

# NICHE MARKETS

**A Pathway to Multiple Streams of Income**

Presented by Rose Marie Kern  
To the SouthWest Writers  
May 19, 2020

# GENRE

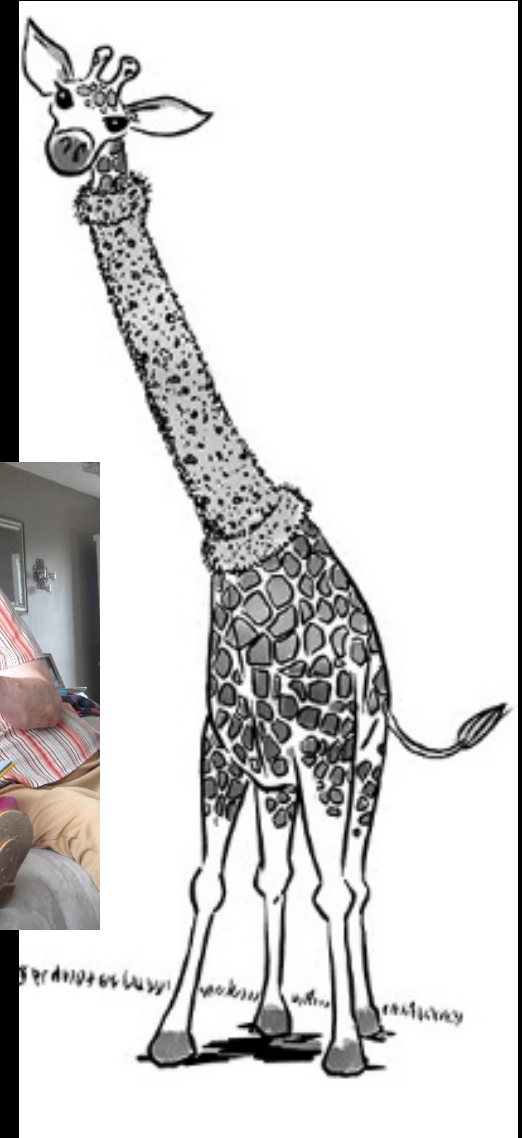
Definition – a kind of literary or artistic work.  
kind, sort, form, variety - a category of things distinguished by some common characteristic or quality.

# NICHE

A focused, targetable part of the market. You are a specialist providing a product or service that focuses on specific client group's needs, which cannot, or are not, addressed by mainstream providers.

