

HOW TO CHOOSE A NICHE OR TARGET MARKET

Dog training in itself, albeit general, is a niche or target market. However to fine tune this market even further and become more selective can be extremely effective.

In order to find your specialized niche or target market how would you answer the following question?

Who needs you the most and who would you most like to work with?

If you've answered 'Everybody' then consider being more selective, focused and targeted.

So, now ask yourself these questions:

- What specific area are you passionate about?
- What particular area could benefit from your expertise?
- What specific area would you really like to help and make a difference in?
- What area would you love to specialize in?

If you help a specific and narrow target market, it can often be easier to be viewed as an expert or specialist – both of which command more respect, sell more and charge higher prices.

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Examples of Specialized Dog Training Niches

- Puppies.
- Dogs and children.
- Specific unwanted behaviour - aggressive dogs, barking dogs, dogs that pull on the lead, fearful dogs etc.
- Specific breeds of dogs - Rottweilers, Collies, Terriers etc.
- Rescue dogs - specific behaviours commonly related to these types of dogs.

Common concerns and why people don't do this

"I'll lose business if I narrow my target market!"

No, your customers will find you more easily. Imagine a headline that reads,

'Do you need help with your dog?'

Compared to...

'Are you worried that your dog might bite your child and cause damage?'

The first headline doesn't speak **directly** to anyone – it's too general. However, if you have a dog and a child the second headline is definitely going to get your attention and cause you to read further.

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Some questions to help you identify your ideal specialized target market

- Do you know where these people are and are you able to contact them?
- Are you now, or were you once in their shoes? If not, do you have personal experience with them?
- Do they know they need your help? Are they looking for you?
- Can they afford or is their desire enough to pay you?

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Please answer the following questions

1. Who is your ideal client? Describe them. Be as detailed as you can.

2. Describe who or what is your target market in 15 words or less.