

# Niche Mastery

**Find Focus. Gain Clarity.  
Build Resonance. Grow Fans.**

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NicheMastery.io

# Niche Mastery

## Introduction

Being online allows us to find our tribe and make an impact. But even in knowing what I cared about, I still felt rudderless on this journey.

After struggling for months I realized that others felt the same pains and I decided to collect all my notes into this book.

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## Creator Lifecycle

As creators get comfortable online they usually go through 3 phases.

Though these can technically be achieved in any order, the easiest and most common order I've seen is:

### **Crafting their Niche**

This phase is best described as taking the creator's biases - the diamonds in the rough - and shaping them to resonate with the audience.

This phase involves managing anxieties to focus on a specific topic and learning how to understand *which topics matter*.

With an initial goal of just getting traction.

### **Building a Product**

As creators gain the ability to grow their audience, they start considering products to *monetize their insights*.

Most creators bias toward experimenting with courses or ebooks, such as @MeetKevon's book "Find Joy in Chaos."

The goal here it to create a product that really gets people results.

### **Creating a Community**

Creators that have been able to build a following for their products are in a great position to build a community.

This usually lets them move from one-off 'packaged insight' products to a more *scalable and recurring model*.

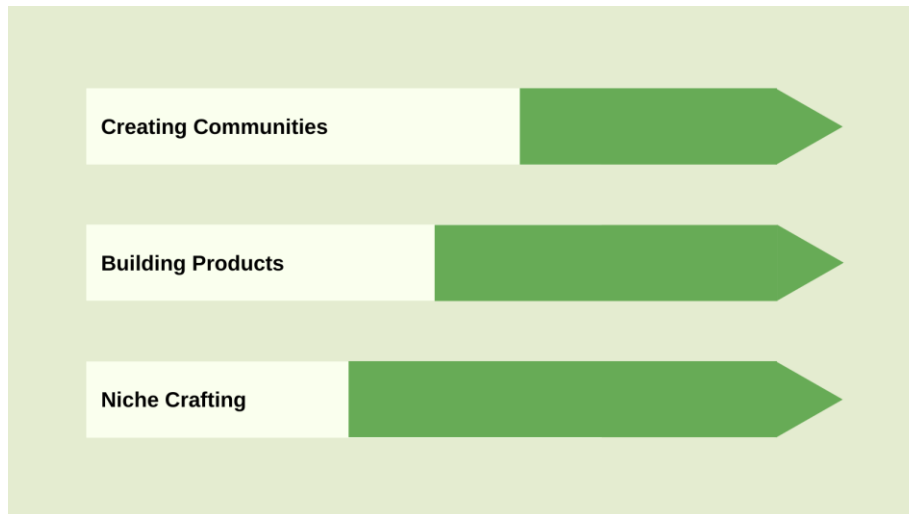
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Turning on a sort of 'faucet of insights.

The goal with a community is to bring like-minded people together, let them talk, and further their knowledge.

The idea of *Niche Crafting* is a main focus for creators when they start out, but should remain a consideration with time. Since both the audience and creator's needs can change as they grow.

Community Building is possible for creators early on, but is challenging to execute and is therefore not done as frequently.



Each layer in this process usually supports the one before it.

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## Getting Started

Getting started with figuring out your niche is an overwhelming task.

But a few techniques make getting moving simple.

As you work through these techniques remember that figuring out the right answer takes time because it's usually not clear what:

- Is important to you
- Resonates with people

And the only way to get clarity is to make decisions and see what is getting attention.

## Knowing Yourself

It is easy to be sidetracked and lose sight of your goals when working on building an audience. It helps to write down your goal, a great way to do this is to fill out the sentence:

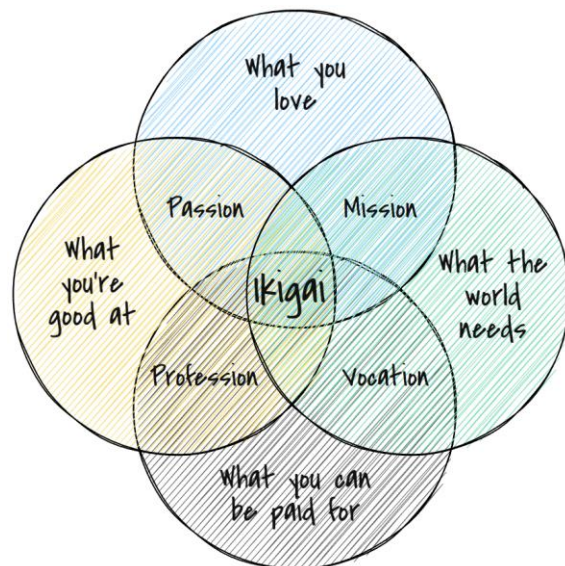
"I want to get \_\_\_\_\_ by helping \_\_\_\_\_ get \_\_\_\_\_ without doing \_\_\_\_\_."