# EXAMPLES OF NICHES

Solar food dehydration



Giraffe Neckwarmers



stamps

Clay Art

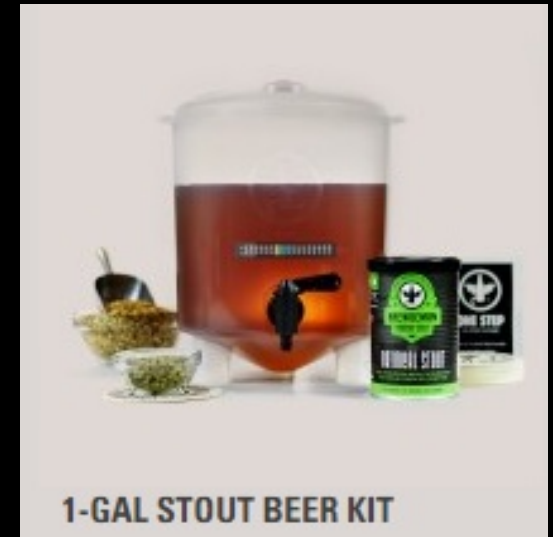


storytelling

# MORE NICHES



*Lefty's*     
THE LEFT HAND STORE



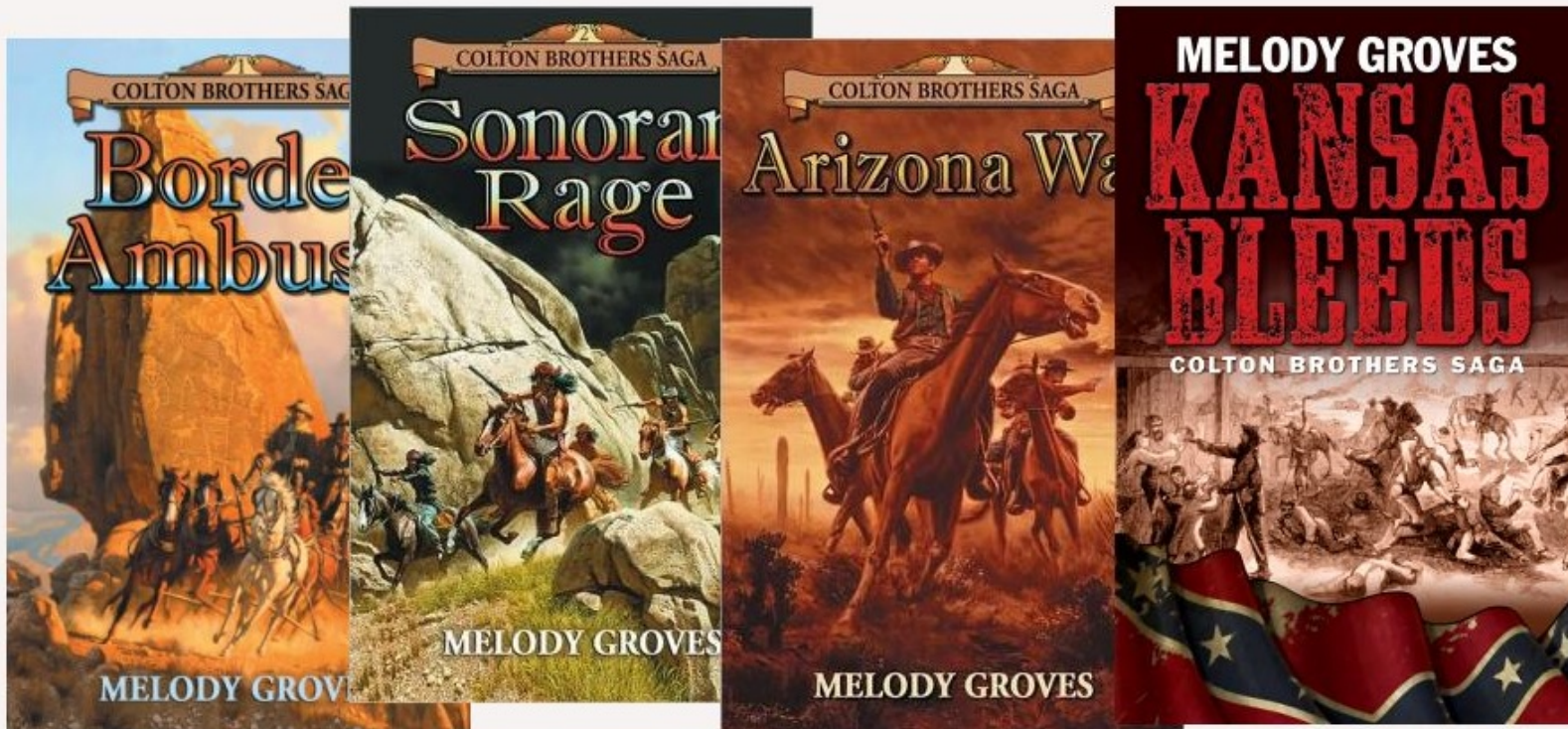
# THE WRITER'S ADVANTAGE

Being able to effectively communicate information about **NICHE** Market topics to people who want to know about them or read stories associated with them.

# SWW MEMBERS WITH ESTABLISHED NICHEs

*Melody Groves*

HOME BOOKS EVENTS ABOUT CONTACT



# SWW MEMBERS WITH ESTABLISHED NICHEs

Gail Rubin



The Doyene of Death

The book cover for "Kicking the Bucket List: 100 Downsizing & Organizing Things to Do Before You Die" by Gail Rubin, CT, features a white background. The title "KICKING THE BUCKET LIST" is written in large, bold, black, sans-serif capital letters. The word "BUCKET" is stylized with a red checkmark over the letter 'U'. Below the title is a digital timer with a blue background and white text, showing "DAYS HRS MIN SEC" and "999 18:24:06". At the bottom, the subtitle "100 Downsizing & Organizing Things to Do Before You Die" is written in bold, black, sans-serif font, followed by "by Gail Rubin, CT" in a smaller font.



