

Specialty and Niche Suggestions

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SPECIALTIES & NICHEs

- ***Specialties are the issues, problems or emotions you enjoy, or excel in; pain, trauma, weight, abundance, phobias etc.***
- ***Niche is the market you target; women, children, vets, Sr. citizens, teenagers, actors, athletes, divorced fathers, animals***

You can utilize either, both or several specialties or niches. None excludes you from working in other areas

Benefits of Specialties & Niches

- **Establishes credibility as 'expert'**
- **Enhances your reputation**
- **Garners respect from other professionals**
- **Allows you to promote or advertise easier**
- **Opens doors, paves the way**
- **Offers multiple opportunities for articles, interviews, special studies**
- **Allows you to hone specific skills**

More Bennies

- Easier to do workshops and teleclasses
- More likely for others to joint venture with you (you're not competing with them)
- Makes you unique or memorable
- Increases referrals (instills trust & credibility)
- Much easier to promote yourself
- Builds confidence and certainty for YOU
- You can make more money

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

Market (Niche or type of people)

Specialty

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

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

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

Market (Niche or type of people)

Specialty

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

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

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

Market (Niche or type of people)

Specialty

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, domestic violence

People with phobias

Fear, shame, embarrassment, trauma, guilt, helplessness

Possible Niches

Executives afraid of flying

Executives afraid public speaking

Fear of needles, dentists, MRI chambers

Women (couples) trying to get pregnant

Frustration, uncertainty, fears of; difficult pregnancy, being a good mother, having a child with disabilities, genetic disorders

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

More

Divorcing parents

Fear of losing children, anger, resentment, anxiety, feeling powerless, helpless

People who have lost their jobs or homes

Fear, anxiety, feeling disempowered, helpless, betrayed, etc

People living through natural disaster areas