

EXPLORING NICHE MARKETS

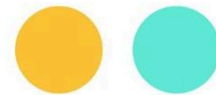
Module 5: Client Acquisition and Retention



0207-100-8788



www.sameraglobal.com



Exploring Niche Markets Workbook

This workbook is designed to help you identify, research, and confidently pursue a niche that aligns with your firm's strengths, interests, and market demand. Whether you're looking to specialise for the first time or refine an existing focus, this workbook will guide you through a practical process to help your firm stand out and grow sustainably.

By completing the exercises, you'll define your ideal niche, validate its viability, shape your positioning, and build a focused marketing and reputation plan to attract the right clients—consistently and profitably.

Instructions

1. **Analyse Your Current Client Base:** Begin by identifying patterns in your best clients, evaluating your team's capabilities, and uncovering strengths that could point to a natural niche.
2. **Explore and Compare Potential Niches:** Generate niche ideas, assess their fit, and conduct a SWOT analysis to compare your options based on profitability, competition, and alignment with your expertise.
3. **Test and Validate Your Niche:** Learn how to define your Ideal Client Profile (ICP), design a pilot offer, and explore where your audience is already engaging—online and offline.
4. **Define Your Niche and Positioning:** Choose your niche and craft a clear, compelling positioning statement that makes your firm instantly relevant to your target audience.
5. **Build a Niche Marketing Strategy:** Plan content, lead generation campaigns, and strategic partnerships that speak directly to your chosen audience and build authority over time.
6. **Grow Your Visibility and Credibility:** Identify opportunities to showcase your expertise—through events, publications, and testimonials—so your niche audience sees you as the go-to advisor.
7. **Track Progress and Adapt:** Set measurable goals and build a review routine to track success, spot opportunities, and adjust your strategy as your niche evolves.

This workbook will help you move from generalist to specialist, from reactive marketing to intentional positioning. By the end, you'll have a niche strategy that not only differentiates your firm but builds stronger, more profitable client relationships.

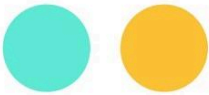
[Join the Going Global Newsletter for more updates, tips and content to learn how to start, build and scale your accountancy firm.](#)





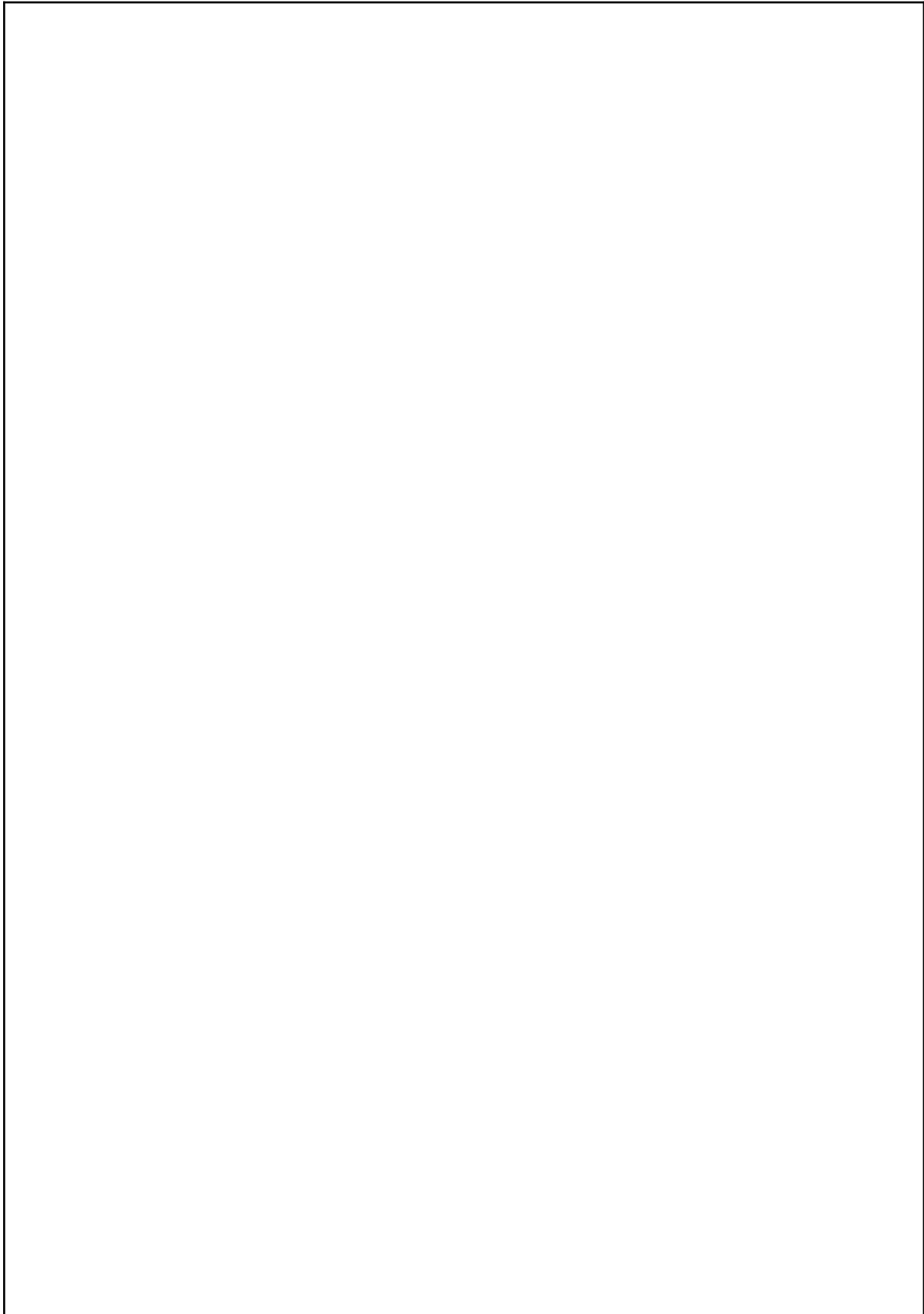
Section 1: Assessing Your Current Client Base

