

# How to Choose Your Marketing Focus

Let's choose a marketing plan that lights you up in 2022!



**MARK OF APPROVAL**  
**WEB & MARKETING**  
MEETING YOUR MARK ONLINE

# What We'll Be Covering in 3 Parts

1. Defining what it means to niche while looking at various ways to narrow your focus
2. Looking at some examples of niching from my members and colleagues
3. Going Beyond Freelancing

## OUTLINE

In order to focus on our marketing effort, we need to plant a flag. Just remember, niching does not mean forever.

**Who Are We?**

# Mark Hunter

- WordPress Strategist
- Experienced PHP Web Developer
- Somebody who is into equality and working with joyful course creators
- Somebody who runs his own training site teaching what he preaches



# Kat Birkett

- Lifelong learner who has returned to college as a senior
- Someone with a deep interest in equality and causes of empowerment
- Specializes in organization and streamlining small businesses



# Problems from not niching

- Let's discuss?

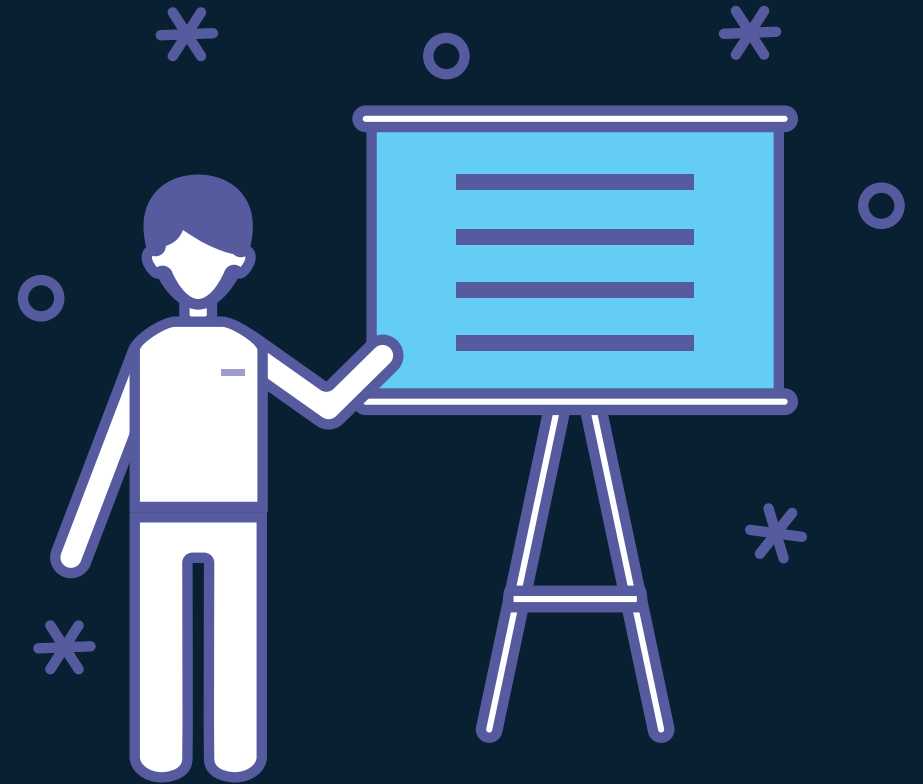
# Problems from not niching

- Elevator pitches can be hard to compile
- Website may seem confusing
- Content Marketing may become scattered
- You are unsure how to build your website, or maybe what to put out on social media
- And worse of all, your client acquisition is usually feast or famine or nightmarish clients!



# Part I

Let's look at what it means to choose your focus by niching down your freelancing services



# 3 Reasons Why You Ideally Should Niche

- You will find the quality client that you want to work through your succinct marketing focus
- You will remain passionate about what you are doing
- It enables you to offer what you know best and learn more about that



# 3 Outcomes of niching

- You are seen as the expert in your field and more likely to get chosen over a generalist
- You can command higher fees for your work
- Your marketing efforts will be easier, more affordable and more coherent



# **5 Ways to Niche**

# By Industry

- The most common is the one we are always told - go after a type of business to help
- Examples might be coffee shops, or online coaches or professional services like Lawyers and Dentists

