

# Top three steps for honing your niche

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## Companies need consultants

Now more than ever, companies have a high demand for talented consultants to help them grow and scale their businesses. Their need gives you the opportunity to work for yourself while contracting with these companies. You can work flexibly on your own schedule, add great value, and make incredible money to support yourself when done right. Mylance is here to help you make this a reality.

This guide gives you a comprehensive view into how to hone your niche, nail your pitch, and jumpstart your consulting business.

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## How you can stand out

What sets consultants apart is how they package their experiences and skills into a comprehensive offering to a potential client. The better you package your offering, the higher your contacts will be valued and the more clients will want to work with you.

It's important to realize the more refined your niche, the better success you're going to have. Your goal is to find companies that have the exact need that you can deliver where your expertise is the top 1-3% in the world. Thus, you can't simply market yourself as an "Operations Expert" or a "Software Engineer." These titles don't stand out and a client can't differential your skillset from other "Operations Experts".

To work on refining your niche, we recommend using the following tactics. Mylance customers have used them to land \$15k+ per month projects.

1. Narrowly focused
2. Differentiated
3. A clear, tangible value add to a company

## Top three steps for honing your niche

Below we share exercises that we run our Bootcamp customers through with live feedback, and they're incredibly helpful in working through how to present yourself in the best possible way to close a client. Follow these steps and read through the examples. Use friends, mentors, or apply to the Bootcamp to get actionable feedback to make sure you're not falling into the common pitfalls.

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### List your professional accomplishments

To get a good idea of where you can be "the best," look back at your career to date, and write down the professional accomplishments where you're most proud (ideally, when you made the biggest impact to your company). Don't forget to think about what work you enjoyed the most. We include "enjoyed the most" so that you're pitching yourself in a way that will lead to you working on projects that you actually *want* to work on. That's one of the biggest benefits of freelance consulting: you choose the projects YOU want to work on!

As you work through your professional accomplishments, think about it in the form of, "*At this company, in this role, I completed tasks that achieved something for the company.*" It's important to get to the impact of the accomplishment as you think through it. *Let's say that again.* It's crucially important to get to the impact of the accomplishment. It's not enough to say that you were the Head of Marketing and led a team of 10 for a Series A start-up. That doesn't tangibly share what value you're capable of providing. It leaves it up to the imagination, and potential clients need action-oriented results. Now that we're differentiating ourselves, we've outlined a format to highlight these accomplishments:

*At [Company X], as [your role here], I [the function you did here] that accomplished [impact to the company here] and [optional additional impact to the company].*

## Accomplishment Framing Examples

- *At Uber Freight, as Head of Carrier Operations: I launched the business and built up our Operations team that scaled automated processes across carrier acquisition, carrier engagement, and marketplace dynamics enabling us to scale north of a \$1B+ valuation within 2 years.*
- *At UberEATS, I worked as the Head Launcher for Miami, FL, and Milan, Italy where I hired the teams, designed and executed acquisition plans for all three sides of the marketplace: couriers, restaurants, and eaters to enable the successful launches of the cities, with Miami being the largest US UberEATS launch to date.*
- *At Airbnb, as employee #7 and the first Product Manager, I led our engineering team to build our first set of products that scaled from 10 hosts to 10,000 hosts, bringing our revenue from \$0 to \$10 million in the first 12 months.*

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## Tips for Accomplishment Framing

- Use action-oriented, concrete words (“built” and “designed” NOT “crafted” or “explored”).
- Make sure your impact (and how you made that impact) is clear.
- List accomplishments you actually enjoyed doing!
- List out your role + company (or team) to give context to your accomplishments.
- Keep your list short and sweet; a maximum of 3-5 accomplishments.

## Identify your tangible, concrete skills and super powers

Now that you have your accomplishments outlined, you can think through what makes you different. Next, work on your pitch to align with and support the accomplishments you shared. For example, if I launched UberEATS in two different markets, I could say that I'm an expert at launching 3-sided, B2C marketplaces and enabling them to scale.

*I'm an expert at [Area of Expertise] that enables me to [value add to a company or outcome for a company].*

For example: I'm an expert at launching marketplaces, including B2C, B2B, and two and three-sided marketplaces that enables me to help companies scale their operations.

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## Turn it into your winning pitch

Take the lists you made in steps one and two and turn them into your niche, and ultimately, a winning pitch! As you talk to potential clients and write proposals, you can use these side-by-side to communicate your value. This looks like:

*(Step 2) "I'm an expert at..." + (Step 1) I accomplished X at Y company and delivered on Z value.*

So in the example we've been using, we can say, "I'm an expert in launching two and three sided, B2B and B2C marketplaces that are set-up for scale. I launched UberEATS in Miami and Milan, and Uber Freight in the US, scaling Uber Freight to over \$1B+ in value within 2 years."

You can play with your niche and accomplishments together to make sure they flow in a sentence or two that includes a clear, concise introduction and validates the value you can bring them.

If you've done these exercises, congratulations! You now have the foundation for a winning pitch. If you've just read through this, schedule time on your calendar right now to complete these, it will be well worth the time investment.

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