

Things to Explore Before Changing Your Niche

Read this before you make any moves

NICHE STRATEGY

Before You Make Any Moves

EXPLORE WHY YOU WANT TO CHANGE YOUR NICHE FIRST

I've seen people start off with a niche and realize it no longer feels sustainable or enjoyable and they have to kind of like steer the ship.

I won't lie – it's work. You're going to have to rewrite your website copy. You've already proven to yourself that you can do that. You've learned how. You just need to do it again.

It's not that hard with the networking. You can just tell some of your referral sources "I'm full with this kind of client. I'd really love to see more of this other." The referral sources who know and trust your work will send you this other niche.

YOU CAN GET MORE VARIETY WITHOUT CHANGING NICHES

You don't want to be switching niches all the time. I want you to really get clear about a couple things about yourself. If it's boredom or burnout b/c you're only seeing one presenting concern all day, or way more than you want, before you shift all your marketing, just let your typical referral sources know you're looking to get a little bit more diversity in your caseload & tell them who you want that to be.

You don't have to go through basically rebranding yourself if it's a temporary sabbatical from your usual niche.

DON'T SWITCH BECAUSE GETTING CLIENTS ISN'T WORKING

If you think you have a solid niche & you're working a great marketing plan but you aren't getting clients, you may need to double check that your niche is a real niche. Is your niche your client's problem? Is it specific?

DON'T STAY STUCK IN SOMETHING YOU DON'T ENJOY

I'm going to invite you to think about this like dating. No, you cannot date your clients.

But think of it like dating this Niche. You're not getting married to it forever & ever. I mean, you can get out of it, right? So here you are, you're dating this Niche. You're going to see how it fits.

If you need to steer the ship, steer the ship but pick one and go with it.