# SWW WITH ESTABLISHED NICHEs

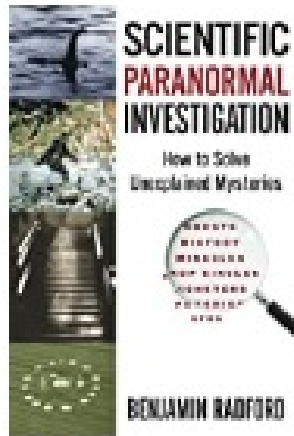
Benjamin Radford

Author

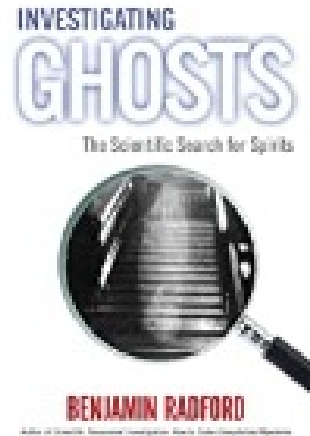


## Ben Radford – Professional Skeptic

### Popular books



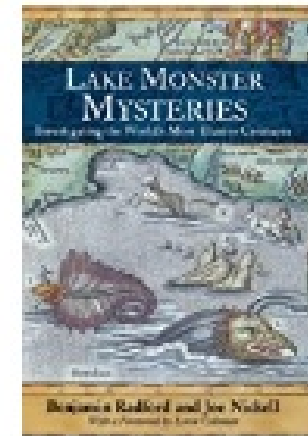
Scientific  
Paranormal...



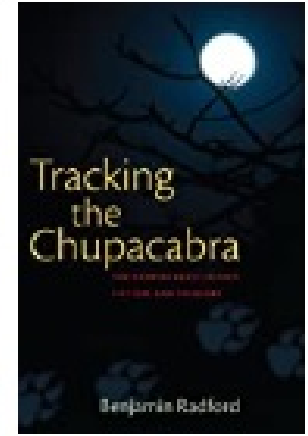
INVESTIGATING  
GHOSTS: The...



Bad Clowns



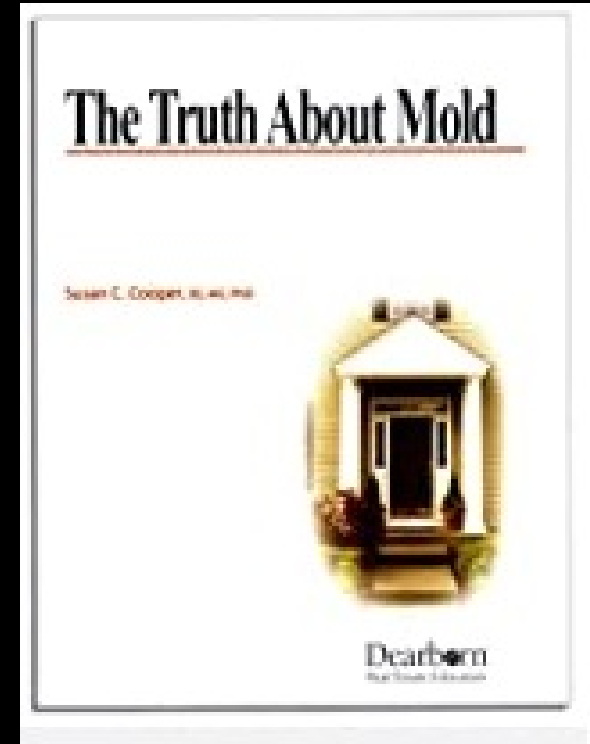
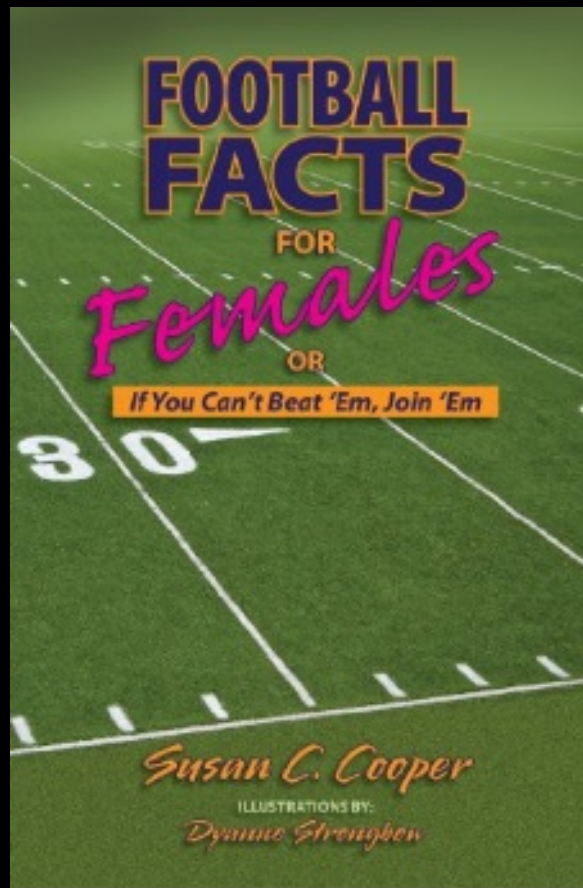
Lake Monster  
Mysteries:...



