6 Niche Market Categories for Financial Advisors

When advisors hear the words *niche market*, they often think about a specific type of person, such as a business owner, widow, or pre-retiree. This is a misconception because **you can choose a niche market based on any of six different categories**.



CAREER

- Professions
- Employers or companies
- Industries
- Business owners
- Health care employees
- United Airlines pilots



EVENT

- 8 Money in motion
- Life transitions
- Life stages
- 8 Inheritance
- Beath of spouse
- Retirement



EXPERTISE

- Service
- Product
- Solution
- Special needs planning
- Exercising stock options
- Divorce financial planning



MINDSET AND VALUES

- Religion
- Life philosophy
- Culture
- 8 Christians
- Socially responsible investors
- Philanthropists



AFFINITY

- 8 Hobbies
- Interests
- Lifestyle
- Golfers
- 8 Homeschool families
- University alumni



DEMOGRAPHICS

- S Geographic area
- Gender
- Race
- Age
- Generation
- Marital status
- People in Austin, TX
- Baby boomers
- Bivorced people
- Women

