

# Find Your Niche

Defining Your Market And Catering  
To Your Audience

**Short And Sweet Or  
Scary Good**

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**3 Important Steps To  
Discovering Your Niche**

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# Letter From The XYZ Team

*“If everybody is doing it one way, there’s a good chance you can find your niche by going exactly in the opposite direction.”*

— Sam Walton



We always want to know more about who you are and what you care about so we can better serve you. Recently, we conducted a survey in our monthly .xyz customer [newsletter](#) in order to learn what you enjoy most about the content we provide and what you’d like to see us deliver more of.

To our delight, we found that you care most about the same things we do, namely how to get online and use new technologies to establish yourself and build an audience. You spoke, and we listened. For the whole of this year, the XYZ Quarterly will focus on “How to Get Online” and set you or your business up for success. First up: finding your niche.

In this edition, we’re sharing our expertise on attracting an audience that’s as in love with what you do as you are. This includes branding your business and finding your market, cultivating a following around your passion project or organization, or creating a personal site to showcase your talents.

We’ve been working on cultivating our niche this quarter as well, especially through the various events we’ve attended that cater to the industries we serve. In January, we connected

budding developers with .xyz at Rose Hack, a “women-centric” hackathon helping underrepresented groups move into STEM careers. That month, we also attended the world’s largest annual domain-industry conference, Namescon, to spread the latest news about our entire XYZ registry portfolio with our partners.

It was an exciting quarter for connecting .Cars, .Car, .Auto to the auto industry, as we attended NADA, the auto industry’s premier marketplace specifically targeted to franchised new car dealerships, and Innovative Dealer Summit, a renowned management education forum for car dealership owners and managers.

We hope that you find this Quarterly to be as informative, inspirational, and enjoyable to read as we do. Make sure that you’re signed up for our [newsletter](#) to receive future editions, and to take part in the next survey.

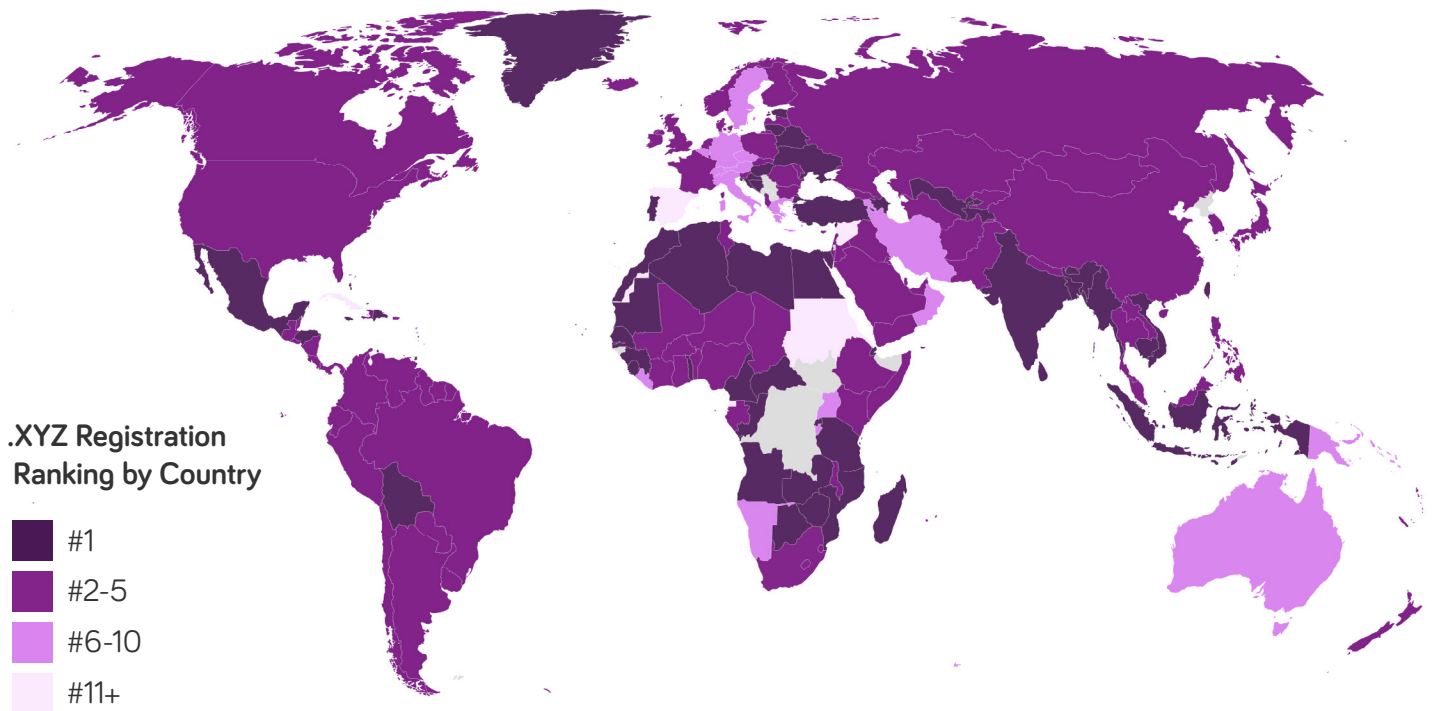
We would love to hear from you! Contact us with questions or feedback at [hello@gen.xyz](mailto:hello@gen.xyz).

