



# HOW TO DEFINE YOUR NICHE

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1

## EXPERIMENT FIRST

As you explore more, you get a better understanding of what really fulfills your soul and take an informed decision later.



2

## REFLECT DEEPLY

Look back on your body of work and ask yourself which genres or projects brought you the most joy and creative satisfaction. .



3

## KNOW YOUR STRENGTH

Reflect on themes, styles, subject and technique used and be your honest critic to assess what you are really good at or can get better at.



4

## FIND THE PURPOSE

think how your photography can be service to yourself or others; or help you connect with your inner self or make someone's life better.



5

## DON'T BE AFRAID TO EVOLVE

You're allowed to outgrow yourself, shift mindset and adapt with time, as an artist. A niche doesn't mean you can no longer experiment.



6

## SHOW YOUR NICHE ONLY

Don't mix your niche portfolio with other genres. Have a dedicated portfolio and social media handle for your niche.

