

CLIENT ANATOMY

CAN YOU FIND WORK IN A SUSTAINABLE WAY?

Complete these questions for each of the niches you are considering.

Don't force the answers, but be honest. You don't need them all to be positive.

FINDING NEW CLIENTS

Can you think of some potential ways you could find clients. Would they be achievable given your resources, or very difficult? You don't need details right now, just broad ideas.

REPEAT BUSINESS

What likelihood of repeat business is there in that niche? For example, could you sell the same image again and again? Or do clients use photography services often in this niche?

NETWORK EFFECTS

Do your customers know lots of people in the same situation as the same situation as themselves that they are likely to show the photos to? How likely are you to get lots of recommendations from your customers?

EXPOSURE

Would the images you create get you any exposure when used by the client? Or would customers be likely to share your images online?

You need to clearly be able to find clients in the first place, if not then forget that niche. If you find more than one positive attribute here, then that's a sign that the niche is a good one to keep exploring.