Read [this](#) article to learn more.

Many people also love the idea of finding their *Ikigai* - An approach of discovering your purpose by looking for the intersection of what:

- You love
- You're good at
- The world needs
- You can be paid for.

[This](#) is a great article to learn more.



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## From Passions to Buckets

As you venture into creating online, you'll probably face the same issue 99% of creators do: "Where do I start?" I did the same, shuffling around between topic like technology, communities, and entrepreneurship.

### **Finding Your buckets**

But beginners often start by trying to write about whatever comes to mind.

That rarely sticks though.

And that kind of directionless creation doesn't help you build your influence and audience.

What I've found that works best is to start by finding a few areas that you enjoy talking about and can really dig into.

These are your:

- Passions/interests
- Skills
- Know-how
- Inspirations

Your excitement for these topics will mean that you not only have a lot to say about them, but also that your depth in these areas will help you set yourself apart from others.

### **Narrowing things down**

If you're like me, you'll then hit your next challenge.

You know what you're excited about, but have too many things to choose from.

The easiest way to move forward from lots of topics is to pick 3 buckets.

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**These should be what you're focusing on for the next 2-3 months, and represent 80% of what you do.**

This means that:

- You should talk about other things in the remaining 20%, these other topics make you more interesting.
- You are limiting how much you will be doing in areas outside of those buckets.
- You will be focusing on these for a short time, and will often result in insights that let you rethink the buckets themselves.

Early on I picked the following 3 as my buckets:

1. Better Learning
2. People / Communities
3. Technology Innovation

By starting with these I learned more about my interests in the topics and what the people I was talking to truly cared about.

These buckets represent the first iteration of your *content pillars*, but don't feel stuck with them.

Because as we'll discuss later, everyone's niches change with time. And in a year you could be discussing something completely different.

Not every person's path is the same, what takes someone a week, might take you 2 years.

## Knowledge Levels

One of the most common challenges that creators face is the recurring thought of not being good enough.

Imposter syndrome is difficult to overcome, but one of the best ways to deal with it is by being aware of *knowledge levels*.

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## What are knowledge levels?

Appreciating knowledge levels means understanding where you are along your learning journey.

And realizing:

**You don't need to know everything to speak on something.**

Your ideas, content, and advice will be useful to people who are traveling the same path and just behind you.

No matter how much experience you have, there will always be people ahead and behind you. So make sure you're looking ahead for advice, and looking behind for opportunities to teach.

Once you realize the perspective involved, facing imposter syndrome becomes much easier.

## What to do with your level

I would by no means call myself an expert in most topics I discuss.

But that doesn't mean I can't try to share some of my insights, experiences, and advice.

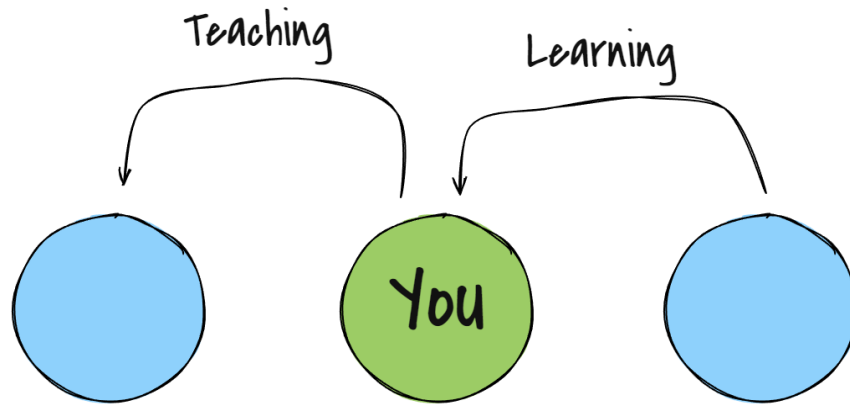
A great way I like to think about things is:

**"What advice would I have wanted to hear 6 months ago?"**

It makes your content personal, relatable, and directly helpful to anyone learning the same topic.