List your 10 most valuable clients: Note their industry, size, service type, and whether you enjoy working with them.



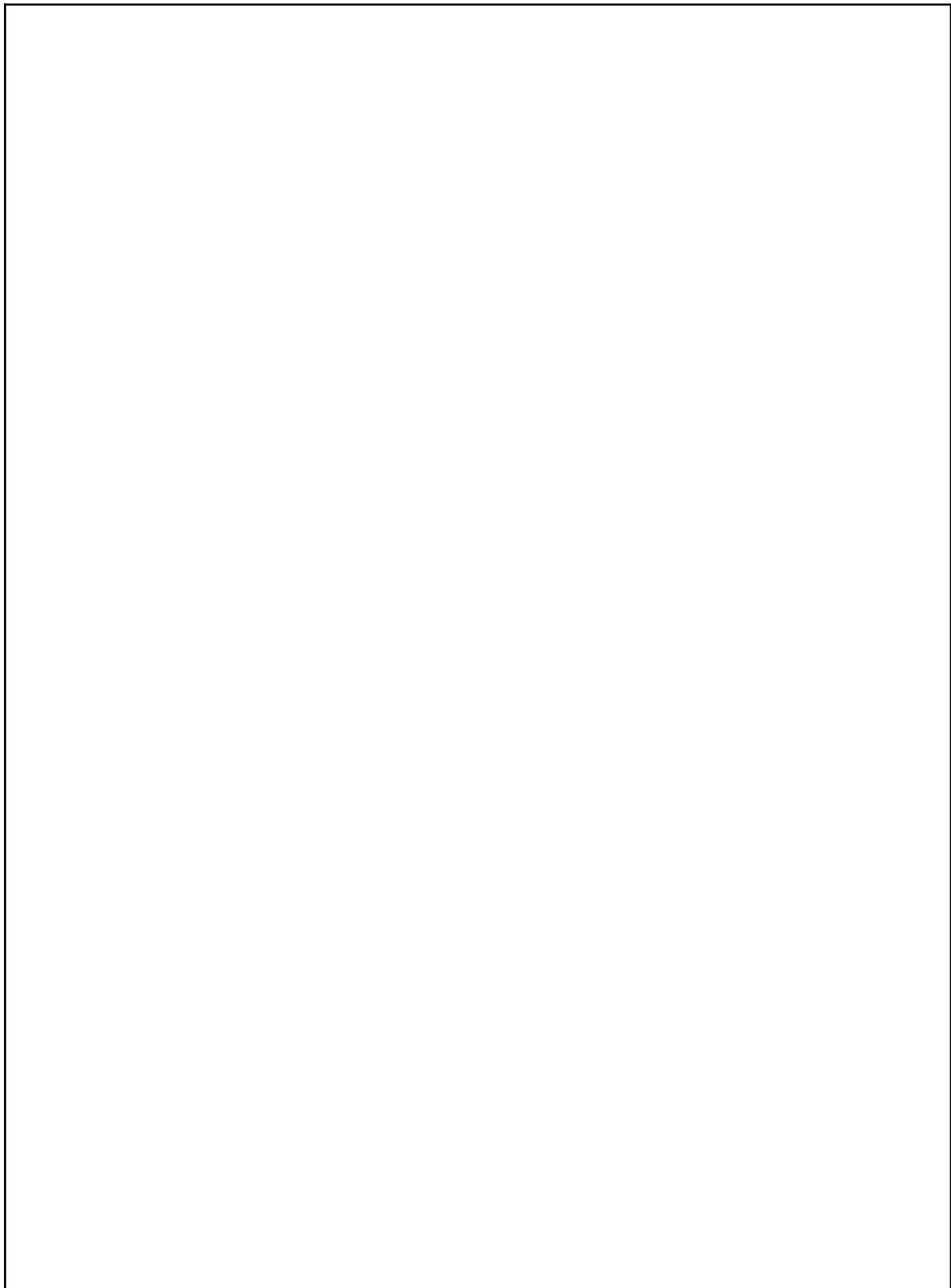


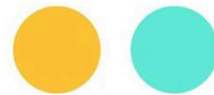
Identify patterns across your best clients: Look for shared traits - do they come from the same sector, have similar challenges, or value a particular service?

