

Nailing Your Niche: Establishing Expertise to Generate Publicity

Who Am I?

Caroline Fox. Like the animal.

Started my practice at age 25. Grew 2 six-figure businesses out of it.

Niched down— hard— and became an expert in the events industry.

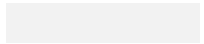
Spoken internationally in front of celebrities and industry leaders.

Began teaching CLEs in my practice area at age 27.

Work with some of the top events industry influencers.

In the last month, I've been featured on Brides.com, PEOPLE (twice) and most recently in the New York Times.





I am not a legal genius.

I'm not smarter or more skilled than my colleagues.

I just learned how to niche down, leverage social media, and make connections that generate buzz and publicity.

I'm going to show you how.

Two Steps:

→ ID Your Niche

→ Become THE
Resource

View More →



What is a Niche?

I do _____ for _____.



What is a Niche?

I do *[thing]* for *[person]* .

How to find *Your* Niche?

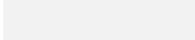
- 1) What are you GOOD AT?
- 2) What do you ENJOY?
- 3) What do people NEED?
- 4) What will people PAY FOR?



Ikigai

Japanese theory on finding your life's purpose

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Your Ideal Client

Once you figure out WHAT you want to do, you need to decide WHO you will do it for. *Get specific.*

Ask...

You need to identify exactly who you want to work with.

Ask yourself:

- What do they look like?
- What brands do they buy from?
- What media do they consume?
- What is their education level?
- What is their age?
- What life experiences have they had?
- What scares them?
- *What are their problems you can solve?*

How do we leverage this?

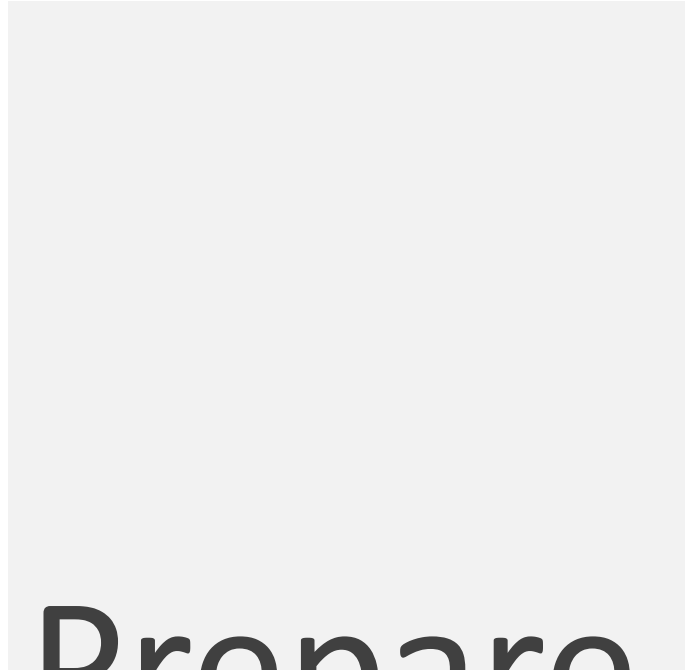
A niche is awesome because you'll find that once you establish your niche, you can target your marketing.

But how do you *expedite* this process to make you *the go to expert* in a particular area— therefore becoming *the resource* your target client seeks out for representation?



This takes
TIME + LEGWORK.

There is no magic formula here. You have to start putting in the grunt work to reap the benefits. BUT— it's not *hard*.



Prepare

- Prep your “base material” (and write to your target client!)
Tip: Keep it SIMPLE.
- Think: What do writers/ hosts/ reporters WANT, and HOW do they want it?
Again: Keep it SIMPLE.
- Media Kit / Press Kit

Content. Content. Content.

In today's world, content is KING.

You can't always rely on your resume, cases you've won, or licensure.

That works for other lawyers or job interviews, but NOT when niching down or getting publicity.

You have to create your own BASE content to show you know what you're talking about– to get people to TRUST you. Think of it as a *sample* or a *test drive for that target client*. Tell them **WHAT** you do and **WHO** you do it for by giving specific examples.

- Blog posts
- Youtube
- Instagram
- Tiktok

Start Pitching

Think about your target client. THEN, consider where they will be spending time or consuming media. Start there by pitching:

- Podcasts
- Local news reporters
- Guest blogs
- Online News Sources
- Industry magazines
- Client's Trade publications
- Associations
- Events (in person or virtual)
- Conferences and other speaking engagements
- Online course creators
- Live streamers: IG Live, Youtube, FB groups
- HARO ★

Pitching not your game?

There are publicists out there with great connections to reporters and other media outlets. I have found success working with a publicist in my niche, *not a “legal” publicist or marketer*. This was an *organic* association.

Ask them:

Thinking of hiring a publicist? Before selecting a publicist to work with, ask:

- Where have they placed articles recently?
- Who are some of their clients?
- Ask for a case study or two of their work
- What does their pricing look like?
- What would *you, the client* be responsible for? (Because if you don't have the time, they can't do their job!)

No bites?
DIY it.



Utilize technology to teach a webinar on your topic.
Create a free downloadable resource sheet
Show up even if no one else gets on your live stream

And last but not least– keep pitching. Keep trying. Sometimes, you'll have reporters come back months– or years– later because your topic is timely. *Keep going.*

This is a 5k, not a sprint.

Summary:

1. ID your niche
 1. Ikigai
 2. Target client
2. Become the Expert
 1. Establish base content directed at your target client
 2. Making it easy for writers/ reporters to work with you
 3. Pitching, pitching, pitching, and more pitching to your target client's "hangout spots"
 4. Hiring help when needed
 5. KEEP AT IT

Additional Resources:



Read:

Storybrand Donald Miller

Purple Cow Seth Godin

Why She Buys Bridget Brennan



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Listen:

Jasmine Star Show Ep. 26 - *Nail Your Niche: Tips to Finding Your Dream Customer*

Angie Lee Show, May 19, 2020 – *How do you find “Your Thing?”*

Thank you!

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