

FINDING YOUR NICHE



- 1 Research illustration niches. Start with the article on the **INSIGHTS** page of Illustrators For Hire titled "**HOW TO FIND YOUR ILLUSTRATION NICHE.**"
- 2 Create a list of **20 PERSONAL PASSIONS**, illustration-related or not.
- 3 Create a list of **20 SKILLS** you possess, illustration-related or not.
- 4 Find where your combined passions and skills meet a **MARKET DEMAND.**
- 5 Create your **NICHE STATEMENT.** This is the simple answer you give when asked "What do you do?"
- 6 Create a list of **20 KEY WORDS AND PHRASES** that relate to your niche.
- 7 Update your **ABOUT** page to include - and expand upon - your niche statement.
- 8 Update your **SOCIAL MEDIA PROFILES** to include your niche statement.
- 9 Ensure the **SEO FIELDS** in your website builder use your key words and phrases
- 10 Define your **TARGETED CLIENT BASE.** Create a list of potential buyers and clients.

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