Tracking the  
ChupaCabra: Th...

# SWW MEMBERS WITH ESTABLISHED NICHEs

Susan C. Cooper



# AUTHORS CAN HAVE MULTIPLE NICHEs

**ISAAC ASIMOV** – Known primarily as a science fiction writer (I robot, Foundation) he was a biochemist who also wrote books and articles on a wide variety of subjects such as astronomy, biology, math, religion and literary biography.

**Piers Anthony** wrote both Science Fiction and Fantasy and unique blends of both.

**Pure SciFi – the Honor Harrington Series**

**Sci Fi with New Age thought – The Tarot Series**

**Sci Fi/Fantasy cross – The Blue Adept Series**

**Pure Comedic Fantasy – The Xanth Series**

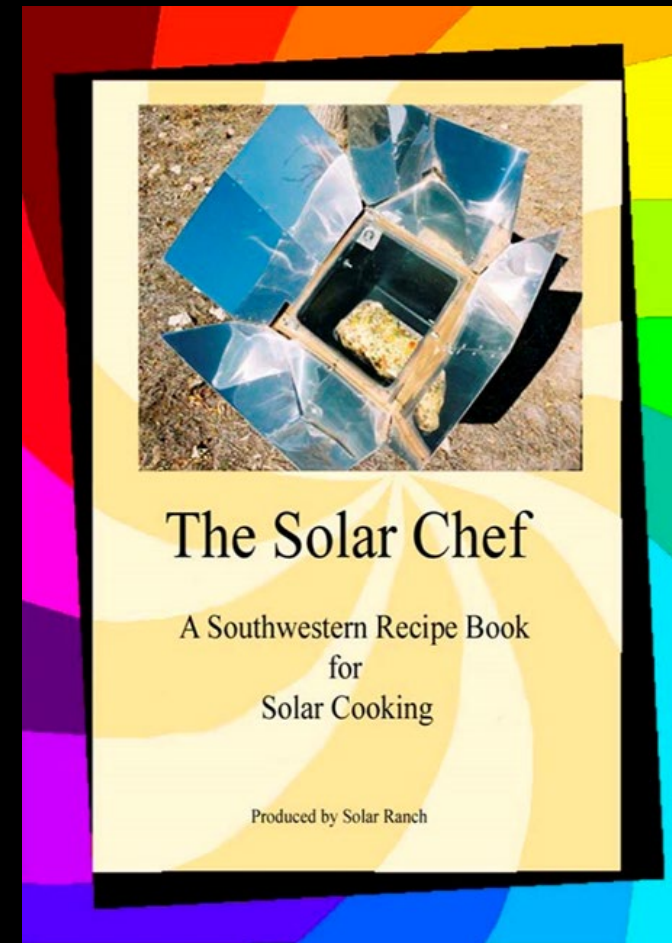
# MY NICHEs

Solar Cooking

Non-Profit Fundraising

Aviation

Gardening



Making Money with  
  
FUNdraising Events!



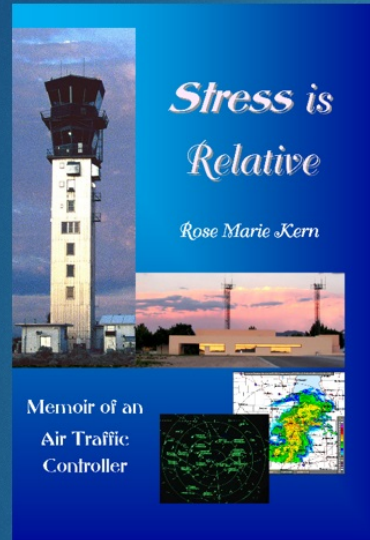
Rose Marie Kern

# MY NICHEs

# Non-Profit Fundraising

# MY NICHES Aviation

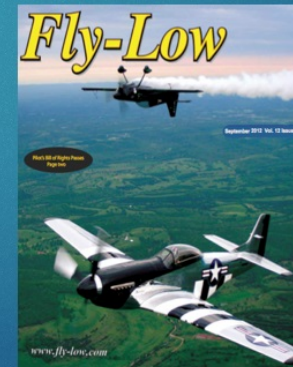
Rose Marie Kern  
Author



Books



Magazines and Newsletters



# MY NICHES

## Gardening

CREATING  
MICROCLIMATES  
FOR  
HIGH DESERT GARDENING



Rose M. Kern

A Solar Ranch Publication

# ASK YOURSELF QUESTIONS

- Places you like to hang out?
- What do you enjoy doing?
- Can you understand people's needs?
- Are you an expert at something?
- What is your primary occupation?
- Do you have insights and ideas on topics that interest or amuse people?
- Are you organized?
- A good researcher?
- Can you identify a need?