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Learn from those in front of you, and teach those behind you.

This is a concept covered by a lot of creators, but Jack Butcher was one of the main main influences on this perspectives.

He looks at both sides of the spectrum as an opportunity, whether it's to learn or teach, it's always a positive.

Share what you know! If you can teach someone a niche but useful skill, they'll trust you significantly more.

## The Ongoing Journey

Getting the basics of our niche figured out is helpful. But, growth not only means needing to update your niche every few months.

**It also means refining what you do.**

## Shifting Your Pillars

The best part of already having started online is that you have data to reassess what you're doing.

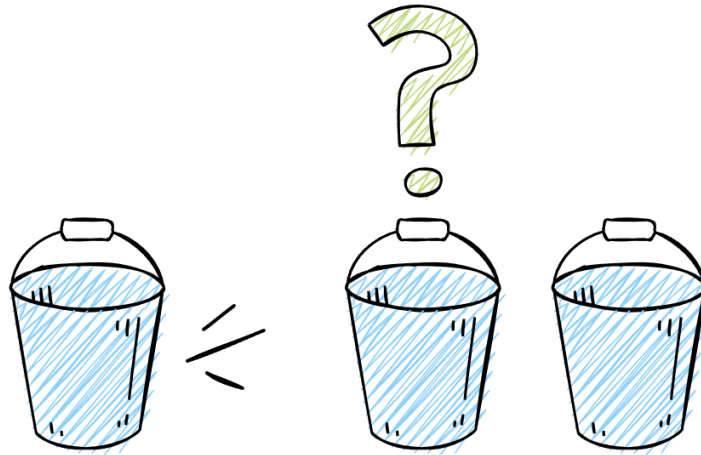
In the early days, data is usually *qualitative*.

- conversations with people about your perspectives.

But as time passes that data can be *quantitative*.

- backed by spreadsheets and analytics.

The goal of adjusting your pillars is to help you grow your audience.



The question of what topics to cover will always be shifting.

Understand their changing needs, and using insights that you've collected as you've built your expertise.

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Often, adjusting the pillars is as easy as looking back on the last few months and making changes.

But, it usually helps to be more thorough.

I track my pillars at a more basic, 'building block' level.

**I target 3 specific wants/needs per pillar and track them in a spreadsheet. As I have insights, I continually add, modify, and delete building blocks.**

Every few months I do a holistic review - taking everything into consideration, like product launches, analytics, and market trends. These help me consider merging or picking new pillars.

The name of the game is experimentation, trying different approaches, topics, etc. until you find what works for you.

Failure is part of experimentation. Brace for it, it's inevitable, just make sure to learn from them.

## Content Glue

Your pillars help define your content and products. However, you still need a coherent way to connect your pillars.

The glue that connects your ideas is an important part of your elevator pitch, your bio, and how others will understand you.

Early on I had 2 very different ways of connecting learning and community:

- Helping community organizers teach their members
- Helping teachers get better results from the community of students

I found the second variant to be a better fit for me.

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## Comparing Niches

Part of figuring out your niche is in comparing different options. There are 2 ways to do this.

**What are you most passionate about:** Your passions help you do work that stands out. It often makes sense to pick a niche that you are passionate about.

Relatedly, it is easy to be excited about a topic, but realize that when it comes to doing work that you are not as excited about it.

Many creators have found that what worked best for them was trying to execute on many topics and sticking with the one that felt right for them.

**Scoring on multiple axes:** When trying to build a business it helps to try to objectively rate axes that matter.

The best way is to make a table and score for each niche (from 1-10) along:

- how easy it is to target them,
- their purchasing power,
- how much of the ideal audience is growing,
- how much they feel the pain you want to address.

Adding the scores for each niche allows for objectively picking one option over another.

## Setting Up to Stand Out

As we figure out what topics we want to focus on, we start to realize that our voice is drowned out on the internet. Standing out gets important, and positioning helps us do that.

The best way to do that is to understand:

- 1. Competitive alternatives:** If you didn't exist, what would customers use?