*The XYZ Team*

— The XYZ Team

# By The Numbers

Today there are **millions** of .xyz domains registered in **over 200 countries** and territories.



## Reasons To Create A Website

- **70%** of employers research a job applicant online before interviewing them<sup>1</sup>
- **700,000** new self-employed workers will be competing for clients in the US by 2026<sup>2</sup>
- **79%** of Americans shop online (a whopping 259% increase from only 22% in 2000)<sup>3</sup>
- **65%** of consumers look up price comparisons on mobile while in a physical store<sup>4</sup>
- **54%** of worldwide charitable donors prefer to give online<sup>5</sup>
- **17%** increase in online giving since 2016<sup>6</sup>

<sup>1</sup>Source: *CareerBuilder.com*

<sup>2</sup>Source: *Bureau of Labor Statistics*

<sup>3</sup>Source: *Pew Research Center*

<sup>4</sup>Source: *KPMG*

<sup>5</sup>Source: *NonProfitSource.com*

<sup>6</sup>Source: *Blackbaud Institute*



# Short And Sweet Or Scary Good

How New Domains .Baby And .Monster May Fit Your Niche



Establishing your mission quickly and directly is a steadfast method to cultivating an audience who shares your values and passions. XYZ's newest domains make this connection clearer than ever, with .Baby and .Monster.

In the \$71 billion baby product industry, companies looking to set themselves apart can do so with a branded .Baby domain. This adds a clear message to their customers about who their products serve. Communities of parents can unite around .Baby names to share advice and tips, while also signaling to potential new members exactly what the community is focused on. Plus with countless memorable names available, companies can get their exact brand name, communities can get memorable URLs, and parents can share their children's growth with loved ones around the world all on a website bearing their child's name.

For those who strive to be bold, .Monster names can be as daring, playful and shockingly good as the ideas they are used for. Creative thinkers give us some of the best content on the web, and .Monster domains

give that work a fitting home. Businesses and brands can get in on the action and signify mastery of their industry, just as free-thinking individuals now have an unforgettable way to name their personal portfolio site.

*.Baby and .Monster can make communicating your purpose to your niche easier than ever.*

The possibilities are practically endless on these new domains, and we can't wait to see what our audience comes up with.



# 3 Important Steps To Discovering Your Niche

Getting online is a critical part of successfully reaching the people that matter most when you're looking to promote your business, showcase your work, or raise funds for an important cause. An online presence is how your audience will find you, learn what you have to offer, and potentially become loyal customers, fans, and supporters.



Customers, fans, and supporters of .xyz at SXSW 2018

## What is a niche?

One of the very first steps of marketing yourself online is picking a niche. A niche is the industry or genre that you specialize in and the types of products or services that you offer. Some popular niche markets of 2019 are alternative health and diets, environmentally responsible living, and the latest modes of transportation. Essentially, it's a particular market that you know you can serve over and over again.

