



niche marketing workbook
(aka be nobody's prom queen)

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When it comes to being a successful entrepreneur, you gotta learn to stop trying to be everyones BFF.

Success in marketing comes down to one thing: Niches. You gotta learn that the key to success isn't being prom queen, it's being nerd queen. By developing a plan to reach less, but more obsessed people, helps to create a rabid fanbase that will follow you til the end. Diluting your brand by trying to appeal to everyone only makes it that much harder for you to find someone everyone will like.

I hope this workbook helps you to create a niche brand that creates a die-hard fanbase. Let me know on twitter [@meganpluscoffee](https://twitter.com/meganpluscoffee) because I would LOVE to read about your success!

~Megan BF

What benefit does my product offer?

This is HUGE. Remember that successful marketing isn't about selling a product, it's about selling an experience. How does that work? Ya sell the benefits, yo!

So what's the difference? When I was making skincare, a feature would be that my lotion has lavender essential oil in it. The benefit was that this lotion was soothing, with a calming scent that was perfect to use right after a nighttime shower, or after yoga.

See the difference? If I told you "this lotion has lavender in it!" you might say "so? Lots of lotions have lavender in them." If instead, I started telling you about how the lotion has the MOST soothing scent, and how it's so perfect to use right before bedtime, I've just given you an experience with the product. Can you imagine yourself using it now, sitting on your bed, getting ready to lie down? Heck yeah you can. BOOM.

Who do I want to target?

“Everyone and their Mom” doesn’t work. You can’t be prom queen, you gotta be nerd. Who is your ideal client? Are they a working Mom that went to college and has a subscription to Vanity Fair? Are they Trekkies in the United States that never miss a con?

Consider Larry the Cable Guy (I know, right? Unexpected reference FTW). He is definitely not everyone’s cup of PBR. Nor should he be. He is making BANK by targeting a very select group of fans...that apparently suffer from heartburn, but I digress.

Figure out who you want to target, who you want to sell to, and who you want your fanbase to be. Remember that the more targeted you get, the better you can learn about your audience, and the better your marketing can get.

Who do I NOT want to target?

Don't roll your eyes at this extra work. Figuring out who you DON'T want to market is just as important as your ideal client base.

An example: I hated Whole Foods crowds when I was selling skincare. Sorry, not sorry, I just DID. They (in my experience) wanted to highest organic ingredients for the lowest price, in the crappiest packaging. It was a fools errand trying to convince buyers that the sustainable palm oil they were looking for came with a premium price, and that shitty soap with the vegetable shortening in it was not on the same level.

Figuring out who you're not interested in will help you learn about what's called "negative marketing." It helps you to avoid costly mistakes by marketing to the wrong group of people. Nerd down, my friend. Nerd down.

What are 3 things my fanbase loves (besides me)?

VOGUE magazine? Ring pops? Remodeling tips on Pinterest?

What is it your fanbase is also obsessed with? This is a great tactic for doing super ninja marketing. Finding out this helps you find out how other companies are marketing to their fans, and how you can steal their ideas.

How do you find these things? Social media! Check out the “similar” pages or accounts features that Instagram and Twitter have. If you’ve got a Facebook fan page, check out the Insights tool to find out what else your folks are into.

Another broad way to find this out, though it isn’t my favorite (probably because I don’t understand it), is using Google Analytics demographic info for your website. It can help you begin a broad search in your research.

What do they all have in common?

There is something there that will be a key to your successful hunt for your niche fanbase. Is it mostly women? Are they mostly in the United States? Are they all really REALLY active on Pinterest?

There’s a clue in there somewhere that will help you find the place your fans are at the most, and you need to be there, too.

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