

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 asses

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.

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