



## **Finding the Holes in Your Market**

Within every market segment, there are multiple companies providing products and services. Often, you will see companies competing, trying to offer better products, cheaper services, or even attempting to steal clients. This is not effective marketing and will consume your time and energy.

Rather than engaging in the competition, look for the holes in your market. Ask your customers, all customers of this market, what they are looking for, what they need, and what they want. This is market research, learning what your clients actually want and need. With this information, you can then compare the list to the services and products offered by your competitors. It is almost a guarantee, no matter how saturated the market is, you will find a hole in the market, or services and products your clients want and cannot find.

Once you know what your clients want, focus on this and create a plan to make this your niche market. Focus all your energy on meeting customer needs and providing quality services and products. Your clients will refer other clients and before you know it, you will have more clients than you hoped for. Complete a market analysis annually, prepared to add, drop, or improve current services and products and you will always maintain a solid customer base.