A large, empty rectangular box with a thin black border, occupying the central portion of the page, intended for handwritten notes or a diagram.



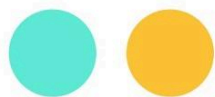
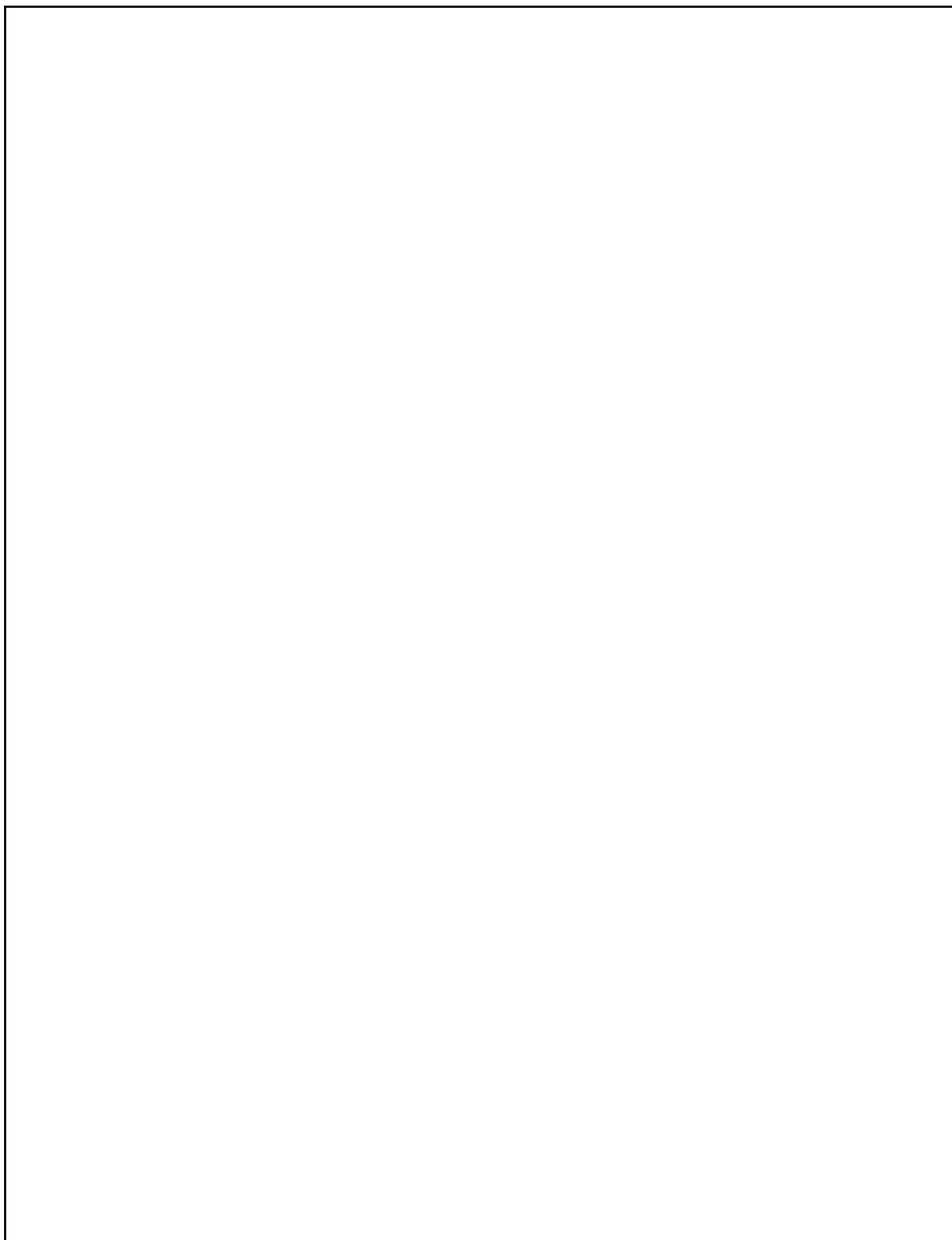
Brainstorm your firm and team's expertise: Rate your firm's capabilities (e.g. tax planning, Xero support, R&D claims, industry specialities) to see where your strengths lie.

A large, empty rectangular box with a thin black border, intended for brainstorming and rating firm capabilities.



