THE HEALING TRUST

Is There a Case for Niching Within Healing?

By Valerie Chiltonsmith

What is Niching?
Niching is a concept within marketing, whereby you specialise in something or target a particular audience, or niche. The trouble with healing is that because it universally helps anyone with anything, it's unusual to find anyone who targets a niche, but we're missing a trick.

Marketing is simply about creating pathways to your door and making it easy for people who are in need of your help to find it. But which people?

To whom am I marketing?
It's not helpful to say you help everyone with everything; in marketing 'one size fits all 'is a terrible strategy.

Let's consider this. Suppose you have a horse which needs healing, one healer says they specialise in horses, another says they help 'everyone and everything', which one would you choose? Or you have diabetes, one healer says they specialise in helping those with diabetes and another helps 'everyone with everything', which one would you choose? I suspect that you, like me, would resonate more with the person who specialises in the thing you'd like to help with, rather than the one who doesn't?

What's my niche?
To uncover what your niche could be, start by recalling what brought you into healing in the first place? Perhaps something specific in your background was helped by healing, if so, you can leverage that to appeal to others with the same or similar issue?

Let's hypothesise here, let's say someone called Connie suffered from poor sleep, healing helped her, she subsequently trained to be a healer and now specialises in helping those with sleep issues. Or Jim, who had to give up a promising sports career due to an injury, now having become a healer, specialises in helping those with sports injuries. Then there's Nancy who, following a 20-year career as a midwife, now as a trained healer focusses on providing healing for mums-to-be and their babies. Can you see how by targeting a more specific audience it speaks to that niche in a more meaningful way, generating more interest? They immediately make the connection that you can help them, which they may never have made, had your message not spoken to them specifically. Moreover, because you're building on your own experience and background, you're speaking from a place of authenticity and will naturally instill confidence as a consequence.

So, I invite you to look at the possibility that by creating a niche for yourself, you could actually increase traffic to your website and your practice. It could give you an opportunity to speak directly to a more relevant audience, to let them see how you could offer a solution to their problems. I hope by sharing these thoughts with you, you might be inspired to find a new more engaged audience and reach more people who can be helped by healing.