

Good niche has your own stamp on it

Q: Isn't the term niching just another trendy way of talking about specialization? I get bored with lingo that's just old wine in new bottles. Respond to this one, if you will.

A: Am so glad you asked, because this gives me a chance to clarify a serious misunderstanding about how I view making good niches. First of all, I'm not talking about the kind of specialization where you cut the pie thinner and thinner and thinner until the slices are imperceptible. I'm talking about creating your own market — making your own pie. You do this by going beyond specialization to specialness-ation.

That means putting your



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own signature, your own imprint, or personal stamp on something. You have created something that belongs to you alone. You have created something that is special, unique, one-of-a-kind.

Only game in town. That's called a niche.

Q: I am starting a new career

after a messy business breakup with a long-time friend, or so I thought. It turned out my partner whom I trusted more than anyone betrayed me. He funneled customers off to a competitor and has since gone into business with that person.

Because of his crookedness I was left with bills, anger, embarrassment, and confusion about which direction to turn. I've been going through my healing now for two years and am ready to get on with things.

The problem is I still get so angry at my former partner whenever I think about what he did, my blood boils and I want to scream. Any suggestions how to scream once and for all and get

the past behind me?

A: Yes. It's simple. Decide to be successful. That truly is the best revenge. When you spend time mucking around in the past, regardless how much you got ripped off or how bad the other guy was, you basically lose. You are taking precious time away from focus and getting on with your life.

Once you decide to become really successful, you channel energies into your own development. Figure out what it will take for you to win, and do it.

Falkenstein, a Portland, Oregon-based consultant and lecturer, is author of "Nichecraft: The Art of Being Special." Readers may address their questions to The Niche Doctor, 1800 SW First, No. 605, Portland, Ore., 97201.