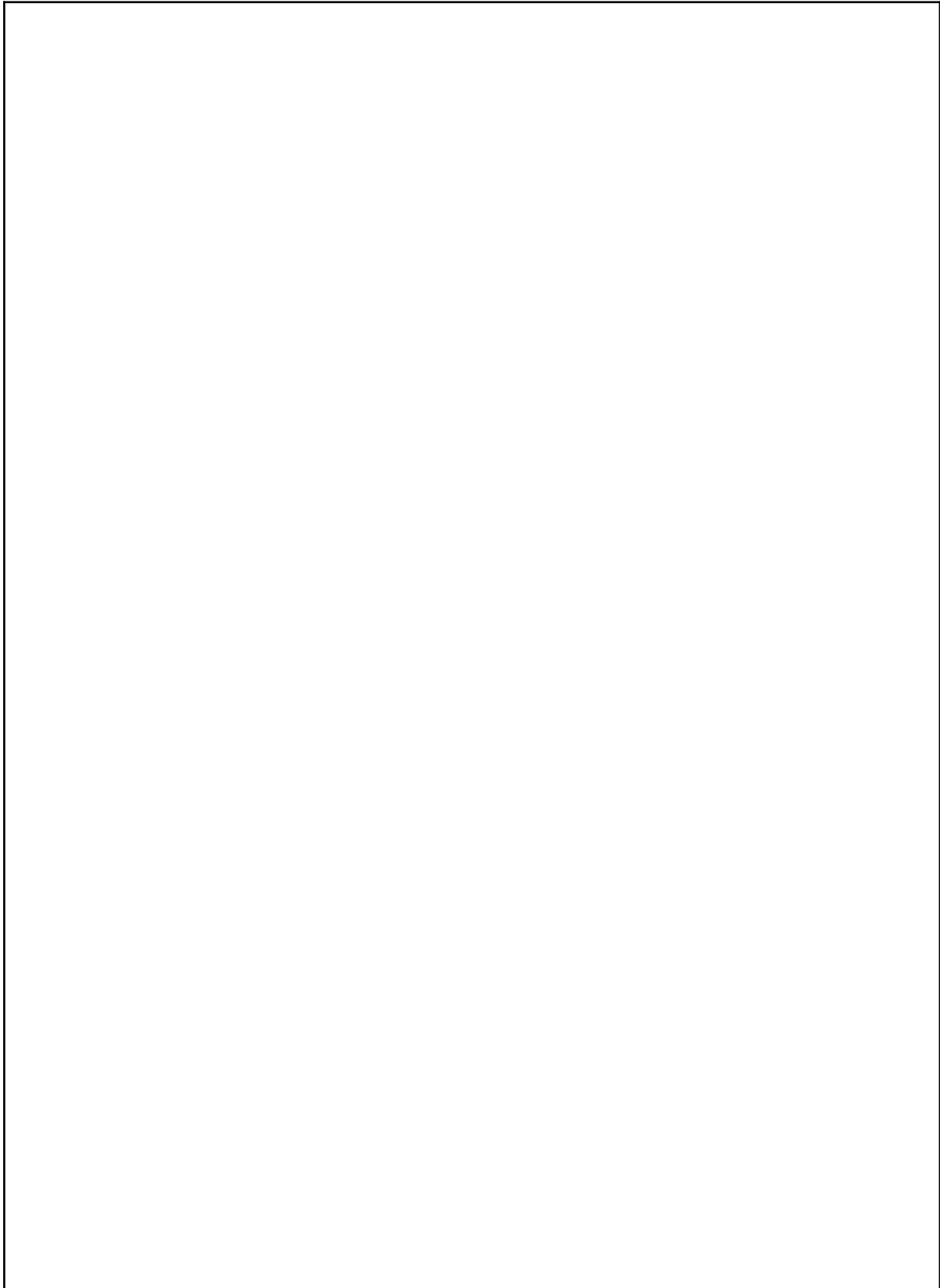
Section 2: Explore Potential Niches

Brainstorm 3-5 niche ideas, complete a mini profile for each niche: Think of industries, services, or client types where you see demand or enjoy working. Write who they are, what they need, how you could help, and whether the market is growing.



