

Niche Kickstarter

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Chapter #I: What Is A Niche?

Welcome back! So in the previous Kickstarter, we talked about your Passion! As you did the exercise and found what topic you want to make money with, now is the time to get serious about it.

Basically by doing those exercises, you have found your Niche. But wait! There is always more!

Just because you filled out some lists doesn't make it a Niche specifically so in this Kickstarter, we're going to perfect your chosen passion in order to make it 'sell-able'. Just because you like to cook and teach others how to do it, is not enough. What is your speciality cuisine? What is your personality? What do you want to be most known for? All are questions that this Kickstarter will help you answer to drill deep and find your winning niche.

So what is a 'Niche'?

A Niche, according to the dictionary is this:

a comfortable or suitable position in life or employment.

"he is now head chef at a leading law firm and feels he has found his niche"

ideal position, [calling](#), [vocation](#), [métier](#), [place](#), [function](#), [job](#), [slot](#),

synonyms: [opportunity](#)

"he feels he has found his niche in life"

It sounds boring...that's why we started with seeking out what your passion is! A person must always be comfortable with what they are selling or promoting. Anything can be a niche, but you must be passionate about it, in order to motivate yourself to do the hard yards.

So, let's get into it and find it (seriously this time).

Chapter #2: Finding Your Niche

Now that you've obsessed over your chosen passion you want to make money with, and have the knowledge about it top to bottom, it's time to start planning!

Here is your homework: fill this out:

<p style="text-align: center;">The Key Challenges People Want Solutions For In My Chosen Money-Making Topic Are:</p>	<p style="text-align: center;">The Solution For This Can Come In The Form Of WHAT digital product or service? <i>e.g. training course, software, ebook</i></p>	<p style="text-align: center;">On A Scale of 1 to 10, How Would I Rate My Ability To Be Able To Create/Curate The Creation Of This Solution In The Next 30 Days?</p>

Grab more paper and brainstorm even more ideas or concepts if you need.

Now, let's drill a little deeper: which part of your passion from your chosen topic to

make money with is specific enough to appeal to the audience you want to cater to? Remember how we talked about cooking: let's say you want to teach people how to cook. One of the key challenges may be people wanting quick meals, under, say, \$20. THAT is a niche! An everyday person's solution to cooking quick, delicious food on a budget.

Number the challenges now.

What is the result? Are you happy with your niche? Is it specific enough? A niche must be razor sharp – it cannot be something broad like “fashion for everyone” – it could be “summer styles for under \$10”, or “runway looks on a budget”.

You get the idea.

So, what is your niche?

Write it down here: _____

Chapter #3: Finding Your Market

Of course, your niche must have an audience!

Your niche doesn't have to have a financial threshold like the examples we gave before, but it must cater to a specific audience. Your audience can be as broad or as a specific as you want. But it still must be an audience that you are clear about. Do not worry too much about excluding people – if you cannot cater to them, there will be others!

With Laptop StartUp, we're very clear: our audience is people who want to create an online business that will give them freedom in their lifestyle. We take the travel angle to funnel through interested parties, but we ensure that we also catch anyone who has aspirations to just create an online business – sans travel. We are not interested in people who want to have online marketing as a hobby. While the program will cater to those people, we do not mind if they tag along, but we have made it as clear as possible that this is going to turn into a full time gig. You will too see that audiences from outside of your chosen market will tag along. You cannot guarantee results for them, but you can still cater to them – after all, they will be the ones who pay you money, and can refund if they do not find the value or misunderstood what you were selling. It happens in business all the time. The most important thing is for you to know who you are targeting.

Take dog training for example – the ultimate example in online marketing. Dog Training is great: it caters to a very specific audience: people with dogs! That’s the audience. If you are super passionate about a specific type of dog, great! Your niche is then owners of Beagles.

Let’s say you want to cater to the fitness market. Great! Well, are you catering to body builders? Cardio work out lovers? People under 30? Think about it; think about it a lot!

Go online and find who would be interested in your niche. What age are these people, what gender are they, what do they do in their spare time, where do they work, what do they read, where do they hang out...everything and anything that will give you a clue into what your ultimate value offering should be in order to provide this audience with a solution to their challenges you listed previously.

And after you’ve done that, fill this out:

My Perfect Customer is _____ of age

My Perfect Customer is Female // Male // Another Gender // Any Gender

My Perfect Customer works as a/an _____

My Perfect Customer earns \$ _____ per annum

My Perfect Customer’s Passions or Hobbies are _____

My Perfect Customer wants _____

My perfect Customer’s Native Language is _____

My Perfect Customer is ADD YOUR OWN CRITERIA

So, after going through all that, who do you believe your audience is? In a few words, write this down:

See you in the next chapter!

