

Thanks for attending my session on **HOW TO FIND A NICHE FOR YOUR MSP BUSINESS** at **GLUEX 2021!**

You can view replays of the presentation from IT Glue at <https://www.gluex.co/>

Here are some of the resources I mentioned during the presentation, plus some other resources I think you'll find useful!

Definition of Niche

“Denoting products, services, or interests that appeal to a small, specialised section of the population.”

“Your niche is what makes you different. Your own flag in the sand. It's why someone will choose you over someone else. It's your special sauce.” - Amy Caiger

Types of Niche

- Geographic
- Technology Specialisation
- Industry/Vertical Specialisation

Five Ways To Test If You Already Work In A Good Niche

1. Do you speak the clients Language/Lingo?
2. Are you an expert in their Software/Line of Business Apps?
3. Do they share a similar personality to your MSP?
4. Do you ENJOY working with them?

5. Can they afford to work with you?

Examples of Managed Service Providers (MSPs) Who Niche Well

- Professional Services - [The Final Step](#), London, UK
- Government and Municipal - [Netzbahn](#), Wisconsin, USA
- Hospitality - [Astaris](#), West Sussex, UK
- Creative and Passion-Driven Businesses - [LA Creative Technologies](#), Los Angeles, USA
- Security-Led - [Southern IT](#), Brighton, UK

Further Reading

- Federation of Small Businesses - [United Kingdom SMB Statistics 2020](#)
- Small Business Trends - [Small Business Statistics 2021](#)
- Article - [Answer These 3 Questions to Help Find Your MSP Niche](#)
- Article - [4 Steps To Find Your Perfect Niche](#)
- Article - [How To Define Your A-List Client](#)
- Article - [5 Steps For Unleashing Your Niche & Becoming The No Brainer Choice](#)
- Article - [3 Ways To Stand Out & Discover Your Perfect Niche](#)

Podcasts

- [Unleash Your Niche with Amy Caiger](#)
- [How an MSP can thrive in the security niche](#)

Tools

- [Checklist - Are You Niche Enough](#)
- [Playbook - The Niche Unleasher's Playbook for Attracting Better Clients Quicker & More Easily](#)

Books

- [The Go-Giver: A Little Story About a Powerful Business Idea](#) by Bob Burg and John David-Mann
- [The Checklist Manifesto: How To Get Things Right](#) by Atul Gawande
- [The Referral Engine: Teaching Your Business to Market Itself](#) by John Jantsch
- [The IT Business Owner's Survival Guide: How to save time, avoid stress and build a successful IT Business](#) by Richard Tubb.
- [The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It](#) by Michael Gerber.
- [Referral Harvester: A Proven Strategy for Compounding Your Client Base](#) by Tiana Wilson-Buys
- [Package, Price, Profit: The Essential Guide to Packaging and Pricing Your MSP Plans](#) by Nigel Moore.
- [Selling Technology the Sandler Way: Finding Technical Solutions That Win Long-Term Business Relationships](#) by Rich Chiarello

Communities

- [Unleash Your Niche](#) - Free Facebook Community
- [The Tech Tribe](#) -- An Awesome Online Community for MSPs
- [CompTIA Managed Service Community](#)

**MSP
INSIGHTS**
WITH RICHARD TUBB

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