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NICHE & NEED

PASSION. PURPOSE. #PUBLISH!

How to Build a Profitable Directory

Niche and Need

Who do you serve? What do they need?

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What Niche Will You Focus on? Why?

Is there a specific niche you are focused on serving? If not....try picking one. I have found that narrowing down on a niche, even if you are building a local directory, is a great way to get super clear, insightful and "wise" about the needs, desires and holes in a given market, industry or vertical, that you'll simply miss completely if you are spread too thin. This doesn't mean you can't build a directory in a local area that serves everyone - but if you are offering high end online services (everything from marketing consulting to web design & development to email marketing to social media campaigns to content creation, i have found that learning what ONE specific niche needs, is the best way to "own" that niche in an authentic way)

What do they need?

Try this "Mad Lib" exercise.

"People in my niche SUCK at X, but if they only knew Y like me, they'd have all the Z they will ever need"

What does your niche (above) need? What is truly missing, as a general rule, about their blogs, brands, or online businesses as a whole? For example? In my own business, I am focusing on "mindfulness" oriented professionals who want to write books, create courses, sell services and extend their audience (and influence) with a platform. When I look at my ideal audience online, the vast majority of coaches, consultants, teachers, trainers, helpers, healers and "purpose" driven professionals WANT to write a book, but haven't done it. They WANT to build a list or email newsletter - but they haven't started. They WANT to create a course, but aren't quite sure how.

"People in "my niche" SUCK at turning website visitors into email subscribers, but if they only had a high converting website optimized for opt in's like me, they'd start building a real list in 3 days flat"

Look at 20 or 40 or even 100 businesses that make up your ideal audience in your city, state, town or industry. What do they really need? What is empirically true about what they'd be better off having - and what can you offer? Then do a mad lib exercise (above) and write ONE true sentence about how what you'll offer will genuinely improve, optimize and increase their ROI when you (and your solution) enters their lives.



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