

## **Seven Ways to “Hit Your Niche”**

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Vertical marketing into a niche is narrowing a market field. The benefit of doing this is a niche market is easier to market to and become well-known to those in that niche. Use the following ideas to be sure you “hit your niche” and penetrate it effectively:

1. Invest time researching your niche market via the Internet so that you know the lexicon, issues and opportunities.
2. Get to know the industry media – they are looking for informative articles, tips, etc., and it’s an easy way to become known.
3. Infiltrate the industry and their events – get involved in organizations and associations that support your niche market, and attend meetings and events.
4. Publish approved articles in your niche market publications – you have enormous credibility when you are published.
5. Have a clear picture of the products and systems you already have that “fit” your vertical niche market. You may not have everything, but market what you do have.
6. Create and use approved “how to” support tools such as tip sheets or checklists.
7. Offer services – approved webinars, seminars, speaking services etc.

There are literally hundreds of ways to “hit your niche!”