

# The NichePreneur<sup>®</sup> Mindset:

## How to Find Your Niche **to Success**

by Susan Friedmann, CSP





What makes one individual decide to take charge of their own destiny while another is content to yield control of their success to someone else? What are the essential qualities that separate the successful Nichepreneur® from the also ran? How do I know if being a Nichepreneur® is right for me?

These are some of the most common questions people come to Riches in Niches with. That's why I've created this special report. In these pages, we'll take a close look at the Nichepreneur® Mindset. We'll examine why some people are drawn to the Nichepreneur® lifestyle, including the benefits that they find too attractive to resist. Then we'll look into the Nichepreneur's® Toolbox, and examine the half-dozen qualities that any would-be Nichepreneur® must be equipped with. Finally, there's a self-assessment quiz you can use to determine if being a Nichepreneur® is right for you.

Let's get started!

For some people, the Nichepreneur® life has immediate appeal. They find the idea of creating a niche and becoming the 'star' within it so attractive that they know right off the bat that that's the choice for them.



Others come to the concept with a few more questions. After all, being a Nichepreneur® does mean trading away some comfortable habits for new ways of thinking. If they're going to make the change, they want to know what they're getting in return.

That's a more than fair question. Just as there are no rewards without risk, the prudent businessperson knows that there shouldn't be risks without rewards!

While researching Riches in Niches, I talked with literally hundreds of people. I asked them, “What drew you to this niche? How did you know this was the life for you?”

## They talked, I listened.

Here are the 25 most common answers I heard -- many of these were reported by more than one person, and several people had more than one reason, but I don't want to bog you down with statistical analysis. I want you to hear their reasons, and so here they are:

1. I wanted to do work that really matters and that could make a difference in the world.
2. I didn't want my personal success to be tied to the success or failure of the company I worked for. Their bad decisions shouldn't wreck my future.
3. Doing this makes me happy. Simple as that.
4. I could be more profitable working on my own.
5. No large companies were interested in serving this particular niche -- yet there was clearly a need. If I wanted to reach these customers, I'd have to start my own company.
6. No one believed that this idea was going to work. But I knew it would!
7. Life is too short! I didn't want to look back at my life and say I'd spent most of it doing work I didn't care about.
8. I wanted the challenge of growing a business from idea to reality.
9. The corporate environment in my field is toxic. I needed to get away from that and still make a living. Being a Nichepreneur™ was the best way to do that.





**10.** Flexibility is very important to me. The only way to get that is to be the boss.

**11.** My instinct just told me that this is what I had to do. You have to listen to your gut.

**12.** I wanted to build a business that I could leave to my heirs. It's always been my dream to create a legacy.

**13.** Fun! I wanted to have fun doing what I love.

**14.** There were clients who needed my services and no one was reaching out to them. This bothered me on a personal and ethical level, so I made the decision that I wasn't just going to stand on the sidelines and shake my head... I was going to do something about it.

**15.** There is nothing more rewarding than I could be doing!



- 16.** When you do what you love, work doesn't feel like work. I got into my niche by accident -  
- I was having so much fun that I didn't realize I had a business going until it was too late!
- 17.** I hate doing the same thing over and over: being a Nichepreneur™ offers me an ever-changing set of challenges.
- 18.** I wanted to use my talents -- they were just gathering dust in the corporate world.
- 19.** Something was missing from my life: I needed a business I could pour my energy and ideas into.
- 20.** I'm just not a 'worker bee'. I couldn't live my life that way.
- 21.** I wasn't going to advance anymore where I was. I'd gone as far as I could go. Don't get me wrong, I'd gotten to a great spot, but there was nothing left to strive for. No goals in front of me. I'm a person who needs to have that brass ring in front of me to be happy -- being a Nichepreneur™ has given me a perpetual brass ring: I can always work on making the business better, more profitable, more visible and so on.



**22.** I was tired of working hard to make someone else rich. If I'm going to work hard, I'm going to be the one profiting from it.

**23.** I heard "That's not how WE do things" one time too many. It might not be how THEY do things -- but it's how I do them -- and my way works better!

**24.** I didn't want to give up my passion just because I turned 65. Being a Nichepreneur™ means I don't ever HAVE to retire until I want to.

**25.** I only have to do work I enjoy. That wasn't true in the practice I left -- there you took whatever cases you were handled. Now I specialize on the type of work I really love to do.

## Bonus Reason...

I know, I know. I said 25 reasons, and you'd think that that would be enough. But I really, really like this one, and I wanted to share it -- and give it a little extra prominence, as it really is very important.



Being a Nichepreneur® gave me purpose. I knew there was something on this Earth that I absolutely had to do. Somewhere out there was what I was meant to be doing. I just had to find it. Combining my professional skills with my personal passion has been the best thing that ever could have happened to me -- as an individual and as a business owner.

