

# Finding Your Career Niche: How To Do It Right!

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When you have a distinctive combination of skills, understanding or unique attributes, it becomes easier to stand out from other job seekers applying for the same opportunity.

There is a whole new world of employers out there looking to hire for the short term. This development is in response to the need to be more agile and responsive to the changing needs for more specialized jobs.

These days, expertise and specialization is the key to success and those without any specialized skills are having a tough time finding jobs.

## **How Can You Stand Out From The Crowd?**

By having your own niche in your industry! Find something, no matter how small it is, that you love to do and become an expert at it.

After all, what makes you employable should also be enjoyable, if you are to remain employable for long!

Build yourself a set of skills that will let you deliver concrete results to your employer right at the start. They will be glad they hired a go-getter as well as a person who didn't require extensive training. When you advertise yourself as a niche expert, you will have more positions become available to you, albeit most of them on a temporary basis. How you direct and manage your career becomes entirely your own responsibility, as you develop your expertise and understandably migrate to greener pastures, as and when the opportunity comes.

Advertise your skills as solutions to any problems your potential employer may have and let them know the exact extent of your expertise in the industry.

## **You Need To Believe You Are Different, Before Convincing Others Of It!**

Know your special attributes and unique skill set. Find out what special talents you have that give you the ability to do things that are a bit difficult for others.

And be clear about the message you send your prospective bosses. "I work in advertising," is correct but it is very unconvincing. Instead, try telling them that "I have developed successful advertising strategies for small and medium sized businesses. With a penchant for evidence-based practice and a strong stance on climate change mitigation, I hope too..."

You get the idea!

Be specific about what message you want your potential bosses to get.

Defining your niche in this manner not only helps them assess you more appropriately but it also assists you in identifying roles where you will be able to contribute in a much more fulfilling manner, leading to, the usually very elusive, career satisfaction.

Know your focus, understand your skills and achieve better clarity in the application of your skills. It is as simple as that really!

Whether you use an old-fashioned CV, an up-to-date LinkedIn profile or believe in sending out applications by the dozens, finding your industry niche is the best way to narrow down your job search so you can stop applying for any and all jobs that vaguely matches your last job's description.

Lastly, we advise you to stay relevant and maintain your specialist skills with training or practical experience.

Good Luck and Stay Niche!