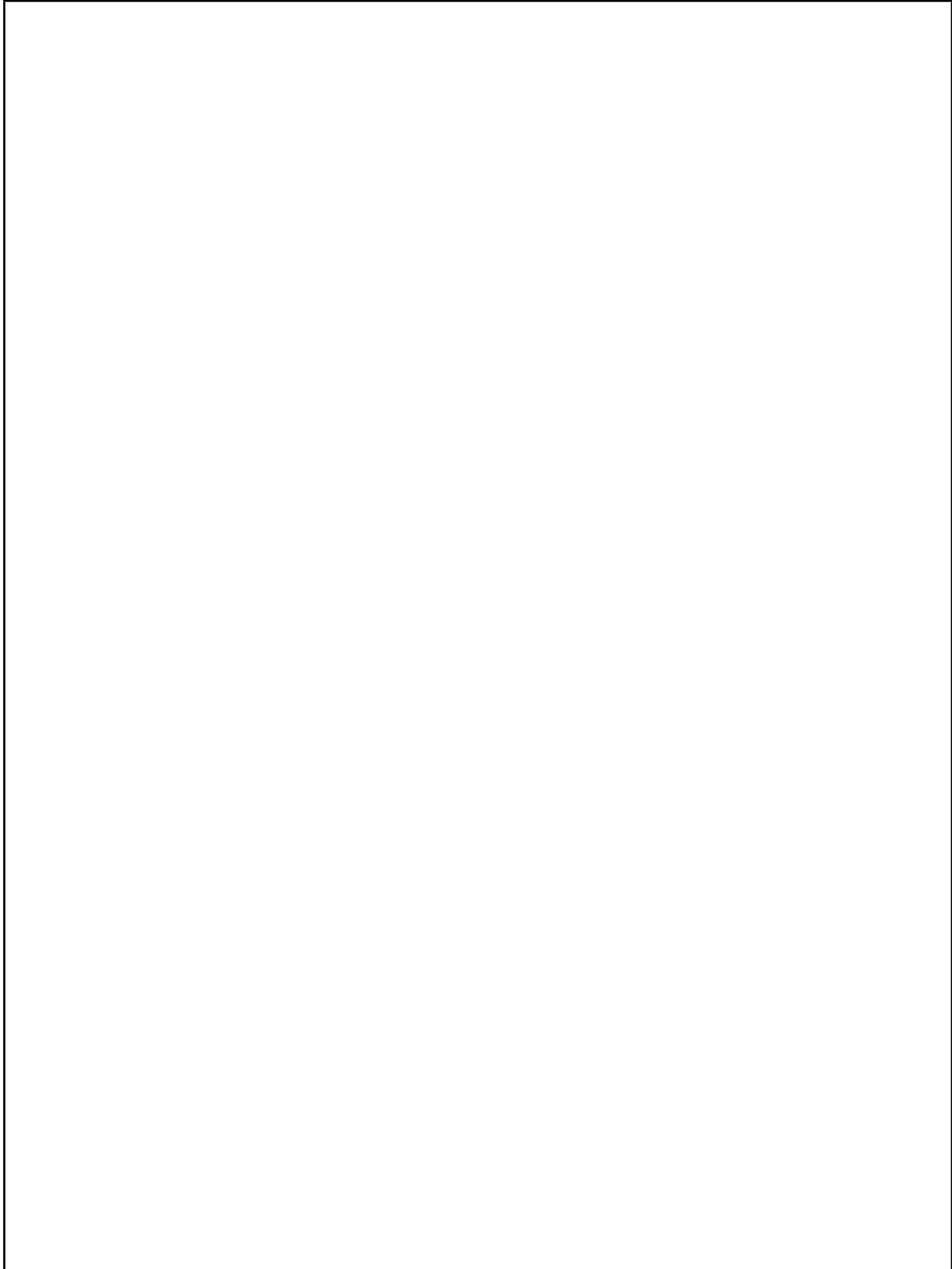


Do a simple SWOT for your top 2 options: List Strengths, Weaknesses, Opportunities, and Threats to assess fit and risks for each.

A large, empty rectangular box with a thin black border, occupying the central portion of the page. It is intended for the user to write their SWOT analysis.



Find 3 competitor firms serving your niche: List their service focus, pricing approach, and positioning. What are they doing well? What gaps can you fill?

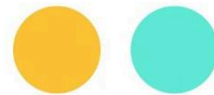
A large, empty rectangular box with a thin black border, intended for writing the competitor analysis.



Section 3: Test the Viability of Your Niche

Define your Ideal Client Profile (ICP): Describe your ideal client in this niche—what they do, their size, tech use, and biggest pain points.

