



How To Choose A Niche Or Target Market

By Sharon Bolt – Dog Behaviour Expert and Founder of *Good Dogs!*

As featured on...

- BBC's 'Britain's Most Embarrassing Pets'
- The Chris Evans Show on BBC Radio 2
- GMTV
- BBC Radio Sussex and Surrey

As interviewed in...

The Independent, The Guardian and The Sunday People Newspapers

And has conducted training for...

Battersea Dog's and Cat's Home





Here's What You'll Learn



- Why finding the right niche can be extremely powerful.
- Why people don't niche and the potential that is missed by not doing so.
- 4 ESSENTIAL things to consider when choosing the right niche for you.
- Examples of dog training niches.



Choosing 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.



Choosing Your Niche Or Target Market



- 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.



Choosing Your Niche Or Target Market



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?



Choosing Your Niche Or Target Market



- 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.



Dog Training Niche Examples...



- 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.



Why People Don't Do This...



- “I’ll lose business if I narrow my target market!”
- No, your customers will find you more easily!



Why People Don't Do This...



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?'



4 Things To Consider...



- 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?



How To Identify Your Niche - Handout



- Who is your ideal client? Describe them.
- Describe who or what is your target market in 15 words or less.



A Quick Look At Video 3



How To Attract Your Target Market

- How to avoid the common mistakes that most people make when marketing to their target market.
- How to 'tune in' EXACTLY to your target markets pain.
- How to write a clear marketing message.



A Quick Look At Video 3



- 7 invaluable ways that will tell you PRECIOUSLY what your target markets pain is.
- Why benefit statements are ESSENTIAL to your marketing and HOW to write them.