Exercise Three: Defining your Niche from *Small But Mighty*

Find a time and place that will allow you to concentrate- Give yourself an hour to work.

- **Step 1: How Big Is Your Room?** - Does it hold 50 people? 100? 10,000? The easiest way to hone in on this is to think about how large of a project you want (based on past experience or your guesstimate). The larger the project size, the fewer number of clients you will need to have the the three Rs - **Reason**, **Responsibility**, and **Resources**. The converse is also true, if you are going to undertake smaller projects, you'll most likely need a larger pool of potential clients (i.e., you are selling volume).

- **Step 2: Who is your Client?** - For people who have seen value in your work already (if you are a consultant or even if you aren't yet), ask yourself:

  - What kind of organization are they in? Is it large or small?
  - What services do they provide and to whom?
  - How long have they been in the field?
  - Where do they sit in the organization?
  - Are they primarily in one geography?
  - What are their pressing needs?
  - Are there preconditions ahead of seeing value?

- **Step 3: Can they fit?** - When you answered the questions in step 2, were you left with a number of potential clients who can fit in your room? Are there too many or too few? You may not know the exact number of potential clients out there, but use your best guess or pull a number if possible (for example, if you are selling to foundation executive directors and CEOs in the Southeast you can research that number. If there are too few to fit in your room, look at how you have constrained the number – is there a way to broaden your audience? If too many, look at ways to draw it down, especially when considering geography. As I will discuss later, your personal relationships are crucial to sales and marketing – for example, do they really extend across the nation or are they really only in two or three states?