Chapter #4: Finding A Gap

Now that you're clear on your passion, you know your razor sharp niche, and are aware of your audience, it's time to find the gap in the market.

You've filled out your table previously about what your product could look like: training, a report, an ebook, a software. You're halfway there! You know what you can offer, so we have a starting point which is good. Now we want to find out what is missing in the market that you can provide.

First of all, do your research! Take a look at what's already available. Open up your browser, and start checking if someone have created reports, software, free downloads, what people are talking about in forums. The places where you found your audience that had challenges, check back in there to see what is missing from their knowledge toolbox that you can add to.

Let us be perfectly clear: knowledge is king. The ability to provide information to people is invaluable, and many will pay for your knowledge, sharing of skills, teaching, or tools. This is the time when you will start to accumulate knowledge about what people are likely to pay for in order to solve their ultimate problems in your chosen niche.

If you take a look at websites like Udemy, you'll see numerous training courses that are selling like hotcakes about banal things that you could probably find for free just by doing a Google search. But these people that are paying for the training are not stupid: they probably just decided that wasting their time trawling through Google wasn't as valuable as gaining the information from one course.

The reality is that free information in the age of the internet is everywhere. But there are still people out there that would rather pay to learn how to fix a problem rather than waste time looking for solutions. That's where you come in.

What is a big enough problem that would justify an investment on the part of your audience?

Look carefully...and take notes!

For example in our business, we are constantly being asked by business owners about automation: they want a tool that will help them automate processes they are currently doing manually. We bring them these tools – we create them, we promote others' tools that automate otherwise manual tasks. For example, business owners don't want to update their Facebook Pages with content every day because it's too time consuming. They are also hesitant to outsourcing such an important task at the risk of having the wrong information be posted. So we provided a solution for them and created a software called Social Post Rotator. This tool lets them be in charge of their content and populate numerous pages as often as their settings are set to.

You can see the logical approach: know your audience, listen to their challenges,

create a solution and sell.

While some say internet marketing is a scam, we partially agree: not everything promoted by internet marketers is as great as it proclaims to be. But then again, there are even more solutions that actually help people that are worth promoting!

You will also come up against this in your chosen niche: there are always people that want to make a quick buck. But we're not about that here at Laptop StartUp. Your intentions must be genuine to help your market. Otherwise you'll be a one-hit-wonder, forgotten by tomorrow. That's not our goal for you. So look at universal problems that are a challenge for your market, and find the gap in it!

So where is your gap? Or multiple: gaps?

Write them down; write down exactly what gaps are present, and how you can help fill it below:

The Gap In The Market	What I Can Provide To Fill It

Now, number these from most important to least important.
And next, let's talk about your angle.

Chapter #5: Brainstorming Your Angle

One personal example: Eva wrote a book when she was 17 years of age. She wanted to help parents of teenagers, and she was going up against thousands of parenting authors all proclaiming that their methods are the best. But her gap was a unique

one: she was giving the teenagers' perspective to an otherwise minefield of a topic. The result was a bestselling book 'You Shut Up!'. Not only did parents of teenagers relate to its name, they saw a filled gap that was otherwise empty at the time.

So here is the question for you: what is the story of what you can contribute to the world that's unique enough about you, your journey, your knowledge, your techniques that will help solve a challenge to a universal problem?

Maybe you're starting on your journey to make money online, and you want to invite others to go alongside you.

Maybe you've been obese your whole life, and you've found a fitness regime you want to help others with.

Maybe you've always wanted to paint, and have found a technique that can work for anyone to find their inner art.

What is it about you that you can bring to the table to make you stand out from the crowd?

The gap you fill will help you get people interested...but it's your journey; your story that will help them cross the line from interested person to customer.

Here's the time to reflect back on your life. Document your journey that's got you up until this point. Let's begin...

When I was ____ years old, a defining moment was _____

When I was ____ years old, a defining moment was _____

When I was ____ years old, a defining moment was _____

When I was ____ years old, a defining moment was _____

When I was ____ years old, a defining moment was _____

Write down as many defining moments as you can remember. Talk to your friends and relatives if you're having trouble remembering: they see you in a genuine light that no one else, maybe not even yourself can see. What is it about you that stands out to them? What one action did you take in their presence that defines a long lasting love, friendship, partnership with you?

Write all these down!

Now, reflect. Reflect on what all these defining moments give you: your true self. And which of these moments stands out that will give your audience the trust in you that you know what you are talking about?

Did you save someone's life?

Did you drop out of college?

Did you do some unthinkable action that then resulted in amazing consequences?

What is it about you; about your story that you can share with the world that will inspire them to follow you on your journey?

This is the time to be selfish. Remember all the wonderful things about you and who you are, and start creating an angle.

