: Well, I do have a question. How do you blend a collection of things together and make them one brand or target a special niche? I'll explain. I have a cd, I have a lecture series and I have 2 books, and they all kind of interconnect, but they are separate entities. How would you go to market for that and would you make it a brand?

Debra: Do they all appeal to the same niche? Or are they appealing to different niches?

Anne: I would say they're appealing to the same niche.

Debra: Well then, you don't have to blend. You have one niche. You have a presence on the web, and you have a store.

Anne: Okay.

Debra: And in your store you offer your different products.

Anne: And I do that? Okay.

Debra: Your niche, your website should be speaking in the language of your niche, but in terms of your products, I would recommend--I know you've already got products, but I would recommend that once you've identify your narrow niche and you've identify what their problems are, look at your products in terms of where in your funnel do these products sit? Are they at different price points? Do they engaged your niche more intimately at different price points? Because really what you really want to be thinking about doing is drawing your niche deeper and deeper into relationship with you through that product funnel. And believe me this is something you develop over time.

Anne: Yeah, I'm very aware of that.

Debra: I'll let you know, like I use myself as an example. When I first started this, I had one product and that was private coaching. That was all I had. Then I created a newsletter, so I had a free product and I have private coaching. Then I created the membership. So I had a free product. I had a monthly product, and then I have private coaching. And then I created a CD, [Create Your Vision](#), and an e-book, [Build Your Financial Foundation](#), right? So each of these have different price points, different levels of interaction, and people kind of find their way and find their level of comfort. What I'm talking about now is much more deeply explained in the Multiple Streams business model.

Anne: Okay.



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Debra: Because that's all part of this, but what you want to be thinking in terms of your product isn't who is my niche for this product. It's how does this product serve my niche. Is that helpful?

Anne: Yes. It's been--cause it's evolving. You're absolutely right evolves. It started out as a CD. Then it went into the possibility seminar. Then the books came out, and they all seems to still--the CD is definitely as niche as you can get because it's based on the Course in Miracles, but the possibility seminars based on law of attraction, meditation and communication, and the books are based on inspirational stories.

Debra: I'm going to stop you right there. You're making these absolutely foundational mistake that everybody makes when they think about niche.

Anne: Okay, and what is that?

Debra: You're thinking about you not them. You're focusing on your features, which are your different products, not on your market. I would recommend that you really focus on who are they, and then the rest of the set is going start to falling to place much more organically.

Anne: Got it. So well it's hard to get outside of the forest.

Debra: I know! I know. It is a completely—it's a complete shift in perspective, and it will absolutely revolutionize how you do everything.

Anne: Okay. So think about who I'm trying to market to and what their needs are basically is what you're trying.

Debra: Yeah, and how you identify them in a very--as narrowly as possible.

Anne: Okay, okay. Yeah, that's a whole new perspective.

Debra: Yup, yup, and from there you'll now how do you package your product. It's going to get a lot clearer, because you need to package your product in a way that they look at it and say, "Ahhh! That's so what I'm looking for! Oh my God!"

Anne: Okay, okay. But I have to find the market.

Debra: Right, if you don't know who they are then you can't possibly package your materials in a way that they have that response too.

Anne: Right. Well, that takes a little more in depth research and more yeah, yeah...okay. Got it! Alright. Well, thank you.



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Debra: You're very welcome that's actually...thank you very much for asking that question, because I think that's an absolutely key mistake that people make. Alright well, that's all the time that we have. If you or anyone that's listening to the recording have additional questions, go right now and submit them to the Ask Coach Debra call, and I'll answer them in the next, you know, at the next event. As you listened to these classes you always want to be, "Oh I got this question, I got that question." Just dive right on and submit the questions because I'll promise I'll answer it. Alright very cool. Thank you very much for jumping in to the membership, Anne.

Anne: Yeah, 2 days. Woo! Well, I saw you at Taxi years ago and I said, "You know, one day I'm going to sign up for Debra's classes," and you made it easy this time. Well, thank you. Have a great what's left of the day.

Debra: And I will be announcing next month classes very soon so stay tuned for that.