If you're about to embark on this journey, you'll need to be prepared. Sure, you'll want to have the tools of your trade -- the computers and equipment you need to work, the office supplies and comfortable chair, the promotional materials -- but you need more than that.

A Nichepreneur® needs to be mentally prepared for the rigors of going it alone. You're about to put yourself to the ultimate test: Can you, using your skills, knowledge, and passion, forge your own way in the world?

This is what you'll need to pass the test. These six qualities are essential for your success as a Nichepreneur®

## Ask yourself: Am I...

### Curious?

Curiosity is the driving force behind many Nichepreneur's® career. They want to know how things can be improved, why systems work the way they do, and what would happen if they tried to do something differently. If you constantly find yourself asking “Why?”, “What if?” or “How come we can't...?” you're in good company.

### Energetic?

Nichepreneurs® are people on the go. They're constantly doing something: working with clients, generating new business, promoting their services, connecting with the media...you name it! All of this activity requires a lot of energy. Dynamic, busy people who thrive when life's in high gear will love the life of a Nichepreneur®.

### Creative?

Being a Nichepreneur® requires creative, innovative thinking. You don't have to be Michelangelo or re-invent the wheel -- you just have to be open to looking at things in a way that might be a little different from your peers. Be open to inspiration, and keep your eyes open. You never know when you might spot the next great idea. Obviously excited about something, other people will see that enthusiasm and want to know what's got you so worked up. They want that enthusiasm for themselves -- which is a fabulous thing, when the source of that enthusiasm is your services!



## Ask yourself: Am I...

### Enthusiastic?

Enthusiasm is the most powerful force in the universe. When you're enthusiastic about something, you approach it with an energy and joy that can't be beat. Even better, enthusiasm is contagious. If you're obviously excited about something, other people will see that enthusiasm and want to know what's got you so worked up. They want that enthusiasm for themselves -- which is a fabulous thing, when the source of that enthusiasm is your services!

### Ambitious?

If you're pleased with your life how it is right this minute, and don't want to change, being a Nichepreneur® is not for you. If all you want from life is maintaining the status quo, being a Nichepreneur® is not for you. To be a Nichepreneur®, you have to be committed to improving your life, your business -- even your industry!

### Smart?

It's easier to be successful when you've got a good head on your shoulders. I'm fully committed to being a lifelong learner, and if you're going to make it as a Nichepreneur®, you should be too. Critical thinking, strong analytic skills, and industry knowledge are three of the essential components you need to have in your toolbox!



Remember, even though you'll hear and read a lot about independence and going it on your own, the truth is that no Nichepreneur® is an island. Nobody does business all by themselves -- after all, who would you sell to?

Business is all about forming and continually strengthening relationships. That's a lot of the secret in Riches in Niches -- how to reach out to the people who will be interested in your products and services, what you need to do to build those relationships, and how you can reinforce and profit from these essential connections on an ongoing basis.

It's one thing to say "You have to build relationships" and quite another to tell you how to do it. That's why I wrote the book, to spell out all the skills and strategies you'll need to connect effectively with customers, colleagues and peers.

## So why am I mentioning this now?

For one reason. It's the fear of isolation, the fear of going it alone, the absolute terror of standing on your own in a crowded marketplace that keeps many would be Nichepreneurs® from taking charge of their own destiny. I'm going to take this moment to stop and remind you -- before you give up on yourself -- that you're not going to be alone.

In fact, as a Nichepreneur®, you might find yourself more connected and more engaged with your community, industry, and world than ever before. It's a secret benefit that many Nichepreneurs® enjoy yet few talk about -- as it's so common, they often take it for granted.



Let's be realistic here for a minute. If you're reading this special report, it means that you've bought my book Riches in Niches (thank you), which means that on some level, you must suspect that life as a Nichepreneur® might be right for you.

If you didn't, you never would have come this far. But you want to be sure. You'd like a guarantee that you're not wasting your time, energy and effort. I know you're smart. You know there's no such thing as an absolute guarantee. There's no way to 100% certify who will make it as a Nichepreneur® and who won't.

That doesn't mean we can't make an educated guess. If you'd like to see where you stand on the potential Nichepreneur® scale, take this Self-Assessment Quiz. I realize that it's a little long, but it's the most complete, thorough and comprehensive tool I could create.

Afterwards, look at the results.



## Are you a Nichepreneur® -to-be?



The answer is just minutes away...

## Self-Assessment Quiz

Choose one best answer to each question.

### 1. Your employers:

- (a) Only have your best interests in mind
- (b) Expect a certain level of performance in exchange for the compensation they provide. They're fair, but business is business.
- (c) Would throw you off a cliff if they'd insured you as a key employee -- they're that money hungry!