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- 2. Unique attributes:** What features/capabilities do you have that alternatives do not?
- 3. Value:** What value do the attributes enable for customers?
- 4. Customers that Care:** Who cares a lot about that value?
- 5. Market you Win:** What framing makes your value obvious and hard to pass up for your audience?

April Dunford's "Obviously Awesome" book talks about these. And while it is meant for use in companies the same ideas apply to your positioning.

Creators often appeal to no one. The simplest way to change that is to - for a short time - appeal to a smaller segment.

What this means is that instead of just being a 'copywriter' you could position yourself and stand out as a 'social media writer for software startups'.

When done well, your positioning is always changing and readjusting as you grow and the market shifts.

Resist describing segments using demographics - you often end up never finding someone that meets your requirements.

## Becoming Spiky

An approach to standing out that works well is to think about the *spiky* in what you believe.

Essentially voicing your unpopular or uncommon opinion.

Read more [here](#).

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## Product Mindset

As you figure out where you are focusing, it helps to think a year in the future.

What would you have needed to have done to be considered as the main person in your niche?

Being active on social media around the topic helps.

But what is more important is to have a product.

**This can be something simple like a 1-page cheat sheet, more complicated like an in-depth article, or you can go all the way up to a full book.**

The goal for a product is to define/understand what the need is.

Try figuring out what the MVP (*Minimum Viable Product*) would be that you can release, and how much time are you willing to spend on it?

Ideally, you should plan for a project that you think can be done in a week.

Once you have your plan, just start!

Put it together and release it QUICKLY, so you can get feedback and make version 2 even better.

Remember, you're not trying to release perfection, you're trying to get something out and improve as you go.

## Adapting to Trends

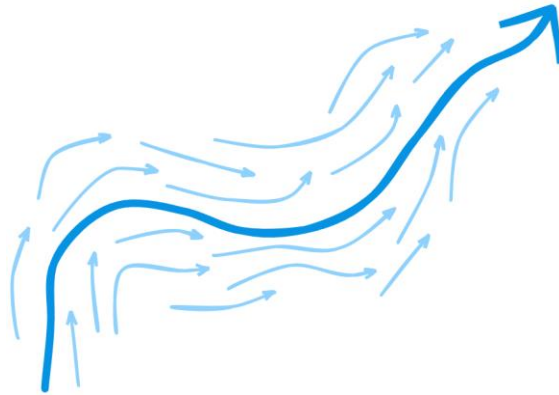
One of the most important things to consider when trying to find your niche online, is how it interacts with the internet as a whole.

Social media and the internet are constantly changing.

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Trends come and go in a matter of weeks, sometimes even days.

These trends can be a huge source of attention, like the current crypto and NFT excitement that has a hold on social media.



Wherever trends happen, people will follow.

If you were for example, a creator who's focus is on financial wellness, you could have an opportunity to latch onto that trend.

Justin Jackson describes it as, 'surfing the wave'.

It helps to view emerging trends as waves on a shoreline, some are too big to ride, some are too small to be worth your time.

Be aware that trends are often temporary and not always a sustainable form of content.

## Permissionless Progress

One idea that I've seen be very helpful for creators is: "Permissionless Progress."

The goal is to take what you want to do and find a version that can be completed in a short amount of time.

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About 30 minutes is a good start.

Having such a short time window allows for you to experiment and refine your skills.

As you get better with your skills, you can use them to help bigger creators.

## **Why use permissionless progress?**

For one simple reason:

You don't need to ask for anyone's permission.

The quality of your work will allow big creators to amplify it and brand.

Essentially, you're creating content that will piggyback off of, or get the attention of a larger creator.

To give you an example:

Let's say I enjoy Naval and want to create a poetry-style ebook of all his best quotes. Naval is incredibly busy and likely won't respond to me asking for permission to make this.

So just do it!

Make your first draft, release it, and try to get it out in front of his audience.

At the worst - you'll have an ebook that gets a couple dozen downloads and adds to your credibility.

At the best - Naval takes notice, loves the work, and promotes it to his millions of audience members. Either way, it's a win-win.

This works for a simple reason.

People love when their work is talked about.



