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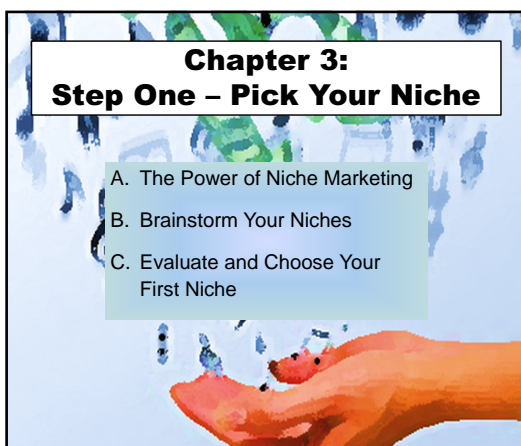


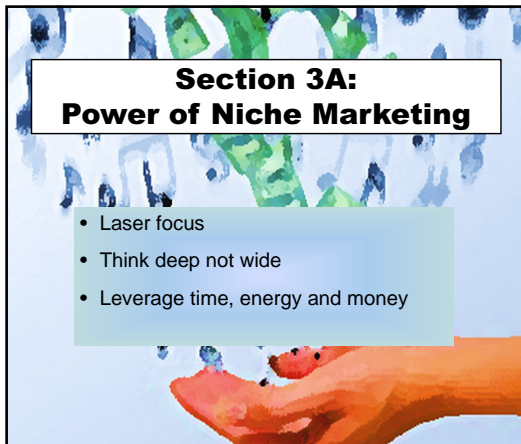
**Multiple Streams
of
Music Income**



**Chapter 3:
Step One – Pick Your Niche**

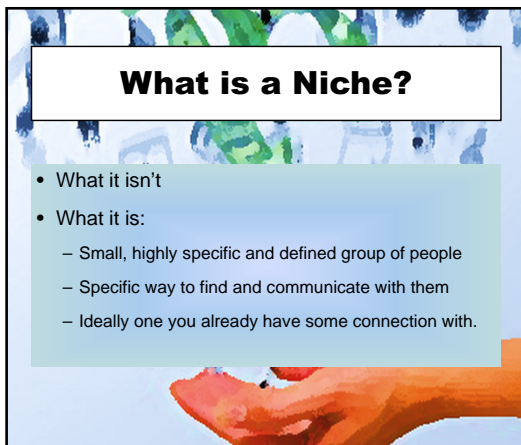
- A. The Power of Niche Marketing
- B. Brainstorm Your Niches
- C. Evaluate and Choose Your First Niche





**Section 3A:
Power of Niche Marketing**

- Laser focus
- Think deep not wide
- Leverage time, energy and money



What is a Niche?

- What it isn't
- What it is:
 - Small, highly specific and defined group of people
 - Specific way to find and communicate with them
 - Ideally one you already have some connection with.



What Stops People

- Worry about excluding possibilities
- Worry about missing opportunities
- What if you pick the wrong one?



Section 3B: How to Brainstorm

- Go for a number that feels ridiculous
- You are not committing to anything – so don't filter your answers
- Get ridiculous and silly in your ideas
- Stick with one question for at least 10 minutes
- Push through feeling like you can't think of anything else at least twice



Brainstorm Your Niche

- Download the Brainstorming Question Handout
- DO NOT MOVE ON UNTIL YOU'VE DONE THIS PROCESS!
- Set aside at least an hour of uninterrupted time for this process
- Let it sit for 2-3 days, and come back to brainstorm more for each question
- If you prefer to write by hand, transfer into a Word or Excel document for future reference



Section 3C: Pick Your First Niche

- Let go of looking for the "right" niche - How do you identify the "right now" niche?
- Sort your list and pick the top 3-6 options:
 - Niches that you're already involved in
 - Niches that are an obvious fit for what you uniquely create
 - Niches that you know a lot about
 - Don't start with the hard ones
- Research several niches but then CHOOSE

Initial Research

- Where are they hanging out?
 - Use Google, Facebook, Yahoo Groups, ning.com, LinkedIn, Directory of Associations, etc.
 - Create a swipe file for future reference
- Answer the following questions in order to identify your first niche
 - Do you know where to find them?
 - Do they self-identify as a group – what name do they use?
 - Are there organizations, associations, publications that target them?

Is This a Good Niche?

- Figuring out where to find them becomes obvious
- Idea of connecting is no longer overwhelming
- The methodology for connecting begins to feel
 - Organic
 - Clear,
 - Doable

Use Your Intuition

- Is the idea of contacting them attractive?
- Do you relate to this group?
- Do they align with your values, your passion, your BOP?
- Are you excited about working with them?