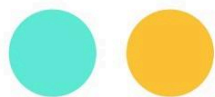
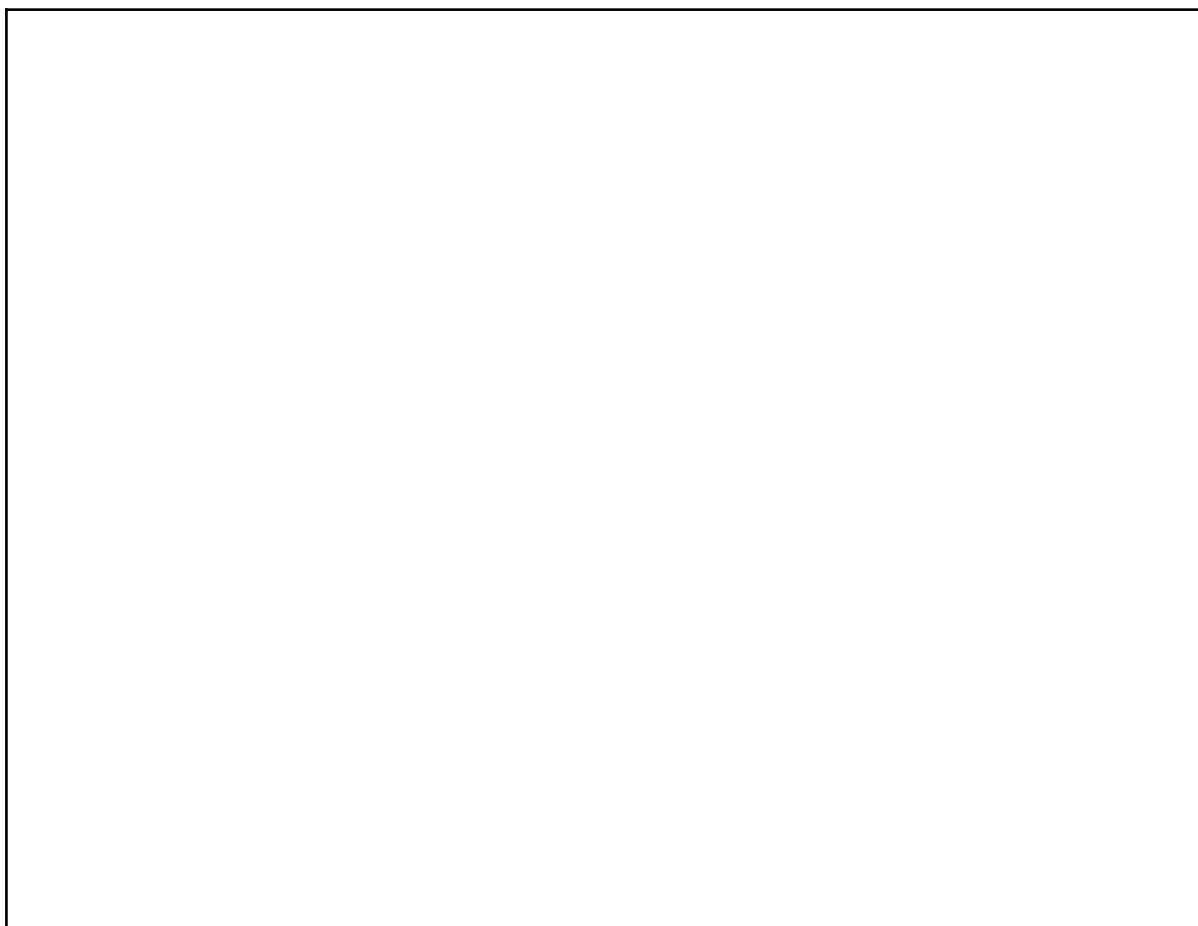




Find out where they gather: List 3 groups, events, or online spaces they frequent (e.g. LinkedIn groups, trade bodies, forums).



Design a test offer: Create a small, low-risk service you could pilot—like a tax review for freelancers or a 30-min consultation for SaaS startups.





Section 4: Define Your Niche and Positioning

Choose your niche: Be specific: industry + size + location or business model (e.g. online retailers in the UK doing £100k–£1m).

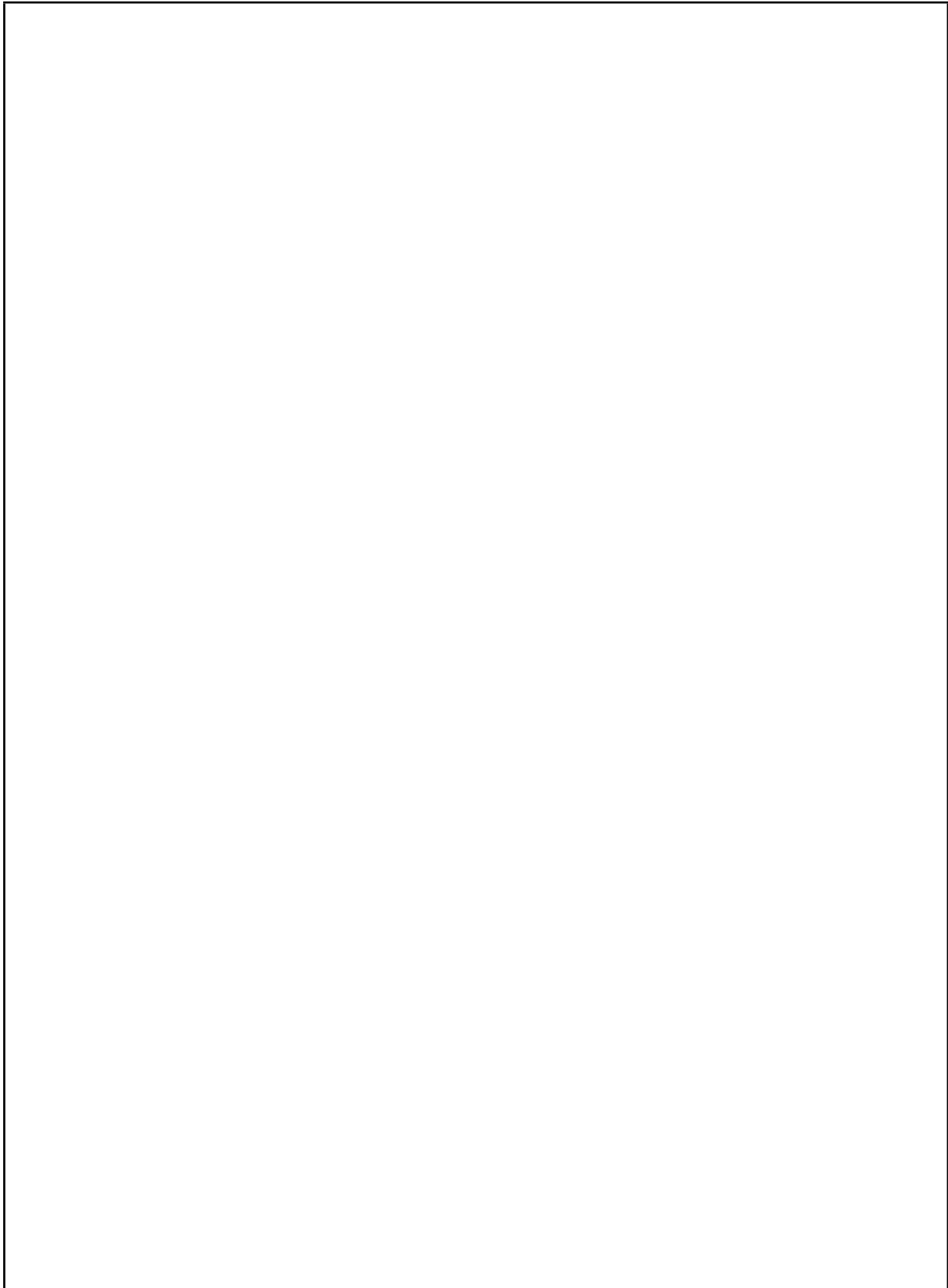
Write your positioning statement: Use a simple formula: We help [target client] with [specific challenge] using [your expertise or method].