### 2. The thought of going it alone fills you with:

- (a) A certain euphoria, mixed with an overwhelming need to do research
- (b) Sheer, blinding panic
- (c) Total confidence. You can do anything you set your mind to.

### 3. How confident are you with regard to your professional skills?

- (a) I'm the best, at least locally.
- (b) I'm good now, and will get better as I learn more.
- (c) Are you kidding? It's a marvel I've got a job at all.

### 4. Do you like what you do right now?

- (a) No. I hate it, hate it, hate it with a purple passion.
- (b) What's to like? A job's a job.
- (c) It's okay, but not exactly what I want to do for the rest of my life.

### 5. Do you think life as a Nichepreneur® will be easier, harder, or about the same as working for someone else?

- (a) Easy street, baby. No boss to worry about and my awesome skills -- it's a match made in heaven.
- (b) It'll be a lot of work, but I'll be doing something I love so it will be enjoyable work.
- (c) Incredibly difficult: I don't know how anyone manages. I sure couldn't!



## Self-Assessment Quiz

Choose one best answer to each question.

**6. Describe your personality:**

- (a) Friendly and outgoing
- (b) Intense and overpowering
- (c) Shy and timid.

**7. How do you feel about the media?**

- (a) There's no such thing as bad press, right?
- (b) I hate talking to reporters.
- (c) Developing a good relationship with the media is crucial -- but you have to be smart about it!

**8. Rate your writing skills:**

- (a) I love to write -- books, articles, you name it.
- (b) Shorter things aren't so bad, but I'm not an author.
- (c) I get an upset stomach when I have to draft a memo.

**9. Rate your support system:**

- (a) It's just me, myself, and I.
- (b) My spouse thinks it's a great idea. I haven't told anyone else.
- (c) I have a supportive family and a few trusted colleagues on my side.

**10. Where do you see yourself in five years?**

- (a) Hopefully retiring. After making my millions, I want a life on easy street!
- (b) Five years? Can't tell you that. But in five minutes, I'm going to lunch.
- (c) The business should be in good shape by then -- perhaps I'll be able to expand or explore franchise opportunities.



**Award yourself points using the following table:**

Question #	A	B	C
1	0	5	2
2	5	0	2
3	2	5	0
4	2	0	5
5	2	5	0
6	5	2	0
7	2	0	5
8	5	2	0
9	0	2	5
10	2	0	5

**Your Score:** \_\_\_\_\_

## Scoring

If you've scored **Less Than 20 Points:**

You might not like what you're doing right now, but that doesn't mean that life as a Nichepreneur® is in your future, either. Explore all of the options available to you before making a choice.

If you've scored **Between 20-40 Points:**

You have strong Nichepreneur® potential! The skills might need a little work, but you've got the drive and confidence needed to embark upon this adventure.

If you've scored **Over 40 Points:**

You might already be a Nichepreneur®! Check to see if you've started a business without noticing it...stranger things have happened. If not, what are you waiting for?



## Conclusion

This concludes your tour of the Nichepreneur® Mindset. I hope that you've come away with a better understanding of what attracts so very many people to pursue their own Riches in Niches, as well as an appreciation of the skills needed to be successful.

The journey's just getting started. You'll find much more information in the pages of my book, "Riches in Niches: How to Make it BIG in a small Market."

If that's not enough, make sure to visit my website, [www.richesinniches.com](http://www.richesinniches.com)

where you'll find a storehouse of resources, from valuable articles and tips to my

blog, to connections with other Nichepreneurs®! I can't wait to see you there.



## About Susan Friedmann, CSP



Originally from London, England, Susan Friedmann, CSP (Certified Speaking Professional) is an internationally recognized expert and "how to" coach specializing in the tradeshow and meetings industry. Working with organizations who want to grow their marketing strategies, Susan offers programs to increase results and focus on building better relationships with customers, prospects and advocates in the marketplace. As an innovative and insightful speaker who offers high content with a crisp and lively style, she is a popular presenter for corporations, associations and convention organizers worldwide.

In addition to her latest book "Riches in Niches: How to Make it BIG in a small Market," Susan is the author of numerous books including "Meeting & Event Planning for Dummies," and hundreds of magazine and newspaper articles. She has been a guest on a variety of radio talk shows and a guest expert on CNN's Financial Network and Bloomberg Television.

Susan is also an executive board director of the National Speakers Association. She has earned the Certified Speaking Professional, CSP, the highest earned level of recognition that a professional speaker can achieve.

In her spare time she enjoys practicing yoga, pilates, hiking, and works as a literacy volunteer for the Federal Bureau of Prisons.

**To contact Susan for speaking and coaching engagements:**

**Call 518-523-1320**

**or**

**email [susan@richesinniches.com](mailto:susan@richesinniches.com)**