Growth marketing agency, [GrowthEngine.xyz](#), is an excellent example of this. By focusing mainly on "growth hacking" for digital businesses (ecommerce, mobile applications, and software as a service), the agency is able to expertly deliver what their clients want most: customer acquisition and retention.

## Why finding your niche is important.

Finding your niche will help you to strategically concentrate your efforts in one direction. If you're clear

on what you offer and who your audience is, you will be able to best determine how to entice them.

*One common misconception is that your online presence needs to appeal to everyone.*

A new business that attempts to market itself to the masses often results with a watered-down message. Creatives often seem more experienced when they have a distinct specialty, and non-profits can seem more trustworthy when known for benefiting a specific cause.

Marketing with focus will help you build expert status in your space. You will be able to bring value to your potential audience by identifying and meeting their unique needs. Starting with a small, well-defined niche doesn't mean you can't expand into other spaces as you grow. Take notes from contemporary culture online publisher, [Milk.xyz](#). They have been able to expand beyond writing about innovative brands to rolling out their own collaborations and podcast due to the growth of their community.



Photo credits: [milk.xyz](#)

## How to pick your niche.

### 1. Explore the possibilities.

Start defining your niche by making a list of possible ideas. Some questions to ask yourself are:

- **What is my biggest passion or interest?**
  - Think about your hobbies and the ways you like to spend your free time.
- **What problem can I help solve?**
  - You may want to review questions on internet forums to find what people are asking.
- **If I won the lottery, how would I spend my days?**
  - Consider what you might find fulfilling if money was not an object (after the shopping spree and around-the-world trip is over).

This is exactly what Chicago Tribune reporter, Louisa Chu, and WBEZ's Monica Eng did when they started [Chewing.xyz](#). The pair combined their shared interest in food culture to create a podcast and website that explores the intersection of good food, good health, and good policy.

### 2. Determine value and public interest.

Next, pick the top three ideas and narrow them down by general interest and profit potential. It's important to know if there is an audience out there that can benefit from what you have to offer, and there are a few ways that you can determine this:

A useful way to gauge general interest and profitability is by checking keyword search query reports online. Generally, focus on keywords with at least 10,000 search queries in order to find a niche with a substantial audience. A high level of competition is not necessarily a bad thing, as competition means there is a market interested and ready to buy. A low level of competition may mean that there are not many interested people out there.

Another way to measure the market size for niche topics is by checking the amount of books, articles,

and papers written about it. If there is a substantial volume of work on your topic out there, then that means publishers have deemed it to be a profitable subject, publications consider it to be newsworthy, and researchers find it to be important. A low amount of published work on the subject could mean that there's relatively low public interest on the subject.

### 3. Decide how to stand out.

After determining which topics have an interested market, it's time to research the competition. Search the keywords associated with your niche and see what and who comes up. Start logging all of the major competitors and defining the characteristics that make you stand out in the crowd.

Key differentiators may be the pricing, level of quality, and innovation of your product or service.

Fashion tastemaker, [JovelRoystan.xyz](#), stands out from other influencers by catering his content towards ambitious young professionals, and sharing on-trend style sharp enough for the office.

One way that anyone can instantly differentiate themselves is with content and design. An expertly branded website with clear navigation and functionality can be the ultimate decider for a new customer or supporter.

*A new domain name ending like .xyz can offer a consistent and clear brand message.*

Get a domain name that is the exact name of your business, or your first and last name, so your audience can easily find you online. An .xyz domain is generic yet memorable, so it's perfect for any niche market.

We'll cover more details about branding in our next edition. Register your [.xyz domain](#) today to start building your online reputation, and be sure that you're signed up to receive our [newsletter](#) so you don't miss next quarter's article.