**INDUSTRY**

**Professional  
Services**

**Trade Based  
Industries**

**Manufacturing  
and Mining**

**Publishing &  
Editorial**

**Education**

**Government  
and Social  
Services**

**Health &  
Medical**

**Arts & Culture**

**Entertainment**

**Computing  
and ICTs**

**Sports &  
Recreation**

**Fashion &  
Clothing**

# Pros & Cons

## Pros

- It is the most focused
- It allows you to really learn about that industry and grow a process

## Cons

- It can be restrictive if you narrow too much
- It can raise eyebrows if your client sees you working with the competition especially in the same location

# By Skill or Technology

- We can also niche by a skillset we are good at whether that be a piece of software or a raw skill
- Data entry is an example of a skill whereas WordPress is an example of software

**SKILLS**



**Writing**

**Social Media**

**Graphic Design**

**Copywriting**

**Administration**

**Web  
Development**

**Translation of  
Languages**

**Video Editing**

**Event  
Management**

**Digital  
Marketing**

**Podcast  
Production**

**Web Design**

# Pros & Cons

## Pros

- It is powerful in positioning you as a doer who's really got a handle on it
- It is a powerful recipe for referrals even among your peers
- It opens the door for training opportunities as a side income

## Cons

- The client may not necessarily care about the how i.e. WordPress vs Wix
- It could potentially be harder to scale with team or justify that to client

# By Cause, Personality & Interests

- Could be something that you are passionate about which could be as simple as Toy Trains
- Or based on your fight for a cause and helping the under-represented
- Don't forget to add personality

**PERSONAL**

**Women's  
Rights**

**Equal  
Opportunity**

**LGBT  
Community**

**Disability**

**Cultural  
Differences**

**Third World  
Countries**

**Digital  
Nomads**

**Fashion  
Aficionado**

**Religion**

**Mothers and  
Lady Bosses**

**Heart Based  
Marketers**

**Senior  
Powerhouses**

# Pros & Cons

## Pros

- Can really help create a personal branding
- Building the like, know and trust factor quicker while keeping you motivated and in love with your business

## Cons

- Can really create rifts and a polarising brand
- Can make you appear black & white
- Must be prepared for backlash and online trolls
- If narrowing by demographic, you really need a reason why based on a problem

# By Experience & Results

- Has a working process
- Don't boast about your ambitions, boast about your accomplishments

**PROCESS**

**Business  
Growth**

**Weight  
Loss**

**Product  
Launches**

**Education  
Prep &  
Pathways**

**Finding  
Love**

**Becoming  
Productive**

**Financial  
Freedom**

**Product  
Creation**

**Migration  
& Visas**

**Meditation  
and Calm**

**Write a  
Book**

**Create a  
Podcast**

# Pros & Cons

## Pros

- Simply packing your IP into a process can really command higher fees
- It really builds confidence for the right market
- Your portfolio will be a real opportunity to leverage this further

## Cons

- ...but proof is really required!
- You can run the risk of coming across too salesy and inflexible
- There could be some distrust if you package wrong due to abuse of this method



