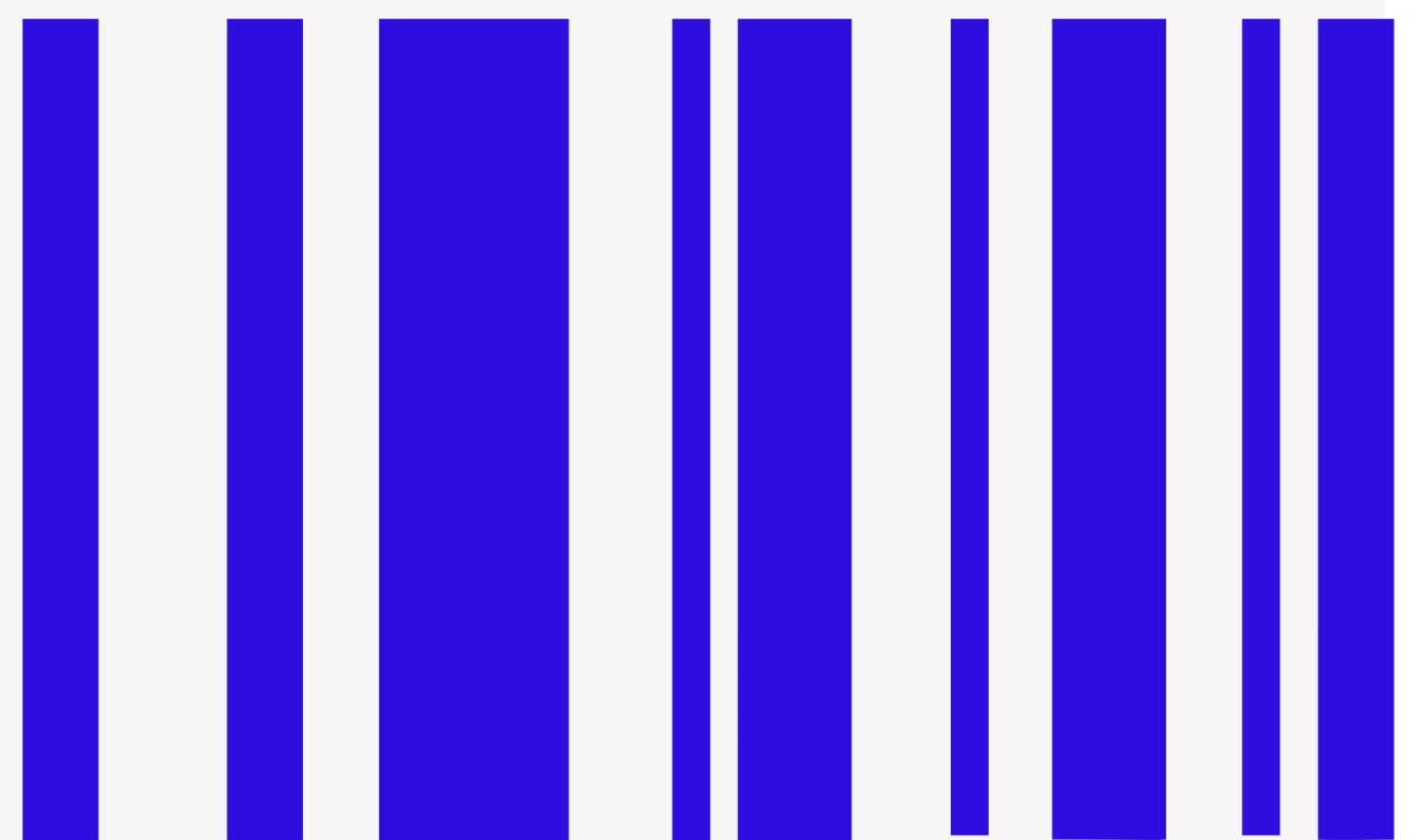


NW NobliWorks

the niching cure

a NobliWorks lab training



M. Chloé Nwanzwa



about this training

Over the past four years and literally thousands of hours, I've personally researched, tested and employed effective branding strategy for organizations all over the world. Through this, I've had the opportunity to measure, analyze, compare and contrast--to see what really works.

This training will help you overcome your niching block and to develop a vision of just who your dream audience is. It's the first critical step in any strategy, and I know this knowledge will serve you well.

tackling the block

If you're like me, you've had a block around the idea of niching.

quick exercise

Not sure if you have a block? Easy.

What's your niche?

