MODULE 3: POSITIONING, NICHE AND OFFER

Niche arithmetic

Lesson: Choosing a niche without starving · about 15 minutes

Check whether a niche can carry your business before you commit to it.

Your business (name, service, main city):

1. Name two candidate niches and describe each in one sentence: who they are and what events they hold.

2. Fill in the table for your first choice: revenue target, share from the niche, average fee, bookings needed, conversion rate, inquiries needed.

3. Estimate the niche size top-down, bottom-up and from your own history. Write the source for every number.

4. List where this niche gathers and looks for vendors. Name at least two specific places or channels.

5. **Map the niche's busy and quiet months. What will fill the quiet ones?**

6. **Write your staged-move plan: what leads, what stays on a quiet page, and the quarterly numbers you will track.**

Check: can you now

- Calculate how many bookings a year your revenue target needs at your average fee
- Estimate whether a candidate niche can supply those bookings in your service area
- Plan a staged move into a niche that protects your current income

One change you will make this week