# By Mixing & Matching

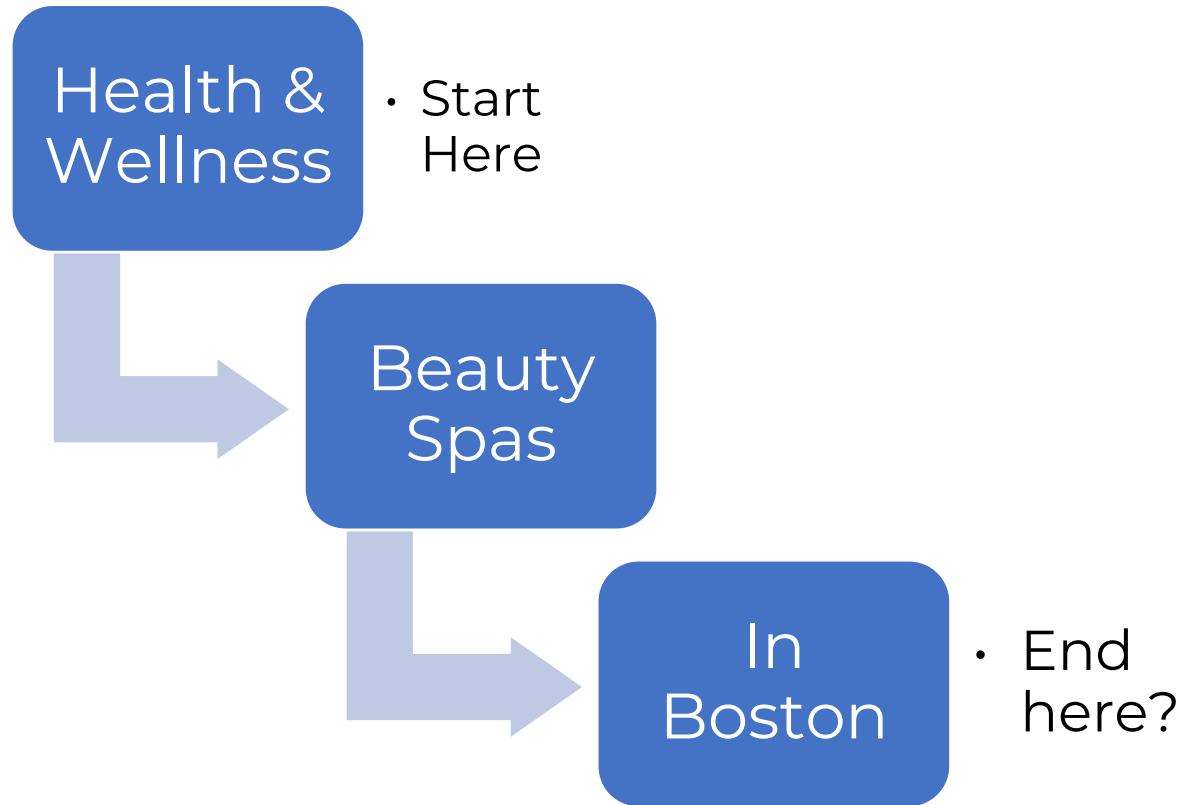
- Mixing and matching can really help narrow and focus
- It can also help offset some of the weaknesses of using purely one method

**MIX &  
MATCH**

**Narrowing Further**

**TOO BROAD**

# I Provide Services for the Health & Wellness Sector



## A Word of Caution

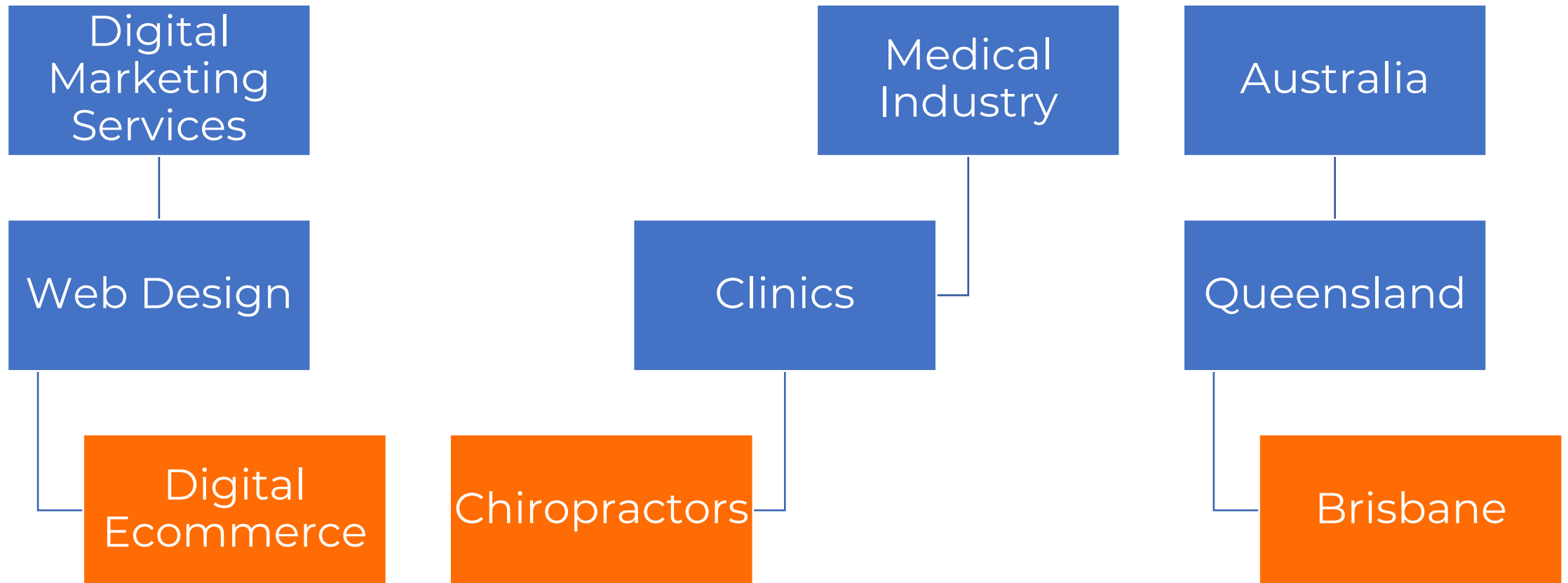
Don't narrow for the sake of narrowing or you may run into a dead end with no scale potential

