

Finding a Niche: Develop Built-In Demand for Your Product or Service

While it's never been easier than before to become a business owner, it's harder than ever to stand out from the crowd.

But don't let that discourage you! The key is to get creative and build a product/service that's eye-capturing/ head-turning/ scroll-stopping from the beginning.

You don't need a patent or super-fancy technology to bring something new to the market. It's homing in on a want or need that's missing from the current marketplace. If you're still feeling stuck, try looking at this way:

**Your Product/Service +
A Specific Demographic +
A Unique Spin that Your Demographic Will Love**

Here are a few examples of "ordinary" businesses that fill an underserved or unmet need in the market and have fantastic, distinct brands.

Bean Goods (beangoods.com)

Dog Apparel + Dachshund Dog Owners + Modern, Fun, Trendy Designs

Bean Goods is a dachshund-inspired apparel line for dachshunds and their owners. The owners of Bean Goods started the company because they couldn't find fun and clever dachshund-designed apparel. The husband and wife team started the company in 2011 and are growing their six-figure business. "We tapped into this highly focused niche that we personally are obsessed with and have discovered that it's just like this wild following of doxie lovers," Claire Wolfson's, co-owner of Bean Goods, on [Jane Hamill Podcast](#).



Ivy's Tea Co. (ivystea.com)

Tea + Black and Typically Underrepresented Tea Drinkers + Hip-Hop Influence

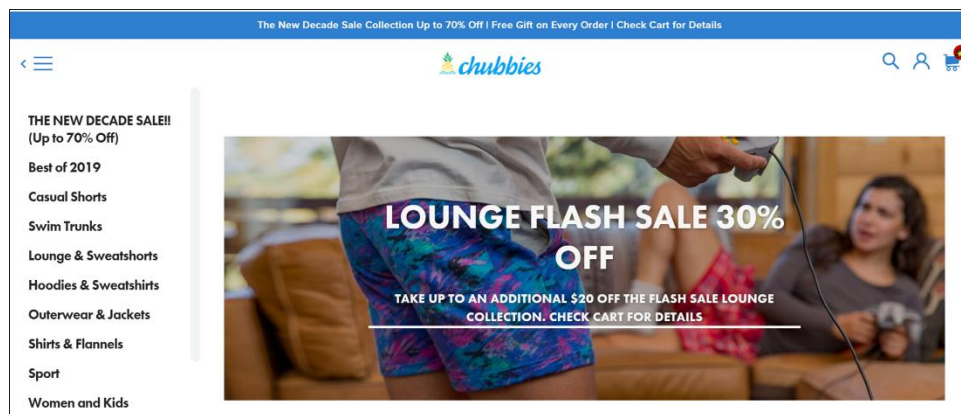
Ivy's Tea Co. is bringing a fresh voice and perspective to the tea market. Owner Shanae is an herbalist who wanted to create a more inclusive tea company. From her website, "Ivy's Tea Co. is a pop culture and Hip-Hop inspired holistic health brand. We have herbal tea and herb-infused sweeteners for the culture." From the product names to curated playlists to the website copy, Shanae has created a brand that is distinct and delightful and a company that reaches an underserved demographic.



Chubbies Shorts (chubbiesshorts.com)

Menswear + 20-30 something Men + Bold, Retro Styles

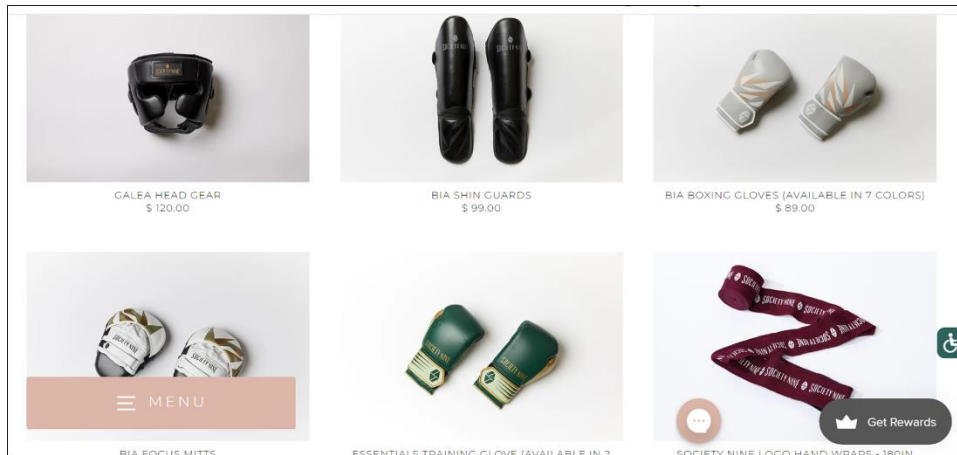
Chubbies Shorts launched in 2011 selling men's short shorts. The four college friends were inspired by their love of wearing thrifted retro-style shorts as it reminded them of their dads and uncles. They tested their idea one summer and found out quickly their short shorts were very polarizing. But in the end, the raving fans won, and their initial inventory sold out. Chubbies has now expanded their apparel line, but their short shorts for men are their main anchor product line.



Society Nine (societynine.com)

Boxing Gloves + Women Fighters + Not Pink Boxing Gloves Specifically Design for Women

Society Nine creates boxing gloves and other combat gear for women. Historically, the only options for women fighters were from mainstream manufacturers who followed the “shrink it and pink it” approach to making equipment for women. Society Nine has designed gloves designed specifically for women’s hands to prevent injury and uses bold, non-pink designs.



A typical reaction to focusing on a product niche is fear. “What if I alienate potential customers?!” The truth is you can’t afford not to be different. In a saturated marketplace, it’s your goal to find a gap and service it. It can be a new product, serving an underserved demographics, or bringing a new brand experience to the market. Don’t be afraid to go deep!

Your Turn!

What’s your niche? Try using this formula:

