



CMO Dojo

Niche Dominator Worksheet

Hi, my name is **Marty Fisher**

Founder of Sherpa Marketing
and Creator of CMO Dojo.



I help CMOs and marketing leaders find more of their best customers.

Ever felt like you have to distill a marketing message because there's so many different ways that you help different subsets of your customers?

These watered-down messages don't work. They don't drive action.

If you look at the most successful, fastest-growing companies, they all start with a hyper-focussed niche... dominate it, and then build on their success to broaden their audience.

I'm not saying you have to ditch all your customers, but getting laser-focused on who your BEST customers are and positioning your company as the BEST solution for that person will ultimately win you more of your best customers and filter out more of your worst customers.

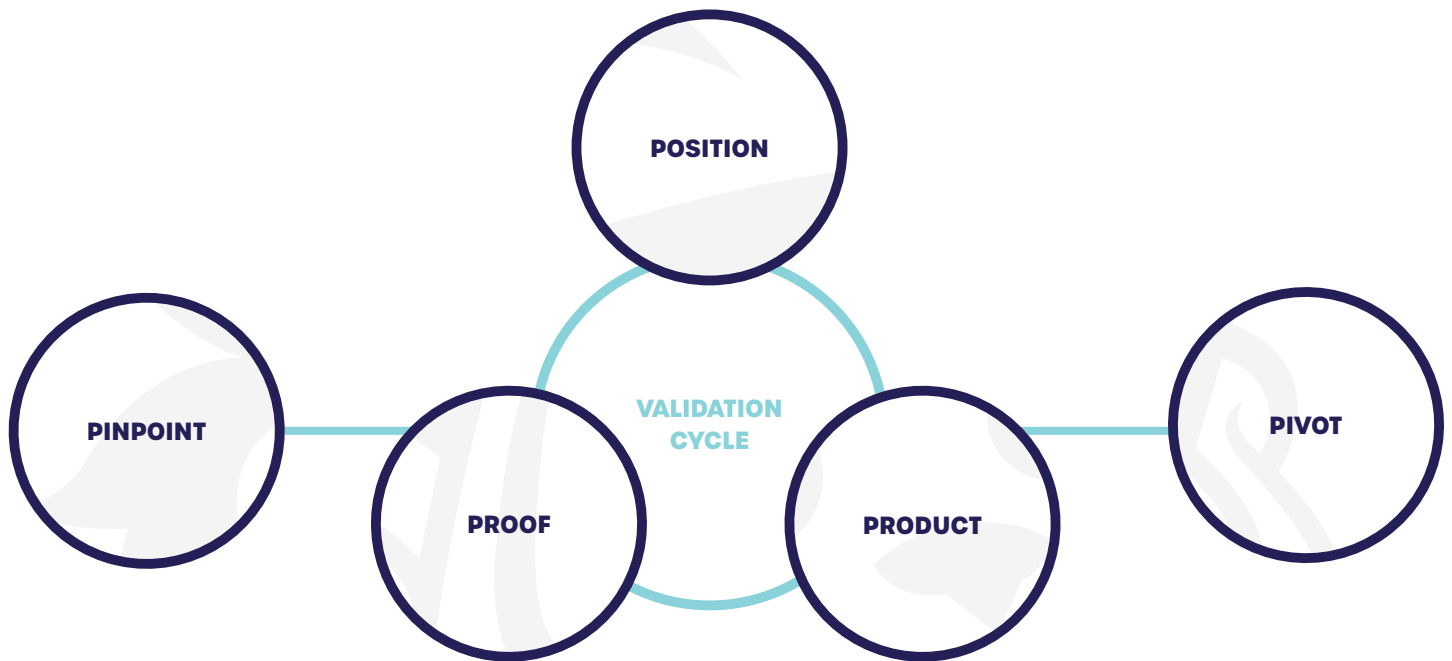
In my **Niche Dominator Worksheet**, I walk you through the 5 Ps of dominating a niche.

The end result...

1. Your **LTV** (customer lifetime value) **will skyrocket** due to more passionate customers and a more targeted offering
2. Your **CAC** (cost to acquire a customer) **will go down** due to higher clickthrough rates and conversion rates on your paid & organic marketing



Niche Dominator Process



i Instructions:

BRAINSTORM POTENTIAL NICHEs

Look at your existing customers and consider your 'ideal' customer ... List out as many categories and as many segments of each category as are relevant.

Idea starters

1. What industry are they in?
2. What is their job title?
3. Are they male or female?
4. Do they have kids?
5. What is their income?
6. Where do they live?
7. What software/hardware do they use?

Categories / Segments

Category	Segment 1	Segment 2	Segment 3
Location			
Demographic			

Narrow it down

Decide on your top 2-3 potential niches to target based on combining segments from several of the categories.

Product

What can you offer that is unique to the needs of the niche?

You need something uniquely specific for each defined segment of your niche.

If there's nothing truly specific to the niche, you need to either build out something specific or repackage your offering so that it is perceived to be specific.

Still stuck? Maybe your niche is too narrow. Try broadening it up a bit and go through this exercise again.

Ideas

Proof

Write down some talking points and call up some customers or prospects that are in your target niche. Ask them things like:

- What do they struggle with?
- What keeps them up at night?
- Does the marketing message you crafted resonate with them?
- Do they value the unique product or service offering you came up with?
- Would that offering be worth switching for?
- What would?
- How much would they pay?
- What would stop them from buying?
- What else?
- Tell me more...

Hit list (who will you call):

Name	Company	Phone number	Done?
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____

Position

Craft a marketing plan. Consider:

- How you will position yourself
- What language you will use
- Your USP
- Where you will be able to find your target niche

We help:

With what problem:

Your USP:

Where will you be able to find your target niche?

Key benefit statement:

Pivot

With your validated niche, product and positioning, build a low-cost, low-risk way to do a trial pivot.

Website

Build a landing page on your site for this target niche. It should be completely self-contained and tell the whole story.

- Who it's for?
- What problem you solve?
- How you do it?
- Why it's better than anything else?

Marketing

Without over-investing, create some test campaigns targeting your new niche with your new marketing message, customer avatar pain points, and your USP.

Sales

Assign some concerted efforts to reaching out to people in your target niche and setting up sales meetings/demos.

Product/Service

As a phase 1 especially, changes to your product/service should be minimized and the focus should be on repositioning.

Next Steps

Get your marketing leadership team together and go through these exercises.

Even if you don't have total control over what you sell... you have control over how you position yourselves and who you spend your limited budget to target.

Narrowing your niche and adjusting your positioning for that niche is one of the most powerful and immediate ROI-yielding things you can do.

If you're a CMO or Marketing Director and you'd like my help personally to build a world-class marketing department and crush your targets this quarter, [book a FREE Strategy Session](#) now.

My team or I will hop on a call and figure out the **#1 thing** you need to close the gap.

By the way... if this is over your head, and you don't know what your LTV:CAC ratio is today... we can help with that too :)

[BOOK A CALL](#)

sherpamarketing.ca/strategy-session





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