

CHECKLIST

How to narrow your niche



Consider your experience

Whether you have been freelancing for years or you just graduated from school, you have gained some kind of experience in previous jobs, hobbies, or even schoolwork. Make a list of the types of work you've done and the industries you've worked in.

Evaluate your skills

Now that you have a broad picture of your experience, think about the skills you have. This list should include the skills you have developed for your work, any additional knowledge you've learned along the way, and any abilities you can use for work, even if you haven't used them yet.

❑ **Narrow your options**

Evaluate your experience for common threads and/or jobs you enjoyed. Ask yourself:

- **Did a majority of my work involve a certain type of work (writing blogs vs social media management), industry, or type of client (small business owners vs enterprise marketing teams)?**
- **What kind of work have I done/enjoyed the most?**
- **Am I really passionate about any of these options?**
- **Is there any kind of work I don't want to do again?**

Next, do the same for your list of skills. Consider:

- **Which skills do I use the most?**
- **Which ones am I most confident in and/or passionate about?**
- **Are there any skills that I want to continue developing?**
- **What kinds of skills have clients looked for?**

There aren't any right answers to these questions. Be honest with yourself and your priorities. The best way to find the right niche is to align what you want to do with what you want to achieve.

❑ Research your potential niches

At this point, you should have a good idea of the kind of work you want to pursue and how you can use your skills to do it. Before jumping into your new niche, we recommend doing a bit of research to see how you can position yourself most successfully.

If you are a food photographer who only wants to work with privately-owned coffee shops, for example, you may not find enough clients to meet your needs. Expanding your niche to include all kinds of small food businesses in your area may be the better option. By exploring your local market, you can adjust your plan to build a more sustainable business.

❑ Stay flexible in your niche

Just because a specialty makes sense today doesn't mean it will always be the right option. If you aren't happy with your niche or it doesn't offer the opportunities you need, re-evaluate. As you, your skills, and your experience grow, come back to this checklist to find the niche that fits this season of life.



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