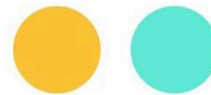
List 3 reasons you're a good fit: Think about your experience, client results, team interest, or existing tools.





Review your current website for niche clarity: Is your target audience obvious in your messaging, visuals, and service descriptions? Make notes on what you need to change.

A large, empty rectangular box with a thin black border, intended for taking notes.



Section 5: Plan Your Niche Marketing

List 3 content ideas for your niche: Example: "5 tax tips for remote-working freelancers" or "How Shopify sellers can improve cash flow."

Sketch your lead funnel: What will attract attention (lead magnet)? What follows up (email or consultation)? What's the CTA?

Identify 2-3 niche partnerships: Think: industry consultants, software providers, or legal firms already serving this niche.





Section 6: Build Authority and Visibility

Find 2 events or webinars to attend or speak at: Look for niche-specific opportunities—dental expos, SaaS webinars, etc.

Write a blog or article headline: Target a problem your niche faces. Example: “What e-commerce businesses get wrong with VAT.”

Collect a testimonial or case study: Choose a happy client in the niche and highlight the problem, solution, and result.





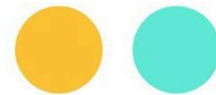
Section 7: Track, Review and Evolve

Set 3 success metrics: Examples: new leads per month, avg. fee per client, client retention in the niche.

Create a 90-day plan: List 3 things to implement now to grow your niche presence (e.g. launch service page, test lead magnet, book speaking slot).

Schedule a review date: Pick a date in 3 months to assess: what's working, what's not, and what to adjust.





Congratulations on Completing the Niche Market Workbook!

You've taken a major step in shaping the future of your firm—not just by picking a direction, but by defining a clear strategy to grow within a specialised space that aligns with your strengths and market demand.

Here's What to Do Next

- **Refine Your Niche Positioning:** Review your niche definition and positioning statement. Tighten the language so it's specific, confident, and compelling. Update your website, social media bios, and introductory pitch to reflect this clarity.
- **Launch Your Pilot Offer:** Test your niche by offering a targeted service—whether it's a free review, a niche-specific consultation, or a discounted starter package. Use it to gather insights, build early traction, and refine your messaging based on real conversations.
- **Create Niche-Focused Content:** Turn your expertise into marketing. Draft 2–3 blog titles, social posts, or videos that speak directly to your target audience's pain points. Publish these on your site and LinkedIn, and track what gets the most engagement.
- **Build Partnerships and Visibility:** Reach out to 2–3 potential partners or collaborators within your niche—such as software providers, trade consultants, or membership groups. Explore opportunities to co-host webinars, share audiences, or cross-promote services.
- **Define Metrics for Niche Growth:** Choose key performance indicators to measure progress. Examples:
 - Gain 5 new qualified leads from the niche in the next 60 days
 - Publish 3 niche-specific content pieces per month
 - Book 1 industry speaking or networking opportunity per quarter
- **Schedule a 90-Day Check-In:** Set a calendar reminder to revisit your strategy in 3 months. Ask yourself:
 - Is this niche showing traction and engagement?
 - Have we improved visibility and positioning in this space?
 - What should we double down on—or adjust?

