

# Define Your Niche

Cultivating a clear niche creates the opportunity to deeply penetrate a narrow market with a truly differentiated offering. Defining a niche allows you to deliver massive value by delivering specialized services that cater to your clients' unique situation, needs and goals, helping you connect and engage more deeply while delivering greater value. Michael Kitces offers 6 niche categories to choose from, or find one of your own. Get clear on who you do your best work with in the "My Niche" section, remembering you only need 50-150 clients to build a wildly successful business. If you need additional help coming up with a niche, complete the Top Client Niche Inventory tool to identify possible niches within your client base.



## AFFINITY

Sharing common social circle.

*Ex. yacht club, PTA, university alumni, etc.*



## VALUES

Sharing similar philosophy, life values.

*Ex. hospital board, Big Brothers/Big Sisters, church/spiritual groups, etc.*



## EDUCATION

Imparting critical life transition knowledge.

*Ex. inheritance receivers, lottery winners, within 5 years of retirement, etc.*



## PSYCHOSOCIAL

Guiding during life transition.

*Ex. divorcing women, widows/ers, etc.*



## EXPERIENTIAL

Promoting "best" or "very different" service.

*Ex. the coffee shop adviser, only virtual, etc.*



## TECHNICAL

Providing advanced, highly specialized service.

*Ex. advanced tax planning, federal employees, etc.*



## MY NICHE

