

Specialty / Niche Suggestions

by Lindsay

Market (type of person)

Specialty

Gays / Lesbians

Shame, guilt, fear, embarrassment, low self-worth

Possible Niche

- Adolescents just coming out
- Adults who haven't come out
- Parents or family members (siblings, grandparents, sons or daughters) of homosexuals or transgender

Emergency response persons

PTSD, anxiety, stress, guilt, regret

Possible Niche

- EMT, ER docs, nurses, ambulance drivers
- 911 operators or suicide line counselors
- Firemen, policemen, rescue workers
- Military, Vets

Pre-operation or procedure patients

Fears, phobias, anxiety, stress

Possible Niches

- Emergency room patients or family
- MRI clinics / patients
- Blood-testing labs
- Mammogram centers, hospital pre-op centers, urgent care centers
- Pre-natal facilities, delivery rooms
- Dentists' offices

Performers or people in the public eye

Fears, phobias, stress, physical symptoms, performance anxiety, worry, self-doubt

Possible Niches

- Dancers, actors, singers, musicians
- Athletes; amateur, college, pros
- Coaches, referees, umpires
- Politicians, public speakers
- TV personalities; anchor-persons, weathermen, newscasters

Market (type of person)**Specialty**

Injured Vets returning from war***Anxiety, stress, fear, PTSD, betrayal, anger, resentment, frustration, shame, addiction to pain killers*****Possible Niches**

Spouses or parents of vets
Children of vets
Emotionally compromised

People in high-stress jobs***Anxiety, stress, fear, PTSD, etc.*****Possible Niches**

- Air-traffic controllers
 - Policemen, firemen (or women)
 - Pilots, bus-drivers, public transportation controllers
 - ER docs and nurses, surgeons and surgical nurses or attendants
 - Restaurant workers; chefs, cooks, wait-persons
 - Heavy machinery operators
 - Daily newspaper or TV producers
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Those with diseases, illness or disorders***Fear, terror, uncertainty, worry, frustration, grief, guilt, stress, anxiety, worry*****Possible Niches**

- Those newly diagnosed
 - Family member of those diagnosed
 - Terminal illnesses
 - Care-givers of those with above
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Addicts***Anxiety, fear, uncertainty, frustration, shame, guilt*****Possible Niches**

- Those newly diagnosed
- Family member of addicts
- Siblings, grandparents, spouses
- Those dealing with long-time addictions
- Recovery/Rehab centers, clinics or services

Market (type of person)**Specialty**

Parents of special needs children***Frustration, fear anxiety, guilt, shame, blame, sadness, grief, money worries*****Possible Niches**

ADHD, Autism, MS, hearing or sight-impaired, physically or mentally challenged, MS, etc.
Siblings, grandparents, spouses
Family members coping with those recently diagnosed with illness
Parents of adopted children

Newly-single people***Anxiety, fears, confidence issues, money worries, feeling lonely or alone,*****Possible Niches**

Newly divorced, Widowed
Spouses of people in military

Group**Specialty**

Those who feel estranged from society***Shame, guilt, fear, anxiety, self-esteem or confidence issues, feeling less-than*****Possible Niches**

Immigrants, English as the second language
People of color or ethnic differences
Muslim or other religious sects

People in military***PTSD, separation anxiety, loneliness, boredom, fear, anxiety, guilt*****Possible Niches**

Those who have recently returned from overseas
Those with spouse or children just sent to war zone
Those who were/are wounded
Those having difficulty re-establishing themselves
Spouses or parents of above

People who have been victimized***Fear, trauma, anger, resentment, anxiety, powerless, helpless*****Possible Niches****Women (or men, or children) who have been abused; emotionally or physically**

Those who have been mugged, robbed, carjacked, etc.
Women/men who whose spouse had cheated or otherwise betrayed them
Children (or adults) who have been molested or sexually harassed
Battered women's shelters

Market (type of person)	Specialty
<p><i>People with phobias</i></p> <p>Possible Niches Executives afraid of flying Executives afraid public speaking Fear of needles, dentists, MRI chambers</p>	<p><i>Fear, shame, embarrassment, trauma, guilt, helplessness</i></p>
<p><i>Women (couples) trying to get pregnant</i></p> <p>Possible Niches Women with no physical reason they can't get pregnant Fertility clinics Couples trying to adopt Nurse Practitioners or Dr.'s specializing in fertility</p>	<p><i>Frustration, uncertainty, fears of; difficult pregnancy, being a good mother, having a child with disabilities, genetic disorders</i></p>
<p><i>Divorcing parents</i></p>	<p><i>Fear of losing children, anger, resentment, anxiety, feeling powerless, helpless</i></p>
<p><i>People who have lost their jobs or homes</i></p>	<p><i>Fear, anxiety, feeling disempowered, helpless, betrayed, etc</i></p>
<p><i>People on the Gulf Coast with BP mess</i></p>	