

Positioning Your Niche

Great brands know themselves. Consider the difference between King Soopers and Whole Foods, Linked In and Facebook, Droid and iPhone, Simon Cowell and Paula Abdul, Haagen-Dazs and Dairy Queen or Donald Trump and Paul Hawken. Each person, product or company owns who it is by recognizing and sharing its unique place and function in the world.

Whether you want a promotion or new assignment it is helpful to claim and communicate your niche so you can intentionally attract what is yours and repel what is not.

A niche is the specific way in which you add value in a given profession. It's about who you are and what you offer. Here are some questions to get you started:

- What differentiates you?
- What is your specialty?
- What makes you good at your work?
- What is your style?
- What is your expertise?
- What are you known for?
- What do people ask for your help with?
- What do employers/clients pay you for?
- Why do you exist?
- What makes you unique?
- How do others describe you? (hip, traditional, necessary, innovative, affordable)

Positioning statements articulate a niche in a compelling manner. Starbucks is "the third place" (the stop between home and work). TED (the online video site) is "the ultimate dinner conversation." Jen Spencer (life coach) is "your wing woman."

What's your line?

THE SCOOP, an e-letter from www.brainstormingalamode.com, provides ideas and inspiration to enhance creativity, effectiveness, and positivity at work and on teams.