If your response to that wasn't some version of, "Oh I serve x, by doing Y" then you've got a block.

Now. If you've got a block, it's probably for at least one of these reasons:

1. You're an overthinker and productivity junkie (hey sis!)
2. You want it all (same. same)

Newsflash.

This puts you a cut above the rest. The fact that you didn't take the *niching myth* at face value is proof of that.



tackling the block

The idea of niching comes from a good place, honestly, but it's also **patently absurd**.

It's actively telling you to do more while picking less so that you can have more.

Haha.

It's asking you to do some pretty heady multitasking.

Which—not coincidentally—is a **myth** too.

See the pattern?

**so. stop. trying. to.
niche. down.**

Do this instead:

1. Read this required reading
2. And then, if you want to finally, finally find your community, follow the link at the end of this PDF

[take me there now](#)

the secret

Honestly, Niching is simply code for understanding what you do and who you want to do it for. It's got two parts:

what do you
do?

What do you provide?

1

who do you do it
for?

This has also been referred to as, "Finding your audience," "Finding your people," and it's usually what people mean when they say "niching."

2

BONUS TIP



Keep coming back to this pdf at different points in your journey. You'll get something new from it each time.

If answering either of these questions fills you with anything short of Beyoncé level confidence, you haven't quite gotten the knack of it yet—and that's fine! That's what this is for.

what you do

Often, this can be enough of a differentiator for many. Because it is so often ignored when we think about "niching."

“ I provide data-driven, results oriented visibility strategy ”

Sure. You could add a “for Social Entrepreneurs,” at the end there. But, why? That first bit feels like something everyone wants, right? And if you’re in your first year of business, you may not even have a clear “who” in mind yet. At the risk of sounding heretical, I’m going to suggest you **focus on this element first.**

DON'T go back to the idea of limiting yourself, now.

DO Make a list of all the things (products and services) you currently provide. Then make a list of all the things you want to provide within the next year.

current	within the next year

what you do

2. Are there any patterns? Similarities? Major Categories?

patterns or categories

3. How would you characterize the pattern(s) you see if any? Is there a leaning towards providing the luxurious? Strategic? Relatable? Handmade? What would folks in your industry consider weird? Prioritize those.

relevant adjectives

what you do

Great!

Then fill out this sentence:

Name NobiWorks	provides	Answer to Question 3 data-driven	Answer to Question 2 visibility strategy
Name 	provides	Answer to Question 3 	Answer to Question 2

Use this sentence, and any relevant versions of it, everywhere you can, until you feel they don't quite fit anymore. Then come back and do this exercise again.

who you do it for

People often say:

(blah, blah, insert thing you're interested in) **is like falling in love.**

(xyzebra) **is like a relationship.**

Relying on a cliché feels pretty awful, but sometimes they're just right.

When you start a business or even a new offering, **you are starting a relationship** with a client or customer.

Even if you don't know who they are

Now I'm not a huge fan of blind dating or virtual strangers as friends, so I always go in with at least a vague inclination of who I want to have this relationship with, **even if it's an inclination I keep private.** But if you're more into figuring it out as you go, then have at it.

That definitely has merit.

who you do it for

So, you've now started a relationship with someone. And on top of your winning personality and scintillating wit, you bring everything we discussed in the "what you do" section to this relationship as well.

Who **do you want** to be in a relationship with?

Really,

WHO DO YOU WANT?

Don't tell me you want everyone. I know you don't and I can prove it.

quick exercise

Gollum

A relationship with, yes, 'my precious' Gollum

Huh. He's fictional and also broke?

That sounds suspiciously like a, "No, Thank you."

Well then.

I guess you don't want everyone.

So if it's **NOT Gollum**, WHO is it?

who you do it for



the key

This is the secret. This is what “niching” is. Understanding who it is you **want** to share this particular gift with.




and what it unlocks

This information—even if it’s only a vague inclination for now—is a **super important starting point**. Why? Because you need to understand the WHO, so you can understand WHAT they need.

And while we have already discussed the “WHAT”

We haven’t yet discussed how you’re going to **position** the “WHAT”

You **need** to understand WHO so you can better understand HOW to tell them WHAT you do. It’s why **having a handle on this is so lucrative**. And ultimately that’s what “niching” is all about. Being able to tell people what you do in a way that’s attractive. A way that clicks with them.

A top-down view of a desk with a laptop keyboard, a blue notebook, a silver pen, and a white coffee cup. The text is overlaid on the notebook.

you've crushed the block.
are you ready for the cure?

grab the cure