

THE NICHE VIABILITY CRUNCHER

Overview:

Complete this action guide as you follow along with the complimentary tutorial video located at <https://speakercareer.com/members/blueprint/m1/niche-research/>

Q1: Are there associations?

(circle)

To research, Google search

Subject + association(s)/apply/membership

eg:

At-risk student association

Entrepreneurship associations

Parenting + membership



The SpeakerCareer.com Business Blueprint

M1 L3 Action Guide

How to determine
whether or not a
niche is the right
fit for you.

Yes - No

Q2: Do they hire speakers?

Yes - No

If you can't find an obvious answer, use these three hacks:

Hack #1: Site-Specific Searches

Google search

site:domain.com speaker

eg: site:fbia.org speaker

now google will search for the word 'speaker' ONLY on fbia.org

Hack #2: Agenda & Schedule Searches

Industry + seminar/symposium/conference/meeting/summit + schedule/agenda

EG: medical association seminar conference agenda

You may also combine these two hacks

Hack #3: The Hybrid Hack

Combine the above two hacks.

EG: site:fbia.org conference schedule

Q3: Are speakers actively marketing to this niche? Yes - No

Use these two research methods:

Method #1: Google Search

subject + presenter/speaker/keynote speaker/workshop presenter/breakout speaker

eg: negotiation workshop presenter

Method #2: Backwards Engineer eSpeakers.com

Search as a meeting planner for your subject. Do the speakers you find have a lot of reviews? If so, it means they've been paid to speak about their subjects in the past.

Q4: Are there magazines and books? Yes - No

Do they exist and are people buying them?

Check amazon.com's overall sales ranking. You're looking for under #100,000

Q5: Are there online and/or print newsletters Yes - No

Google search

industry + newsletter/subscribe/join/submit/

eg: fraternity newsletter, SEO subscribe



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Finding The Needs of Your Niche:

Method #1: Online Survey

Create an survey with SurveyMonkey, Google Forms, or Typeform. Make it SHORT and to the point.

- *What are 2-3 things you'd have to say if you were giving a keynote to your people?*
- *What are the biggest problems or needs in your industry?*
- *What are the biggest factors you consider when hiring speakers?*

Method #1: Meeting Planner Dialogues

Call 5-10 meeting planners and ask them the questions above!

"Hi there, my name is _____. I'm a professional speaker and I'm writing a new keynote for (name their industry). I'm wanting to connect with someone like you who's in the trenches in order to find out what what your biggest needs are when hiring speakers. In other words, if you were to give a keynote to your own people, what are 2-3 things you would have to say in the speech?"

Then shut up and listen to them! They'll write your speech for you and tell you what marketing messages will work best. Finish with:

"Hey, this has been awesome. Thank you. After I write this talk, when would be a good time to circle back around and see if this would be a good fit for a session at your next conference?"

Answer 'Yes' to ALL 6 of these questions before finalizing your niche:

Are other speakers getting booked to speak in this niche? Yes - No

Are there enough regular meetings to support your goals? Yes - No

Are they able to pay your desired fee? Yes - No

Can audience members buy your products/services? Yes - No

Can you actually solve their expressed problems? Yes - No

Will you stay passionate about this for the next 3-5 years? Yes - No



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