Final Thoughts

Specialising isn't a one-time decision—it's a journey of refining your strengths, building authority, and serving clients in a way that sets you apart. You now have a framework to help you grow deliberately in a space that's right for you.

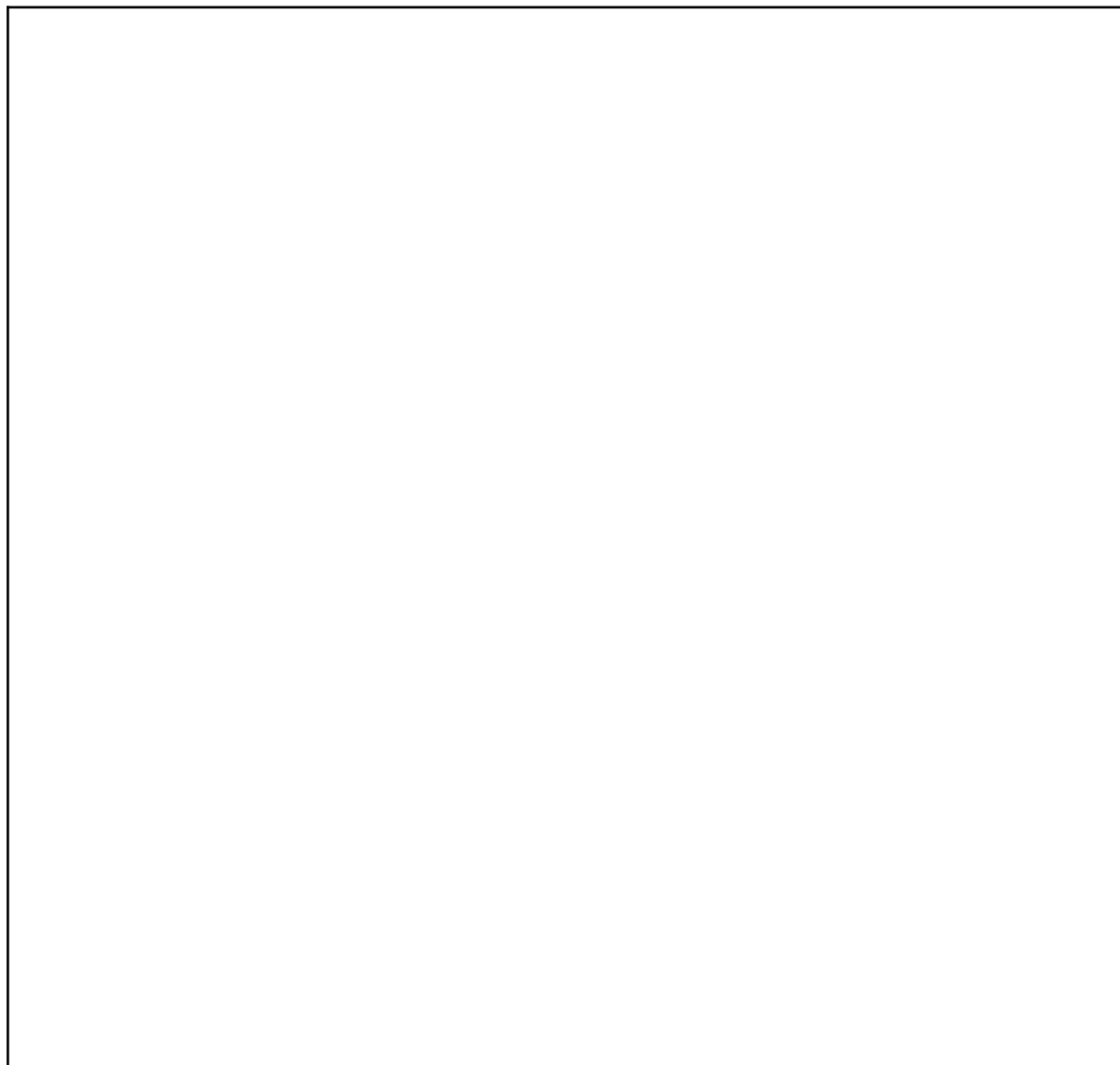
[Join the Going Global Newsletter for more updates, tips and content to learn how to start, build and scale your accountancy firm.](#)





Additional Notes

Please use this section to fill in the most important points and any other notes or ideas you have about your Growth Action Plan.



Copyright © 2023 Samera Global

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of Samera Global, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to Samera Global, addressed "Attention: Permissions Coordinator," at the address below.

Samera Global

Disclaimer: This workbook is intended for educational and informational purposes only. The contents are not intended to offer professional legal, financial, or business advice. All scenarios and examples are illustrative and should not be considered as applicable to all situations. Samera Global does not accept any responsibility for any loss which may arise from reliance on information contained in this workbook.