# FINDING YOUR NICHE MARKETS

- What kinds of things do other people ask you about?
- What do people compliment you for?
- What have you enjoyed doing for a long time?
- What are your hobbies?

# FINDING YOUR NICHE MARKETS

Do you know things about your home region that would be of interest to others?

Do you believe things or know things that others would be interested in?

Can you create sayings or amusing art? cartoons?

Do you play an instrument?

What do you enjoy doing in your spare time?



Start by defining these areas of your life

## Careers

Aviation, Event Management, Corporate Executive  
Secretary, Parent, Teacher, Carpenter, Mechanic

## Passion

Sustainable Green Living, Reading, Theatre, Dance,  
NASCAR, Sports, Religion, Cooking, Flying

## Avocation

Writing or editing, Child raising, Volunteerism,  
Singing, Beer Making,

## Hobbies

Cooking, Reading, Gardening, Dogs/Pets,  
Travel, Collecting, Building, Puzzles

## Talents

Analytical thinking, singing, public speaking,  
Organization, mathematics.

# NOW INCLUDE YOUR EXPERIENCES

- Residences and Travel
- Family life/relationships
- Religion/spiritual life
- Were you ever attacked?
- Alcohol/drugs
- Sports or exercise
- Medical issues
- Education
- Gender
- Awe and wonder
- Embarrassing situations
- Romance, marriage, divorce
- Job transfers
- Death in the family
- Babies or children
- Run away from something
- Been on stage/in a movie
- Video Games, Rides
- Military, peace corps, Legal
- Driving, Flying, Boating

List everything you can think of on the chart.

Available on the RMK Publications website under the NICHE MARKETS post.

[www.rmpublications.com](http://www.rmpublications.com)

Careers/Jobs/Education		Avocation	
Aviation/Air Traffic		Writing	
University Instructor		Performing	
Non-Profit Manager			
Store Clerk			
Theater/Music			
PR/Media Specialist			
		Places I've Lived	
		Midwest/Indiana	
		New Mexico Texas	
		Arizona Oklahoma	
		Virginia/DC area	
HOBBIES		Writing Possibilities	
Gardening		Air to Ground - ATC book	
Cooking		Sell Solar Cookers/cookbook	
Reading		Manage events/Fundraisers	
Board Games & Puzzles		Canning Classes/Articles	
Dogs/Corgis		Gardening Mysteries	
Painting		Craft fairs-how to sell	
Crafts-crochet		Elder House Renovations	
Food Preservation		Memoir - Woman in ATC	
Horses/cows/chickens		Scriptwriting	
		Single Mom Camping Safety	
Talents		Traveled to or Experienced	
Paint/Tile/Texture Home		RV Cross Country 7 kids	
Analytical Thinking		Las Vegas	
Public Speaking		Auditioned for Game Show	
Singing		Alaska	
Editing/Proofreading		Juarez	
Quick Memorization		Air Shows	
Computer User		Balloon Fiesta	
		Earthquakes/Tornados	
		Passions	
		Husband/Family	
		Sustainable Green Living	
		Solar Cooking	
		Volunteerism	
		Science/Science Fiction	
		Mysteries	
		History	
		Other Items to Consider	
		Woman	
		Gluten Free Cooking	
		Diabetes	
		Age - Slowing down	
		Divorced/single Mom	

Rose Marie Kern



## FONdraising Events!

A Step by Step Guide for  
Small to Medium Non-Profit  
Organizations



# COMBINING SKILLS

Young woman with training in theatre is asked to direct a Sunrise Service for a local church association. She is a mother, an executive secretary, a girl scout troop leader and an eldest child with five siblings.

She volunteers for groups promoting things she believes in and with these skills ends up running a wide variety of fundraising events.

