



## The Challenge – Module 1 – Day 1

### 2011TCHDMD1D1b: What is a Niche?

Running Time: 4 mins



## Intro

Hi, guys. First of all, welcome to **day one** of **the Challenge**.

I'm **Dan Raine** and in today's video, I'm going to be taking you through the process of **generating niche ideas**.

I also want to cover the differences between a **market**, a **niche** and a **microniche**.



## What is a Niche?

Now, for many of you, this is the first time you've taken **the Challenge**. And I want to say congratulations on signing up. **The Challenge** has made such a difference to so many people over the last five years. And I know that if you stick with the program, it'll have a profound impact on you, too.

Now, the goal of **the Challenge** is to **make your first dollar online**. And to do this, you're going to have to **find a niche** which you're going to be using throughout the whole **Challenge** process. And for many of you who have been through **the Challenge** process before, this is either a daunting process or indeed, the best part of **the Challenge**. I personally enjoy this stage of the process the most. And to that end, over the next couple of days, I want to show you how I go about coming up with ideas and finding a niche and the processes that I use to help with this.

So, let's begin with explaining the differences between a **market**, a **niche** and a **microniche**.

**A market is anything a large group of people are interested in.** It could be things such as golf or fishing or sport or fashion. Now, these are all huge topics. And for **the Challenge** process, we want to break this down a little.

So, taking fashion as an example, we could break that down to say **designer handbags, sunglasses, hair extension, designer clothing or designer shoes**. And **these are niches** in themselves. But again, these are far too big a topic for **the Challenge**. So, what we need to do is break these down further and come up with what we call **microniches**.

Now, let me give you a couple of examples of this. If we take **sunglasses**, we can look at **designer sunglasses**. And then, further nail it down to **Oakleys or Ray-Bans or Prada or Dolce & Gabbana**. Taking another example, we could look at fashion then, say, **designer shoes**. Then break that down into particular brands such as **Jimmy Choo**.

You could also take something like **farming**, break that down into another niche which is a **smallholding**. But then, look at like individual animals as examples such as say, **chickens**. And go even further down that path into microniches such as **chicken care, how to make chicken cubes, chicken feeders, egg incubators**. These are all great examples of microniches. And realistically, the further you break down your niche into smaller and smaller niches, then the better chance you have of success throughout this whole **Challenge** process.

And later on in **the Challenge**, we're going to be showing you how to use a piece of software called **Market Samurai** to ascertain how competitive these microniches are. But for now, this is just an ideas process.

## Wrap Up

So, your action steps for today are to step away from the computer. Importantly, **grab a notebook and write down as many ideas as you can**.

Don't be critical at this stage. Just write down as many ideas as you possibly can. These could be anything from hobbies you're involved in or other interests you have such as **cycling or cooking or walking**, your personal fields of expertise, even your job!



**Try and start with something you're personally interested in** as this will help with the whole exercise.

But then, what I want you to do is **take at least three of these ideas and drill down and come up with at least three microniches for each of these.**

So, if you're interested in a particular craft say, think about all the things that you use in that craft – the supplies, the processes, the things you have to learn to be good at it. These are all good examples of microniches.

**Don't get too stressed out or bogged down by the process.** I want you to really enjoy just coming up with ideas. And in my next video, I'm going to be showing you how I discover niche ideas myself. I'm going to give you some of my hints and tips and share with you some great places that I go for inspiration.

So, get started. This is your main task for today. And really, really, really just enjoy coming up with ideas.

## Actions

- Step away from your computer
- Write down as many ideas as you can
- Choose at least three of these ideas and drill down into micro niches

**Handy Tip** - The key thing today is to not to get stressed about coming up with ideas. Try today's Action Step by starting with some of the most obvious markets to get some practice, and then try your new skills on other less obvious markets.

## Resources:

**Google** - <http://www.google.com/>

Click here to practice your drilling down to a micro niche skills.

**Market Samurai** - <http://www.challenge.co/MarketSamurai>

Click here to get your free trial copy of Market Samurai if you haven't already.

**Market Samurai Support** - <http://www.noblesamurai.com/support>

Click here to get support for Market Samurai.