

30 TIPS ON STANDING OUT IN YOUR NICHE

1. Copying others will always make you one of a crowd; to stand out in your niche, you have to find something original to say.
2. Find a mentor or a coach. They will help you see things about yourself you take for granted, and push you to the next level.
3. When you think you've got the formula right for pleasing your subscribers, always kick it up a notch with a better formula.
4. If you want to stand out in your niche, never play it "safe" – be focused on your ideal subscriber – but be yourself.
5. If people love you or hate you, you're standing out in your niche. If they forget who you are, you're one of a herd.
6. "Why fit in when you were born to stand out?" – Dr. Seuss
7. If you want to stand out, take time to know yourself. Be still. Follow your thoughts. Set the mood for creativity.
8. People who stand out in their niches welcome failure as a learning experience and take risks, afraid or not.
9. Schedule brainstorming and meditation time into your calendar, if you want to know yourself. (Know yourself, know your niche!)
10. Change your perspective when looking at a problem. (In fiction writing, this is all about POV – point-of-view.)
11. Enlarge your horizons to better understand your niche. Read more. Subscribe to podcasts. Invest in self-help. Break habits.
12. If you want to stand out in your niche, create new habits. "He who breaks a habit opens the door to learning." – Chinese proverb
13. If you want to stand out in your niche, you need fresh ideas. And you won't usually find these sitting in your office, so get out and live!
14. "Muscling through" also means "not using your brain." Stop and figure out how to stand out by working smarter.
15. Standing out in your niche is synonymous with being creative. Do you agree or disagree?

16. Working hard won't get you noticed. Adding value to the market you serve will get you noticed.
17. Focus only on the things you can control, and you'll stand out quicker and faster in your niche.
18. "Always listen to experts. They'll tell you what can't be done, and why. Then do it." — Robert A. Heinlein
19. If you want to truly stand out in your niche, learn to be proactive – not reactive.
20. Spend all your time thinking about how to do things easier and better, if you want to truly stand out in your niche.
21. Know where you stand in your niche – and in life. "Those who stand for nothing fall for anything." – Alexander Hamilton
22. "In matters of style, swim with the current. In matters of principle, stand like a rock." – Thomas Jefferson
23. Your reputation is your most important asset. A good reputation alone will almost certainly make you stand out in your niche.
24. Brand yourself, if you want to stand out. When people hear your name or see you, they should instantly know what you're all about.
25. Standing out in your niche means developing the right things for the right audience in the right ways.
26. The audience that matters most is the one right in front of you. Focus on them if you want to stand out.
27. If you want to truly stand out in your niche, track your results, learn from them and build on them.
28. It takes a village to raise a child. It takes a team to make one person stand out in their niche!
29. People who stand out in a niche take the time to build real relationships.
30. Standing out can be as simple as creating a unique and memorable brand design, doing something a little different or even a little unconventional.



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