**Result: Writes a book**

# KNOWLEDGE, SKILLS, ABILITIES

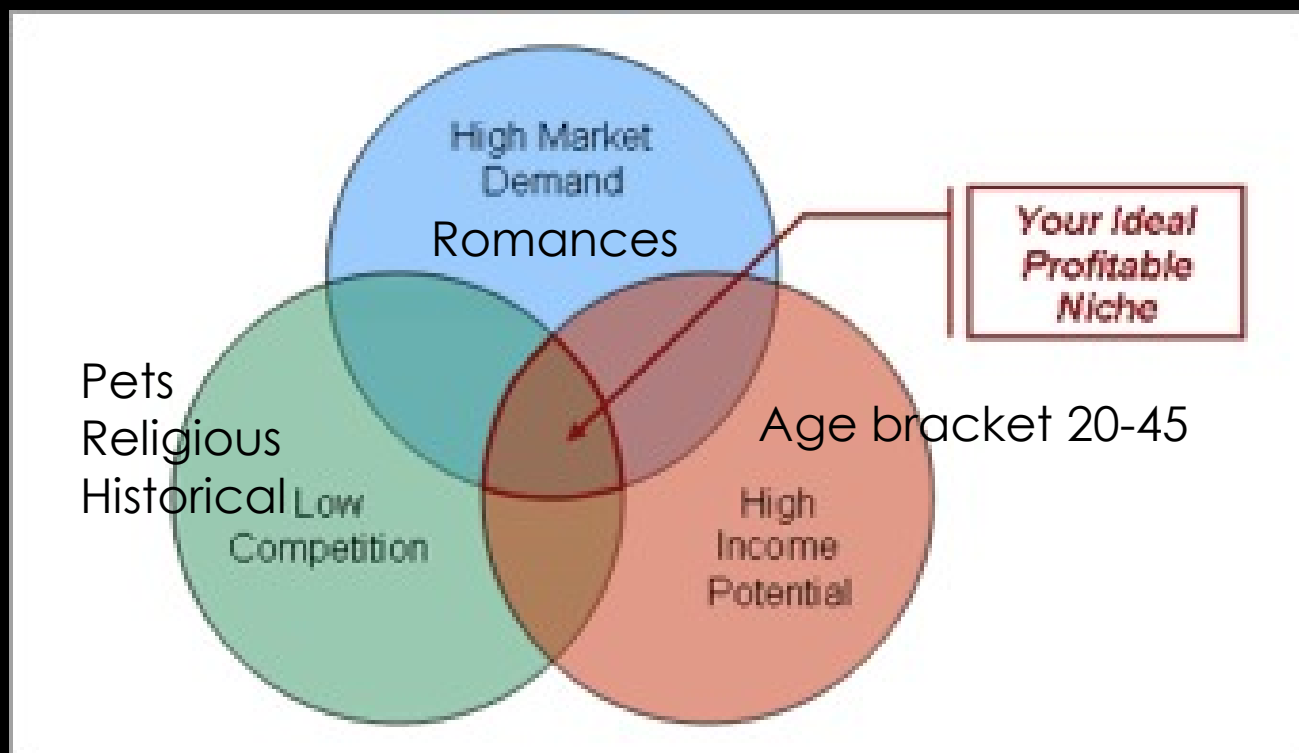
- What unique knowledge skills or abilities do you have? Here are some of mine that became realities:
- Weather training + master gardener = A book on *Creating Microclimates*
- Kubota tractor + dead pet = Story: *Operating a Backhoe through Tears*
- Sun + black box + country cooking = *The Solar Chef Cookbook*
- Flying above cumulous clouds = Poem *The Pageant in the Air*



# MULTIPLE STREAMS OF INCOME

- Combine writing types – magazine articles, online articles/stories & Books!
- Combine writing with product sales or services.
- Diversify your genres – write in more than one.
- **Whatever you do now – it doesn't have to be ALL that you do**

Look at where your strengths and interests overlap current market trends and income potential.



# WHAT IS YOUR GENRE?

What Niche's can you market your genre to?

