

# Marketing for Composers

## Finding Your Niche Worksheet

Your audience, or in business parlance your target market, is the group of people you serve. Your niche is the service you specialize in offering to your audience.

You cannot be all things to all people. There is a lot of fear in choosing only a small sliver of all the potential audiences. The truth is that by going a mile deep and an inch wide with your audience you will greatly increase the impact you can have. Once you have established yourself with one audience and/or niche you can expand into others. By trying to do too many at once you minimize the effectiveness of your efforts.

It's time to identify your niche. Thinking through your niche can be difficult as a composer, because it can be challenging to distinguish ourselves from the herd. We're all composers right? And isn't the basic service we offer writing new music? Yes, but it's more than that, too.

To determine your niche answer the following questions:

- What makes your music unique?
  
  
  
  
  
  
  
  
  
  
- In what ways does your process of writing music differ from other composers?
  
  
  
  
  
  
  
  
  
  
- Why should an ensemble, performer, or director choose to work with you over all the other equally talented composers?

- How will you serve your intended audience by providing them value beyond the cost of your music?
  
- Summarize your niche below in one to three sentences (i.e., *My niche is composing music that has a strong emphasis on ecological stewardship. I do this by incorporating the music of indigenous cultures, specifically that of First Nations people. My preferred ensemble is chamber orchestra with live electronics.*)