**TOO NARROW**

# **EXAMPLE**

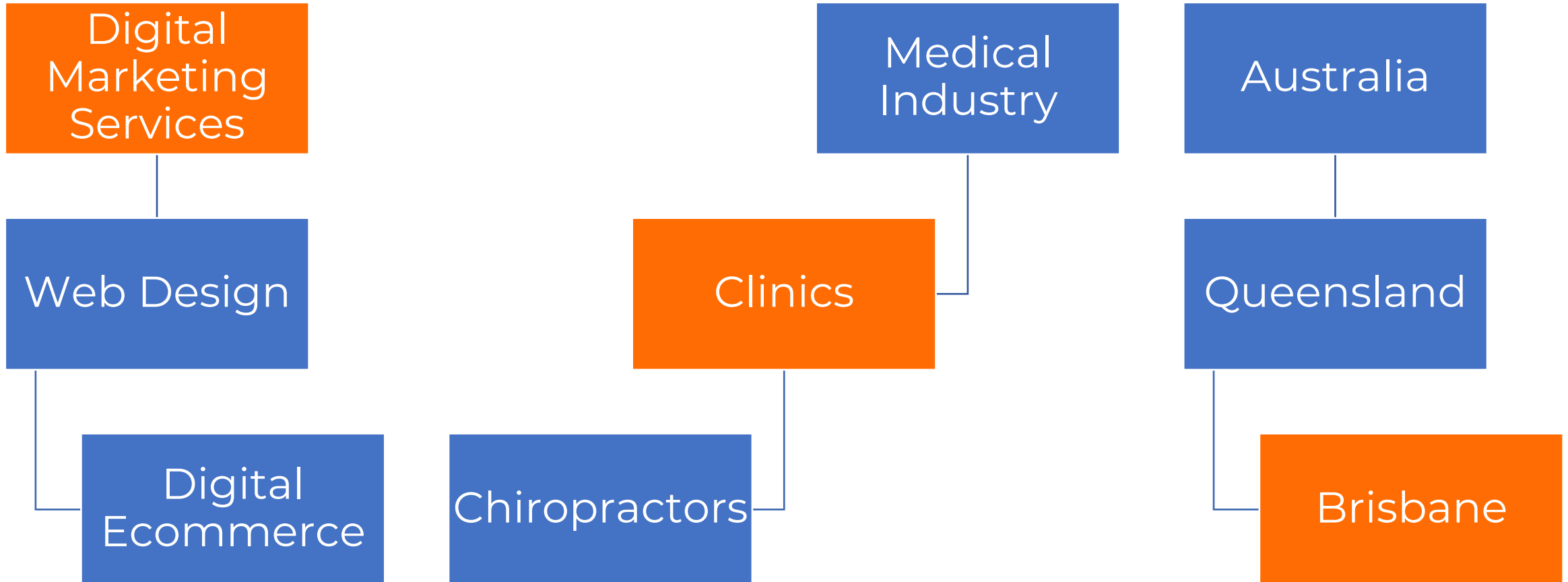
**I Provide Digital Ecommerce Sites  
for Chiropractors in Brisbane**

# Could be way too narrow...





# Probably Better...



# Your Statement (examples)

- Keep target's ambition in mind
- Keep problems in mind
- I help course creators increase their student completion rate by creating highly engaging learning experiences
- I assist feast or famine coaches gain more leads through LinkedIn Marketing

## Part II

Now we'll look at some examples of niching from my members and colleagues



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knowledge with the world

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confidently sell their programs  
without compromising the core of  
who they are.