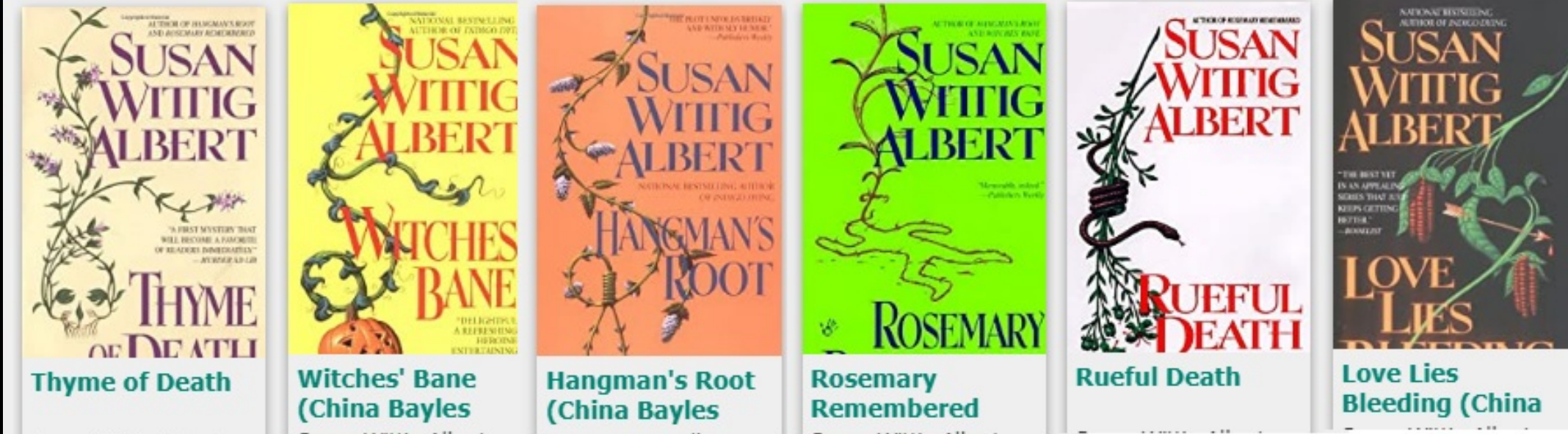
## Mystery Writer



# EXAMPLES

## Susan Albert Wittig

### China Bayles Series | Susan Wittig Albert



Susan lives in Farmington, New Mexico and she loves herbs. Her main character, and ex-lawyer named China Bayles lives in Texas and runs an herb store. Her books are named for herbs and each has several recipes for herbs in cooking.

# EXAMPLE

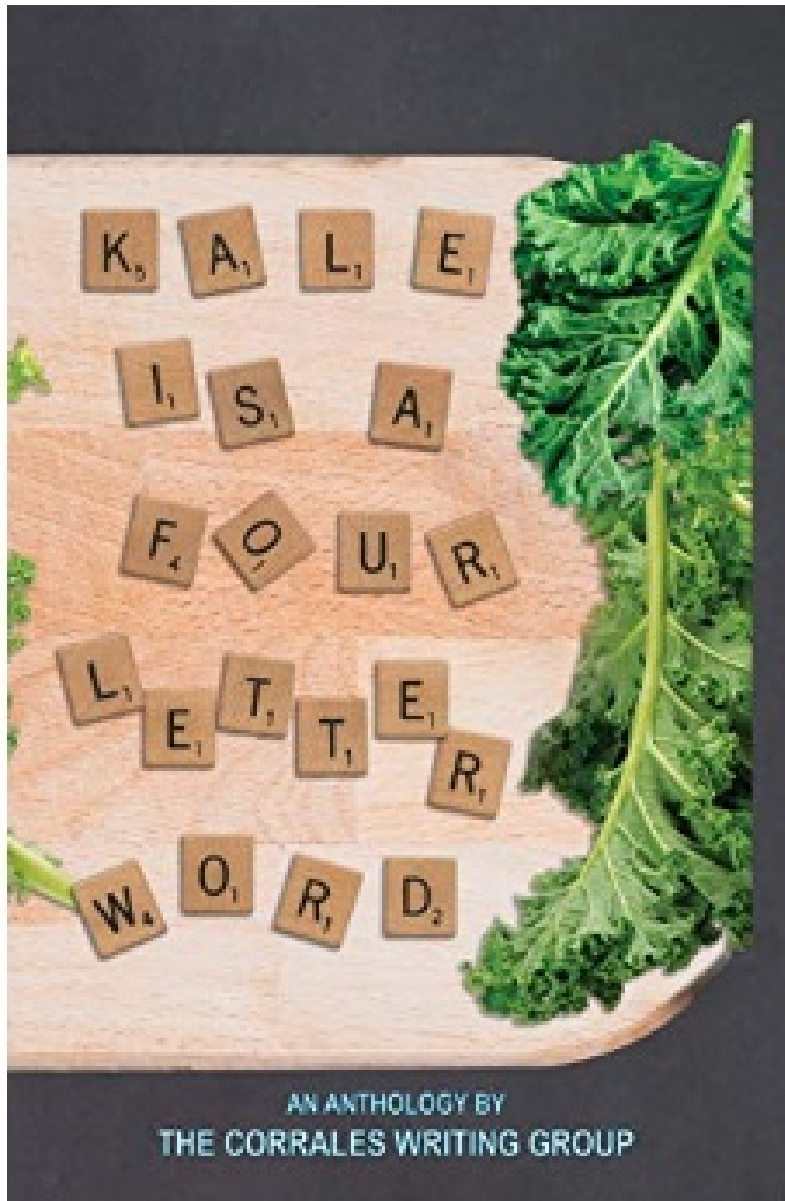
- Lillian Jackson Braun, another Mystery Writer, loves Cats. She created the popular “The Cat Who...” series.



