LoftyBiz One-Sheet Market Check

Companion download for LoftyBiz 136 — Outgrowing Your Niche: Choosing the Next Market Carefully

Your next step. Count the buyers left in your current niche, and write down your honest reason for moving. Draw five columns: up, down, adjacent, broader, narrower. Score each on buyers, budget and fit. Pick one, then choose two or three doors in and give each eight weeks.

1. Is the current niche already full?

Check	Your notes
How many buyers are still left in reach?	
Of those not buying, why not? (in-house, other firm, new, other)	
Have you already gone deeper with current clients?	
Honest motive: is the market full, or has the work become routine?	

2. Compare the five directions

For each direction, ask: How many buyers are there within reach? Can they pay a fair fee? And how well does it fit what my team already does well? Count the drag a new market adds.

Direction	Buyers in reach	Can they pay a fair fee?	Fit with what we already do well	Hidden drag
Up-market				
Down-market				
Adjacent				
Broader				
Narrower				

3. Test two or three doors for eight weeks

Track actual sales conversations, not likes or brochure downloads. Then go deep on the door that works. Repackage your offer before rebuilding it.

Door	What you will do	Sales conversations in 8 weeks	Keep or drop?
Door 1			
Door 2			
Door 3			

Worked example: Priya, Flagstaff (USA)

Priya ran a bookkeeping and payroll service for craft breweries in Flagstaff. Four staff, thirty-eight brewery clients, and about thirty-one thousand dollars a month in fees, flat for eighteen months. The region had about sixty independent breweries. Of the other twenty-two, fourteen did their books in-house, six used a large firm and would not move, and two had just opened. Adjacent won: around ninety cideries and distilleries in the wider state, similar budgets, and almost all her systems carried over. She set aside one person, two days a week, for the first three months, and repackaged the offer as books and payroll for craft drink makers. She sent a short guide to forty producers. In this example, seven new clients signed in the first six months, and monthly fees reached about thirty-six thousand dollars. These are examples, not

promises.

Worked example: Ignatius, Muncie (USA)

Ignatius ran a workshop in Muncie that built shop fittings for independent bike shops. Six staff, about forty-five thousand dollars a month. He chose one step broader: independent outdoor gear shops. He tested three doors for eight weeks and counted sales conversations only: direct outreach produced two, the reseller produced none, and the checkout partner produced nine. He went deep with the partner and designed one standard range of fittings. In this example, he closed eleven outdoor shop projects in the first year, and monthly revenue rose to around fifty-four thousand dollars. These are examples, not promises.

Keep the sheet where the team can find it

Save your five-direction sheet and the relaunch steps as SOPs in Systex, our own product. You can find Systex at loftybiz.net. Click the link in the description.

Example figures. General education, not financial, legal, HR or tax advice. Results vary. These are examples, not promises. Fees and counts in the video are rough examples, not targets or forecasts.