

YOUR NICHE

FIND YOUR NICHE, THEN CREATE YOUR BUSINESS

CONSIDER YOUR INDIVIDUAL SKILLS, PASSION AND KNOWLEDGE

Outside of photography, what other skills, knowledge, passions, insight or assets do you have? _____

COMBINED WITH PHOTOGRAPHY

Which of these could you combine with photography to give you an advantage in a photography niche?

NICHE IDEAS

Write down some niches that you could go into using your combination of skills, knowledge and passion.

POTENTIAL NICHEs

Thinking about those niches, answer the following questions for each one:

Do other photographers make a living in that niche? How many? How many jobs do you think they do?

Do they serve different sections (e.g. styles, price) of that niche?

Is the niche likely to grow or shrink? Are there any trends that will affect it?

Are there other closely related niches that you could expand into after you master that niche?

Can you find out how many customers there might be in your niche?

If the answers seem positive, shortlist the niche. If not, forget it.