# 9 High-Growth Niche Terms of 2019<sup>1</sup>



1. Health food delivery



2. Keto diet



3. CBD



4. Metal straws



5. Bamboo toothbrush



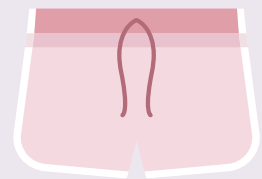
6. Rideshare



7. Electric scooter



8. Mom jeans



9. Athleisure



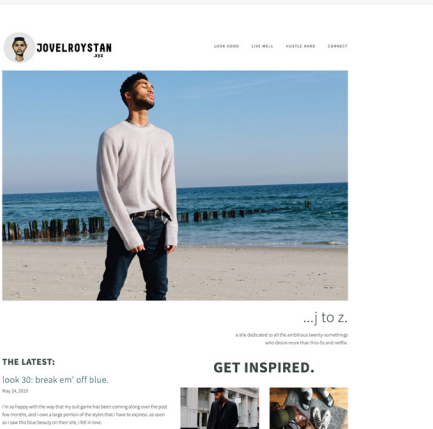
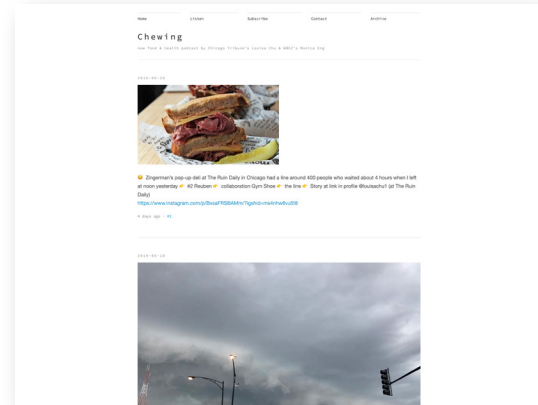
# Customer Focus

Find inspiration from these .xyz customers who are expertly catering to their well-defined niche markets.

## Chewing.xyz

### Niche: Conscious Foodies

Created by Chicago Tribune reporter Louisa Chu and WBEZ's Monica Eng, Chewing.xyz is a culinary podcast that stands out from the crowd by focusing on the intersection of good food, good health, and good policy. The duo stretched their show's scope beyond the typical fare found on food-focused podcasts to include thought-provoking discussions around the ethics of food. Through this fresh perspective, they've cultivated a passionate audience in the niche of responsible consumption.



## JovelRoystan.xyz

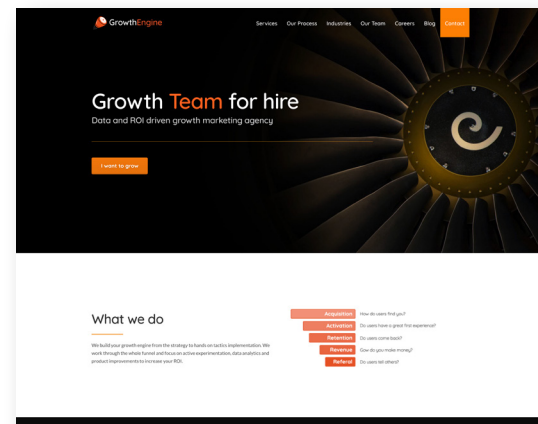
### Niche: Professionals with Swagger

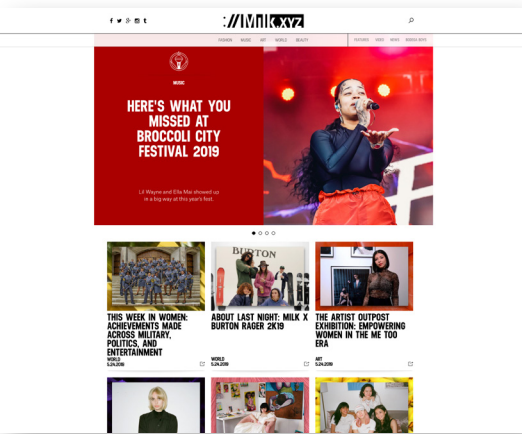
ASOS fashion executive, Jovel Roystan, turned his passion for style into a full-fledged lifestyle guide with his blog and personal portfolio. In his words, his site is dedicated to “all the ambitious twenty-somethings who desire more than 9-to-5s and Netflix.” You can find Jovel's advice on style, travel, personal care, and music on JovelRoystan.xyz. His unique brand of optimism and dedication to hustling (and looking great while doing it) has proven an infectious and inspiring model for the multitude of supporters he's brought to his niche.

