

"If a man can write a better book, preach a better sermon, or make a better mousetrap, than his neighbor, though he build his house in the woods, the world will make a beaten path to his door.

— Ralph Waldo Emerson

Top 10 Tips for Finding Your Niche

By J. J. Murphy

You hear a lot about “niches” lately, but you don’t have one. Where do you go from here?

1. Who Are You?

List every skill you have and everything you know how to do. It’s also helpful to list your work history with a timeline. All work counts, paid or volunteer.

2. Getting to Yes

Using the list you just made, pick out every skill or activity that gives you a sense of satisfaction and accomplishment.

3. Strengths and Weaknesses

Assess both your personal and professional qualities. Knowing what you’re good at is not enough, you need to how you feel when you’re doing that task.

4. Push/Pull

What on your list do you enjoy and what feels like a chore?

5. Set Goals

What are your core values? Where do you want to be and How do you want to spend your time? Make a plan that includes small immediate and regular steps you can take toward reaching your long-term goals.

6. A Shared Vision

With whom do you want to work? Why is that relationship important? What is your plan to attract your perfect customers?

7. Murphy’s Law

How will you deal with challenges and unforeseen events? Can an obstacle turn into an opportunity? What is your “Plan B?”

8. Lessons Learned

How do you plan to deal with mistakes? Every heartache carries with it the seed of a greater benefit. How will you know whether or not you must “go back to the drawing board?”

9. Spread the Word

When you love what you do, your success stories are a joy to share. The benefits you bring to your VA partnerships will stick in listeners’ minds.

10. Follow Your Bliss

When you know what resonates for you, then attracting the perfect customer is easier. Notice what engages you and spend time improving and learning new skills. In the long run you will be making a sound business investment.