# How about Articles and Short Stories?

Base them on a popular theme, then market them to groups who appreciate them.

EXAMPLE: The recent release of an anthology by the Corrales Writing Group about something a lot of people hate....KALE.

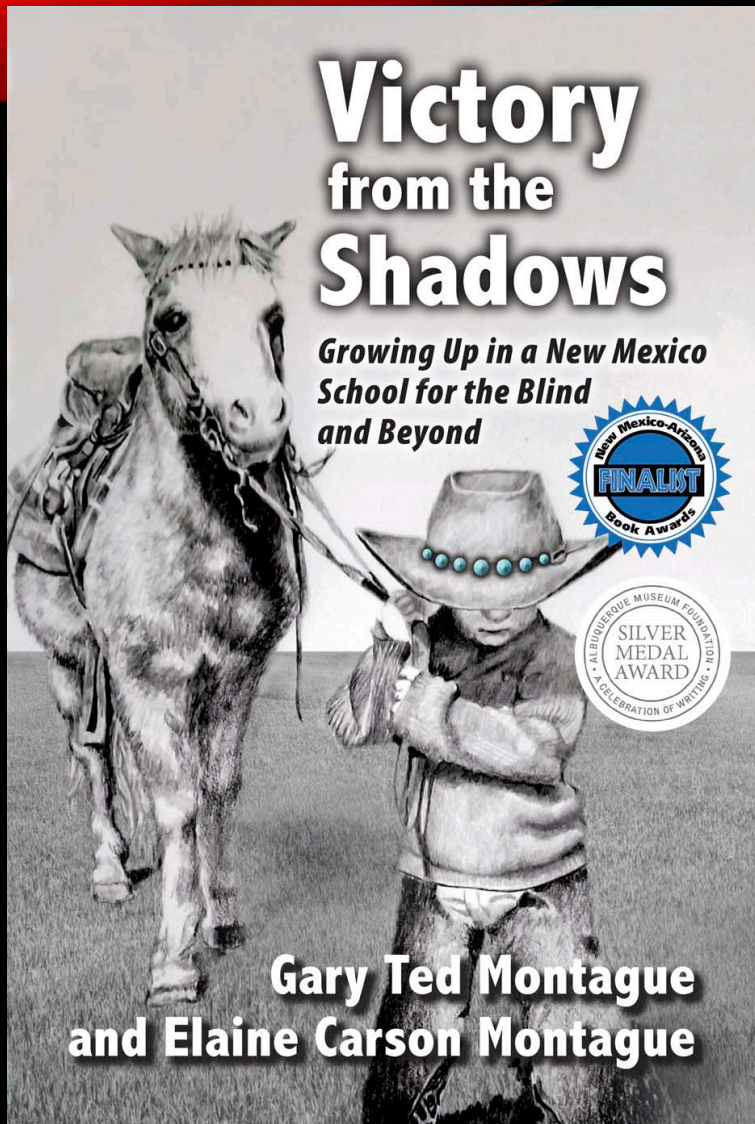


# MEMOIR?

Memoirs are easy to write – you just have to remember what happened to you, but they don't sell well, unless you have a really interesting hook, or can market them to a target group of people.

*Victory from the Shadows* appeals to:

- New Mexico History Buffs
- Educators
- People who work with the Blind



# EXAMPLE

**You can write a Memoir as supernatural fiction.**

With a really smart dog?

Or a Motorcycle Granny?

Living on a ghost planet?





# BIGGEST PIECE OF ADVICE

- Do not Limit yourself.
- Find your strengths then delve deep into your imagination and create your own

# NICHE

# Niche Markets

PRESENTED BY  
ROSE MARIE KERN

For more information or copies of this presentation go to:

[www.rmpublications.com](http://www.rmpublications.com)

Questions? [rose@swcp.com](mailto:rose@swcp.com)