

## 10 Questions to Help Find Your Niche

1. Where is there a gap in your market that is not being filled?
2. Which parts of your market have segments that are underserved?
3. Where could you offer more variety to the products or services currently offered?
4. What other options might you consider offering?
5. What could you offer as a complementary service to better serve your customers?
6. What is your competition not offering that would be of service to potential customers?
7. What information can you glean from online reviews, such as Yelp, that can help you better pinpoint what customers like and dislike about competitors?
8. Where can you hone in on competitor weaknesses to make them your strengths?
9. Where do potential customers get their information, websites, publications, forums, etc?
10. What makes your potential customer tick – their needs and desires