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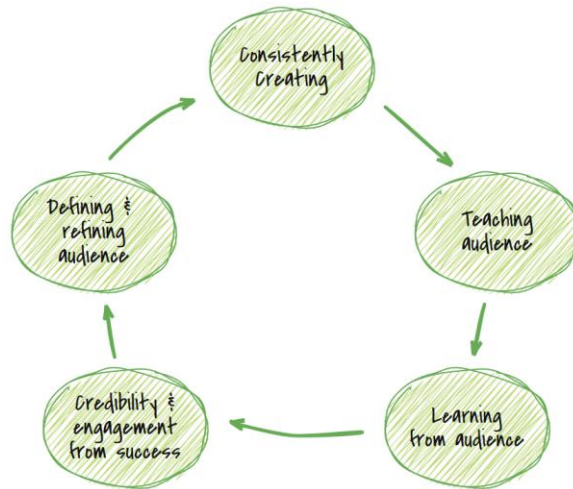
Especially when someone is doing the work well. So keep this strategy in mind as you continue to create online.

And remember that the goal is to get things out quickly and improve on them over time.

## Mastering Your Niche

Truly mastering your niche means doing all of these activities on an ongoing basis.

Each of these builds on learnings from the other ones to help you build your niche.



Don't rush through these. Spend the effort to figure out who you need to talk to, and what you need to learn from them.

### Consistently Creating

Becoming an expert is often sold as the ultimate passive income source.

Unfortunately it couldn't be further from the truth.

The reality is that with time:

- The world changes
- Your audience's needs change
- Where you are as an authority changes

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All of this means keeping up a continued practice of creating.

Building up a practice of creating is not easy, but is a necessity if you want to maintain your authority.

Doing so involves starting small, building a habit, gradually improving your skills, and growing the quality of your work.

## Teaching

Your experiences are constantly growing.

Which means that you have an ever-increasing amount of value that you can provide to your audience.

Teaching them and helping them succeed will build you loyal fans.

It is worth noting that there is a lot to teaching well, which includes:

- Collecting insights
- Grouping ideas into frameworks and metaphors
- Planning transformations and connecting with pain
- Delivering concepts in a memorable way
- Helping your audience apply ideas

## Learning

We are all curious and often make learning a priority.

But that usually means we learn about tools and techniques that will help us.

Instead, growing your niche requires us to focus on understanding our audience pains and stumbling blocks.

You can also take things a step further by understanding their aspirations, attitudes, and interests.

This lets you better connect with them.

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## **Credibility and Engagement**

Teaching well means a growing number of students understanding and applying your ideas.

Highlighting these successes helps build your own credibility.

In addition, successful students are loyal and can be a source of engagement for your work.

## **Defining and Refining Audience**

As you grow your audience, you will be able to learn from them.

This often means that some sub-segments of your audience will no longer be relevant.

You might also realize that certain aspects would only serve to distract your audience.

New trends could also have you reconsidering your niche.

All of these mean that you will get more clarity on who your ideal audience is. And as you get this clarity it will help you to modify what you consider as core aspects of your niche.

## Twitter Guides (for starting)

1. Getting the basics right:

<https://twitter.com/VineetSinha/status/1572237586265178115>

2. Interacting on Twitter:

<https://twitter.com/VineetSinha/status/1574870970904346624>

3. Monetization:

Even if you have a lot of savings set aside, and even if you want to help millions, it is helpful to consider some amount of monetization of your time. It brings you closer to those that you want to help and you get insights into pains felt.

Ideally you want to start monetizing early, but doing so too early is often not effective. A good rule of thumb is to put out a free throw-away lead magnet to position yourself first.

## Additional Resources

- Niching Spiral: <https://nichingspiral.com/>
- Finding your Niche: <https://ungated.media/article/nichecraft-overview/> and <https://ungated.media/article/niche-process/>
- One Sentence Blueprint by @ItsKieranDrew: <https://writersniche.carrd.co/>
- Nichecraft: <https://www.amazon.com/dp/0962574724>

## Credits

Originally ideas here were informed through courses by @LifeMathMoney @Prathkum @WellPaidGeek and @SahilBloom. And breakthroughs from one-on-one conversations with @JSpector, @UngatedCreative, and @bazaruto.

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In addition I wanted to know what worked and what did not work for creators. @QuinnWasGaming helped me interview @Briandito, @BrandWithDan, @AnthonyCastrio, and @William3Willis. Their thoughts are embedded in this document.