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# Step Up & Stand Out

If you want to be Heard, Understood &  
Believed in 2022 – Write A Book!

Whether it is an eBook, print book or a fabulous PDF  
– Your book will be a gift and a product you can give  
and sell again and again.

With confidence, courage and creativity – and a little  
professional help – You can write a book to change  
your life and make an impact on the world.

Your voice and your pen are your two most powerful  
tools of communication.



# Super Me Programs

- Empowerment Programs
- Helping different groups optimize the way they live, work and learn
- Does this through course delivery of short but snappy activities
- Scaffolded with networking and fun activities



## What We Do

Super Me! Programs are Universal Character Building programs focused on offering children a safe and effective place to succeed simply by being themselves. Our engaging programs are built upon a foundation of original interactive processes, creative games, activities and award-winning music – carefully engineered to result in a guaranteed success for the child each step of the way.

Super Me! Children find EMPOWERMENT as they recognize and use their own natural abilities or “Super Powers” to solve problems, meet challenges, and enjoy academic, social and personal success. Their successes transform how they view themselves and others leading the way to positive shifts in their attitude and behavior.

From the very first 15 minute Super Me! interactive experience, children begin to transform. Each and every process, game, story or experience with Super Me!

# Let's Share

- We learned 4 ways to niche down
- We know we can combine
- And we know the dangers of going too narrow
- Let's share some ideas that you have come up with?
- 5mins ...

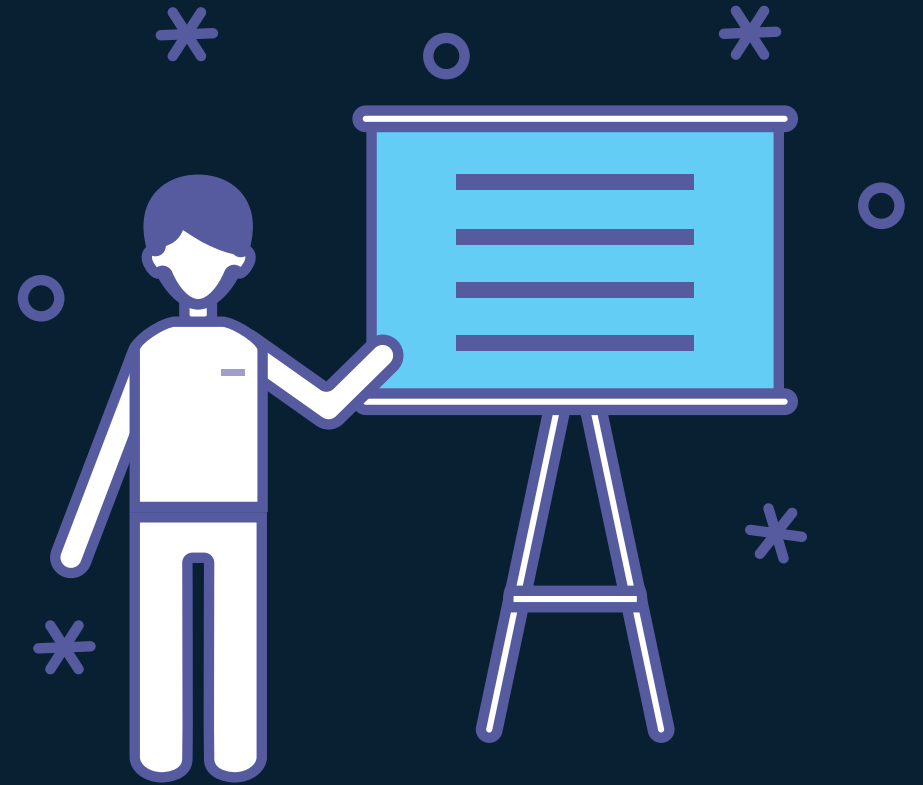




Share the Ideal Marketing You Would  
Like To Serve – No Limitations at This  
Point

# Part III

What about going Beyond Freelancing? How can we create a business out of our niche?