Here are some example of ours:

Sam was ready to drop out of school after creating an online store that was generating more than his teachers' salaries.

Eva wrote a book from the teenagers' perspective for parents, at age 17.

Sam started local marketing, while catapulted him into teaching others how to do the same online.

Eva started a Social Media company to continue her work of improving inter-generational relationships by hiring young contractors to help businesses with their social media marketing.

Sam started the Body For Summer project to help other full-time working under 30's get into shape through a regular fitness regime.

Sam and Eva are teaching others by example about how to work while financing travel around the world.

These are just some examples. We suggest you too, lead by example in order to make it easier to teach what you preach.

So here's the big question: what is your angle? Document it here, and let's move on!

Chapter #6: What You Can Offer

Well, now you have a plan of what form you can deliver a solution to your audience's problems. You understand your angle. So now it's time to collate everything we've worked on together.

Your first offer will be a defining moment as it will show just how ready you are to jump into online marketing!

We will cover the technicalities at a later stage, but there's no time like the present so we're going to go through the theory of what your offer should entail.

You've already brainstormed what format your offer can come in. You understand the angle you'll use to deliver the sales pitch. Now it's time to get detailed.

There are two types of offers you can give and we suggest implementing both. As you will see, future Kickstarters will cover both free and paid products, where we will go into how to actually create it as we suggest creating both.

For the time being however, you need to think of one offer that you can provide in a concise format for free, and a longer format for a fee.

Let's take Eva's example: her book about parenting teenagers. Even though the book is a physical item, she also has the ebook version. This is her paid offer. People pay to have the book delivered physically or virtually. Fantastic.

But in order to give those on the fence a glimpse into what she is offering, the most effective of all was her poster. Her angle is all about creating conflict-free homes where teenagers are present. Her book goes into many case studies and inner thoughts of teenagers when parents take certain steps in their discipline.

The logical free item for her to giveaway was a poster for adults: to put on the fridge, in a workplace's noticeboard, or on a wall. The poster features 10 steps to resolve conflicts with teenagers.

First of all, the free and paid versions are essentially about the same thing. It caters to the adult audience of those that have teenagers in their lives. The book took time to write, and is sold as such to get back the costs of printing and the time it took to write and create graphics. The poster on the other hand was images from the book, coupled with suggestions also from the book...only in a one-page format. It doesn't go into detail, or share case studies like the book does, but it serves a purpose: to give interested parents a glimpse into what to expect from the book if they choose to buy it.

Has everyone that's taken up the free offer bought the book? Of course not! But many have bought other ebooks available on sale that she has written since. Some may be in it just for the free stuff, but many tend to go on to purchase other items now that they know the type of information they can expect to receive.

Your offer should be the same.

Brainstorm what your paid product is going to be: a software, a tell-all report, an ebook or anything else. From here, it will be easy to formulate what your free giveaway can be.

Start thinking about it. Start writing these ideas down.

You know your audience and the gap you want to fill, and you also know what your audience is accustomed to (if you completed all your homework in previous chapters). So once again, you need to start obsessing over your niche once again. Except this time, start formulating not only the form, but the content while you are yet to create once you get to the later Kickstarters.

Chapter #7: Getting Feedback

Now it's time to test the waters. Go out to your friends, family, colleagues, Facebook...ask them what they think about your ideas!

Tell them your niche and ask them who they think your market would be for this sort of concept. Then ask what format they would want this information in. Lastly, ask what kind of content they think this market would pay for.

Ideally, you would find the people that would be likely to buy from you! Of course we're sure they'll be the first to get a free copy of your original offer, but ask what and how much they would pay for what you are planning to sell or giveaway.

The value in your content should be high. You may notice the people you ask suddenly saying "Oh, I would pay to find out X". Great! You're on the right track!

Keep asking, keep getting feedback. Take it to Social Media if you have to and get strangers to give you feedback about what you want to offer. Listen to these people because one day they may become your customers!

There is no secrets here: you just have to listen to what they are saying.

And once you've listened to enough, go back and tweak your original ideas, your niche, your market, your format, your offer. Re-create it as many times as you need and keep asking until it's something people will say "Wow, I would pay a lot to find that out!". That is exactly the stage you need to reach before the next Kickstarter.

Conclusion

You have the world at your feet now: you should be well on your way to becoming more and more clear about what exactly it is that you are going to give to the world.

This is all just theory for now, but it's crucial in your journey to results. If you unclear in any way about your purpose, your niche, your market or the gap you're trying to fill, all future steps in the next Kickstarters will be a waste of time. Make sure you are absolutely clear on what you are focusing on: go back through the training again if you feel unsure about something. Of course, perfection will never be reached, but get as close to it as you can before you start spending time on setting everything up.

We'll be waiting in the next Kickstarter for you!