

It is a “No No” to go without a Niche.

Proverbs 22:29 *Do you see a man skilled in his work? He will serve before kings; he will not serve before obscure men.*¹ Solomon

Niche: What is yours? A *niche* is a segment or **small area of business specialization**. The use of the word 'niche' was popularized by the 19th century expression 'a niche in the temple of fame' which referred to the Pantheon, originally a church in Paris (not the Pantheon in Rome). It was built 1754-80 and converted in 1791 to hold the remains of famous Frenchmen; a 'niche' was a small alcove containing a monument to a person's name and deeds. The French word 'niches' means 'to make a nest'.² What does your company do that no other company can do as well as you? Dunkin Donuts is a “niche” franchise opportunity. How many other fast food donut places can you name that are still competing with DD’s? What is your name and what are the deeds that you do? That is your niche for your company. If you cut grass what is your niche in grass cutting?

Develop a skill that is valued by all.

Developing a skill that is valued by all is seen in the sporting world more easily than anywhere else. In football the guy who kicks the ball is now called a “kicking specialist”! In baseball if you throw left handed you have a great chance to be a specialist in your sport. Relief pitchers known as closers are now highly valued specialist in baseball. The usually pitch only one inning. Many of these professional athletes make a tremendous amount of money because they have a skill that is valued by those in their field. Comedians, actors, and entertainers are also very highly paid for their expert work. Jim Carey, Tom Cruise, and Sandra Bullock command millions for less than 2 hours of screen time. All these are in the entertainment industry.

I love George Foreman and his story. I especially love his grill. You know most “twenty-something’s” do not even know that George Foreman fought Ali for the title. What is so neat about Foreman was his ability to develop a niche as a salesman for grilling. He took something that he loved and turned it into a great niche! I bet some of you have the George Foreman grill! Most of those people in their twenties do know about George Foreman’s grill. If you remember, he was so successful that he was asked to be a part of a three person panel on a reality show for potential entrepreneurs. He was the nicest guy on the panel.

So what is your passion? What would you consider yourself a professional at? Who do you know that would profit from your passion and professionalism?

3 Simple steps to discovering your niche!

Passion

What do you love to do? Maxim for leaders came about because as a leader I see everyday how leaders struggle in finding wisdom to lead their companies, their businesses, and the scriptures are full of God’s wisdom for business leaders! Someone once said, “Find out what you love to do and do it.” If someone will pay you for it, you will never work a day in your life!

Professional

As a pastor I am working every week on how I share the scriptures. I am continually working on how I present my messages. I practice two to three hours before I present a message to the church. I work at being engaging when I speak by using props and

¹ Proverbs 22:29; (NIV)

² <http://www.businessballs.com/clichesorigins.htm/> July 28, 2009; 10:35

leveraging the mediums available to me. I am committed to becoming an expert at presenting God's truth in practical and relevant ways to our community. My niche is to be able to share the truths about God's word with any audience! I consider myself a pro!

When you talk be the expert! As you talk to people and you are presenting what you love to do they need to know that you are the expert! Be passionate, and demonstrate that you know what you are talking about.

Profitable

Are you going after the right audience? Solomon was wise, and he said a man of skill would "serve before Kings and not obscure men!" Let me ask you something. Are your clients obscure or like kings? Too often businesses only demonstrate their skills before obscure men. If you are passionate about what you are doing you have go after the most profitable audience; the kings! Who is the most influential person you have presented your company too? You should be looking to use your skill in a way that is the most profitable!

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Round table:

What are you passionate about?

How are you working to become an professional in your skill?

Are your clients profitable... i.e. obscure men or kings? Explain what each looks like!

I have provided some Links to help you discover your niche.

1. emptyeasel.com/2009/.../how-to-discover-your-niche-and-style
2. www.businesscoach.com/.../discover_your_niche/index.cfm
3. <http://www.newradiance.com/MarketingArticles.htm>
4. inddesperatebuyersonly.com/choose-your-niche-market/

Maxim For Leaders



Pastor Robert E. Rutherford

Excellence, Ethics, Faith