**Who Wants What You  
Offer vs What Can You  
Offer the People You  
Know?**

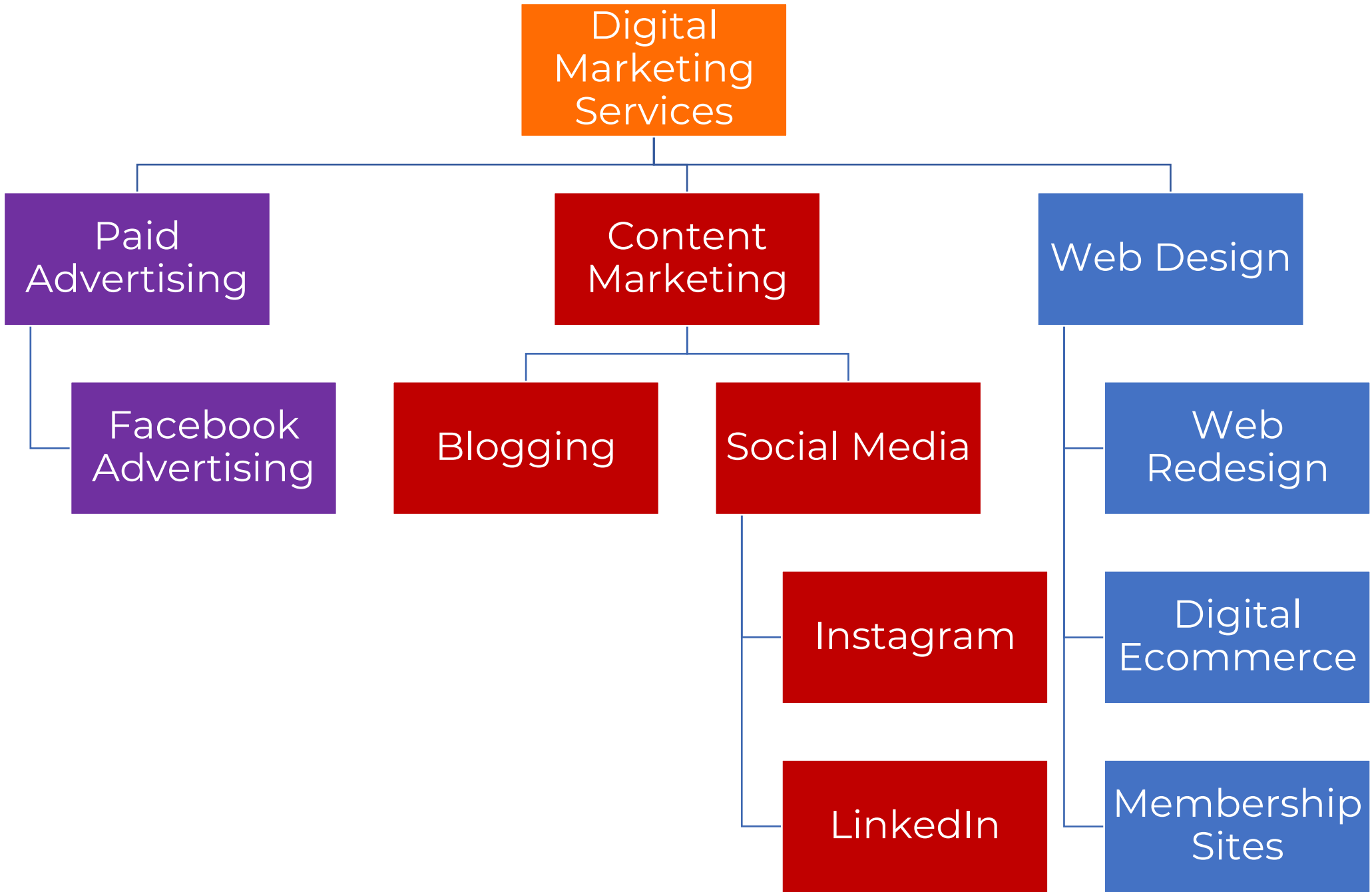
Entrepreneurs traditionally make lemonade when life throws them lemons

