HR CONSULTANCY LAUNCH PROGRAMME · CHOOSE YOUR NICHE

Niche selector scorecard

Score two or three candidate niches before you commit to one.

01 Your candidates

Name the two or three niches you are weighing up, then score each below.

Niche A

Niche B

Niche C (optional)

02 Score each one

Be honest. You are looking for the best balance, not a perfect score everywhere.

Is there real demand, near you or in your reach?

Can they afford ongoing HR support?

Do you understand their world and its people risks?

How crowded is it with established consultants?

PREFER THIS DONE FOR YOU?

Ready to build the consultancy around your niche?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us

Do you have a way in: a network or a referral route?

03 Your pick

Which niche wins, and why?

Write your positioning: I help [who] with [what] so they can [outcome].

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