

Niche Analysis Tool, Part One: Your Experience

1	Identify and quantify as a % the matter types you've done in the last 3-5 years	
2	Describe your unique experience, qualifications, abilities	
3	Identify any patterns found in the work from #1, above (e.g., industries, triggers, demographics)	
4	Describe your ideal client's personal and/or business characteristics	
5	List your personal values, passions, interests, causes, and motivators	
6	Rank the relative profitability of matter types from # 1, above	

Niche Analysis Tool, Part Two: The Marketplace

1	Nature of legal or business issue (i.e., matter type)	
2	Market Indicators: volume, trends, competitors, tiers of the issue/matter	
3	Situation/event that triggers expenditure of money and/or time on legal service	
4	Issue or challenge posed to client by those situations or events in #2	
5	Specific solutions and services you can provide to meet the needs in #2	
6	Outcomes: measures of success from client's point of view; value to them	