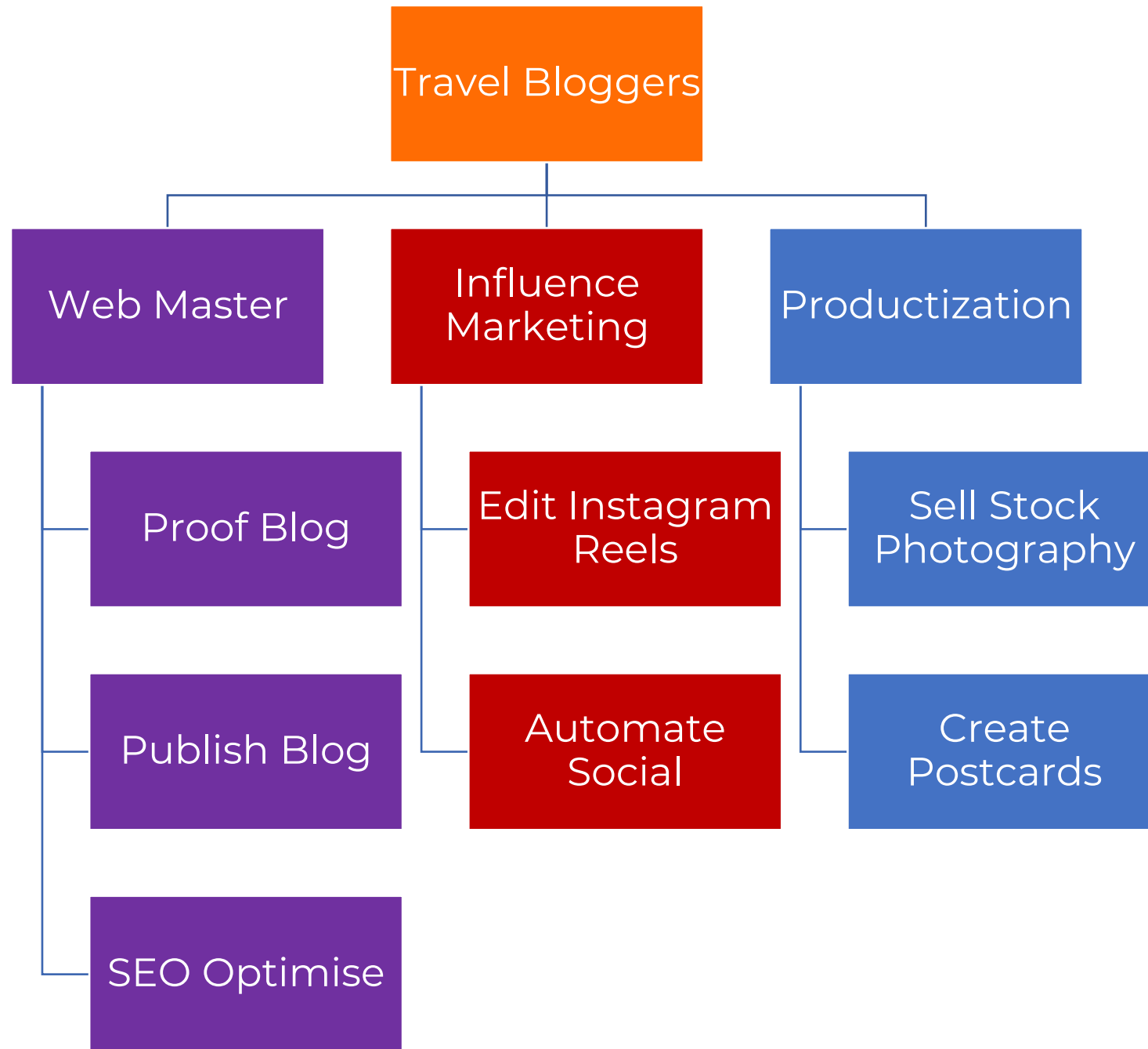
OR...

If you have an existing idea or skillsets, you just need to find people who you believe would benefit most from these services

# Creating a Funnel

For now, you can do a top-level overview of possible services. I would not go deeper at this stage without some form of validation or MVP testing.