## GrowthEngine.xyz

### Niche: Cutting-Edge Digital Businesses

A growth marketing agency founded by a former Google employee, Growth Engine helps businesses gain traction and grow fast by combining proven marketing methods, a data-based approach, and their team's depth of experience. The first agency of its kind in Poland, they focus mainly on “growth hacking” for digital businesses (e-commerce, mobile applications, and software as a service). The agency expertly serves some of the most rapidly expanding industries by their ability to identify their target audience and delivering exactly what they want.





## Milk.xyz

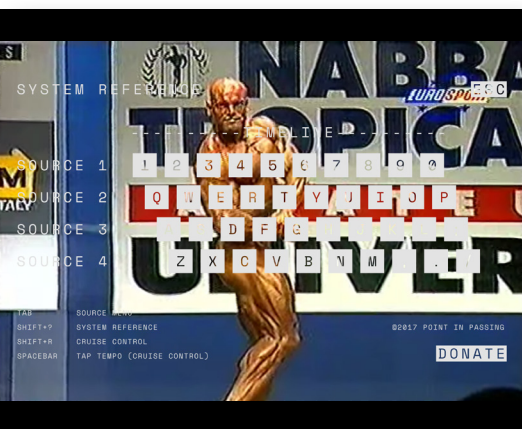
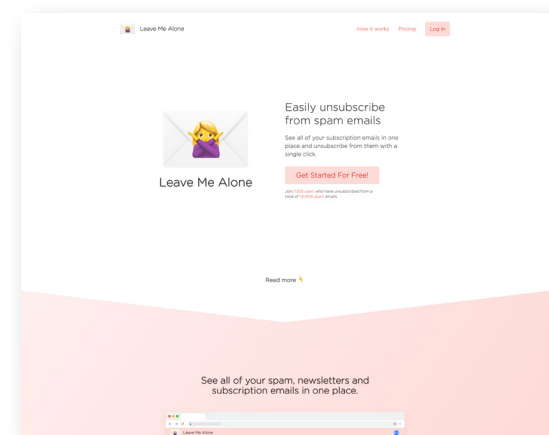
### Niche: Culturally-Aware Early Adopters

Online editorial platform, Milk, has been dedicated to innovation and creativity since their inception by highlighting some of today's most visionary leaders and brands. Having a well-defined audience has served them well, having been able to expand beyond simply reporting on fashion to rolling out collaborations with notable designers like The Arrivals and KidSuper. They've also expanded their media repertoire by welcoming two of the hottest comedians out there, Desus and Mero, A.K.A the Bodega Boys, as hosts of their popular podcast. Catering heavily towards an audience drawn to the cutting-edge, their website covers the full spectrum of contemporary culture, serving as a showcase of the most innovative talent in fashion, music, art and film.

## LeaveMeAlone.xyz

### Niche: Productivity Mavens

Leave Me Alone is an app and service founded by two UK software engineers, Danielle Johnson and James Ivings, with the goal of increasing productivity and giving back time to people. They bring focus to this lofty goal by solving one very real problem: overflowing email inboxes. Leave Me Alone helps people take back control of their inboxes by making it really easy and fast to unsubscribe from unwanted emails when you sign into their desktop app.



## www.wwwwwwwwwww.xyz

### Niche: Kooky Video Editors

At first glance this domain may seem like a mistype, but it's actually a key piece in setting the mood that this unique site and its creators have cultivated. Brooklyn-based art collective, Point in Passing, created this site to be a video DJ tool and allows visitors to manipulate short clips from obscure YouTube videos. With features in Vice and The Verge, this one-of-a kind video experience has been a hit among the niche of internet users who crave new and interesting content that is delivered in an inventive way.

# Questions?

We're listening at [hello@gen.xyz](mailto:hello@gen.xyz)

We'd love to hear from you!

Get in touch with XYZ at [www.gen.xyz/contact](http://www.gen.xyz/contact).



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