

Clarifying Your Market Niche

Use this worksheet to brainstorm about your market niche. In the left column, write down as many adjectives as you can think of to describe your product or service. In the middle column, write words that describe your niche - or the specialization you will offer. In the right column, write words that describe your customer. When you are finished, look at the three lists to see if they sound like a good match. If your product sounds progressive and cutting edge and your customer is old and conservative, you may want to rethink something.

Words that describe your products/services	Words that describe your niche	Words that describe your target customer

Now write a sentence or two that describes your market niche. **(This should be included in your Marketing Plan):**

Write a few words about how your niche will be reflected in your:

Business image (logo, etc.):

Pricing:

Location:

Interior Design/Décor:

Packaging:

Promotional materials:

Customer service: