

# How to Find Your Niche in the B2B Market

## *By Steve Slaunwhite*

You've probably heard plenty about how red hot the [business-to-business \(B2B\) market](#) is right now for copywriters.

But I don't mind reminding you again!

There are literally hundreds of thousands of B2B companies scrambling to find good writers to handle such projects as website content, emails, newsletter articles, brochures, case studies (aka product success stories), [online video scripts](#), and more.

And the income potential hovers between \$1,000-\$1,500 per day.

But there is a huge advantage that the B2B market offers that I haven't spoken about much before. And that's *niches*. There are hundreds, if not thousands, of niche markets up for grabs.

In fact, I was chatting with a copywriter earlier this year who has a background in a very specific industry.

"How many companies are in that industry?" I asked.

"Oh, about two hundred and fifty," he said.

"Are there any other copywriters who are focusing on that industry?"

"No," he said.

I smiled. "Well, that might just be the niche for you!"

As it turned out, it was. Within a very short period of time – just three months – he landed two great clients in that niche market. In addition, he quickly became known to just about every marketing manager at every company in that industry.

My guess is he'll soon "own" that niche.

And, just off the top of my head, I could give you several other examples of copywriters who have established themselves in B2B niche markets and reaped the benefits ... wonderful clients, interesting projects, and great money.

Like the veterinarian who sold his practice and is now "writing his way through retirement" by working with companies that sell products and services to veterinary clinics.

And the former accountant who now writes B2B copy for consulting firms.

And the homemaker who turned her passion for the environment into a lucrative part-time B2B copywriting business working with clients in the solar energy field.

Is there a niche market in the B2B sector that is just right for you?

Chances are, there is.

Here's how to figure it out.

## Step one:

Visit InfoUSA.com. Use their search wizard to generate a list of industries and types of companies. (There are also other services online you can use, such as Jigsaw.com and HooverOnline.com. You can even do some research at your local library.)

## Step two:

Make a long list of the types of business-to-business companies that interest you.

Don't worry about *why* they interest you. It could be because you've worked in that industry before. It could be because your background and education match that industry. It could simply be because your gut says you might like working with those types of companies.

Don't second-guess your choices. At least not yet. Just make a long, long list.

## Step three:

Ask yourself, "Do I know anybody in any of these niche markets?"

For example, if you happen to have a lot of contacts in the office equipment industry, then that's going to give you a serious advantage. You'll be able to use those contacts to quickly get the word out about your B2B copywriting services and, hopefully, quickly land your first client.

## Step four:

Ask yourself, "Will my experience or education give me an advantage in any of these niche markets?"

[Ed Gandia](#) asked himself that question when he started his B2B copywriting business many years ago. His background was in high-end software sales. So the software niche was the ideal fit for him. And, today, he's one of the most successful B2B copywriters I know.

## Step five:

Ask yourself, "Are there enough potential clients in these niche markets?"

Ideally, you need to be reasonably assured that there are at least 200 potential clients in the niche market you ultimately choose.

Once you complete these five steps, you'll have whittled down your list to probably five or six possibilities. Now, do some more research into those niche markets. Check out a few websites. Get a sense of the type of projects you'll likely be working on.

Then pick the niche market that makes the most sense to you ... and jump in with both feet!

Like I said, there are dozens, if not hundreds, of niche markets up for grabs in the B2B market ... niche markets just waiting for a writer who knows how to craft effective emails, website pages, case studies, white papers, ads, and other marketing communications for B2B companies.

Don't know how to write B2B copy yet? Learn. Learn quickly. Then go out there and claim your niche!

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## 11 Responses to "How to Find Your Niche in the B2B Market"

Excellent information, great outline. I'm following those suggestions.

*Guest (Ann)* – over a year ago

So what do you do if you have no money because you have no clients? I've spent money to try and make money, but to no avail. Should I just quit and cut my losses?

*Guest (Kimberly R)* – over a year ago

I'm a step-by-step person and this is a wonderful plan to follow. Still brain storming to find my niche between things I love and my experience and education that has a large enough client base.

*Renee717* – over a year ago

For those wanting to check out the options to infousa.com mentioned in Step 1 - jigsaw.com is now connect.data.com and I believe hooveronline.com should be www.hoovers.com

*Michael Kelly* – over a year ago

Outstanding and highly informative guidance. I will eagerly follow these steps.

*Spencer1* – over a year ago

I am copywriter and I want an assignment. Please tell me how I can get one.

*Donniegwaltney* – over a year ago

Anyone here making \$1,000+ per day from B2B copywriting?

*Guest (Tony)* – over a year ago

This is very useful info for me. I'm going now to check out these Search Wizard engines and see how my background will fit for either nutrition or community theater or home owner associations.

*spotlightturtle* – over a year ago

Awesome article By Steve Slaunwhite!

From my background in financial services & home remodeling sales, (also a home workshop buff) already see a few niche markets I'll consider writing for!

*WordMavin* – over a year ago

Excellent!! Steven Slaunwhite, double "S", is a double-edged sword. His articulate and concise wording and flow, PLUS his 'quick & easy' five steps to finding my writing niche, are just the model I want to emulate in my own writing. All that, and a great tag to boot. Wow! I can see the 'Glicker' as I write this. You can be sure I decided to take immediate massive action on his suggestions. Thank You, Steve

*Guest (Steven Leeds) – over a year ago*

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I am new to AWAI. Very excited to get started. I'm awakened in the empathic world, have sponged up alot of knowledge in this area. I'm going to check out sites and see how my background will help with my success.

*Angie Monteer – over a year ago*

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