RECRUITMENT AGENCY LAUNCH PROGRAMME · PICK A NICHE

Niche positioning worksheet

Pin down your sector, level and one-line positioning.

01 Your sector

Specialists win. Start with the corner of the market you genuinely know.

Which sector or industry will you place into?

Pick one you've worked in or recruited for — not one that just looks lucrative.

Which roles within it do you know best?

Why would a client trust you here over a generalist?

02 Your level and desk

Seniority and desk type set your fees and your cash flow.

What seniority or salary band will you focus on?

e.g. £25k–£40k perm, or £15–£25/hr temp — it drives your fee.

Perm, temp/contract, or both?

Temp adds weekly payroll and a cash-flow gap perm doesn't have.

03 Your network

Your first placements almost always come from people who already know you.

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Talk to us

Who in this sector already knows you?

Former colleagues, managers, clients, LinkedIn contacts.

Which companies could you call in week one?

04 Your positioning

One plain sentence you can say on a call and put on your homepage.

Who do you help, and with what? Write it in one sentence.

e.g. “We place qualified accountants into SME finance teams across the South Coast.”

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