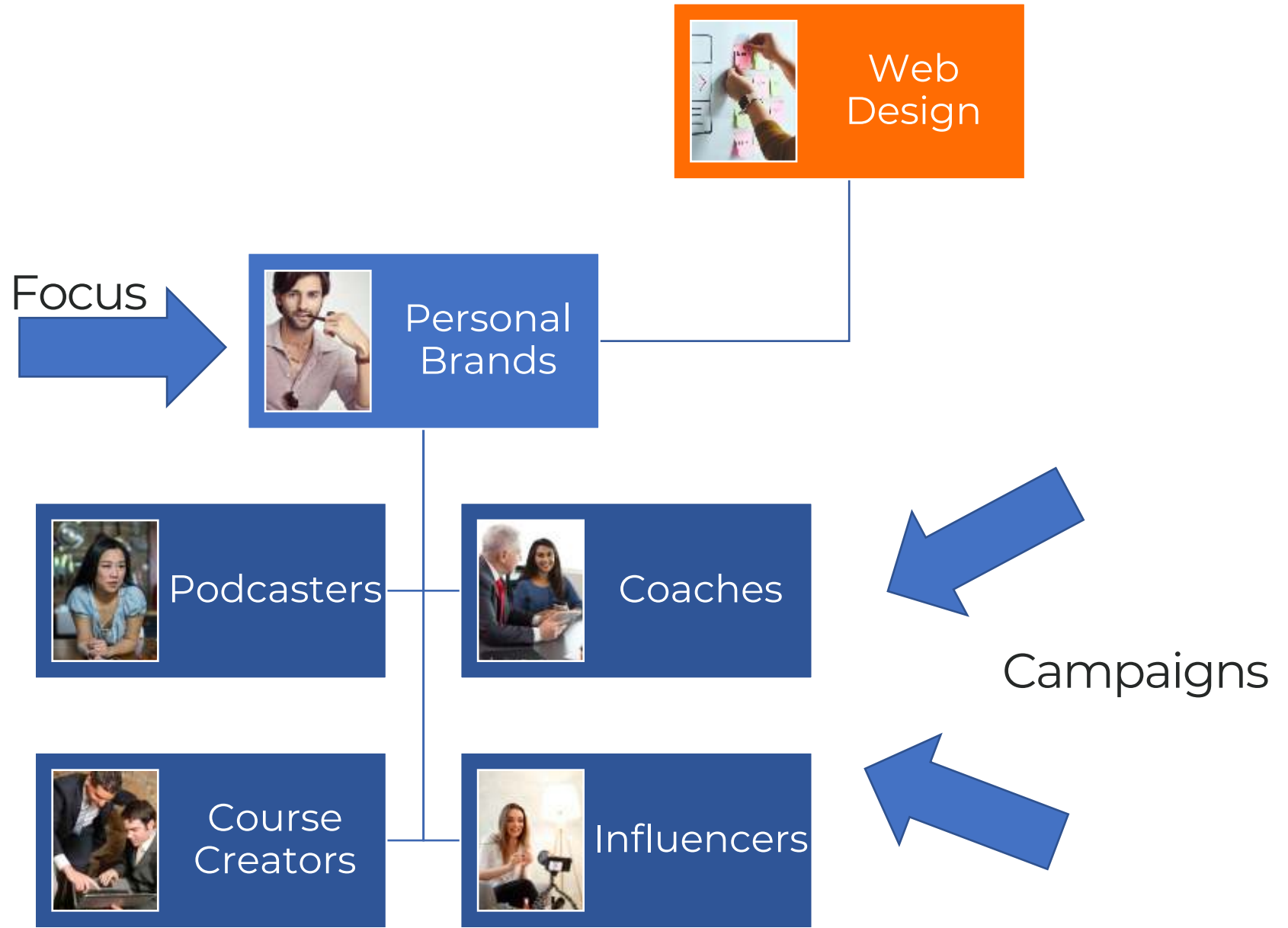
# **Website Message Vs Lead Generation Message**

# Front and Center

- The field is shown on your homepage
- It is shown consistently in social messages
- You are known for that “flavour”
- It appears across LinkedIn profiles
- It is what people invite you to speak on

# Campaign Based

- A sub-category of the front and center
- Your flavour would still revolve around your main focal point
- But you may run campaigns to products and service launches around sub categories
- Whereas your main website and social structures are broadly focused



# When to get Narrow?

- When you have proven that you can sell and scale at a narrow focal point
- When it brings in premium clients to justify that focal point
- Hint: You can always create sub brands



# What you have learned

- Ways to use introspection to find out where you want to be and how you want to apply yourself as a freelancer
- Examples of others doing similar
- Making sure you are not too narrow
- How your marketing fits into this



**Q&A**